

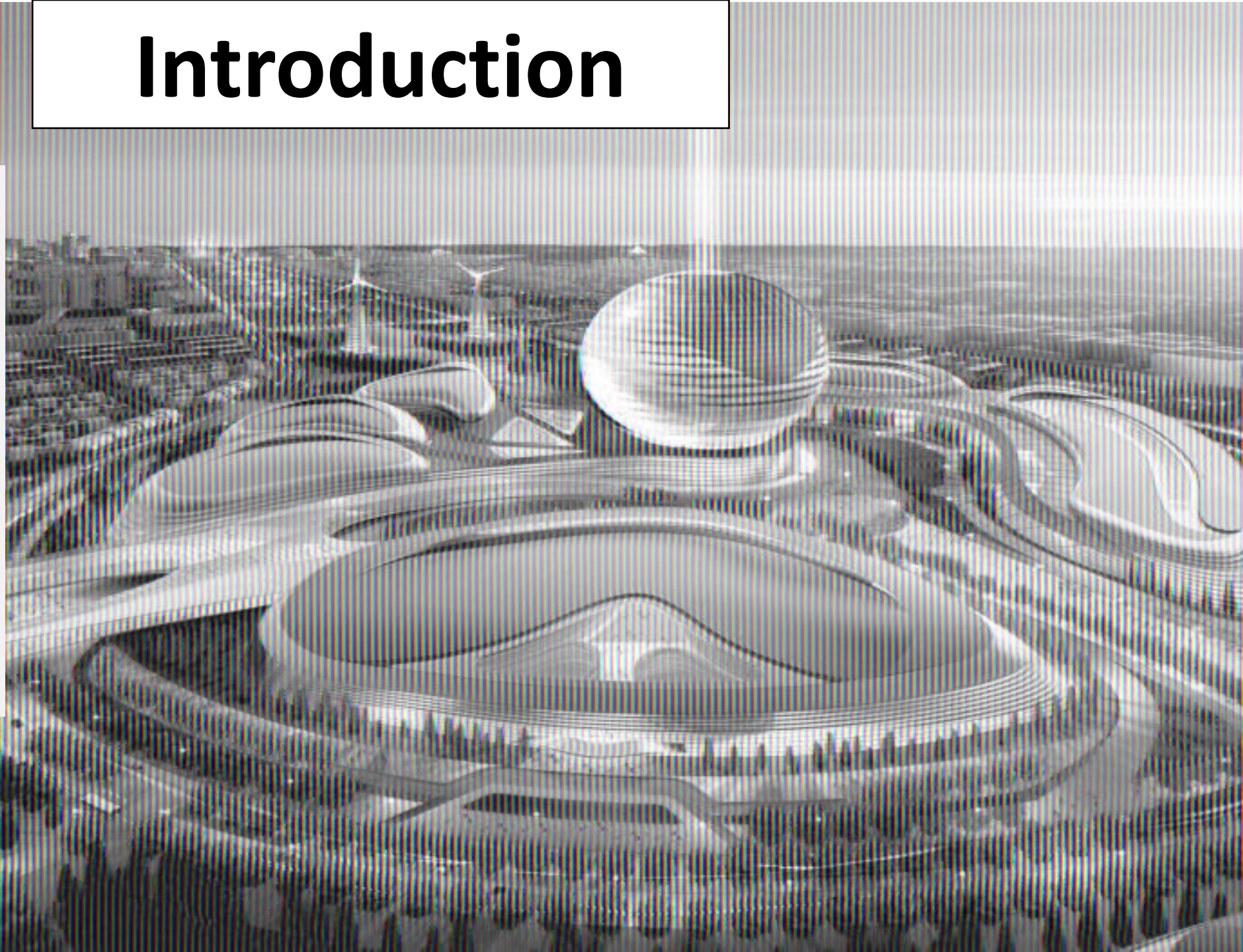
Marketing plan for post-EXPO-2017 development in Astana



Karibaeva Ainur
Kaimul'dinov Arsen
Sal'keyeva Aizhan
Tlepova Nurgul'

Introduction

Expo-2017 Astana is a specialized international exhibition, recognized by the Bureau of International Exhibitions (IBE), which will be held in the capital of Kazakhstan, Astana city in 2017. The theme of the exhibition is "Energy of the Future". 100 countries and more than 10 international organizations will take part in the preparation of the pavilions.





Common Information

On June 12, 2012, the official presentation of Astana was held at the 151st General Assembly of the BME in Paris, at the very beginning of which the President of Kazakhstan addressed the delegates with a special video-address to the delegates. In his speech, Nursultan Nazarbayev personally guaranteed the application of maximum efforts to the successful implementation of the project in case Astana wins. The topic, announced by Astana, is "Energy of the Future" - is devoted to alternative energy sources and "green" technologies.



On November 22, 2012, during the secret vote of representatives of 161 member states of the International Exhibition Bureau, Astana was chosen as the venue for the International Specialized Exhibition EXPO-2017. The application of Astana was supported by 103 countries. EXPO-2017 will be the first exhibition of this level, held in the CIS countries.



Theme EXPO-2017 - "Energy of the Future" - will attract the best world energy saving technologies, new developments and technologies for using existing alternative energy sources, such as solar, wind, sea, oceanic and thermal energy. Astana will become an effective platform for demonstrating the best world developments and trends in this industry. The exhibition will also give a powerful impetus to the systemic diversification of the economy and technological modernization of the country's production facilities and scientific base.

Statistics for the moment

The exhibition will be visited by 2 million visitors, and the total number of visits will be about 5 million. It is planned that 85% of the total number of visitors will be made by Kazakhstanis, and 15% by citizens of foreign countries, most of whom will come from the CIS countries and China. A significant number of tourists are also expected from Europe, Turkey and the United States.

CIRQUE DU SOLEIL™

REFLEXT





SWOT – analysis

Strength	Weakness
<ol style="list-style-type: none"> 1. High quality of services provided 2. Suitable technology and technology 3. System of incentives for employees of EXPO2017 4. Profitability of business 5. The visit is not limited in time 6. Active growth of tourism 	<ol style="list-style-type: none"> 1. Dependence on one position 2. High prices 3. Internal operational problems 4. Very narrow focus of business. 5. The interest of foreigners (tourists) can disappear 6. Failure to adopt new standards
Opportunities	Threats
<ol style="list-style-type: none"> 1. The growth of living standards of the population, 2. Increasing the payment ability of consumers 3. Expansion of advertising distribution channels 4. Adding related products 5. Possibility of capacity building 6. Ability to enter the international level in order to attract capital 	<ol style="list-style-type: none"> 1. The possibility of the appearance of a bad reputation associated with EXPO2017. 2. Emergence of new needs Tourists, changing interests 3. Adverse demographic changes. 4. Unfavorable government policy 5. The risk in assessing the solvency of consumers

Position: Quality. Price. Reputation

Attracting customers: The main instruments of attracting customers.

The attraction of guests will be mainly through the Internet. In addition, the site already exists. Banner and contextual advertising also have a good attraction strategy. EXPO will also use advertising in specialized print media, as well as on major Internet portals. The use of social networks have an important essence in attracting. In the social network, you can conduct various contests that allow you to attract the attention of potential tourists. You can also use advertising in the mirror - this is a "zombie" advertising method. When a person looks at the same advertisement for 20 minutes, he will necessarily remember EXPO if necessary. One of the important strategies for attracting and promoting the hotel is participation in exhibitions, conferences, forums.

Conclusion.

The international specialized exhibition EXPO-2017 in Astana is one of the key projects of Kazakhstan. The initiative of organizing such a large-scale event in the capital of our country belongs to the Head of State. EXPO-2017 is a national project, the greatest opportunity for Kazakhstan to obtain new energy and green technologies. The exhibition will have a beneficial effect on the image of the country, the development of the economy, and will highlight one of the most urgent topics - "Energy of the future", that is alternative and renewable sources of energy that are of concern to the world community. The effect of it can be seen at different levels. Thus, at the international level, the holding of the Expo in Astana will become a platform for innovation in the field of world energy. In particular, it will contribute to the development and use of alternative and renewable energy sources. At the state level EXPO-2017 will ensure long-term socio-economic effect, will give a powerful impetus to further diversification and modernization of the country's economy, the transition of Kazakhstan to a "green" economy. At the local level, a big push will be given to the tourism industry, hotel business, and services. This is the development of small and medium-sized businesses, new jobs. Thus, EXPO in Astana will be a legacy that will remain in the country and will contribute to its development in the future.