

## POST-SHOW REPORT

16-18.09.2021

Almaty, Kazakhstan

г. Алматы, Казахстан



28 МЕЖДУНАРОДНАЯ ВЫСТАВКА МОДЫ  
INTERNATIONAL FASHION EXHIBITION

*Creating new opportunities*


*Autumn-2021*

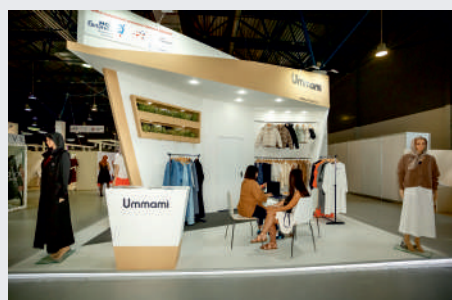
### ABOUT THE EXHIBITION

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

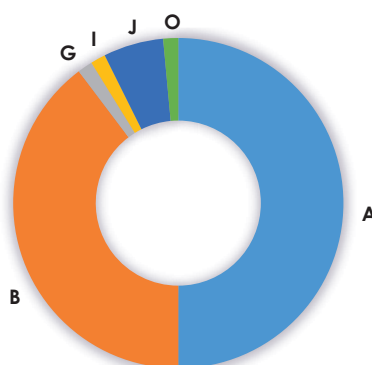


#### Main exhibition sections

-  73% Women's clothing
-  12% Men's clothing
-  10% Children's clothing
-  1,5% Sportswear
-  11% Evening dresses
-  4% Underwear & swimwear
-  4% Homewear
-  3% Denim clothing
-  15% Outerwear, leather, fur
-  6% Hats
-  3% Shoes
-  3% Accessories & bags



Only fashion industry  
professionals are  
invited for visit

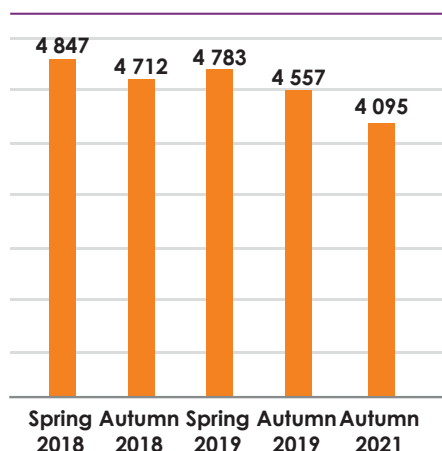


### 6 participating countries

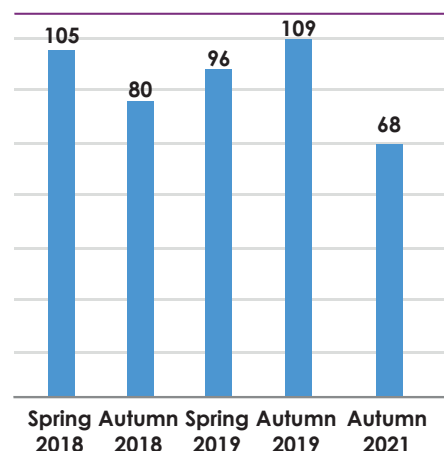
A	50%	Russia
B	40%	Turkey
G	5.5%	Ukraine
P	1.5%	Korea
O	1.5%	Kazakhstan
I	1.5%	Belarus

### 68 participants from 6 countries

Dynamics of attendance  
five seasons



Dynamics of exhibitor participation  
five seasons



### 4 095 visitors

In the Autumn-2021 season, the exhibition  
is visited by buyers from 5 countries

and 36 cities of Kazakhstan



Kazakhstan



Russia



Turkey



Tajikistan



Kyrgyzstan

More information about the exhibition is available  
on the website [www.fashionexpo.kz](http://www.fashionexpo.kz)

Organizer/Организатор  
**caTexpo**

# Fashion Shows

Within the framework of the exhibition, a special Show area has been organized to showcase the fashion collections of the exhibition participants. 16 collections of fashion brands were presented in the fall season.



## Advertising campaign

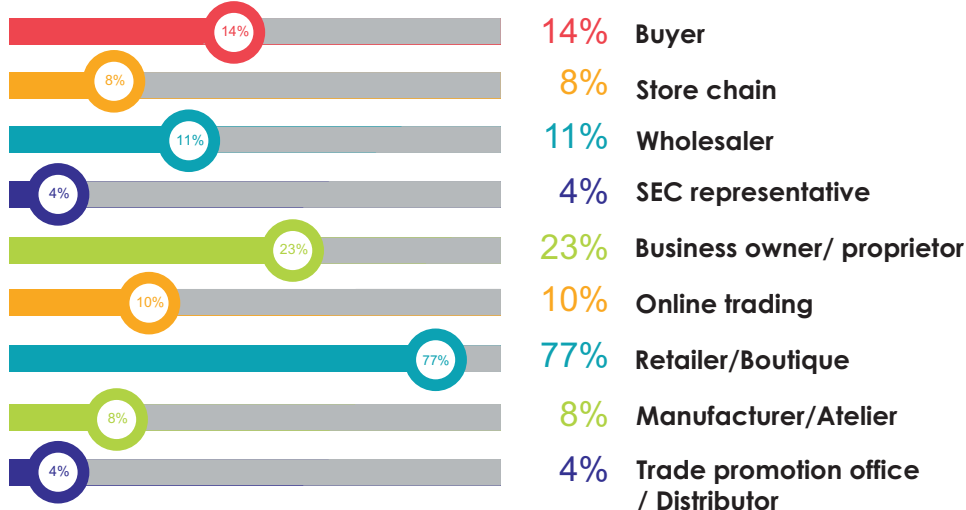
- Advertising of the exhibition on more than 400 portals and websites
- Advertising banners of the exhibition in 25 countries of the world
- Placing and promoting information in social networks about the exhibition on the official websites and social networks of information partners
- PR, audio and video 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](http://www.fashionexpo.kz) is 10 500 users per month
- Call-center work on the invitation of buyers from Central Asia
- Announcement of the event in specialized publications

## Social networks

- [t.me/centralasiafashion](https://t.me/centralasiafashion)
- [vk.com/fashionexpo](https://vk.com/fashionexpo)
- [instagram.com/centralasiafashion](https://instagram.com/centralasiafashion)
- [youtube.com/centralasiafashion](https://youtube.com/centralasiafashion)
- [facebook.com/fashionexpo.kz](https://facebook.com/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 Autumn-2021 season, 720 regional buyers became participants of the buyer's program



## Business-conference



The profile business conference of the Central Asia Fashion Autumn-2021 was attended by 18 authoritative experts from the retail market. The conference program included:

### 3 panel discussions

- Fashion retail in a new reality
- Super new marketing in fashion retail
- Shopping centers in the era of a pandemic. To survive or to grow?

### 3 analytical market reviews

- Postcovid consumer revolution
- How to get through the next reboot for Kazakhstan retail?
- How do you choose and buy clothes / shoes online?

### 1 thematic seminar

- How to choose a store location without mistakes?

### 1 educational master class

- How to sell fashion on social media?

### 1 autograph session with a designer

- Founder of the Fashion House of Kazakh national clothes TARBIYA in Aktau - Tarbiya Aydymbaeva

## 29

МЕЖДУНАРОДНАЯ ВЫСТАВКА МОДЫ  
INTERNATIONAL FASHION EXHIBITION

# 14-16

марта  
march

# 2022

Join the global event!