

## POST-SHOW REPORT

14-16.03.2022

Almaty, Kazakhstan

г. Алматы, Казахстан



29 МЕЖДУНАРОДНАЯ ВЫСТАВКА МОДЫ  
INTERNATIONAL FASHION EXHIBITION

*Creating new opportunities*

*Spring-2022*



### 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

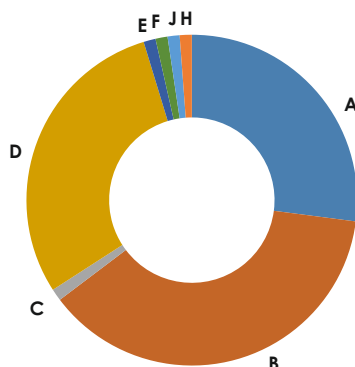


#### Main exhibition sections

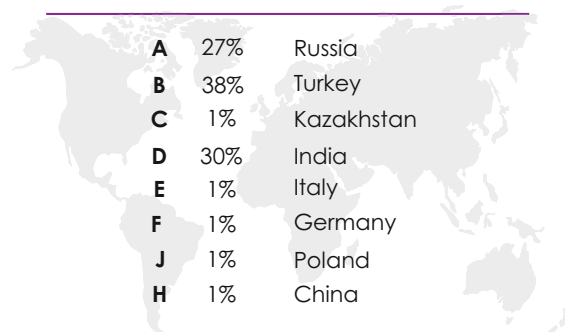
-  67% Women's clothing
-  33% Men's clothing
-  4% Children's clothing
-  4% Sportswear
-  10% Scarves
-  10% Underwear & Swimwear
-  4% Hosiery
-  2% Denim clothing
-  10% Outwear, Leather, Fur
-  4% Headwear
-  11% Knitwear
-  15% Accessories & Handbags



Only fashion industry  
professionals are  
invited for visit

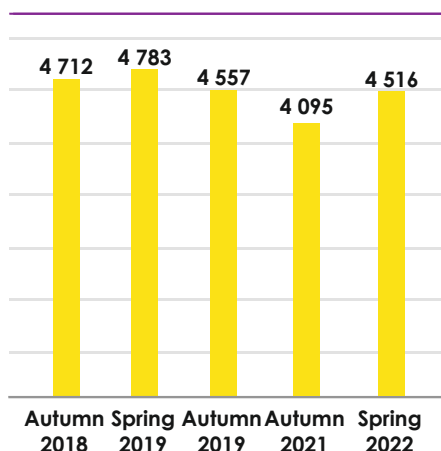


### 8 participating countries

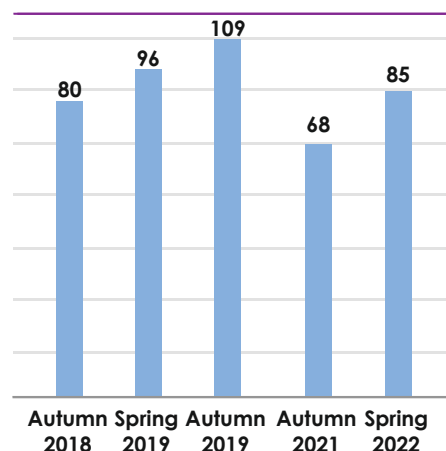


### 85 participants from 8 countries

Dynamics of attendance  
five seasons



Dynamics of exhibitor participation  
five seasons



### 4 516 visitors

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

and **38** cities of Kazakhstan



Kazakhstan



Russia



Uzbekistan



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 is 15 000 users per month
- Call-center work on the invitation of buyers from Central Asia
- Announcement of the event in specialized publications

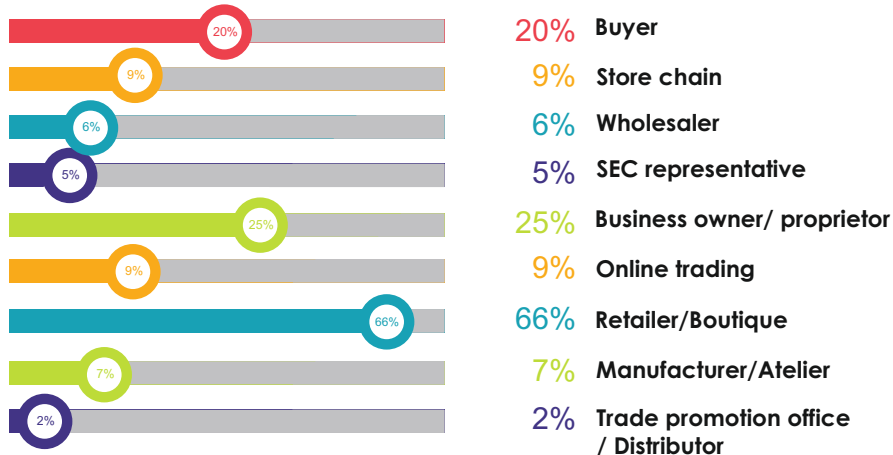
## Social networks

- [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)

Sholom Aleikhem str, 5, office 1, Almaty,  
Kazakhstan, 050040  
Tel: +7 727 352 70 74/75,  
+7 727 339 06 90/  
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-2022 season, 786 regional buyers became participants of the buyer's program



## Business-conference



At the industry-specific business conference Central Asia Fashion Spring-2022 seven sessions with experts of the fashion retail market were organized. They were attended by 15 influential speakers. The program of Spring-2022 business conference was held in the open show area and included:

### 3 online and retail analytics sessions with the market review

- What transformations does business retail in Kazakhstan go through after another hit?
- New transformations of customer demand
- Online sales practices in Kazakhstan. What does a retailer need to know when starting up online sales?

### 2 panel discussions with bloggers and fashion retail leaders

- How to act for business today - when the whole country is on the way of global changes?
- How to develop fashion brands between the hype and the hate?

### 2 thematic educational seminars

- Formation of a fashion store's saleable assortment in the new reality
- Main trends of fashion content in social networks in 2022

### Consulting center

To support Central Asian fashion retailers a special CAF consulting center has been organized within the framework of the business program. All three days of the exhibition there were free personal business consultations from experts in the fashion industry.

### Autograph session with a blogger

Kazakhstani artist and blogger Asel Sabyrzhankyzy presented 10 original paintings of famous Kazakhstani figures. The special digital project of ART Gallery CAF was called «DNA Capital of Kazakhstan».



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INTERNATIONAL FASHION EXHIBITION

10-12 августа 2022  
10-12 august 2022

Join the global event!