





Fashion show of a fur brand held as part of the 5th Specialized Exhibition, Elite Line.



Official opening ceremony of the 34th Central Asia Fashion Exhibition and the 5th Specialized Exhibition of Footwear, Fur, Leather, and Accessories, Elite Line.

Metin Arslan, Director of CATEXPO, highlighted that each season brings new participating countries, and the B2B format is maintained, enabling Central Asian buyers to purchase collections at wholesale prices. He stated, «*Thanks to consistent efforts in this direction, Kazakhstan has confidently secured its leading position in the region, and the exhibition continues to be the largest fashion event in Central Asia. I extend my gratitude to everyone involved in this project, whose dedication year after year helps it grow, attracting attention and investment to our country.*»



Metin Arslan, Director General of CATEXPO and Organizer of the Central Asia Fashion and Elite Line exhibitions

Many of the guests at CAF have been involved in the project since its inception and have witnessed its growing international recognition. Cooperation with Turkey has been a crucial factor in this success. At the opening ceremony, the Consul General of Turkey in Kazakhstan, Evren Muderrisoglu, welcomed the audience and highlighted the active economic development of both countries. Additionally, Ali Yavuz Boynukisa, Chairman of the Board of the Turkish Fur Industrialists and Businessmen Association, noted that while only three companies were represented at the exhibition three years ago, the Autumn-2024 season now features 14 companies.



Jan Belyaev, Director General of the National Footwear Union (NFU) of Russia and the Euro Shoes Premiere Collection Exhibition





Fashion show of BAIRA brand collection by Kyrgyz designer Tolganay Baira

Designer Tolgonai Baira introduces the art of blending ethno-style with modern trends, creating uniquely attractive and creative looks. Her Kyrgyz collection stands out primarily due to its distinctive patterns, many of which symbolize and reflect elements of nature, such as the sky, trees, sun, rivers, waves, animals, and flowers. There is a clear trend of people reconnecting with their roots, and her designs embody this by offering modern, comfortable clothing with ethnic touches. These pieces are not only visually stunning but also capture the attention of international audiences, fostering active cultural exchange. Moreover, such designs subtly offer protection to the wearer, as they carry the powerful essence of family support - one of the strongest forces in the world.

### Business Conference at a New Growth Point

The business program of the exhibition this autumn marked a new and enhanced phase of its development. Throughout the three days, visitors had access to a variety of resources, including a free consultation center, an Internet marketing school, a job fair, and educational initiatives like the «Salesman & Buyer School» and a mini MBA program.



Speech at the CAF Business Conference featuring retail analytics data from Yandex Qazaqstan Experts  
In the photo, from left to right: Olga Kurdanova, Madina Seysengalieva, Milena Ershova.



According to the respondents, the best customer service in Kazakhstan is found in cafes and restaurants (43%), supermarkets (41%), and household appliance stores (40%). These are followed by private medical centers (37%) and banks (36%). In contrast, stores selling clothes, footwear, and accessories received a 29% rating for their service quality. Public hospitals and polyclinics were rated the lowest, with only 6% of respondents considering their service satisfactory. The main problem areas in service across Kazakhstan include insufficient staff qualifications (62%), a lack of politeness and friendliness (48%), and slow service speed (45%).

The speaker emphasized that improving service levels in Kazakhstan requires a systematic approach, with one of the key strategies being not to cut corners on staff training.



Experts at the Panel Discussion «Reputation and Central Asia’s Main Benchmarks» at the CAF Business Conference  
Pictured, from left to right: Maria Malinovskaya, Dmitry Burenko, Natalia Ospanova,  
Milena Ershova, Indira Adil, Svetlana Chernenko.

The future, both in the short and long term, was a key focus of discussions at the business conference. During the panel discussion «How the Global ‘Forecast-2050’ Will Affect Business and Customers», experts explored major societal trends such as global aging, hyper-urbanization, and the rapid development of artificial intelligence. The discussion centered on the impact these global challenges will have on businesses. Projections suggest that by 2050, there will be 4 million people over the age of 100 worldwide, with the population over 65 expected to rise from 10% today to 22%. Additionally, 80% of the global population is predicted to live in large cities. Experts highlighted that each of these trends will have both positive and negative implications, significantly influencing business operations and societal dynamics.

The CAF Spring-2025 International Fashion Show will take place from March 10-12, followed by the CAF Autumn-2025 and Elite Line-2025 exhibitions from August 17-19.

Both events will be held at the Atakent Exhibition Center in Almaty.

For more information about Central Asia Fashion and Elite Line exhibitions, visit [www.fashionexpo.kz](http://www.fashionexpo.kz) and [www.eliteline.kz](http://www.eliteline.kz), or follow them on Instagram at [@centralasiafashion](https://www.instagram.com/centralasiafashion) and [@eliteline\\_exhibition](https://www.instagram.com/eliteline_exhibition).