

March 11 / Monday / 2024

15.00 – 15.50

Show Area

Retail-analytics

Topic: How does the «new norm» of price growth affect Kazakhstani buyers?

- Inflation, uncertainty, crisis... what again?
- New habits of thrifty shoppers. How has their demand changed?
- What are the key selection criteria now?
- What are Kazakhstanis ready to save money on and what are they not?
- Main drivers of purchases in 2024



Madina Seysengaliyeva
Commercial director of
NielsenIQ Kazakhstan
(Kazakhstan, Almaty)

16.00 – 17.00

Show Area

Panel discussion

Topic: Retail pricing crisis

- What dictates pricing today? Dynamics and influencing factors
- The importance of price and the savings regime is set to intensify even further - how can retailers adapt their offer?
- How is discounting policy changing under inflationary pressure?
- Hidden risks of frequent changes in brand pricing policy
- Will abandoning discounting save margins for the business?
- How to retain customers if not by price?
- How to attract new customers in the current environment?
- What does the «business safety cushion» look like in the new reality?



Elbegi Abdiyev
Deputy chairman of the board of
the association of legal entities
«Union of trade networks of
the Republic of Kazakhstan»
(Kazakhstan, Astana)



Evgeny Danchev
Business consultant, expert in increasing
sales in the fashion market,
author of books, creator of an online
school for fashion market managers
(Russia, Moscow)

To visit, register on the website www.fashionexpo.kz
and get an e-ticket



Milena Yershova
Fashion retail expert, business
consultant, general producer
of CAF @milenayershova
(Kazakhstan, Almaty)



Madina Seisengaliyeva
Commercial director
NielsenIQ Kazakhstan
(Kazakhstan, Almaty)

17.00 – 17.30

Show Area

Autograph signing session
questions and answers

Presentation and autograph signing session with the author of the book «Six steps to perfect style» - Madi Bekdair



Madi Bekdair
@style.session

- Image stylist with international practice
- Official stylist of Milan fashion week and Paris fashion week
- Founder of the community of asian stylists and the school of conceptual styling @style.session
- Author of the first conceptual stylistics textbook in Kazakhstan "Six steps to perfect style"
- Author of the projects #cardinaltransformationkz and #ShoppingTherapy

Key Benefits of international Fashion exhibition Central Asia Fashion business Conference

- Only pertinent information
- Competitive advantages of the leaders
- Effective business solutions
- Free trainings, seminars, master classes, focus sessions
- Individual advice on business consulting in the fashion industry
- The most up-to-date issues and decisions
- Expert opinions of the industry key players
- Success formula of business-retail

Attendance at workshops, analytical sessions, business cases and panel discussions of the business conference is free

March 12 / Tuesday / 2024

10.30 – 11.20

Show Area

Workshop

Topic: Total upgrade of buyer psychology: What and why do customers buy today?

- How has the psychology of the Kazakhstani buyer changed in the new reality?
- New buyer psychology: triggers and magnets
- What is important and necessary for the buyer today?
- How does smart retail work today?
- Top psychological "hooks" of the Asian mentality



Madi Bekdair

Image Stylist with international practice, founder of the community of asian stylists and the school of conceptual styling style.session @madi_bekdair (Kazakhstan, Almaty)

11.20 – 12.30

Show Area

Panel discussion

Topic: New media in fashion business: how not to be afraid of change and turn trends in your favour?

- How and when did bloggers become «walking media»? New Roles and Responsibilities of Influencers, bloggers
- «Culture of cancellation» in the fashion industry
- New Media ethics in kazakhstani way. Features of national «cancellation culture»
- How to recognise the potential and benefits for a brand behind the general hype and not get «shrivelled up» in front of the whole country?
- Positive or negative: how to control the audience?
- How can a brand stand out in an info-field overloaded with images and meanings?
- Top budget and effective tools for promoting fashion business
- How and what kind of content today effectively solves business issues?



Alexey Bendz

PR and communications expert, creative director of 2B Agency (Kazakhstan, Almaty)



Yevgeny Danchev

Business consultant, expert in increasing sales in the fashion market, author of books, creator of an online school for fashion market managers (Russia, Moscow)



MAYgul Burgebayeva

Founder of MSB/Practical internet marketing school. Course author, expert on systemic business promotion in social networks @smmschool.msb (Kazakhstan, Almaty)



Madi Bekdair

Image stylist with international practice, founder of the Community of asian stylists and School of conceptual styling style.session @madi_bekdair (Kazakhstan, Almaty)



Milena Yershova

Fashion retail expert, business consultant, general producer of CAF @milenayershova (Kazakhstan, Almaty)



Sabina Rustembayeva

Founder of the school «Blogging Empire», fashion-beauty blogger @sabina_rustembayeva (Kazakhstan, Almaty)

15.00 – 15.50

ShowArea

**Analytics
Industry researche**

Topic: The phenomenon of «consumer patriotism»

- What are the unique features of the people of Kazakhstan? Their behavioural norms, character traits, traditions
- How do Kazakhstani people feel about their appearance, style and fashion in general?
- Cultural DNA code in the KZ zone. Favourites: films, music, literature, cult heroes, media, gastronomic dishes
- Shopping in the Kazakh way: where, for whom, with what purpose and frequency?
- What does the fashion offer look like for a Kazakhstani buyer today?
- How much money do the country's residents spend on fashion and what are they dissatisfied with while shopping?
- Financial matrix of Kazakhstanis in the new realities: solvency, financial behaviour and structure of purchases
- New technologies and artificial intelligence: tool or entertainment?
- Top 10 social, cultural and retail trends of New Kazakhstan residents



Natalia Ospanova

Director of research companies Alvin Market and ICT-marketing, President of KAPIOR «Kazakhstan association of professional researchers of public opinion and market» (Kazakhstan, Almaty)

March 12 / Tuesday / 2024

March 13 / Wednesday / 2024

16.00 – 17.10

Show Area

Panel discussion

Topic: Glocalisation of Central Asia. A 360 view

- What events or decisions in 2023 in Kazakhstan have the most impact on businesses and customers?
- How is the demographic situation in Central Asian countries changing: is the population ageing or getting younger?
- What do the dynamic changes in the «hope index» tell us?
- Lifestyles, values and life strategies of Kazakhstan residents
- Forecasts of changes in material and economic well-being in the country and the world
- New digital transformation of business: speed, transparency, benefits
- Cashless payments for households and businesses: evolution = revolution
- How is Asia's glocalisation manifesting itself in business? Cross-border trade and government initiatives
- Where is the global trend towards globalisation and localisation going?
- What does a new horizon with real «windows of opportunity» for Kazakhstani business look like today?



Natalia Ospanova

Director of research companies Alvin Market and ICT-marketing, President of «KAPIOR» (Kazakhstan, Almaty)



Andrey Skuratov

Research Director, Business information, sociological and marketing research centre «BISAM Central Asia» (Kazakhstan, Almaty)



Svetlana Chernenko

Head of iKS-Consulting representative office in Kazakhstan (Kazakhstan, Almaty)



Milena Yershova

Fashion retail expert, business consultant, general producer of CAF @milenayershova (Kazakhstan, Almaty)

10.30 – 11.20

Show Area

Workshop

Topic: «New rules of the game» with effective advertising in the fashion business

- What to do to avoid wasting your advertising budget?
- How and where to promote what is purchased to the fashion business?
- What content and channels to choose?
- How does a personal brand help you sell and save on marketing?
- What should audiences and content creators prepare for?
- Trends in the development of social media



MAYgul Burgebaeva

Founder of MSB "School of practical internet marketing". Author of courses, expert on systematic business promotion in social media @smmschool.msb (Kazakhstan, Almaty)

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- Expert opinions of the industry key players
- Success formula of business-retail

Visitors of the Central Asia Fashion business conference

Owners and holders of fashion stores, directors' general of the leading fashion companies, chief executives and leading specialists of the fashion industry, fashion manufacturers, fashion wear designers, commercial managers and financial directors, top-management of shopping malls, fashion store procurement department specialists, sales department specialists of the fashion industry, online retailers, fashion experts, journalists and bloggers

Attendance at workshops, analytical sessions, business cases and panel discussions of the business conference is free

11.30 – 12.20

Show Area

Intelligent Retail Battle

Topic: Adapting Business in a new way: Merchandising anti-crisis response

- Optimizing store space: rational or emotional approach?
- Capacity of the retail space is "excellent": less or more?
- Upgrading commercial equipment: creativity or necessity?
- Commercial window adaptation: expense or income for the retailer?
- How often do you change the clothes of model forms and change the decoration in the hall?
- Ideal customer journey: golden triangle or creative experience?
- What can you save on and where should you not?
Top 5 «golden tips»



Oleg Temnikov

Founder of the brand sense visual merchandising agency @ brand.sense (Kazakhstan, Almaty)



Olzhas Medetov

Commercial director of Qazaq National Parks, managing business processes of the Brand sense merchandising agency @olzhasmedetov (Kazakhstan, Almaty)



Dilyara Imambayeva

Project manager for Orchestra and Reima children's clothing brands @dilyara_imambayeva (Kazakhstan, Almaty)



Ekaterina Buchatskaya

CEO of the SOLO-U women's clothing store @ekaterina_buchaczskaya (Kazakhstan, Almaty)



Milena Yerzhova

expert fashion retail, Fashion retail expert, business consultant, general producer of CAF @milenayerzhova (Kazakhstan, Almaty)

«SMM School»

Educational online webinars for buyers, owners and business owners

January 24, 2024

Topic: From finding and creating content to posting on Facebook and Instagram

- Why is unique content on social media important?
- How and where to find ideas for pages?
- Mistakes of Instagram promotion
- What are references and how to use them
- Do hashtags work and how to use them
- Stories and Reels algorithms
- How to get likes, reposts, comments without advertising?
- How to use neural networks for social media?

«SMM School»

Educational online webinars for buyers, owners and business owners

February 1, 2024

Topic: New conditions in targeting or how to launch advertising for Facebook and Instagram step by step

- How to receive customer requests from social media within an hour after advertising is launched?
- Structure of an advertising campaign
- How to launch targeting with neural networks?
- How to get quick customer requests without a website?
- Step-by-step instructions for launching application advertising
- Latest changes in the advertising account



Webinars of «SMM School» were conducted by **MAYgul Burgebayeva** -

founder of MSB / School of practical internet marketing. Course author, expert on systemic business promotion in social networks @smmschool.msb (Kazakhstan, Almaty)

Visitors of the Central Asia Fashion business conference

Owners and holders of fashion stores, directors' general of the leading fashion companies, chief executives and leading specialists of the fashion industry, fashion manufacturers, fashion wear designers, commercial managers and financial directors, top-management of shopping malls, fashion store procurement department specialists, sales department specialists of the fashion industry, online retailers, fashion experts, journalists and bloggers

CAF Job Fair

As part of the business programme of the Central Asia Fashion
Spring-2024 International Fashion Exhibition

March 11-13 / 2024
Every day from 10.00 to 17.00

Job fair for SMM specialists

There is a free recruitment in the format of a specialised job fair only for visitors of Central Asia Fashion. The CAF business programme project provides an opportunity to learn about different fashion employers in one place. Employers and job seekers are invited to participate!



MAYgul Burgebaeva @smmschool.msb
Founder of «MSB|School of Practical Internet Marketing».
Author of courses, Expert on systematic business promotion
in social media

For job seekers

Job seekers will be able to submit their CVs and have short interviews with professional HR specialists

How to participate if you are looking for a job?



Step 1

Fill in the participant form and leave your application at the Job Fair stand. You will be contacted and invited for an interview



Step 2

Participate in interviews that will take place during the day, right at the exhibition. Get your dream job!

For employers

Employers, in search of effective employees, will be able to conduct express interviews right at the exhibition

How to participate if you are looking for employees?



Step 1

Place your ad form on your stand and receive feedback from candidates right at the exhibition



Step 2

Conduct express interviews in the format of speed dating, together with professional HR specialists and select the best ones

**Come to the CAF Job Fair to get acquainted,
exchange experiences, and hire employees!**

Professional procurement support service «chef-byer» / «stylist for an hour»

March 11-13 / 2024
Every day from 10.00 to 17.00

Only for professional visitors to the Central Asia Fashion
Spring-2024 International Fashion Exhibition, a unique format
of professional purchasing support has been organized –
«chief buyer» or «stylist for an hour»

How to purchase goods so that they are sold without residue?

Stylists-consultants help buyers

- Calculate store inventory
- Analyse the buyer persona
- Make successful collections
- Provide purchasing recommendations
- Recommend the best presentation of the selected product in the windows



Community of Stylists of
Central Asia
@style.session



Only for professional visitors of CAF Spring-2024,
TWO packages of the «Stylist for an Hour» service are provided:
Demo and Standart

Demo package

Demo package is free of charge

- The stylist analyses the store's Target Audience
- Determination of the DNA of the store/boutique
- Recommendations for the optimal range and composition of the ideal capsule
- Advice on which suppliers of the exhibition to pay attention to



Duration of the service – 30 minutes at the stand of the consulting centre

Standart package

Paid, by agreement

- Analysis of the store's target audience
- Determination of the DNA of the store/boutique
- Recommendations for the optimal range and composition of the ideal capsule
- Preparation of a buyer's custom shopping list
- Expert inspection of the exhibition range
- Recommendations for capsule, colour combinations, accessories
- Styling images for customers
- Expert consultation on content creation for product range sales



Duration of the service –from 2 hours. The stylist does not calculate the amount and volume of purchase

March 11-13 / 2024
Every day 10.00 -18.00

**Free, individual and group business consultations from expert
practitioners for fashion industry professionals**

Experienced fashion retail practitioners will answer questions about retail
business only for the visitors of Central Asia Fashion

- Store inventory
- Fashion trends when purchasing a collection
- Commercially successful styling
- Formation of capsule collections
- Range planning and management
- Window dressing / Visual merchandising
- Hiring and training PR and SMM specialists
- Branding / Marketing / PR
- SMM / New media

**Only for visitors of the Central Asia Fashion Spring-2024
international fashion exhibition**
**From March 11 to 13, top 5 Fashion Retail experts are
conducting FREE group and individual consultations.**
Pre-registration at stands F105 and A215



Madi Bekdair @madi_bekdair
Image Stylist with international practice, Founder of the
Community of Asian Stylists and the School of Conceptual
Styling @style.session, Official Stylist of Milan Fashion Week
and Paris Fashion Week



Olzhas Medetov @olzhasmedetov
Commercial Director of Qazaq National Parks, managing
business processes of the Brand Sense Merchandising
Agency



Oleg Temniko @ brand.sense
Founder of the Brand Sense Visual Merchandising Agency
and the online resource vmabook.com, Managing
Merchandiser of DESIDERIO showrooms



Dilyara Imambayeva @ dilyara_imambayeva
ДProject Manager for Orchestra and Reima children's
clothing brands, head of Brand Sense merchandising
projects



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Founder of MSB "School of Practical Internet Marketing".
Author of courses, Expert on systematic business promotion
in social media

March 11-13 / 2024
Every day 10.00 -18.00

**Free, individual and group business consultations from expert
practitioners for fashion industry professionals**

Only for all interested visitors to the Central Asia Fashion
Spring-2024 International Fashion Exhibition, individual and
group consultations of professional stylists, merchandisers
and SMM specialists are held according to the schedule

Pre-registration in pavilion 11, stands F105 and A215

Schedule of consultations

March 11

10.00-13.00

*individual consultations from image stylists for buyers and
owners of boutiques/showrooms/stores*

13.00-15.00

master class

«Sales through Merchandising and Window Dressing»

15.00-18.00

*individual consultations from image stylists for buyers and
owners of boutiques/showrooms/stores*

March 12

10.00-13.00

*individual consultations from image stylists for buyers and
owners of boutiques/showrooms/stores*

13.00-15.00

master class

«TOP 10 Tips for Selling the Range through Social Media»

15.00-18.00

*individual consultations from image stylists for buyers and
owners of boutiques/showrooms/stores*

March 13

10.00-13.00

*individual consultations from image stylists for buyers and
owners of boutiques/showrooms/stores*

13.00-15.00

master class

!How to Sell a Capsule Wardrobe?»

15.00-18.00

master class

«Best sellers of the Spring-Summer 2024 Season»

At the consulting centre, at the stands F105 and A215 any visitor to
the exhibition may not only get advice from industry professionals,
but also find consulting support or a mentor for his/her business

Brand Sense Visual
Merchandising Agency

Community of Stylists
of Central Asia

«MSB/School of Practical
Internet Marketing»