

INTERNATIONAL CONSTRUCTION FAIR

# BARILGA EXPO 2024

*Build smart ...*

**April 12-14, 2024**

**BUYANT-UKHAA PALACE**

## **"BARILGA EXPO 2024" International building exhibition**

"BARILGA EXPO 2024," Mongolia's largest international building exhibition, is set to take place for the 17th consecutive year. This year with the theme "Build Smart..." The event will bring together more than 500 diverse organizations, over 32,000 visitors, and users, making it the largest gathering in the country. The exhibition is scheduled to be held at the "Buyant Ukhua palace" from the 12th to the 14th of April 2024.

This exhibition will bring together new construction solutions, green technologies, and innovative projects. Participants include suppliers and manufacturers of building materials, advanced technology providers, and experts in sustainable technologies from Mongolia, China, South Korea, Germany, Poland, Italy, Turkey, Russia, Japan, and 30 other countries. Mongolia has a population of 3.5 million people, and 60 percent of its citizens reside

in the capital city, Ulaanbaatar. In response to urbanization challenges, the government has initiated a comprehensive development plan. This plan involves dividing the capital into 6 districts and 7 sub-districts, each featuring specific urban and infrastructure projects. Starting in 2023, the government, under the guidance of the National Development Agency, has been implementing the "Hoshig City" project. This project aims to establish a model city with 150,000 housing units and substantial urban development. The government has dedicated several years to this ambitious project, significantly influencing the landscape of urban development in the country.

Furthermore, the national economy of Mongolia is flourishing, showing a growth of 6.2% in internal revenue, investment, and industrial sectors in 2023 and expecting a continuous positive trend in 2024. The construction sector is also expected to

grow alongside the overall economic expansion.

In this context, 'BARILGA EXPO 2024' will play a crucial role in introducing advanced building materials, products, and technologies to the Mongolian market. Beyond being a platform for showcasing construction industry innovations, the expo will serve as an opportunity for networking and business development. Additionally, it will contribute to the promotion of machinery, equipment, and various large-scale products in the exhibition area. Besides facilitating B2B interactions, the event will engage in large-scale projects within Ulaanbaatar city, hosting business tour. Fostering new collaborative initiatives we are pleased to extend an invitation to potential partners, investors, and professionals to join us in this significant event that aims to enhance and transform Mongolia's construction sector.

## **Participation in Barilga Expo 2024 offers numerous advantages for international companies**



**Establish Collaborations with International Companies.** Forge connections and partnerships with companies from various countries, fostering collaboration and potential business opportunities.



**Promote Sector-specific Organizations.** Present all facets of the construction sector through cooperative efforts, aiming to meet the diverse needs of targeted users.



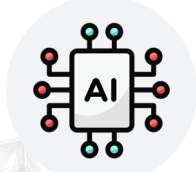
**Customer Database Establishment.** Create a comprehensive database of customer registrations, enabling better communication and tailored services.



**Effective Marketing Strategies.** Showcase products and services through targeted marketing campaigns on the Barilgaexpo.mn platform, ensuring maximum exposure and engagement.



**Enhanced Online Presence.** Optimize and upgrade your company's website to align with the Barilga Expo platform, facilitating seamless online interactions and presentations.



**Integration of Cutting-edge Technologies.** Embrace and introduce advanced digital technologies in the construction sector, contributing to the evolution and modernization of the industry.



**Customized Presentations in External Venues.** Conduct personalized presentations in external venues, utilizing unique approaches to attract and engage potential clients.



**Comprehensive Training and Seminars.** Organize inclusive workshops, seminars, and training sessions, offering valuable insights and knowledge sharing among a global audience.

## Category of entry

### Building materials, advanced construction technology

- Construction and decoration materials
- Electrical, Communication systems
- Plumbing, Ventilation
- Exterior finishing, Landscaping
- Machinery, Equipment, Appliances
- Design, Interior design, BIM (Building Information Modeling)
- Landscaping
- Private housing assembly, mobile housing
- Other...

### Real estate, Construction industry

- Standard apartment
- Luxury Apartment
- House
- Office, Service
- Real estate appraiser
- Other...

## To enter the exhibition, follow the steps outlined below:



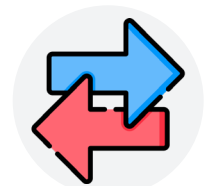
### Online Registration

Visit the website [barilgaexpo.mn](http://barilgaexpo.mn) and click on the "Register" button. Fill in the required information in the registration section (name, surname, email address, phone number, ID number, etc.).



### Booth Selection

Choose your preferred field location for the exhibition.



### Payment Transaction



Establish the participant agreement.



Create an account on the website [barilgaexpo.mn](http://barilgaexpo.mn)



Submit the participant information for the exhibition and it will be placed in the a special magazine.

## Buyant-Ukhaa palace



## Booth Arrangement

Participants can choose their exhibition space within the venue below . Select and reserve your space from the designated areas within the exhibition, including departmental and external locations.





### Booth Prices and Information

- Exhibition Sponsor Area Stand Price: \$130
- Within the Special Section A Stand Price: \$115
- Within the General Section A Stand Price: \$100
- General Section B Stand Price: \$85
- Outer Area E Stand (located in front of the main hall) Price: \$30

### Things Included in Booth Prices:

- Power Outlet, Lighting (220V)
- 2 mandates for booth participants

- Placement of Company Information in a Special Magazine.
- Company's Dedicated Subsite on the Barilgaexpo.mn Website
- Exhibitor Stand Construction (3 sides)
- Company Name Display (3x30 cm)

### Things included in the booth fee in the outer area

- Outer exhibition area with a Pavilion
- 2 mandates for booth participants
- Placement of Company Information in a Special Magazine.
- Company's Dedicated Subsite on the Barilgaexpo.mn Website

- Exhibitors selected for the designated area have the opportunity to enter with large-scale products such as machinery, mechanisms, blocks, cranes, etc., based on their allocated space

### "Additional service: (with a fee)"

- Presentation, consultation, and event planning on the stage - 30 minutes \$60, 1 hour \$90
- B2B meeting and seminar organization in the private room at exhibition hall- 1 hour \$90, 2 hours \$120"

## "What will be placed on the website for registered participants of the online platform?" ([www.barilgaexpo.mn](http://www.barilgaexpo.mn))



Company introduction  
(in web format)



Product, service, and venue information  
(images, videos)



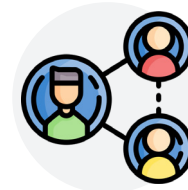
Introduction, content  
information



Company introductions and content  
(Able to download)



Contact information (Email,  
Messenger, Phone, etc.)



Social media links"

### How to upload an Information

- Fill out the information form received from the event organizing committee.
- The uploaded company introduction information will be posted on the only Mongolian construction sector news website ([www.barilga.mn](http://www.barilga.mn))
- Transfer the participant's information posted on the website to the [www.barilgaexpo.mn](http://www.barilgaexpo.mn) platform.
- Verify and confirm the accuracy of the company's information by the participant.

## The organizing team for an "BARILGA EXPO 2024" international building exhibition

**Phone:** 7711-3333, 7011-3333

**Managers:** 7711-3333-1 9990-7816, 9990-7814

**International Relations Team:**

**Phone:** 9191-9442

**Website:** [barilgaexpo.mn](http://barilgaexpo.mn),

**Email:** [expo@barilga.mn](mailto:expo@barilga.mn)

Wechat:



Viber:



WhatsApp:

