

ACHIEVEMENTS



VISITORS



PARTICIPANTS

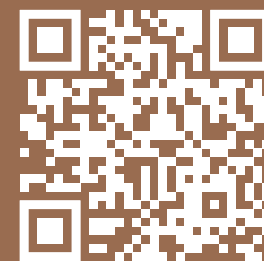


ABOUT EXHIBITION



CAF

CENTRAL ASIA FASHION



www.fashionexpo.kz

NATIONAL AWARD



BUSINESS CONFERENCE



FASHION SHOWS



The Central Asia Fashion exhibition is three days of vivid impressions, business inspiration, professional growth, and high-quality networking.



Central Asia Fashion is the largest international exhibition in Central Asia. It is held in a professional B2B format. At the exhibition, international brands show their next season collections to professional visitors, and buyers can both order them and get information about new trends and fashion trends.

EXHIBITION MISSION



It opens up wide opportunities for suppliers and buyers in the Central Asian market



It defines and analyzes the main routes of fashion retail development



It is a connection platform between suppliers and retailers



It selects the best practices and the most promising technologies

The event is mainly focused on making transactions and active business processes.

Up to 200 fashion brands from around the world take part in the exhibition every season. Collections are pre-ordered and purchased at the stands, and buyers and designer shows are held on the podium. The business program is presented by a special service for visitors and a specialized business conference, within the framework of which panel discussions, analytical sessions, thematic seminars, round tables and master classes are held.



CAF's ambitious task

The CAF International Fashion Exhibition is designed for a professional audience and promotes constructive dialogue and business development between participants and visitors.

The main ambitious task of the Central Asia Fashion is to promote the unification on a professional basis of fashion brands and designers, buyers and distributors, press representatives and opinion leaders from both the Central Asian region and from around the world.

PERIOD OF THE EVENT



September – Spring-Summer collection

March – Autumn-Winter collection

THE CONCEPT UNIQUENESS IS PROVIDED BY THREE MAIN COMPONENTS OF THE EXHIBITION



Atakent Kazakhstan Center for Business Cooperation, Almaty, Kazakhstan

For 15 years of its existence, the exhibition has become the most important information and business platform in the fashion industry of Central Asia and the whole world. The variety and large number of fashion brands and trademarks being shown, a rich program of events within the framework of the profile business conference and fashion shows, positive feedback from buyers and participants are a powerful confirmation of the highest qualifications and professional competence of the organizers of the exhibition – CATEXPO international exhibition company.

2006

The exhibition official opening – Autumn 2006. The first foreign participants are brands from France and Italy.

2007

The geography of participants has expanded to eight countries. Fashion shows are not only an important element of the exhibition, but also the most popular one among visitors.

2008

Launch of a special buyer program for visitors – hosted buyers program.

2009

Free entry to the exhibition provided the maximum number of visitors – 16,000 people.



2010

National participation of major European associations from France, Italy, Germany and France.

2011

A professional business program with the involvement of foreign experts is organized for visitors.

CENTRAL ASIA FASHION KEY DATES

2012

120 foreign companies from 16 countries took part in the exhibition. B2B meetings were organized for the first time.

2013

The exhibition has changed to a professional B2B format. It is open only to fashion industry specialists, and admission is by invitation.



CENTRAL ASIA FASHION KEY DATES



2014

Launch of designer pool, a special project to support young Kazakhstani designers. Its participants, designers Kuralai Nurkadilova and Aida Kaumenova, collaborated with foreign manufacturers.

2015

The opening of collective spaces for Kazakhstani trade centers, young designers, fashion job fairs.

2016

A record coverage of visitors of the special buyer program from the cities of Kazakhstan and Central Asia has been registered.

2017

The Central Asia Fashion rebranding into a concise name – the CAF abbreviation. The exhibition equipment has been upgraded according to European standards.

2018

An electronic visitor registration system has been introduced. A 3-day industry conference was organized as part of the business program.

2019

Focus on the active involvement of opinion leaders, Kazakhstani bloggers. A new project, an autograph session with a celebrity, has been launched. The brand ambassadors of the exhibition have been identified.

2021

Despite quarantine restrictions, the exhibition has retained its offline format and its main directions: Expo-Business-Show. A mobile transformer podium, which has no analogues in the world, is presented to a wide audience.



watch a video about
the history of the exhibition ↑



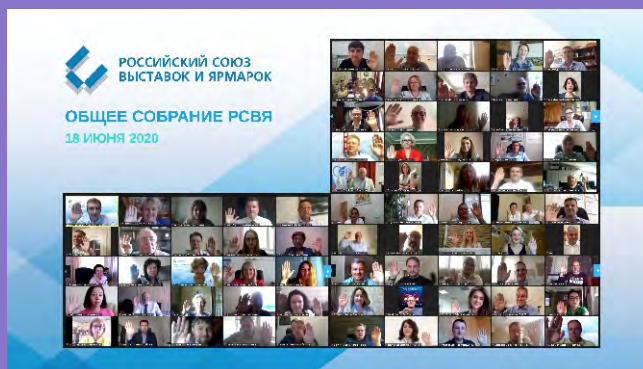
THE BEST INDUSTRY EXHIBITION OF THE YEAR

In 2015, Central Asia Fashion was awarded as the best industry exhibition of the year by PROfashion Awards, the professional award of the fashion industry. The “Fashion Oscar” was awarded for dynamic development and professional concept. The focus of the award's expert council was on those projects and companies that decisively launched bold innovations and impressive concepts despite adverse economic circumstances. The winners and the golden manikin statuette and a commemorative diploma were awarded at a solemn ceremony in Moscow.

QUALITY MARK OF THE «RUSSIAN UNION OF EXHIBITIONS AND FAIRS»

In 2015, the CAF exhibition became a part of the «Russian Union of Exhibitions and Fairs» (RUEF). The Union members are only the leaders of the Russian exhibition and fair and congress industry, and membership is awarded only as a result of passing certification and audits of statistical indicators.

As a result of receiving the status, the exhibition organizer, Catexpo international exhibition company, not only strengthened the reputation capital of the company, but also received a set of support measures from federal and regional authorities. In 2020, the RUEF quality mark was received – evidence of the special importance of the CAF exhibition for the Russian economy.



CONTRIBUTION TO THE LIGHT INDUSTRY OF THE REPUBLIC OF KAZAKHSTAN

In the Autumn-2017 season, the signing of a memorandum of cooperation between the «Association of Light Industry of the Republic of Kazakhstan» and the «Association of Employers of Light Industry of the Republic of Moldova» was initiated. The subject matter of the agreement was the cooperation of the parties in the development of small and medium-sized businesses, including the fashion and light industry in the Republic of Kazakhstan and the Republic of Moldova. The official document was discussed, adopted, signed and ratified by the presidents of the associations of the two countries, during the plenary session of the CAF business conference.

15 YEARS / 28 SEASONS / 50 COUNTRIES



50 countries from different continents on one fashion platform

45+

International organizations providing national



Only professional visitors from 18 countries of the world, 6 regions of Central Asia annually



3 days of networking meetings and B2B communication

5 000+
KB.M.

Total area of the exhibition space



3 000 visitors according to a special buyer program



Industry business conference on fashion retail



mini MBI program and educational projects

1 500+
KB.M.

Show area and organized business spaces

30+

Fashion shows and runway walks every season



Organization of art projects, pop up installations, expositions of contemporary art



Brand ambassadors of the exhibition: experts, buyers, bloggers



National Industry Award – Central Asia Fashion AWARDS



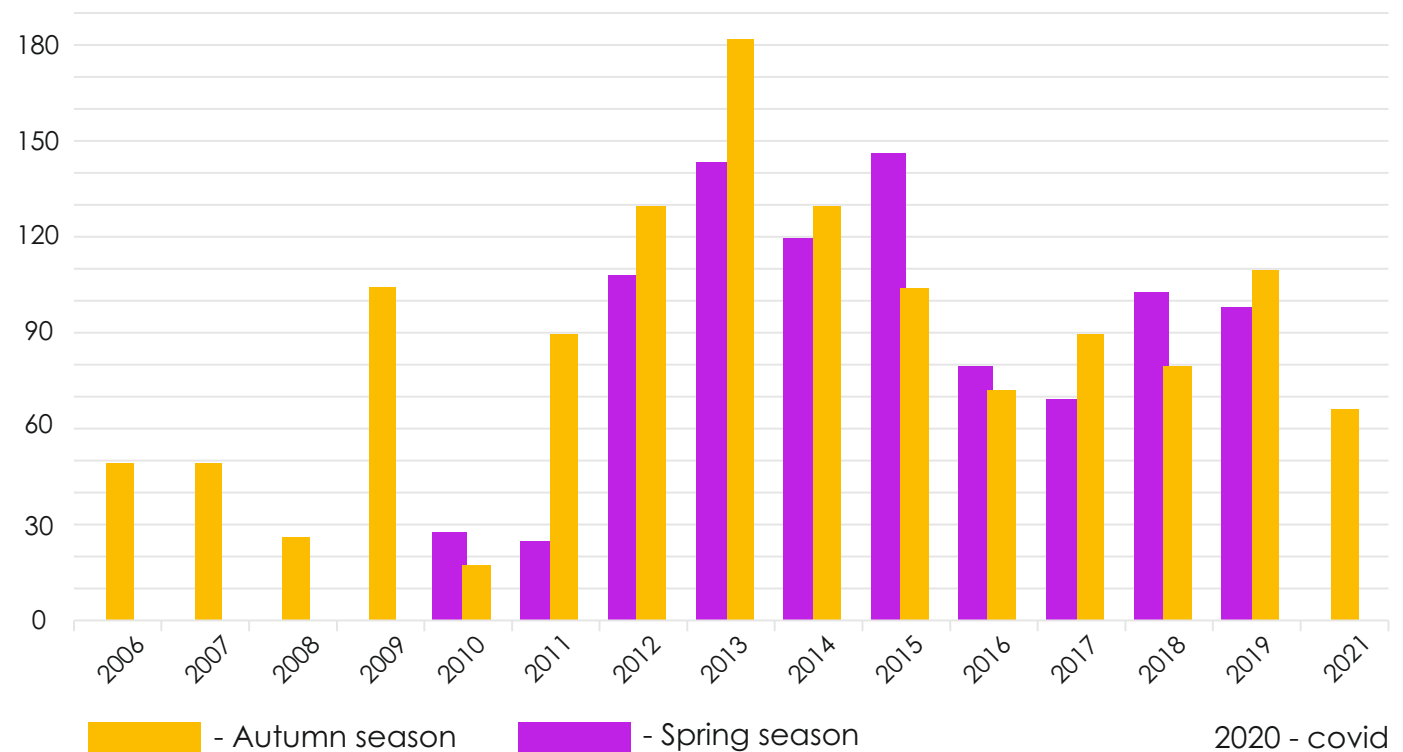
From 10 to 16 different countries of the world take part in each season. During the exhibition existence, the geographical coverage includes 50 countries.

- Azerbaijan
- Armenia
- Belarus
- Belgium
- Bulgaria
- United Kingdom
- Hungary
- Vietnam
- Germany
- Greece
- Georgia
- Denmark
- Israel
- India
- Spain
- Italy
- Kazakhstan
- Canada
- Cyprus
- China
- Korea
- Kyrgyzstan
- Latvia
- Lithuania
- Malaysia
- Moldova
- Mongolia
- Netherlands
- UAE
- Pakistan
- Poland
- Portugal
- Russia
- Romania
- Serbia
- Slovenia
- Tajikistan
- Thailand
- Tunisia
- Turkmenistan
- Turkey
- Uzbekistan
- Ukraine
- Finland
- France
- Croatia
- Czech Republic
- Sri Lanka
- Japan

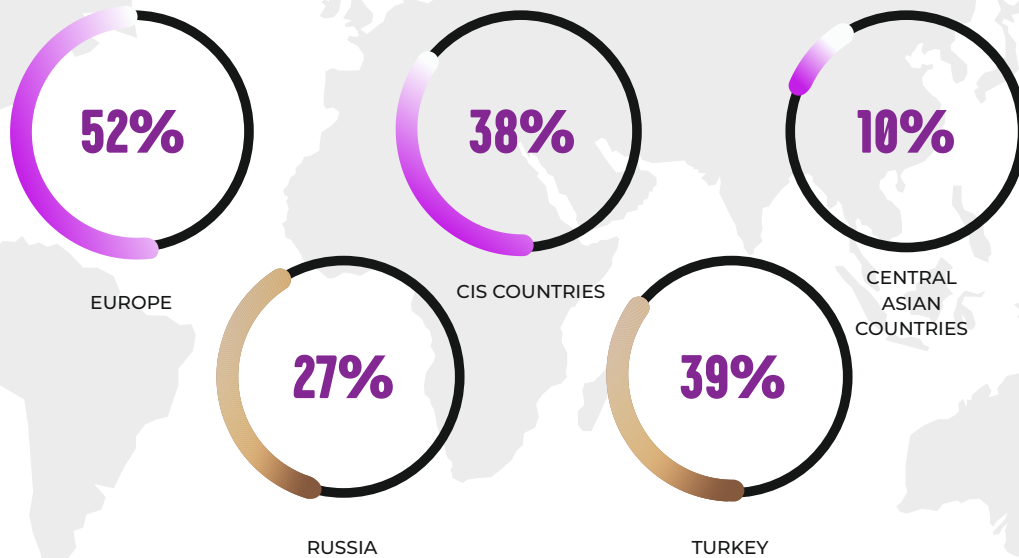
Every year, the Central Asia Fashion exhibition brings together the most famous and largest fashion players from around the world on one platform. Both large manufacturers and fashion houses, as well as small-scale factory productions and designers can show their products at the exhibition.

A variety of participants' collections are shown on an area from 5,000 + to 9,000 sq.m. Of them, 1,500 sq.m of Show Area for fashion shows and a specially organized space for a business conference.

VOLUTION OF CENTRAL ASIA FASHION PARTICIPANTS



ANALYTICAL REPORT BY PARTICIPANTS*



*CAF data for 2013-2021, percentage of the total number of participants

THEMATIC EXHIBITION SECTIONS


























Women's wear



Men's wear



Children's wear

-  Coat
-  National wear
-  Jackets
-  Knitwear
-  Leather accessories
-  Leather
-  Fur products
-  Shoes
-  Suits
-  Gloves
-  T-shirts, sweaters
-  Ties
-  Skirts
-  Hats
-  Sportswear
-  Shoes
-  Shirts
-  Hosiery
-  Blouses
-  Bags
-  Evening wear
-  Belts
-  Wedding fashion
-  Home wear and leisure
-  Dresses
-  Swimwear
-  Wear newborn Pants
-  Lingerie Fashion
-  Denim fashion
-  Accessories
-  Expectant mothers wear
-  Imitation jewelry
-  Jeans fashion
-  Sleepwear
-  Large sizes wear
-  Accessories and supplies



Companies division by thematic sections: women's wear – 48%, evening wear, leather and fur products – 16%, men's wear – 12%.

From 20 to 40 different groups of fashion products are shown at CAF every season. The price range of the brands being shown is from mass market to premium.





NATIONAL PARTICIPATION



CAF works closely with the largest international associations of the fashion industry. Participants from 13 countries can show their collections within the local participation and a special support system.

Major European fashion trade associations first participated at CAF in 2010. For 10 years, the list of associations, federations, foundations, chambers of commerce, export support centers and cluster development has expanded to 45+ companies.



GERMANY

- IGEDO Company
- Association of the German Trade Fair Industry, AUMA
- Confederation of the Germany textile and fashion
- German Fashion Industry Association
- Messe Dueseldorf
- Federal Ministry of Economy and Energy



ITALY

- Fashion Association Ente Moda Italia, EMI
- Pistoia Chamber of Commerce and Industry
- Center GROSS



UKRAINE

- Ukraine Collective Expo



FRANCE

- UBI FRANCE
- Fédération de la Haute Couture et de la Mode - FHCM
- French Federation Pret A Porter



TURKEY

- Istanbul Textile and Apparel Exporter Associations - IHKIB



SPAIN

- Fur Association of Spain
- Aragon Textile Association, FITCA



MOLDOVA

- Association of Light Industry Entrepreneurs-APIUS

KAZAKHSTAN

- RK Association of Light Industry Enterprises
- Atameken NCE of the Republic of Kazakhstan



RUSSIA

- Headwear Association
- St. Petersburg CPE
- Kirov Region CPE
- Venture Fund of Tver Region
- Omsk Regional SME Support Fund
- Russian Association of Participants of the Fashion Industry, RAFI
- FPP of Penza Region
- CPE of Moscow Region
- Oryol Regional CPE
- Ryazan CPE
- CCR of Penza Region
- CCR of Stavropol Territory
- Agency for the Development of Entrepreneurship and Investments of Vologda Region
- Fashion House of Karachay-Cherkess Republic
- FPP of the Republic of Tatarstan
- CPE of Tambov Region



CHINA

- CCCFNA China Chamber
- China Chamber of Commerce and Industry



INDIA

- India Chamber of Commerce and Industry
- LUDHIANA Clothing Manufacturers Association
- Leather Export Consulate



PALESTINE

- Palestine Pal Cluster



IRAN

- Association of Clothing and Sewing Products

*FPP – Entrepreneurship Support Fund *CCR – Cluster Development Center
*CPE – Export Support Center *NCE – National Chamber of Entrepreneurs

COLLABORATIONS WITH DESIGNERS

The Designer Pool special project was established by the organizers of the CAF exhibition in order to support Kazakhstani designers, so that they can successfully collaborate with foreign companies. All the project participants get the opportunity to take part in the CAF business conference, as well as to show their collections on the podium, taking part in a buyer's show. For many domestic designers, such participation becomes a real career springboard for opening new opportunities and entering foreign markets.

CONSULTANCY CENTERS

The first consultancy center at the exhibition was organized in 2014. The main partners and headliners are foreign experts of the Academy of Retail Technologies and PROfashion Media Holding, a Russian consulting company. Reputable industry experts consult on franchising, analytical and industry research, branding and marketing. All consultations for fashion industry professionals are free of charge.

REPRESENTATIVES OF SHOPPING MALLS

The fashion exhibition constantly cooperates with major shopping malls of Kazakhstan and shopping and entertainment centers. Authorized representatives of the shopping center are present in a special collective space, information is provided, and B2B meetings of exhibition visitors with rental departments are held. Business conference panel discussions are devoted to discussing the most pressing issues with the first persons of any shopping center. In order to directly meet representatives of malls and retailers, outbound business tours to malls are held in the course of the exhibition.

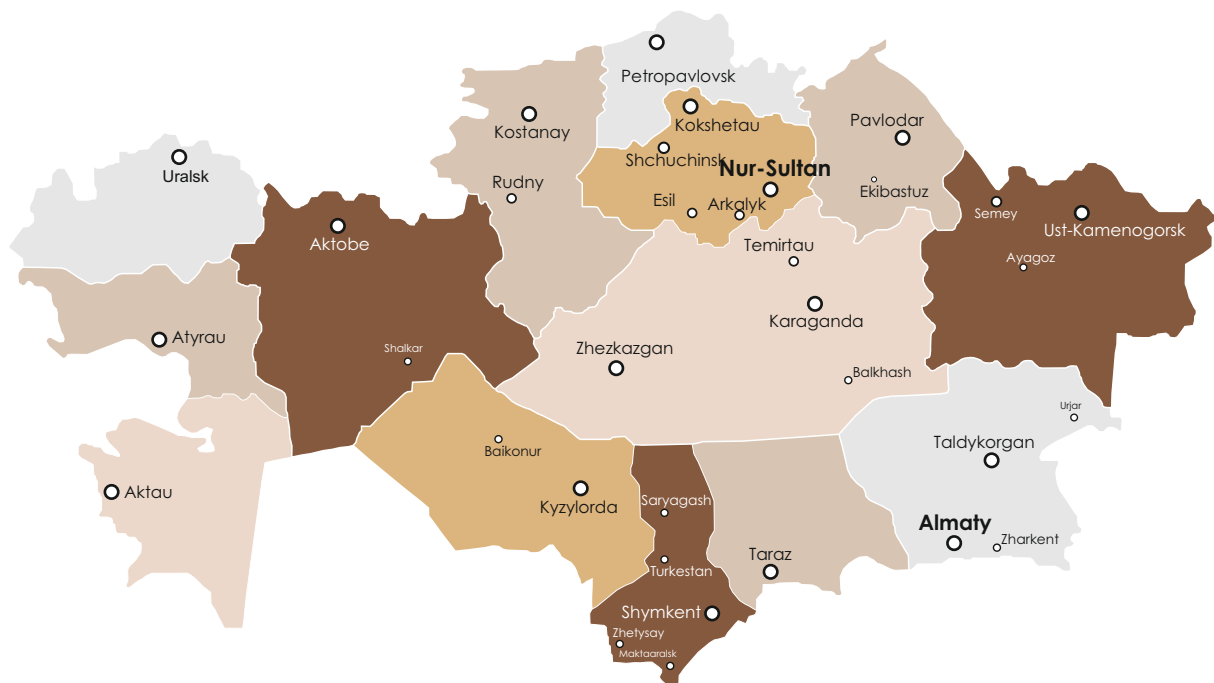
FASHION JOB FAIR

The aim of the project is to create a specialized platform for meeting employers and job seekers in the fashion industry. The job fair within the exhibition was first organized in 2015 in partnership with Head Hunter. At the stand, CAF visitors can get any proposals of employers in Kazakhstan, as well as get advice on employment and recruitment. Any vacancies presented at the stand are aimed at a wide range of applicants, from vacancies for fashion production specialists to vacancies in retail and management.



GEOGRAPHY OF REGIONAL VISITORS OF KAZAKHSTAN

The exhibition is attended by fashion industry specialists from 33 cities of Kazakhstan.



CAF is the only professional B2B platform in Central Asia, where international brands show collections of the next season to profile visitors. For 15 years of its existence, the CAF exhibition has become the most important business platform in the fashion industry of Central Asia, CIS countries and Europe.

The coverage geography is constantly expanding due to the attraction of a new audience by the exhibition delegates, the work of agent representatives, as well as cooperation with state programs for the development of regional clusters.

INTERNATIONAL VISITORS

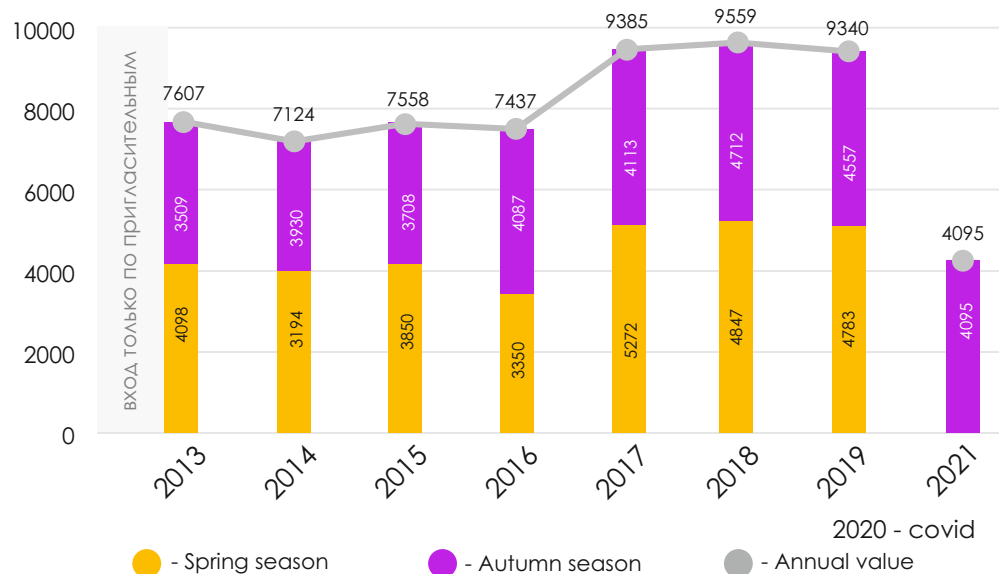
The exhibition is attended by representatives of the fashion industry from 18 countries*. Among them: sales representatives, owners of large store chains, buyers, wholesalers. The most active audience of dedicated specialists from Kazakhstan, Central Asian countries, and Russia.

- | | | | |
|---|--------------|---|------------|
|  | Kazakhstan |  | Tajikistan |
|  | Kyrgyzstan |  | Azerbaijan |
|  | Turkmenistan |  | Uzbekistan |
|  | Czech |  | Moldova |
|  | Germany |  | Latvia |
|  | Ukraine |  | Finland |
|  | China |  | India |
|  | Russia |  | Portugal |
|  | Turkey |  | Pakistan |

*CAF data for 2006–2021.

VISITORS EVOLUTION

From the moment of its foundation until 2013, the entrance to the exhibition was open to a wide range of audiences. Every season it was visited by 6,000 to 16,000 people. After changing from the exhibition to the business format, the entrance to the event is open only to fashion industry specialists, by invitation.



EXHIBITION VISITOR PROFILE

BY TYPE OF COMMERCIAL ACTIVITY*



Visitors of the exhibition, including buyers, can find out information about fashion trends in the market, get advice from industry experts, find new suppliers, order collections from numerous international brands without leaving the country.

THE MAIN GOALS OF VISITING THE EXHIBITION

- ✓ Search for new brands
- ✓ Expansion of business contacts
- ✓ Pre-order, purchase of collections
- ✓ Search for favorable conditions for pre-order
- ✓ Attending seminars and trainings
- ✓ Overview of the country's fashion market
- ✓ Attending fashion shows
- ✓ Business communication with colleagues
- ✓ Expert advice

*CAF survey data for 2016–2021 with the possibility of selecting multiple answers

In the spring of 2013, hosted buyers program, a special free professional buyer program, was organized. Its main goal is to support and attract regional buyers.

All the program participants can use a special service and an additional package of services BEFORE and DURING the visit to the exhibition. The buyer program is not a commercial project and does not entail any financial costs on the part of its participants – visitors to the exhibition.



ADVANTAGES OF THE BUYER PROGRAM

Every season, thanks to participation in the hosted buyers program, regional buyers can attend the exhibition without financial burden.



watch a video
with users and
participants feedback



Accommodation in
a 4* hotel with
comfortable rooms
at the expense of
the organizer



Reimbursement
of transporta-
tion costs for a
certain amount



Full package of
accompanying
information before
and during the
exhibition



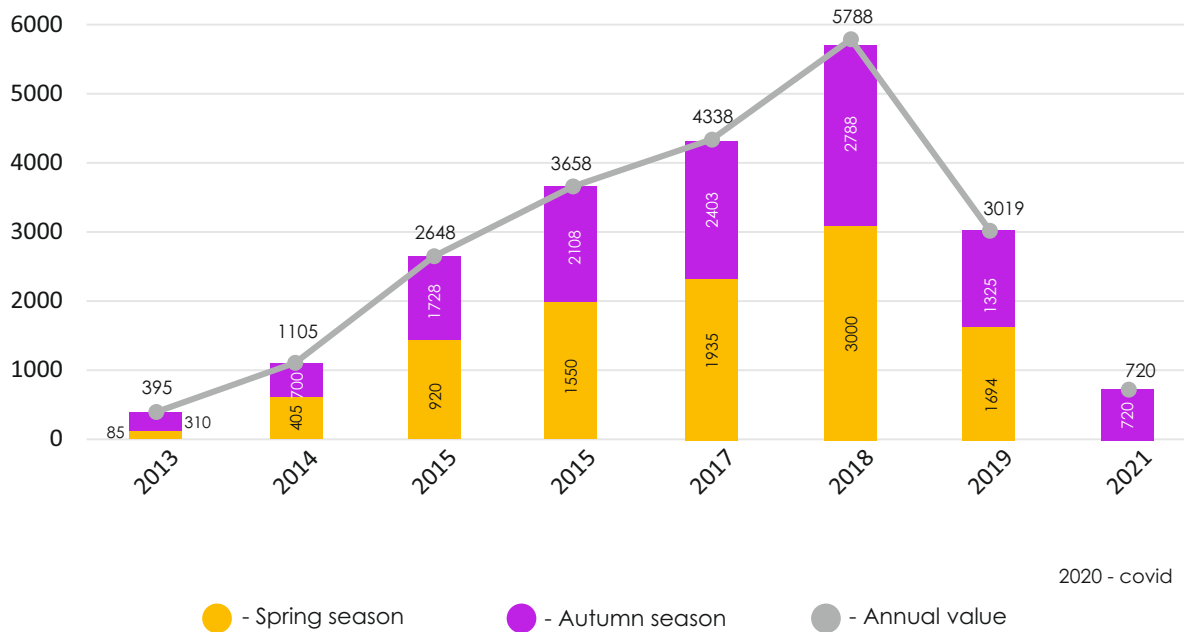
Organization of
individual meetings
with the top officials
of the exhibiting
companies



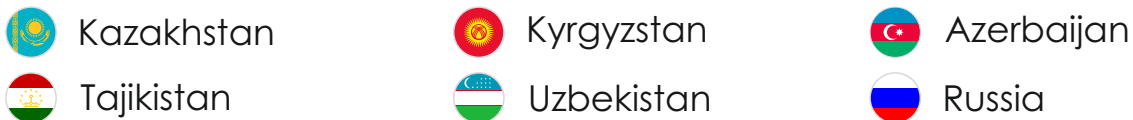
Transfers from/to
hotel and exhibition

BUYER PROGRAM PARTICIPANTS EVOLUTION

Every year, 3,000 to 6,000 specialized visitors of the exhibition take part in a special buyer's program.



The buyer program annually expands its borders and covers the territory of six countries.



GEOGRAPHY OF VISITORS BY CITIES OF KAZAKHSTAN

Every exhibition season, more than 33 cities of Kazakhstan take part in the buyer program.

cities with population of **1.1–3 million** people

Almaty
Nur-Sultan
Shymkent

cities with population of **500 000–1 million** people

Aktobe
Ust-Kamenogorsk

cities with population of **300 000–499 000** people

Pavlodar
Semipalatinsk
Taraz
Karaganda

cities with population of **100 000–299 000** people

Aktau
Atyrau
Petropavlovsk
Ekibastuz
Taldykorgan
Kokshetau
Kyzylorda
Turkestan
Uralsk
Kostanay
Rudny

cities with population of **50 000–99 000** people

Zhetisai
Yesil
Zhezkazgan
Baikonur
Balkhash
Kordai
Temirtau
Zhanaozen
Kentau
Saryagash

*according to wikipedia

The CAF exhibition plays an important role in the professional development of fashion industry specialists at various stages of development. For high school graduates and future applicants, there is a career guidance volunteering program. For students of specialized colleges, universities, there is an opportunity to complete an internship. An extensive professional development program – mini MBI – is being held for current fashion industry specialists in the course of the exhibition.

Thus, the CAF exhibition is a serious step in the formation of future professionals in the country's industry and directly participates in the formation of highly qualified workforce.

SUPPORT FOR YOUNG DESIGNERS

The exhibition regularly supports young designers of Kazakhstan and stimulates the development of their creative potential with various programs, awards and collaborations. Special features include: organization of fashion shows, participation in the opening ceremony, and a collective stand.

SUPPORT FOR LOCAL BRANDS

Being a key business platform, the exhibition helps local brands to reach a more serious level by participating in a test format of participation on special conditions. In order to further popularize local manufacturers, additional opportunities in the form of pop-up installations are organized at the exhibition. The most excellent representatives (clothes for the Universiade, the national team of Kazakhstan) receive the right to additional promotion of the brand or collection.

COOPERATION WITH UNIVERSITIES

Outside of the exhibition, its specialists cooperate with specialized universities in Almaty. As part of the curriculum, they give guest lectures at universities: UIB, KIMEP, ALMAU, the Fashion House of Symbat. They carry out supervision and cooperate with the "business career centers" at universities for students to undergo practical training, provide assistance in further employment.

TRAINING OF THE YOUNGER GENERATION

At the exhibition, graduates of schools, gymnasiums and future applicants can see prominent representatives of their future profession. Thanks to the developed volunteer profile and participation in the early career guidance of schoolchildren program, they can not only get to know the multifaceted work of the industry that they have chosen for their future career and destiny, but also replenish their portfolio with certificates of completion of a special volunteer program.



watch the video
about the volunteer program



The Central Asia Fashion business program was launched in 2008. After changing to a professional B2B format, the program meets high international standards, is expanded with new components, attracts foreign and Kazakhstani experts, and has a pool of status partners.

The event has established itself as the only specialized event in the Kazakhstan fashion retail market, which is of interest to both novice players and reputable market leaders.

Since 2016, a specialized industry business conference has been an important element of the program. The conference is focused on analytical research of the fashion market of Central Asia, industry expertise, practical recommendations, forecasting trends of the current situation.



BUSINESS PROGRAM OBJECTIVES

- ✓Development of the fashion market in Central Asia
- ✓Raising awareness, professionalism of retailers
- ✓Increasing market transparency
- ✓Improving communication between manufacturers and retailers

BUSINESS PROGRAM MAIN COMPONENTS



The CAF Business Conference is second to none in Central Asia. Its visitors can be the first to know the results of current marketing research, to see the discussion of exciting topics, to directly ask questions to fashion business and government representatives.

Business conference partners: analytical companies, trend bureaus, large consulting agencies, world-leading retail companies, developers, shopping center managers, designers, reputable bloggers, and public figures.



For all three days of the exhibition, only relevant information from reputable experts is presented at the conference



As an exclusive, at the request of the CAF, market analysis and collection of retail analytics data are conducted



Indisputable quality of business contacts and professional networking



Kazakh and foreign experts are among the speakers of the business conference



Top officials of leading companies share their experience, analyze budgets and reveal details of successful strategies

CENTRAL ASIA FASHION BUSINESS CONFERENCE ADVANTAGES

Expert practitioners present adapted, real business cases and analyze topical issues



Various forms of organization using modern conference technologies



The opportunity to improve the professional level and get a certified fashion education at the end of the seminar



Public figures, bloggers, celebrities, and psychologists are involved in the dialogue



The opportunity to take an express course of the mini MBI program in the Buyer School and Seller School



Over 10 years of work: 20+ seasons of profile business conferences, 360 authoritative experts, 230+ seminars, panel discussions, and master classes. Two parallel platforms are organized: a business lounge and a public talk zone.

PUBLIC TALK

- Panel discussions
- Thematic seminars
- Introduction to business cases
- Expert presentations
- Analytical research
- Trend-market reviews
- Industry expertise
- Debate of opinions



BUSINESS LOUNGE

- Trainings
- Master classes
- Training seminars
- Brand presentations
- Business meetings, Workshop
- mini MBI program
- Seller School
- Buyer School

BUSINESS CONFERENCE EXPERTS AND PARTNERS

- ✓ reputable analytical companies
- ✓ world-famous trend bureaus
- ✓ global companies-retail leaders
- ✓ developers
- ✓ shopping center representatives
- ✓ consulting companies
- ✓ designers and stylists
- ✓ public persons and bloggers



watch the video about the business conference



FASHION SHOW FIGURES AND FACTS

30	fashion shows every season of the exhibition
★ THE BEST	professional models only
16 meters	is total length of the transformer podium
20	variants of non-repeating podium configurations
👍	ability to change the podium shape for each show
+SIZE	6 types of shows, standard and non-standard
👤👤👤	each show is a new possibility for seating the audience
WOW	the possibility of organizing shows with special effects
600	kilowatts of high-quality sound and light
VIDEO	visual support of the brand on the screen
NEW	a new unique design every season
🪑	seating area for audience
MEDIA POIT	special place for photo and video shooting
BACKSTAGE	equipped service area for models and staff

Central Asia Fashion organizes a specially equipped Show Area for fashion shows of the exhibition participants, with the opportunity to present their own collections. The Show Area is 1,500 sq.m. Traditionally, the exhibition participants show the current fashion trends of the next season to buyers, journalists, bloggers and other market experts.



watch videos from fashion shows





The standard fashion show lasts 10–15-minutes with the provision of models. During the show, a video clip or the brand logo of the collection being shown is broadcast on the podium screen.

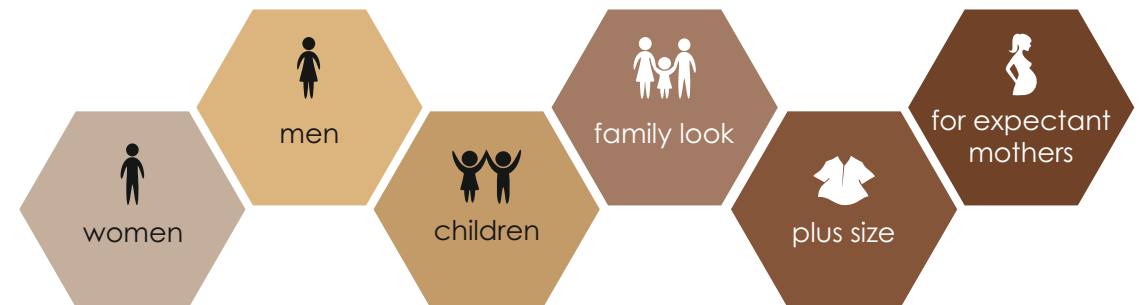
The Bayer fashion show is accompanied by a story about the brand, design and stylistic features of the collection, materials used, assortment and otherwise. The exhibition participants are offered a choice of six types of fashion shows.

ADVANTAGES OF THE FASHION SHOW PARTICIPANTS

- ✓An opportunity to present your company and show a new collection
- ✓Attracting the attention of the maximum number of exhibition guests, buyers and the mass media
- ✓A visual reference point for consumers when choosing wear
- ✓All participants of any show receive a video recording of their fashion show



TYPES OF SHOWS



Along with traditional fashion shows at the exhibition, you can see full-format shows: ethnographic, historical, and theatrical. Their entertainment and professionalism attract the attention of the maximum number of exhibition guests, buyers, and the mass media. Only professional models from Andres agency, a leader of the Kazakhstan model market, participate in all fashion shows.

AUTOGRAPH SESSIONS WITH THE CELEBRITIES

Photo and autograph sessions with celebrities are regularly held at the exhibition: theater and cinema actors, TV series stars, popular performers, famous designers, bestselling authors, top models, and bloggers. Guests of the exhibition:

- Designers—Kuralai Nurkadilova, Aida Kaumenova, Mikhail Kravets, Tarbia Aidimbayeva, Bagdat Akyzbekova.
 - Aliya Mergenbayeva, Miss Kazakhstan 2015.
 - Yana Bobryka, actress, producer, blogger, stylist.
 - Akniet Oryntai, actress of theater, cinema and TV series.
 - Viktor Eliseev, writer and TV producer .
- Meetings are held in a special area and attract the attention of visitors and the media.

ART AT THE EXHIBITION

Cooperation of the exhibition with artists, photographers, architects, designers, masters of decorative and applied arts has become a regular practice of the CAF. Previously, Pop-up exhibitions of pieces of art by titled artists of Kazakhstan: Nurlan Abishev and Saltanat Tashimova, were organized. Cultural Atlaz R, a photo project, was presented by Assel Zoi, a public figure, influencer and blogger. Fashion brands organically coexist with classical and modern art in the exhibition pavilion. CAF actively promotes the initiative: not a person comes to art, but art comes to a person. Its main goal is to make contemporary art accessible and understandable, promoting it to the general public.



PRESENTATIONS OF BOOKS, FILMS, BRANDS

Different creative presentations of books, films, TV series, fashion brands are held at the exhibition. The presentations are attended by authors, producers, directors, costume designers, designers, and actors. During the presentation, the event guests and mass media representatives are not only told about the new creative product, but also show exclusive excerpts from film, samples and sketches of costumes of the main characters, and graphic images of future fabric prints. Among the most memorable are the presentation of the Daughter of Genghis Khan in the 21st Century feature film, the presentation of the How to make money on your name? book

SHOW PROGRAM AT THE EXHIBITION

An integral part of the exhibition is a spectacular show program presented on the first day of the event at the CAF opening ceremony, and on the last day at the Central Asia Fashion Award. Dance groups and talented young dancers perform as part of the event. Fashion shows accompanied by DJ sets are held in cooperation with local fashion weeks and competitions of young designers. The memorable ones include a collective show of the participants of the New Generation Open Way young design competition, and Myths of the Great Steppe, an ethnographic show of the collection of designer Tarbia Aidimbayeva.



Central Asia Fashion AWARDS is a national fashion retail industry award. This is a special recognition of the community, which is awarded for professional and creative achievements in the field of fashion and design.

EXPERT COUNCIL

The Central Asia Fashion AWARDS is a competitive event based on the independent selection of the exhibition ambassadors. The selection of nominees does not depend on the opinion of the organizers and is popular.

The exhibition brand ambassadors are fashion industry specialists: buyers, influencers, fashion and lifestyle bloggers.

The ambassadors are the owners of popular social media accounts, community leaders, industry experts with a serious reputational asset. The expert council members are new every season.

MISSION OF THE AWARD

- ✓ Selects the best fashion brands with the greatest potential for the Central Asian region.
- ✓ Helps fashion retailers to target industry leaders.
- ✓ Encourages healthy competition and improvement among market players.
- ✓ Forms the public recognition of the best fashion brand of the current season in Central Asia.



AWARD NOMINATIONS

- ★ The most creative stand
- ★ The most original collection design
- ★ The best commercial potential of the collection
- ★ Discovery of the season
- ★ For the use of innovative materials and technologies



A comprehensive advertising and PR campaign of the exhibition is carried out BEFORE, DURING and AFTER the exhibition.



check out the exhibition guide

ADVERTISING AND PR CAMPAIGN OF THE EXHIBITION

- ✓ **PR articles** about the exhibition in newspapers, magazines, information portals, news aggregators.
- ✓ **Video announcements**, stories about the exhibition on the official websites of TV channels of the Republic of Kazakhstan, video aggregators, YouTube channels.
- ✓ **Audio advertising** on the radio and in the shopping malls of the cities of Kazakhstan.
- ✓ **Announcements about the exhibition**, PR articles, interviews with experts and organizers on specialized media resources.
- ✓ **The exhibition results** and announcements on the information partners' resources: website, social media, podcasts, and messengers.

EXHIBITION PARTICIPANTS PROMOTION

WEB

Informational support on the organizer's website fashionexpo.kz

E-LETTER

Regular newsletters in the e-letter format for the profile audience and the media

PROMO

Affiliate marketing in Kazakhstan, Central Asian countries and abroad

SMM

Posts in social media of the exhibition's organizer and partners

- ✓ The official exhibition guide with a list of participants, recommendations, a business conference program and a schedule of fashion shows is provided free of charge to all visitors at the entrance to the exhibition.
- ✓ Information about the exhibitors is regularly updated and posted on the official website of the organizer www.fashionexpo.kz, in social media, in scheduled e-mail newsletters.

OFFLINE MEETINGS WITH THE TARGET AUDIENCE

- ✓ Regional business delegations of the exhibition team in Kazakhstan. Coverage – more than 25 RK cities.
- ✓ Offline meetings of the exhibition team business delegations in Central Asia, CIS, and Russia.
- ✓ Own agents to attract the target audience in 6 cities of Kazakhstan.
- ✓ Brand ambassadors of the exhibition in the RK major cities.
- ✓ Own agents to attract the target audience in Tajikistan, Kyrgyzstan, and Uzbekistan.

TARGETED PERSONALIZED MAILING

- ✓ E-mail newsletters based on its own database of visitors and participants.
- ✓ Courier delivery of VIP invitations "from hand to hand" in 24 cities of Kazakhstan.
- ✓ SMS newsletter for the exhibition visitors.
- ✓ Individual mailing of electronic invitations using messengers.
- ✓ Courier delivery "from hand to hand" of invitation cards (flyers) to fashion retailers of shopping malls in Kazakhstan.
- ✓ Distribution of exhibition flyers in the rental departments of shopping and entertainment centers in Kazakhstan.
- ✓ E-mail newsletters of the exhibition announcement and the results on the client database of partner organizations.



The 5/7 work of the call center on the invitation of buyers of Central Asia, the CATEXPO database



OUTDOOR ADVERTISING

- ✓ Placement of billboards on the central streets of the RK cities.
- ✓ The exhibition announcement on the LED monitors of any shopping centers of Kazakhstan
- ✓ Placement of advertising X-structures in trading houses in Almaty



BANNER ADS AND ARTICLES ON THE INTERNET

WEB

fashionexpo.kz - official website of the exhibition, 15,000+ monthly users

PR

Banner advertising of the exhibition on more than 400 portals and websites around the world

LED

Advertising banners of the exhibition are broadcast in 25 countries of the world

MEDIA

Partner placement of the exhibition announcement and the results in the Kazakh and foreign media

PRO

Announcement of the exhibition in specialized publications, Internet portals, media aggregators

40+

Informational cooperation with 40+ specialized media resources

POST

Post business conference materials are transcribed and published in the media

POSTING INFORMATION ON SOCIAL MEDIA

OWN RESOURCES



/centralasiafashion



@CENTRALASIA FASHION



/fashionexpo.kz



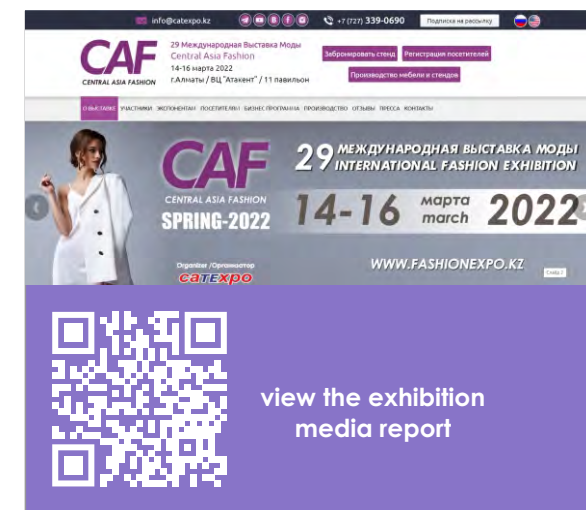
/centralasiafashion



youtube.com/centralasiafashion

PARTNER RESOURCES

- ✓ Business conference partners
- ✓ Information media partners
- ✓ International organizations ensuring national participation
- ✓ Bloggers, opinion leaders
- ✓ The exhibition brand ambassadors



view the exhibition
media report

When promoting any services or products at the CAF exhibition, advertisers purposefully focus on the fashion industry and its representatives. Wide coverage of the selected international and local audience: visitors from 15 countries, participants from 50 countries of the world. To become a sponsor at the CAF exhibition means to gain an advantage in the fashion world.



BENEFITS OF PARTNERSHIP AND SPONSORSHIP

Improves the company's brand/product perception

Shows the brand/product's connection with fashion

Promotes brand/product awareness

Bigs up the brand status in the eyes of the public and partners


Helps to strengthen the image

Ensures brand integration in a new market

WHAT THE EXHIBITION OFFERS TO ITS PARTNERS

- Status of the exhibition official partner
- Mention in the official press releases of the exhibition
- Logo on the exhibition website with an active link to the partner's website
- Logo on a color 3D structure
- Advertising module of company in the exhibition pavilion
- Logo in the official exhibition guide
- Posting information about the brand on the official social media of the exhibition: on Facebook Instagram, Telegram, Vk
- Logo on the LED screen in the show area



see the advertising opportunities and conditions of PR participation at the exhibition 

BRAND / PRODUCT / SERVICE PROMOTION OPPORTUNITIES



Welcome compliments, accompanying information in the form of inserts in packages for visitors



Placement of banners, company logo in the pavilion, LED screen on the podium and conference hall



Personalized mailing lists in the e-letter format



Placement of the logo, advertising module in the printed exhibition guide



Placement of leaflets, POS materials on promo counters in the reception area, show area, conference hall

SMM

Instagram Facebook, Vkontakte, YouTube, Telegram advertising posts



Integration into fashion shows: shoes, accessories, jewelry



Native placement of advertising



Gifts/souvenirs for buyers, experts, bloggers, media



Gifts for the honored guests of the exhibition. Photos with advertisers' products

PROMO

Placement of a portable promo zone

MINI

Sampling with the distribution of free samples of the product in a mini-package



BTL promotions

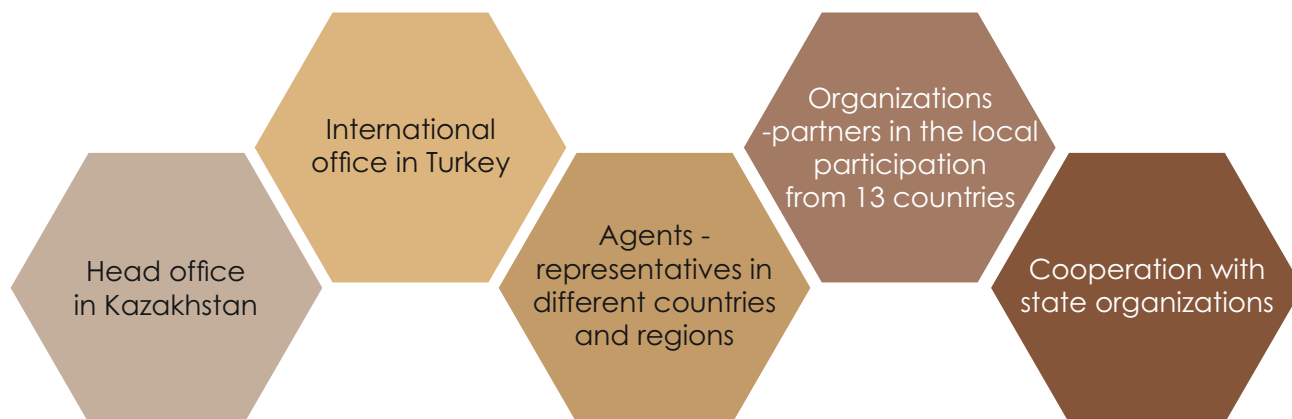


Sponsorship

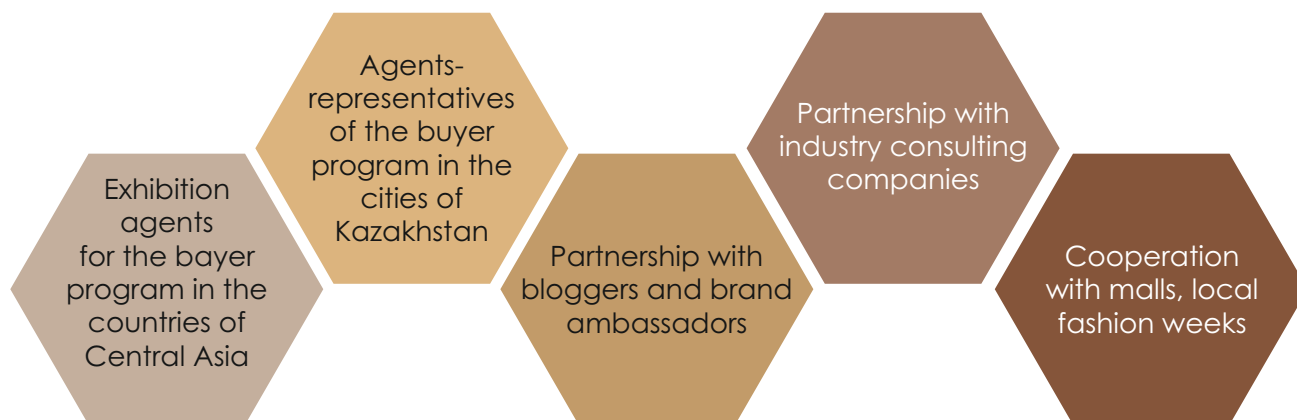


CATEXPO exhibition company is the organizer of the CAF international fashion exhibition, a specialized fashion retail event in Central Asia.

TO ATTRACT EXHIBITORS



TO ATTRACT VISITORS



HEAD OFFICE

International Exhibition Company
Catexpo

📍 5 Sholom Aleichem Str., office 1,
Almaty, Bostandyk district, Republic of
Kazakhstan, 050040

☎ +7(727)339 06 90/ +7(727)352 70 74/75

✉ info@catexpo.kz



INTERNATIONAL OFFICE

ELT International Exhibitions Ltd.
International Sales and Marketing
Office

📍 Kaptan Pasa Mah. Darülaceze
Cad.No:33

Bilaş İş Merkezi, B Blok. K:8, No:83,
Okmeydanı

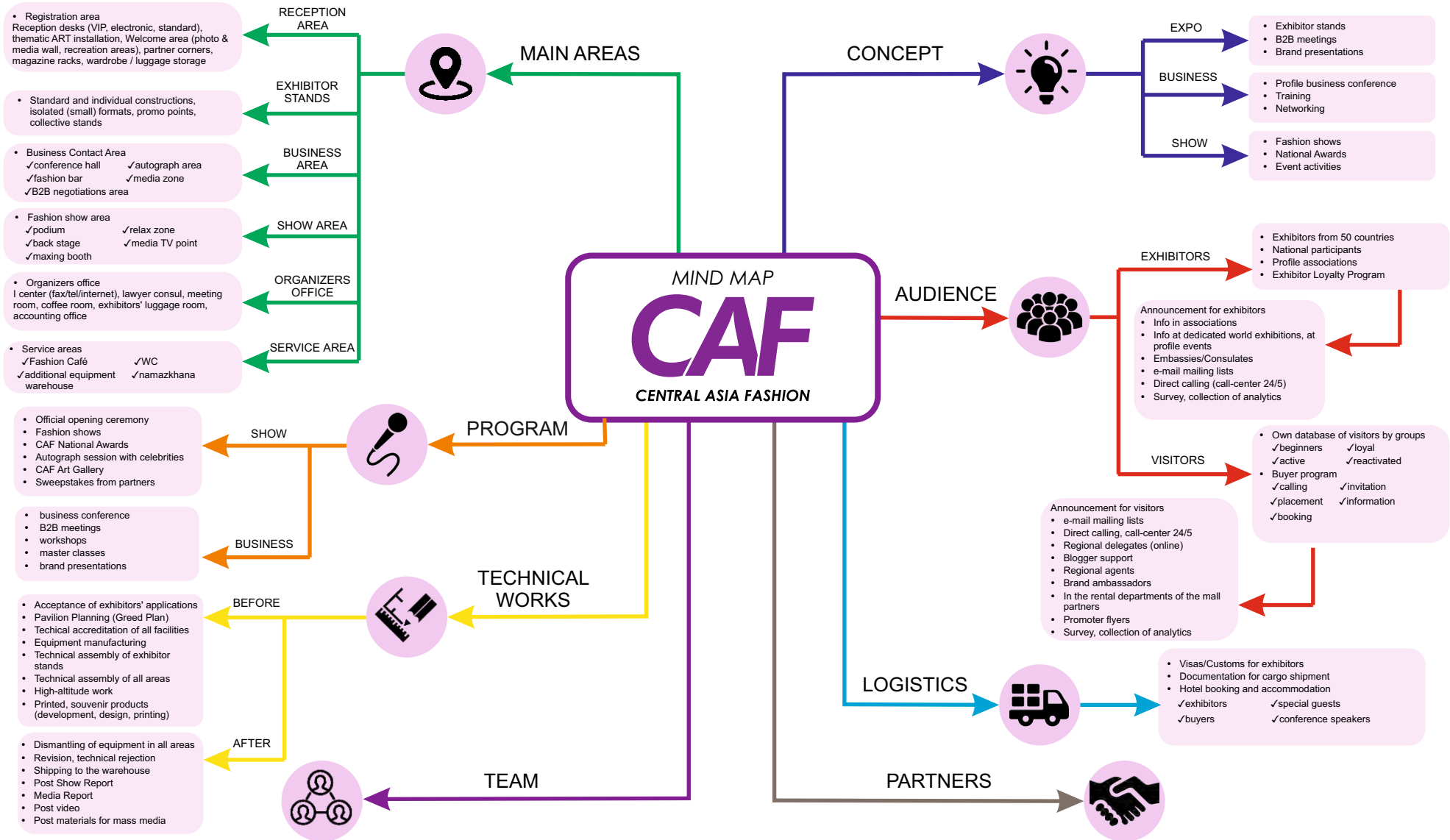
Sisli - İstanbul / TURKEY

☎ +90 212 320 18 46 / +90 212 320 04 84

✉ info@catexpo.net / info@eltfiuar.com



submit a request
to participate in CAF





CONTACTS

Participation in the
exhibition (CIS)

Mob.: +7(771) 571 84 00
info@fashionexpo.kz
Evelina Salikhova

Participation in the
exhibition (Europe)

Tel: +90 212 320 18 46
info@catexpo.net
Senan Packer

Partnership and participation
in a business conference

Mob.: +7 (771) 506 49 45
promo@fashionexpo.kz
Milena Ershova

Participation
in the buyer program

Mob.: +7 (777) 014 36 18
buyer1@fashionexpo.kz
Anastasia Gryaznova