

# CAF

CENTRAL ASIA FASHION

## POST-SHOW REPORT

10.03.2025 - 12.03.2025  
ALMATY, KAZAKHSTAN

### ABOUT THE EXHIBITION CENTRAL ASIA FASHION

THE MAIN EVENT IN THE WORLD OF FASHION IN CENTRAL ASIA TOOK PLACE IN ALMATY:

35TH INTERNATIONAL FASHION EXHIBITION

CENTRAL ASIA FASHION SPRING-2025.

CENTRAL ASIA FASHION -

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.

CAF FASHION EXHIBITION HAS GROWN INTO A LARGE-SCALE EVENT ATTRACTING FASHION INDUSTRY SPECIALISTS FROM ALL OVER THE WORLD. EVERY YEAR WITHIN THE FRAMEWORK OF THE EXHIBITION NEW AND NEW NEEDS OF THE FASHION INDUSTRY ARE REVEALED AND FOUND SOLUTIONS. FOR THE FIRST TIME IN ITS HISTORY, CAF EXHIBITION OCCUPIED 3 PAVILIONS AT ONCE (MORE THAN 10 000 SQM).

### 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



# SPRING-2025

## 35 INTERNATIONAL FASHION EXHIBITION CENTRAL ASIA FASHION

MORE THAN JUST AN EXHIBITION

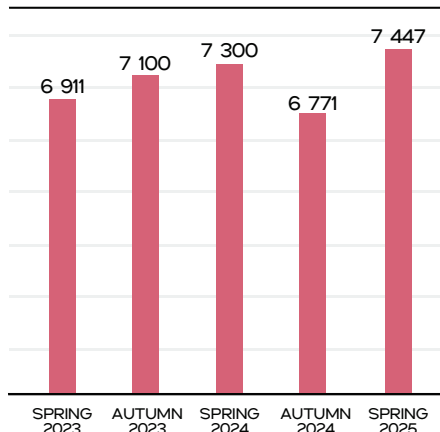


### 14 PARTICIPATING COUNTRIES

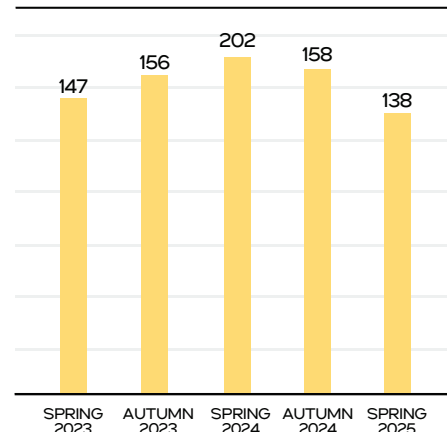
- ✓ BELARUS
- ✓ GERMANY
- ✓ INDIA
- ✓ ITALY
- ✓ KAZAKHSTAN
- ✓ CHINA
- ✓ LITHUANIA
- ✓ POLAND
- ✓ RUSSIA
- ✓ UNITED STATES OF AMERICA
- ✓ TURKEY
- ✓ UKRAINE
- ✓ UZBEKISTAN
- ✓ FRANCE

### 138 PARTICIPANTS FROM 14 COUNTRIES

DYNAMICS OF ATTENDANCE  
FIVE SEASONS



DYNAMICS OF EXHIBITOR PARTICIPATION  
FIVE SEASONS



### 7 447 VISITORS

IN THE SPRING-2025 SEASON THE EXHIBITIONS WAS VISITED BY BUYERS FROM **8** COUNTRIES AND **54** CITIES OF KAZAKHSTAN



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

ONLY FASHION INDUSTRY  
PROFESSIONALS ARE INVITED FOR VISIT

MORE INFORMATION ABOUT THE EXHIBITION ON THE WEBSITE  
[WWW.FASHIONEXPO.KZ](http://WWW.FASHIONEXPO.KZ)

ORGANIZER  
**catExpo**

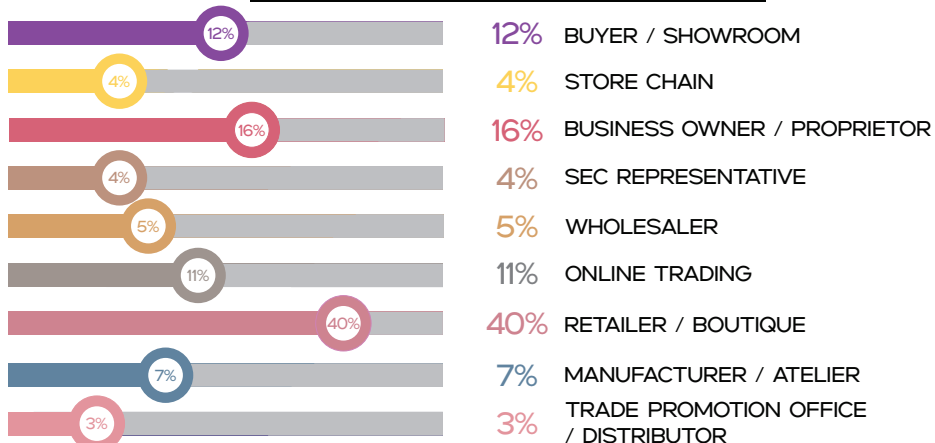
## FASHION SHOWS

WITHIN THE FRAMEWORK OF THE EXHIBITION, A SPECIAL SHOW AREA HAS BEEN ORGANIZED TO SHOWCASE THE FASHION COLLECTIONS OF THE EXHIBITION PARTICIPANTS. **55** 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 **440** PORTALS AND WEBSITES
- ✓ ADVERTISING BANNERS OF THE EXHIBITION IN **24** 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](http://WWW.FASHIONEXPO.KZ) ARE **41 000** USERS PER MONTH
- ✓ THE NUMBER OF SUBSCRIBERS OF THE OFFICIAL INSTAGRAM PAGE [@CENTRALASIAFASHION](https://www.instagram.com/CENTRALASIAFASHION) IS MORE THAN **9 000**
- ✓ 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 SPRING-2025 SEASON, **3 556** REGIONAL BUYERS BECAME PARTICIPANTS OF THE BUYER'S PROGRAM



## BUSINESS PROGRAM

THE EXTENSIVE BUSINESS PROGRAMME OF CENTRAL ASIA FASHION EVERY SEASON FORMS A UNIQUE EDUCATIONAL AND ANALYTICAL PLATFORM FOR FASHION INDUSTRY SPECIALISTS. IT INCLUDES ANALYTICAL SESSIONS, MASTER-CLASSES, LECTURES AND PANEL DISCUSSIONS WITH THE PARTICIPATION OF LEADING EXPERTS AND MARKET ANALYSTS, CREATIVE PERSONALITIES AND RETAIL REPRESENTATIVES. THIS CREATES IDEAL CONDITIONS FOR DEEP UNDERSTANDING OF CURRENT TRENDS, DISCUSSING CURRENT CHALLENGES AND FINDING EFFECTIVE SOLUTIONS FOR BUSINESS DEVELOPMENT. IN ADDITION, THE FORMAT OF THE EVENT FACILITATES THE EXCHANGE OF OPINIONS, THE ESTABLISHMENT OF NEW PARTNERSHIPS AND THE EXPANSION OF PROFESSIONAL CONTACTS.

THE BUSINESS PROGRAMME OF THE EXHIBITION IN THE SPRING SEASON ONCE AGAIN PROVED THAT THERE IS NO LIMIT TO PERFECTION AND DEVELOPMENT. FOR ALL THREE DAYS A STYLISTS' STAND AND THE CONSULTING CENTRE WERE OPEN TO VISITORS, WHERE EXPERT PRACTITIONERS GAVE FREE INDIVIDUAL BUSINESS CONSULTATIONS ON SYSTEM MANAGEMENT, MERCHANDISE FILLING, ASSORTMENT MANAGEMENT, SALES, MARKETING, STAFF TRAINING AND SMM.

THE BUSINESS HALL AND SHOW AREA HOSTED PANEL DISCUSSIONS, MASTERCLASSES AND EDUCATIONAL SEMINARS. A TOTAL OF 30 SESSIONS WITH THE PARTICIPATION OF **45 EXPERTS FROM SEVERAL COUNTRIES** TOOK PLACE IN THE SPRING-2025 SEASON.



## SOCIAL NETWORKS

- @CENTRALASIAFASHION
- @CENTRALASIAFASHION\_
- FASHIONEXPO.KZ
- CATEXPO EXHIBITION
- FASHIONEXPO

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## ASSOCIATIONS AND GUESTS OF CAF SPRING-2025



138 PARTICIPATING COMPANIES FROM KAZAKHSTAN, TÜRKIYE, CHINA, USA, POLAND, RUSSIA, BELARUS, UZBEKISTAN, GERMANY, FRANCE, ITALY, UKRAINE, LITHUANIA AND INDIA PRESENTED ABOUT 40 GROUPS OF FASHION GOODS. THE EVENT WAS VISITED BY 7447 BUYERS FROM KAZAKHSTAN, UZBEKISTAN, KYRGYZSTAN, RUSSIA, TAJIKISTAN AND AZERBAIJAN.

IN THE SPRING-2025 SEASON, THE EXHIBITION ONCE AGAIN WELCOMED EXHIBITORS FROM ITALY, A COUNTRY RECOGNISED FOR MANY YEARS AS A TRENDSETTER IN THE INDUSTRY. **11 ITALIAN COMPANIES** PRESENTED NEW COLLECTIONS. ПРЕДСТАВИЛИ НОВЫЕ КОЛЛЕКЦИИ. THE RETURN OF ITALIAN EXHIBITORS TO CAF WAS MADE POSSIBLE, AMONG OTHER THINGS, THANKS TO THE SUPPORT OF THE **CENTERGROSS** ASSOCIATION.

CENTRAL ASIA FASHION INTERNATIONAL FASHION EXHIBITION IS ORGANIZED IN PARTNERSHIP WITH **EURO SHOES**.

WITH THE SUPPORT OF **EURO SHOES 16 FOOTWEAR COMPANIES FROM DIFFERENT COUNTRIES** TOOK PART IN THE EXHIBITION.

ONE OF THE KEY THEMES OF THE EXHIBITION IS A DETAILED ANALYSIS OF THE TRENDS OF THE UPCOMING SEASON. IMAGE STYLISTS OF THE **«STYLE SESSION»** COMMUNITY, LED BY MADI BEKDAIR, PRESENTED THEIR VISION OF FASHION TRENDS THAT WILL BE RELEVANT IN THE NEAR FUTURE.

**CAF AUTUMN-2025 36 INTERNATIONAL FASHION EXHIBITION**  
**28-30 JULY / ИЮЛЬ / ШИЛДЕ 2025**

JOIN THE GLOBAL EVENT!

catexpo