

# ICE MONGOLIA 2015

INTERNATIONAL CONSTRUCTION EXHIBITION



2015.03.27-28

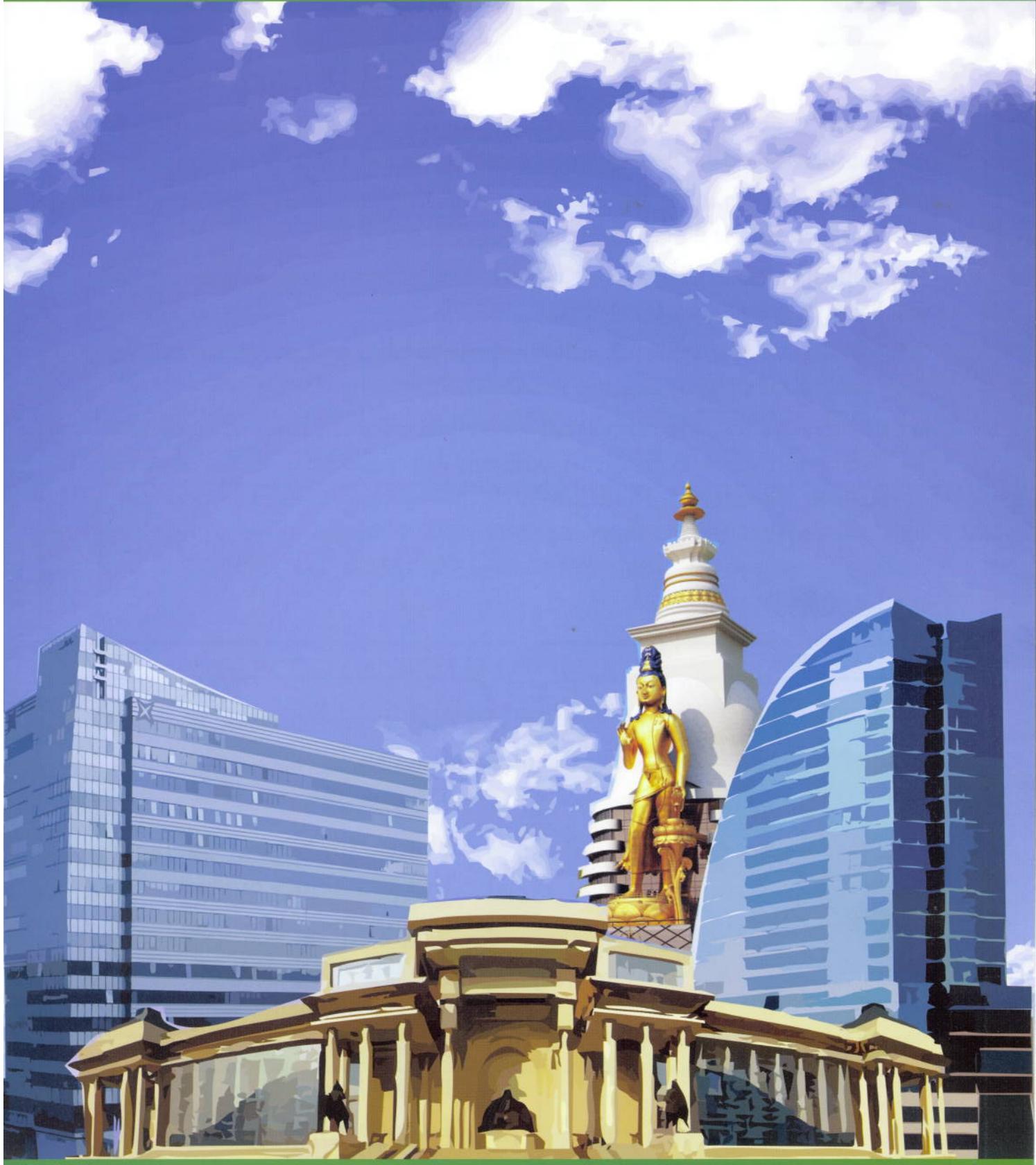
Main Organizer:



**БАРИЛГЫН ЗАР**  
*of Mongolia*



БАРИЛГА, ХОТ  
БАЙГУУЛАЛТЫН ЯАМ



## OBJECT

TO ENHANCE PARTNERSHIP COOPERATION OF FOREIGN AND LOCAL ENTITIES OF CONSTRUCTION ON SECTOR, CONTRIBUTE TO STRENGTH SUSTAINABLE DEVELOPMENT.

## INTRODUCTION OF EXHIBITION

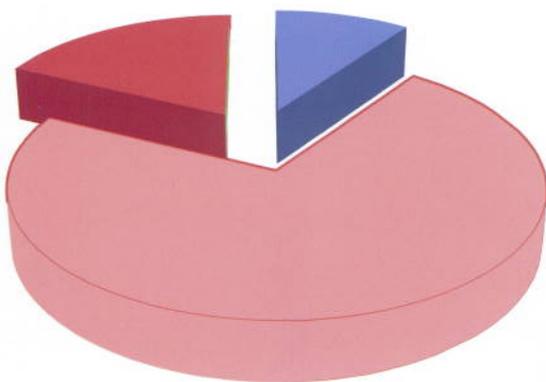
Construction sector has been developing rapidly by constructions wonderful constructions in Mongolia which is famous by nomadic culture.

However there is demand to provide citizens with cheap, high quality apartments and construction materials during economic crisis.

"ICE MONGOLIA-2015" International Construction Exhibition is being organized in 2nd year based on growing demand of citizens .

"ICE MONGOLIA-2014" exhibition could be international construction Exhibition which show world approach of construction development .

Many companies engaged in international and local construction, construction materials manufacturers, trade and residential buildings part participated in the exhibition. We aimed to organize "ICE MONGOLIA-2015" International construction exhibition a high level decrease pavilion price coordinating with Mongolian economic unpleasant condition increase equal participation of companies, entities and contribute to their operational marketing advertisement and cooperation.



- Total consumption of apartment /capital/ - 187000
- Citizens with purchasing capacity /as of today/ - 46000
- Apartments to be put into operation in 2015 - 25297

### Type of participants:

#### Internal area

- Project and IPO
- Apartment
- New technology products
- Construction materials
- Banking and financial institutions
- Foreign companies

#### External area

- Private house
- Equipments

## **SPECIAL FEATURE ADVANTAGE**

- TO GET INVOLVE TARGET CUSTOMER
- 12000-15000 CITIZENS WILL VISIT IN THE EXHIBITION DURING 2 DAYS
- WORK PLACE MEDIATION
- CUSTOMERS DEMAND ANALYSIS /CONSTRUCTION SECTOR/
- INTERNATIONAL ENTITIES WILL PARTICIPATE.

## **BY PARTICIPATING...**

- Introduce product to target customers
- Participants can order time on stage and introduce their operation during exhibition.
- To raise reputation in the market
- To participate in workshop closing ceremony
- To meet with new projects
- To partner with investors constructors
- To introduce project
- To introduce new products to the market
- To meet with new product, see new idea, solution
- To meet with similar business entities of the sector and share opinion and experience.

## **PROGRAM OF EXHIBITION:**

Duration of exhibition 09:00-20:00 on 27\*28 March, 2015

/Give speech by representative of entities, art show/

Workshop of exhibition closing ceremony: 17.00-23.00 on 28 March 2015

## **MARKETING ADVERTISEMENT**

Advertisement shall be announced through TV, FM, Radios with the most audiences and advertisement boards, procure newspaper, website and social network /facebook, twitter/ with many frequency.



## **ADDRESS:**

4, 4TH FLOOR, GANDIRS TOWER, BARUUN SELBE STREET, 1 KHOROO, CHINGELTEI DISTRICT



## SELECTION of AREA

9m<sup>2</sup> 12m<sup>2</sup> 15m<sup>2</sup> 20m<sup>2</sup> 36m<sup>2</sup>

Total 3500m<sup>2</sup>



### INTERNAL

- A  Golden and silver sponsor
- Project and IPO
- Construction materials
- B  Golden and silver sponsor
- International entity
- C  Apartment
- New advanced technology
- Construction materials
- D  Banking and Financial institutions

1m<sup>2</sup> = 50000₹

### EXTERNAL

- A  Private house
- B  Equipments

1m<sup>2</sup> = 30000₹

A  
90m<sup>2</sup>

A  
100m<sup>2</sup>

B  
310m<sup>2</sup>

