



Creating new opportunities

POST-SHOW REPORT

11.03.2024 - 13.03.2024
Almaty, Kazakhstan

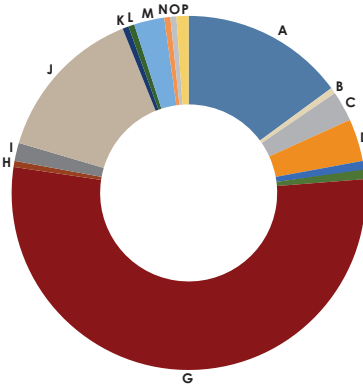
ABOUT THE EXHIBITION

Central Asia Fashion is the only professional B2B fashion exhibition in Central Asia. A significant event for international fashion manufacturers and buyers. Central Asia Fashion provides conditions for the development of your business and gives you the opportunity to become a market leader



Main exhibition sections

- 63% Women's clothing
- 20% Men's clothing
- 6% Children's clothing
- 25% Shoes
- 13% Sportswear
- 5% Denim clothing
- 10% Underwear & swimwear
- 1% Hosiery
- 4% Hats & scarves
- 40% Outerwear, leather, furs
- 6% Evening, national clothes
- 13% Knitwear
- 6% Plus size clothing
- 7% Accessories & bags
- 1% Fabric & leather

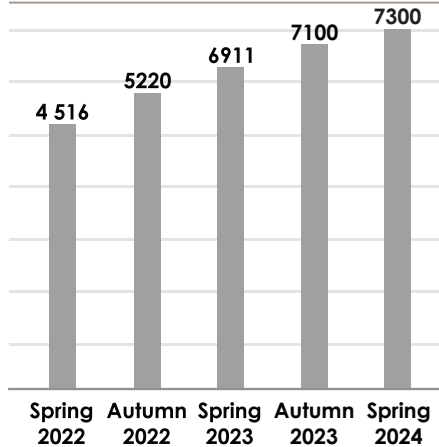


16 participating countries

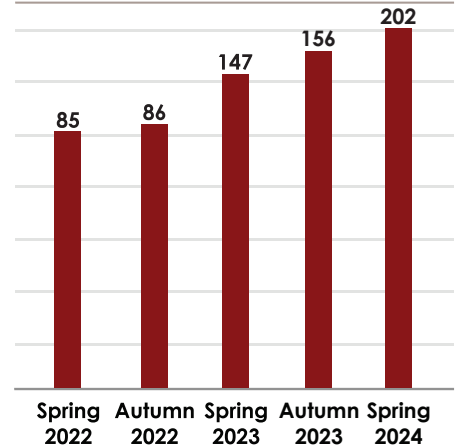
A	15%	Russia	I	2%	Uzbekistan
B	1%	Germany	J	14%	China
C	3%	Kazakhstan	K	1%	Turkmenistan
D	4%	Kyrgyzstan	L	1%	Poland
E	1%	France	M	3%	Tajikistan
F	1%	Italy	N	1%	Finland
G	54%	Türkiye	O	1%	Belarus
H	1%	Spain	P	1%	Portugal

202 participants from 16 countries

Dynamics of attendance five seasons



Dynamics of exhibitor participation five seasons



7300 visitors

In the Spring-2024 season, the exhibitions is visited by buyers from **9** countries

and **54** cities of Kazakhstan



- Kazakhstan
- Kyrgyzstan
- Russia
- Turkey
- Uzbekistan
- Tajikistan
- India
- China
- Georgia



Fashion Shows

Within the framework of the exhibition, a special Show area has been organized to showcase the fashion collections of the exhibition participants. **65** collections of fashion brands were presented in the spring season




Advertising campaign

- Advertising of the exhibition on more than 400 portals and websites
- Advertising banners of the exhibition in 24 countries of the world
- Placing and promoting information in social networks about the exhibition on the official website and social networks of information partners
- PR, audio and video advertising
- Outdoor advertising
- Newsletter of the announcement of the participation of the exhibitor
- Cooperation with regional and international agencies to attract the target audience of the exhibition
- The target audience of the official website www.fashionexpo.kz are 36 000 users per month
- The number of subscribers of the official Instagram page [@centralasiafashion](https://www.instagram.com/centralasiafashion) is more than 6 500
- Call-center work on the invitation of buyers from Central Asia
- Announcement of the event in specialized publications

Social networks

 [instagram.com/centralasiafashion](https://www.instagram.com/centralasiafashion)

 [youtube.com/centralasiafashion](https://www.youtube.com/centralasiafashion)

 [facebook.com/fashionexpo.kz](https://www.facebook.com/fashionexpo.kz)

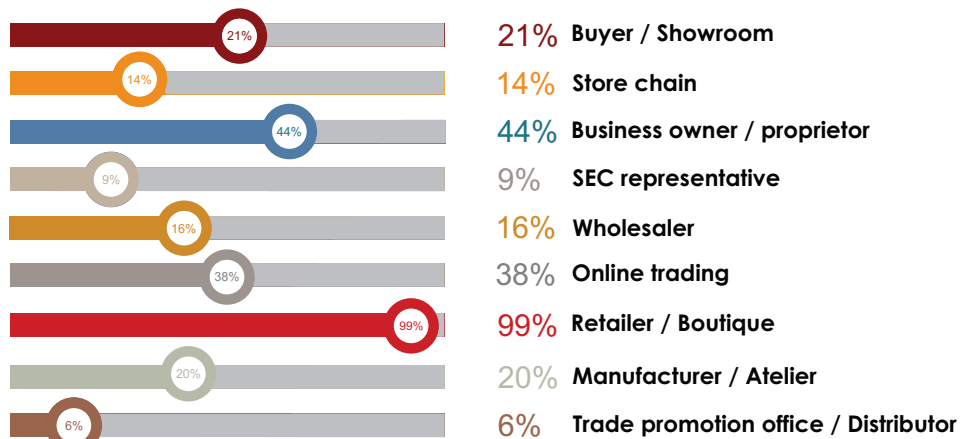
 vk.com/fashionexpo

 t.me/centralasiafashion

Sholom Aleikhem str, 5, office 1, Almaty, Kazakhstan, 050040
Tel: +7 727 352 70 74/75,
+7 727 339 06 90
+7 707 709 44 44
info@catexpo.kz / www.fashionexpo.kz

Portrait of an exhibition visitor

By the type of commercial activity



Buyer program

Exhibition company CATEXPO has organized a unique program to support and attract buyers. The program provided an opportunity:

- Accommodation in a hotel (4*) at the expense of the organizer
- Reimbursement of transportation costs
- Free attendance at the business conference and fashion shows

In the Spring-2024 season, **2358** regional buyers became participants of the buyer's program



Business program



As part of the business programme of **Central Asia Fashion Spring-2024**, an industry business conference was held, the results of an analytical industry survey were presented, and an SMM school was opened. In addition, special business platforms for free consultations with buyers were organized: a job fair, a "stylist for an hour" service, a consulting centre.

At the CAF business conference of Spring-2024 **season 9 thematic sessions, 4 seminars, 2 sessions** on retail analytics, **3 panel discussions**, intellectual retail battle, autograph session with the author of the book were held. The business conference was attended by **15 authoritative speakers** from Kazakhstan and neighbouring countries.

Associations and guests of CAF Spring-2024

More than 200 companies producing clothing, footwear and accessories from all over the continent presented new collections at the main professional event in Central Asia - the International Fashion Exhibition **Central Asia Fashion**.

Spring-2024 collections from Belarus, Germany, France, Italy, Spain, Kazakhstan, China, Kyrgyzstan, Poland, Russia, Tajikistan, Turkmenistan, Turkey, Uzbekistan and Finland were

presented to professional buyers thanks to the strategic support of national fashion industry associations: Istanbul Garment Exporters Association (IHKIB), USAID Central Asia Trade Program, Autonomous Non-Profit Organization "Moscow Export Center", Export Support Center of Kirov region, Export Support Center of Kirov region, the Center for Supporting Exports of Russia and the National Shoe Union of Russia and shoe exhibition "Euro shoes".



34 МЕЖДУНАРОДНАЯ ВЫСТАВКА МОДЫ INTERNATIONAL FASHION EXHIBITION

CAF
CENTRAL ASIA FASHION

18 - 20 august август 2024

5 INTERNATIONAL EXHIBITION SHOES, FUR, LEATHER AND ACCESSORIES
5 МЕЖДУНАРОДНАЯ ВЫСТАВКА ОБУВИ, МЕХА, КОЖИ И АКСЕССУАРОВ

supported by **ELITELINE** : euro shoes premiere collection

Organizer / Организатор **CATEXPO**

Join the global event!