

POST-SHOW REPORT

18.08.2024 - 20.08.2024
ALMATY, KAZAKHSTAN

EXHIBITION OF FASHION, SHOES, LEATHER AND FUR AUTUMN-2024

MORE THAN JUST AN EXHIBITION



ABOUT THE EXHIBITIONS

ALMATY RECENTLY HOSTED A MAJOR EVENT IN CENTRAL ASIA'S FASHION SCENE: THE 34TH INTERNATIONAL FASHION EXHIBITION, **CENTRAL ASIA FASHION AUTUMN-2024**, ALONGSIDE THE 5TH INTERNATIONAL EXHIBITION OF FOOTWEAR, FUR, LEATHER, AND ACCESSORIES, **ELITE LINE**. **CENTRAL ASIA FASHION AND ELITE LINE** - IS THE ONLY PROFESSIONAL B2B FASHION EXHIBITION IN CENTRAL ASIA. A SIGNIFICANT EVENT FOR INTERNATIONAL FASHION MANUFACTURERS AND BUYERS. EXHIBITIONS PROVIDE CONDITIONS FOR THE DEVELOPMENT OF YOUR BUSINESS AND GIVES YOU THE OPPORTUNITY TO BECOME A MARKET LEADER.

MAIN EXHIBITION SECTIONS

- WOMEN'S CLOTHING
- MEN'S CLOTHING
- CHILDREN'S CLOTHING
- SHOES
- SPORTSWEAR
- DENIM CLOTHING
- UNDERWEAR & SWIMWEAR
- HOSIERY
- HATS & SCARVES
- OUTERWEAR, LEATHER, FURS
- EVENING, NATIONAL CLOTHES
- KNITWEAR
- PLUS SIZE CLOTHING
- ACCESSORIES & BAGS

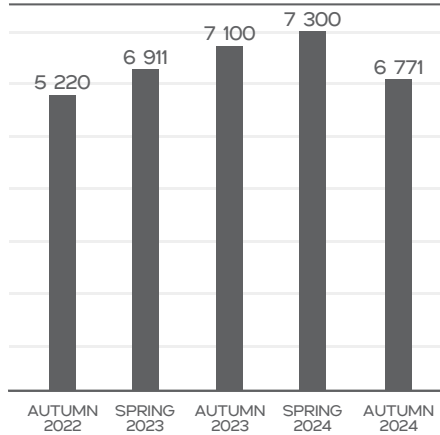


13 PARTICIPATING COUNTRIES

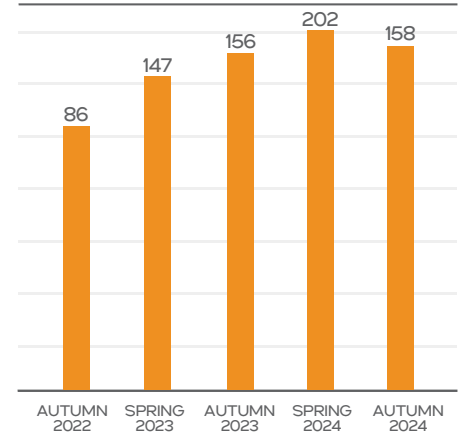
- ✓ GERMANY
- ✓ HONG KONG
- ✓ ITALY
- ✓ KAZAKHSTAN
- ✓ CHINA
- ✓ UNITED ARAB EMIRATES (UAE)
- ✓ PAKISTAN
- ✓ POLAND
- ✓ RUSSIA
- ✓ UNITED STATES OF AMERICA
- ✓ TURKEY
- ✓ UZBEKISTAN
- ✓ FRANCE

158 PARTICIPANTS FROM 13 COUNTRIES

DYNAMICS OF ATTENDANCE
FIVE SEASONS



DYNAMICS OF EXHIBITOR PARTICIPATION
FIVE SEASONS



6 771 VISITORS

IN THE AUTUMN-2024 SEASON THE EXHIBITIONS WAS VISITED BY BUYERS FROM **8** COUNTRIES AND **53** CITIES OF KAZAKHSTAN



- AZERBAIJAN
- KAZAKHSTAN
- CHINA
- KYRGYZSTAN
- RUSSIA
- TAJIKISTAN
- TURKEY
- UZBEKISTAN

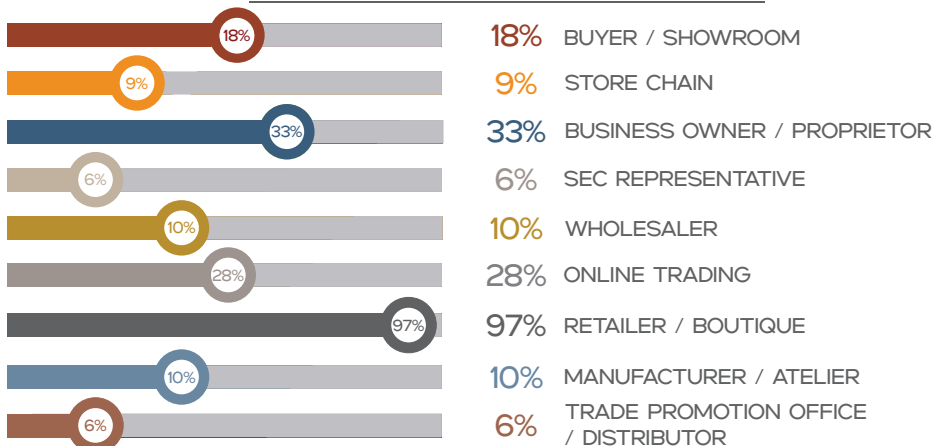
FASHION SHOWS

WITHIN THE FRAMEWORK OF THE EXHIBITION, A SPECIAL SHOW AREA HAS BEEN ORGANIZED TO SHOWCASE THE FASHION COLLECTIONS OF THE EXHIBITION PARTICIPANTS. **60** COLLECTIONS OF FASHION BRANDS WERE PRESENTED IN THE FALL SEASON



PORTRAIT OF AN EXHIBITION VISITOR

BY THE TYPE OF COMMERCIAL ACTIVITY



ADVERTISING CAMPAIGN

- ✓ ADVERTISING OF THE EXHIBITION ON MORE THAN **420** PORTALS AND WEBSITES
- ✓ ADVERTISING BANNERS OF THE EXHIBITION IN **25** COUNTRIES OF THE WORLD
- ✓ PLACEMENT OF INFORMATION AND PROMOTION ON SOCIAL NETWORKS ABOUT THE EXHIBITION ON OFFICIAL WEBSITES AND SOCIAL NETWORKS OF INFORMATION PARTNERS AND NEWS PORTALS
- ✓ 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 **45 000** USERS PER MONTH
- ✓ THE NUMBER OF SUBSCRIBERS OF THE OFFICIAL INSTAGRAM PAGE [@CENTRALASIAFASHION](https://www.instagram.com/CENTRALASIAFASHION) IS MORE THAN **8 000**
- ✓ THE NUMBER OF SUBSCRIBERS OF THE OFFICIAL INSTAGRAM PAGE [@ELITELINE_EXHIBITION](https://www.instagram.com/ELITELINE_EXHIBITION) IS MORE THAN **1 500**
- ✓ CALL-CENTER WORK ON THE INVITATION OF BUYERS FROM CENTRAL ASIA
- ✓ ANNOUNCEMENT OF THE EVENT IN SPECIALIZED PUBLICATIONS

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*) THE EXPENSE OF THE ORGANIZER
- ✓ REIMBURSEMENT OF TRANSPORTATION COSTS
- ✓ FREE ATTENDANCE AT THE BUSINESS CONFERENCE AND FASHION SHOWS IN THE AUTUMN-2024 SEASON. **2 214** REGIONAL BUYERS BECAME PARTICIPANTS OF THE BUYER'S PROGRAM



BUSINESS PROGRAM

THE BUSINESS PROGRAMME OF CENTRAL ASIA FASHION AUTUMN-2024 INCLUDED A SPECIALISED BUSINESS CONFERENCE AND AN EXCLUSIVE PRESENTATION OF THE RESULTS OF AN ANALYTICAL INDUSTRY SURVEY, SPECIALLY ORGANISED. FREE BUSINESS SPACES OPERATED ALL THREE DAYS: CONSULTING CENTRE, INTERNET MARKETING SCHOOL AND JOB FAIR. IN THE CAF AUTUMN 2024 SEASON, **24 THEMATIC SESSIONS** WERE HELD AT THE BUSINESS CONFERENCE:



- ✓ 5 THEMATIC SEMINARS;
 - ✓ 3 PANEL DISCUSSIONS;
 - ✓ 3 EXCLUSIVE SESSIONS ON INDUSTRY ANALYSIS;
 - ✓ 6 TRAINING WORKSHOPS AND MASTER CLASSES;
 - ✓ 4 TRAINING COURSES «SCHOOL OF SELLER & BUYER»
 - ✓ MBA COURSE FOR MANAGERS.
- FOR THE FIRST TIME, A NEW, ALTERNATIVE FORMAT OF PRACTICAL BUSINESS DISCUSSIONS WAS PRESENTED - «BUSINESS GRILLING»

THE BUSINESS CONFERENCE WAS ATTENDED BY 13 AUTHORITATIVE SPEAKERS FROM FOUR COUNTRIES: KAZAKHSTAN, NETHERLANDS, RUSSIA AND UZBEKISTAN.

ASSOCIATIONS AND GUESTS OF CAF AUTUMN-2024

THE EVENT FEATURED 158 PARTICIPANTS FROM KAZAKHSTAN, CHINA, POLAND, RUSSIA, PAKISTAN, TURKEY, UZBEKISTAN, THE UAE, THE USA, GERMANY, FRANCE, ITALY, AND HONG KONG, SHOWCASING AROUND 40 GROUPS OF FASHION GOODS. THE MAIN SEGMENTS INCLUDED NEW COLLECTIONS OF WOMEN'S AND MEN'S CLOTHING, NIGHT DRESSES, FUR, AND FOOTWEAR FOR THE FALL-WINTER 2024/2025 SEASON. OVER 6,770 BUYERS FROM KAZAKHSTAN, UZBEKISTAN, KYRGYZSTAN, TURKMENISTAN, AND TAJIKISTAN ATTENDED THE EXHIBITION.



THE ELITE LINE EXHIBITION WAS ORGANIZED AS PART OF A PARTNERSHIP BETWEEN EURO SHOES, ELITE LINE, AND CENTRAL ASIA FASHION. WITH THE SUPPORT OF EURO SHOES, OVER 25 FOOTWEAR COMPANIES FROM VARIOUS COUNTRIES PARTICIPATED IN THE EXHIBITION. THE PRESENCE OF 41 MAJOR PLAYERS FROM THE FUR MARKET GREATLY EXPANDED THE RANGE OF FUR BRANDS REPRESENTED IN CENTRAL ASIA. NOTABLE PARTICIPANTS INCLUDED THE TURKISH FUR INDUSTRIALISTS AND BUSINESSMEN ASSOCIATION (KSIAD) AND THE HONG KONG FUR FEDERATION, SUPPORTED BY THE HONG KONG PRODUCTIVITY COUNCIL (HKPC).

SOCIAL NETWORKS

- @CENTRALASIAFASHION
@ELITELINE_EXHIBITION
- @CENTRALASIAFASHION_
@ELITELINE_
- FASHIONEXPO.KZ
ELITELINE.KZ
- CENTRALASIAFASHION
- FASHIONEXPO
PUBLIC181464979

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SPRING-2025

10-12 MARCH | МАРТА 2025

35 INTERNATIONAL FASHION EXHIBITION
МЕЖДУНАРОДНАЯ ВЫСТАВКА МОДЫ

CAF
CENTRAL ASIA FASHION

for professional businessmen of the industry

JOIN THE GLOBAL EVENT!