

POST-SHOW REPORT

30.07.2023-1.08.2023
Almaty, Kazakhstan

**ВЫСТАВКА МОДЫ,
ОБУВИ, КОЖИ И МЕХА**

**EXHIBITION OF FASHION,
SHOES, LEATHER
AND FUR**

Autumn-2023

Creating new opportunities



ABOUT THE EXHIBITIONS

Central Asia Fashion and Elite Line are the only professional B2B fashion exhibitions in Central Asia. A significant event for international fashion manufacturers and buyers. Central Asia Fashion and Elite Line provide conditions for the development of your business and gives you the opportunity to become a market leader

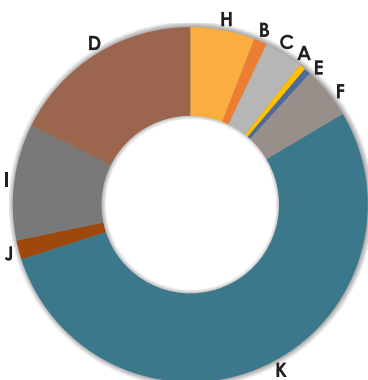


Main exhibition sections

- 47% Women's clothing
- 10% Men's clothing
- 4% Children's clothing
- 21% Sportswear
- 7% Denim clothing
- 5% Underwear & swimwear
- 1% Hosiery
- 4% Scarves & hats
- 40% Outerwear, leather, furs
- 3% National clothes
- 13% Knitwear
- 3% Accessories & bags
- 3% Fabric & leather
- 6% Plus size clothing
- 20% Shoes



Only fashion industry
professionals are invited for visit

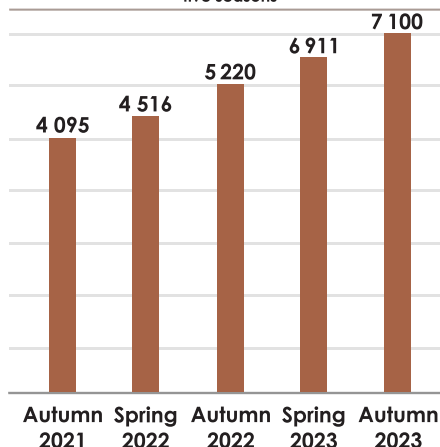


10 participating countries

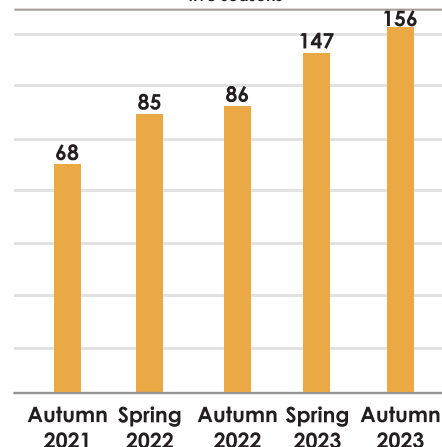
A	1%	England	F	5%	Netherlands
B	1%	Germany	J	2%	Poland
C	3%	Kazakhstan	H	6%	Russia
D	18%	China	K	53%	Türkiye
E	1%	Kyrgyzstan	I	10%	Uzbekistan

156 participants from 10 countries

Dynamics of attendance
five seasons



Dynamics of exhibitor participation
five seasons



7100 visitors

In the Autumn-2023 season, the exhibitions
is visited by buyers from **7** countries
and **53** cities of Kazakhstan



- Kazakhstan
- Kyrgyzstan
- China
- Russia
- Tajikistan
- Turkey
- Uzbekistan

More information about the exhibition is available
on the websites www.fashionexpo.kz, www.eliteline.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. 54 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 22 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 and www.eliteline.kz are 35 000 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

 vk.com/fashionexpo
vk.com/public181464979

 [instagram.com/centralasiafashion](https://www.instagram.com/centralasiafashion)
[instagram.com/eliteline_exhibition](https://www.instagram.com/eliteline_exhibition)

 [youtube.com/centralasiafashion](https://www.youtube.com/centralasiafashion)
[youtube.com/eliteline](https://www.youtube.com/eliteline)

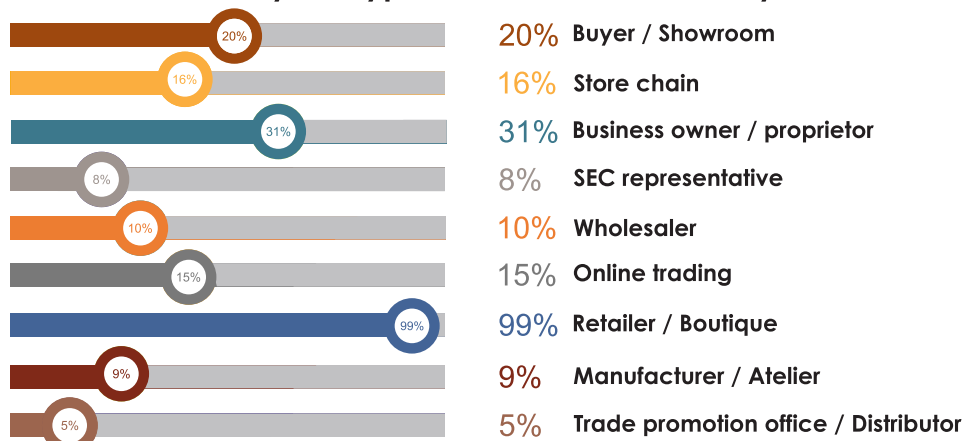
 [facebook.com/fashionexpo.kz](https://www.facebook.com/fashionexpo.kz)
[facebook.com/eliteline.kz](https://www.facebook.com/eliteline.kz)

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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-2023 season, 1930 regional buyers became participants of the buyer's program



CAF and ELITE LINE partners



The official opening ceremony was attended by honored guests from Turkey, Great Britain, Russia, Uzbekistan, including the Consul General of the Republic of Turkey in Almaty Ali Riza Akinci, Vice President of Istanbul Textile and Raw Materials Exporters Association "IHKIB" Mustafa Pashahan, Farhod Nurmuhammedov, Deputy Chairman of the **Uzcharmsanoat Association**, Kiran Mahmud, Director of Finance and Participation in Global Events, **International Fur Federation**, Sergey Stolbov, President of the **Russian Fur and Fur Union (RFU)**.

The Autumn-Winter 2023/24 collections from Italy, Germany, France, Turkey, Russia and China were presented to professional buyers thanks to the strategic support of national fashion industry associations: **"Istanbul Apparel Exporters Association" (IHKIB)**, **Association of Fur Industry and Entrepreneurs KSIAD**, **Russian Association of Fashion Industry Participants (RAFI)**, **Export Support Centre of Voronezh Region**, **National Footwear Union (NFU) of Russia**, **Uzcharmsanoat Association**, as well as **International Fur Federation (IFF)** and **Beijing Yabaolu International Chamber of Commerce (BYICC)**.

Mustafa Pashahan, Vice-President of Istanbul Textile and Raw Materials Exporters Association **IHKIB**, shared data and plans to increase the presence of Turkish brands in Kazakhstan: in 2015, 10 manufacturers from Turkey took part in the CAF business session, and in the autumn season 2023 there will be 76 fashion companies. Manufacturers of footwear and accessories also emphasise their interest in the region. Thus, for the first time this season, **Euro Shoes**, a specialised expo-project widely known to many buyers and fashion industry specialists, became a partner of Kazakhstan's Elite Line exhibition.

Industry professionals note - the industry requires unity and common solutions.

"We see that the world is changing incredibly fast. And of course, we try to respond to these changes quickly. Therefore, we see further development of the industry as a whole only in unification. It is gratifying that we are coming to the exhibition in Kazakhstan for the second season already. In our opinion, this is the most rapidly developing, progressive, professional and long-standing exhibition among all regional expo-projects in the world," emphasised Jan Belyaev, General Director of the **National Footwear Union (NFU) of Russia** and Founder of the **Euro Shoes premiere collection** international footwear exhibition.



Join the global event!

11-13 марта
2024