

August 10, Wednesday, 2022

13.00 - 13.50

Business Hall

Retail Analytics

**Topic: Evolution of customer behaviour.
Mega Analytics for 10 years**

- How did the trends and structure of retail trade change?
- Before and now: where do Kazakhstanis spend their money?
- What does buying trend research say?
- Dynamics of consumer optimism index
- How does the "new standard" of rising prices affect Kazakh buyers?
- Evolution of reasons for concern of Kazakhstanis
- Mega transformation of economic behaviour



Madina Seisengalieva, Commercial Director of NielsenIQ
Kazakhstan (Kazakhstan, Almaty)

14.00 - 14.50

Business Hall

Workshop

Topic: Tactics and practice of the new era of fashion business

- How the fashion business has changed for everyone according to the new rules of the game
- Marketing transformations in fashion business
- All-purpose emergency response methods
- Adjustment of the fashion retail business model
- How to reach a new level of profit and enjoy your work?



Maksim Gorshkov,
Commercial Director of the Academy of
Retail Technologies company
(Russia, Moscow)



Iulia Veshniakova,
CEO of the Academy of Retail
Technologies company
(Russia, Moscow)

15.00 – 16.00

Show Area

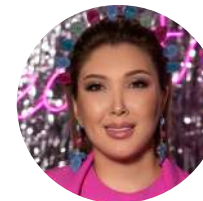
Panel Discussion

Topic: How to monetise art in retail?

- What can business be like in the creative industries?
- Theirs and ours: who is making money with creativity in retail now and how?
- How influencers managed to create their own economy
- How much can you earn from copyrighted content?
- Who builds the rules of the new creative game?
- How to combine business and creativity and not lose yourself?



Aida Kaumenova,
designer, blogger, founder & owner
of Aida KaumeNOVA Fashion House,
(Kazakhstan, Almaty)



Mira Bergen,
Stylist, Author of the legendary
StyleBergen course, fashion blogger
@mira_bergen (Kazakhstan, Almaty)



Kseniia Kusherbaeva,
Co-Founder, CEO, Business Coach
of Retail Academ, Co-Founder of
the Colab multi-format platform
(Kazakhstan, Almaty)



Milena Ershova,
Fashion Retail Expert, General Producer
and Chief Moderator of the Central
Asia Fashion Business Conference
(Kazakhstan, Almaty)



Mariia Peskova,
Artist, Art Manager of Esentay Gallery
(Kazakhstan, Almaty)



Asel Bekzhan,
Painting Expert, blogger@assolyaa,
President's Award Winner
(Kazakhstan, Almaty)

16.10 – 17.00

Business Hall

Workshop

Topic: Express analysis of the main business processes of fashion retail

- Range: how to “marry” purchases and accounting?
- Marketing: how and where to promote what is purchased?
- Sales: how to sell goods “to zero” without residuals?
- Staff: how to make salespeople able and willing to sell?
- Finance: how to provide a business with a “financial airbag”?



Iuliia Veshniakova,
CEO of the Academy of Retail
Technologies company
(Russia, Moscow)

17.00-17.30

Aftograf area

Autograph Signing Session

Autograph session with the author of the Fashion Retail. 100 Secret Management Questions book - Iuliia Veshniakova

A fashion retail expert with 27 years of experience. She made her two careers — in retail and consulting. Area of expertise: strategic planning and organisational development of fashion companies, product assortment policy, team building, staff assessment and training

August 11, Thursday, 2022

10.30 –11.20

Business Hall

Retail Analytics

Topic: Extreme Reboot of Big Retail

- Big retail in Kazakhstan: evolution, stagnation, degradation?
- New realities of big retail. Helicopter view
- New rules of the retail environment and their implementation
- How to “cure” the payment and logistics collapse?
- What is the development scenario for big retail in Kazakhstan?
- New five-year plan of retail as viewed by the state



Elbegi Abdiev,
Deputy Chairman of the Union of
Trade Networks of the Republic of
Kazakhstan Board of the Association of
Legal Entities
(Kazakhstan, Nur-Sultan)

11.30- 12.30

Show Area

Panel Discussion

Topic: ABCs of fashion business in post-normal times

- What should a retailer focus on today so as not to lose tomorrow?
- How to predict business in conditions of extreme uncertainty?
- How to overcome the personnel collapse and what does the “global mix” lead to in the labour market?
- Ideal organisational structure of the company in a new way
- How to adjust the procurement budget in times of instability?
- How can a “global blind alley” be turned into new opportunities?



Aleksei Pliasheshnikov,
Managing Partner of Retail Advisor,
Expert of PROfashion Consulting
(Russia, Moscow)



Iuliia Veshniakova,
CEO of the Academy of Retail
Technologies company
(Russia, Moscow)



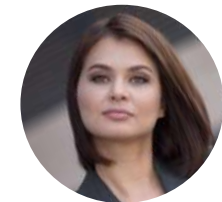
Milena Ershova,
Fashion Retail Expert, General Producer
and Chief Moderator of the Central
Asia Fashion Business Conference
(Kazakhstan, Almaty)



Maksim Gorshkov,
Commercial Director of the Academy of
Retail Technologies company
(Russia, Moscow)



Yana ShirKarenko,
retail network director of Almeo Group
(Kazakhstan, Almaty)



Kseniia Kusherbaeva,
Co-Founder, CEO, Business Coach
of Retail Academy, Co-Founder of
the Colab multi-format platform
(Kazakhstan, Almaty)

12.40-13.30

Business Hall

Workshop

Topic: Carrot without a stick. How to control salespeople?

- How to build a fair control system?
- Disciplinary policy in a positive way
- How to motivate staff to meet standards?



Aleksei Pliasheshnikov,
Managing Partner of Retail Advisor,
Expert of PROfashion Consulting
(Russia, Moscow)

14.00-14.50

Business Hall

HR Analytics

Topic: HR market in a new reality. Vacancy per million

- Key trends in the HR market in Kazakhstan
- Staff shortage and top 5 "hot vacancies" of a fashion store
- How much do unique specialists cost? Who are they and why are they needed?
- HR market of the fashion industry in a period of instability
- Hybrid fashion store format
- Outsourcing staff: yes or no?
- Must have requirements of employers for future staff



Kseniia Kusherbaeva,
Co-Founder, CEO, Business Coach
of Retail Academy, Co-Founder of
the Colab multi-format platform
(Kazakhstan, Almaty)

15.00-18.00

Business Hall

"Buyer School"

Topic: How to attract new customers and keep old ones?
(by prior registration)

- Working with the customer base of the store: information gathering, analysis, methods of use
- Methods and cost of attracting new customers
- Loyalty programme as a way to increase sales
- Formation of a trade-marketing calendar for the season
- Use of social events to increase sales
- Analysis of the effectiveness of marketing activities



Maksim Gorshkov,
Commercial Director of the Academy of
Retail Technologies company
(Russia, Moscow)



Iuliia Veshniakova,
CEO of the Academy of Retail
Technologies company
(Russia, Moscow)

16.00 -16.50

Show Area

Business Case

Topic: How to open a fashion store and "make a profit"?



- Range and marketing
- Budget Optimisation
- Inventory Optimisation
- Service
- Growth Path

Mira Bergen,
Stylist, Author of the legendary StyleBergen course,
fashion blogger @mira_bergen
(Kazakhstan, Almaty)

August 12, Friday, 2022

11.00 – 12.00

Show Area

Retail Analytics

Topic: Total people's update of new Kazakhstan

- Budget, price and financial solvency in the new realities
- Do Kazakhstanis have enough income for purchases?
- Top 5 main "pains" of Kazakhstanis
- Where does the country's credit history lead?
- Rating of favourite places for shopping in Kazakhstan
- Popular media preferences in the context of global transformation
- What is the attitude of new Kazakhstan towards the current government reforms?
- The level of happiness of Kazakhstanis



Natalia Ospanova,
Director of the group of research companies,
Alvin Market and ICT-Marketing, President of
the Kazakhstan Association of Professional Public
Opinion and Market Researchers (KAPIOR),
(Kazakhstan, Almaty)

Educational Trainings / mini MBA
(by prior registration)



All educational trainings on August 12 are conducted by **Aleksei Pliasheshnikov**, Managing Partner of Retail Advisor, Expert of PROfashion Consulting (Russia, Moscow)

10.30-12.30

Business Hall

Educational Training No. 1

Topic: Work with staff. How to find an effective salesperson?

- Battle is not just for the customer, but also for the effective salesperson
- Innovative, and most importantly, motivating recruitment methods
- Why would I be chosen out of a million employers?
- What does the mentoring program include?
- How can development programmes help a retailer?
- Building salesperson loyalty

12.40- 14.40

Business Hall

Educational Training No. 2

Topic: How to get the maximum benefit from a salesperson?

- Setting goals
- Rules for feedback
- Why is a manager afraid to delegate?
- I'm not in a store, but I still know everything
- Why are employees not doing their jobs?

15.00- 17.00

Business Hall

Educational Training No. 3

Topic: Marketing 3.0. Formation and implementation of sales in a store

- Sales pyramid as a planning and analytics tool
- How to calculate daily sales target?
- Who is my customer?
- What methods of marketing activity remain effective today?
- How to stay within the budget, inexpensive promotional methods
- A firm "no" to discounts and discount cards

Educational programmes "Buyer School" and mini MBA - by prior registration. Registration on the website fashionexpo.kz or in the conference hall of the 11th pavilion

March 14-16, 2022
daily from 11.00 to 17.00

Free, personal business consultations from expert practitioners for the fashion industry stand P130

Only for Central Asia Fashion visitors, fashion retail expert practitioners will answer any questions about the retail business

- System management
- Assortment management
- Planning, sales
- Recruitment and training of personnel
- Finance and Accounting
- Tax accounting and audit
- Merchandising

Kseniia Kuserbaeva,

Co-Founder, CEO, Business Coach of Retail Academy, Co-Founder of the Colab multi-format platform.



She will give an overview of how to build a system management in a store, share checklists, instructions, and procedures..

Iana Shinkarenko,

Director of the Retail Network of Almeo Group. Operational management of the Terranova brand. Experience in operational management of Etam, Springfield, Cortefiel, Celio brands - 20 stores (from 50 sq.m to 350 sq.m) in the cities of Almaty, Nur-Sultan, Kostanay, Aktobe, Uralsk, Atyrau.



She will give an overview of how to manage stores remotely and based on numbers.

Liudmila Vysochina,

Visual merchandiser for men's and women's clothing brands, showrooms of major premium brands - Marc O'Polo, Napapijri



This expert practitioner will talk about all the intricacies of visual merchandising in a store, the features of product presentation for premium brands.

Iana Gritsiuk,

Etam Brand Manager, Buyer, Springfield, Women secret Product Analyst.



She will give an overview of how to build an effective procurement matrix, how to increase the turnover of goods and what promotions are most effective today.

Dilnur Makhmetova,

Retail Chain Efficiency Service (80 stores)



This fashion retail expert will give an overview of how to organise the smooth operation of stores. Timely collection of documents and reports from all departments.

CAF Job Fair

As part of the business programme of the Central Asia Fashion
Autumn-2022 International Fashion Exhibition

August 10-12, 2022
Every day 11.00 -17.00

Free fashion retail job fair
P130 stand

Free recruitment is carried out in the format of a specialised job fair only for visitors to Central Asia Fashion.

A special project of the CAF Job Fair business programme offers an excellent opportunity to learn about different employers in the fashion industry in one place. Employers and job seekers are invited to participate!

For job seekers

More than 100 open vacancies are offered at the CAF Job Fair in top fashion companies in Kazakhstan. Job seekers will be able to leave their CV and have short interviews with professional HR specialists. Here you can find the perfect job from a sales assistant to a commercial director of a fashion brand.

How to participate if you are looking for a job?



Step 1

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



Step 2

Participate in interviews that will take place, right at the exhibition, by professional HR specialists and get the job of your dreams at once!

For employers

Companies looking for effective employees will be given the opportunity to hold express interviews using the Retail Academy author's methodology.

How to participate if you are looking for employees?



Step 1

Place an advertisement form at the Job Fair booth and receive feedback from candidates directly.



Step 2

Hold express interviews in the format of «speed dating» together with professional HR specialists and select the best ones. Retail Academy shares its own selection methodology and provides everything you need.

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

For the first time ever in Central Asia!
Professional purchase support service
“Stylist for an Hour”

August 10-12, 2022
Every day from 10.00 to 18.00

A unique format for accompanying a professional purchase – “Stylist for an Hour” – is organised only for professional visitors of the Central Asia Fashion Autumn-2022 International Fashion Exhibition

How to buy a product so that it is sold without = remaining quantities?

The Mira Bergen team of stylists-practitioners will tell and show what the buyer really wants and is looking for.

- Fashion trends (fashion media, fashion retail)
- Clothing styles
- Creation of looks/total looks
- Capsule wardrobe



The service includes practical advice from professional buyers-stylists on creating commercially successful capsules and collections, buyable hanging, selection of accessories.

Consultants will help with the following

- Calculate the product content of the store
- Analyse the portrait of the buyer
- Form a procurement budget
- Gather successful collections
- Give advice on purchasing
- Deal with additional orders
- Sort the goods

During the consultation process, experienced stylists-buyers will tell you how best to shoot in order to properly present the product to the buyer. Practicing stylists regularly advise fashion store owners who want to run their business in a new way.

It is not difficult to buy goods competently with CAF if you focus on your buyer and his/her portrait: body type, expectations, desires.