



33 МЕЖДУНАРОДНАЯ ВЫСТАВКА МОДЫ
INTERNATIONAL FASHION EXHIBITION
SPRING-2024

CAF
CENTRAL ASIA FASHION

11-13 марта **2024**
march

Official organizer **catEXPO**
Официальный организатор

Казахстан, г. Алматы
WWW.FASHIONEXPO.KZ

The 33rd International Fashion Exhibition Central Asia Fashion ended in Almaty



Guests of honor at the opening ceremony International Fashion Exhibition
Central Asia Fashion Spring-2024

More than 200 companies producing clothing, footwear and accessories from all over the continent presented new collections at the main professional event in Central Asia - the International Fashion Exhibition Central Asia Fashion.



Collection show at the CAF International Fashion Fair

It is noteworthy that the exhibition season was a record for the last few years in terms of the number of new exhibitors: according to the organizers, their number amounted to 70%, while CAF permanent residents retained their positions.



Spring-2024 collections from Belarus, Germany, France, Italy, Spain, Kazakhstan, China, Kyrgyzstan, Poland, Russia, Tajikistan, Turkmenistan, Turkey, Uzbekistan and Finland were presented to professional buyers thanks to the strategic support of national fashion industry associations: Istanbul Garment Exporters Association (IHKIB), USAID Central Asia Trade Program, Autonomous Non-Profit Organization "Moscow Export Center", Export Support Center of Kirov region, Export Support Center of Kirov region, and the Center for Supporting Exports of Russia. Meanwhile, the exhibition of footwear "Euro shoes" occupied a worthy part of Central Asia Fashion and united 25 companies-manufacturers of shoes and bags from Turkey, Germany, Italy and Russia. As the General Director of the National Footwear Union of Russia and founder of Euro shoes Mr. Yan Belyaev, said: *"Our basic thesis is unification. Some time ago the organizers of CAF had such an idea. We decided to combine the efforts of the footwear industry with fashion, which is inextricably neighboring. Last season there were only 2 companies, but today there are already 25, which is almost 15% of the exhibition share. The number of exhibitors and the quality of organization are at the highest level, and we are sincerely happy about the partnership, because this is indeed the largest event in Central Asia. We believe that this start will continue and intensify as our cooperation grows stronger"*.



The organizer of the exhibition, General Director of Catexpo Metin Arslan and General Director of the National Shoe Union (NOBS) of Russia and shoe exhibition Euro Shoes premiere collection Yan Belyaev

The opening ceremony of Central Asia Fashion was attended by honored guests from Turkey, Russia, Portugal and other countries. The official delegation to CAF included Evren Mudderisoglu, Consul General of Turkey in Kazakhstan, Gülsem Kayabashi, Board Member of the Istanbul Textile and Raw Materials Exporters Association ITHIB, Yan Belyaev, General Director of the National Footwear Union of Russia, Robert Voetsch, USAID Central Asia Trade Program Manager, and Madi Bekdair, an image stylist with international practice, founder of the Asian Community of Stylists and Style Session School of Conceptual Styling.

As the Board Member of Istanbul Textile and Raw Materials Exporters Association ITHIB Gülsem Kayabashi said: *"Since 2015, our association has been a CAF participant and the 78 companies we brought occupy about 2.5 thousand square meters of the exhibition. Turkey is ranked 6th in the world and 3rd in Europe for exporting ready-made garments to Kazakhstan. For the year 2023, exports amounted to 368 million dollars. And we plan to continue to cooperate and strengthen our position, and we definitely see positive experience in cooperation with Central Asia Fashion exhibition"*.



Opening Ceremony of Central Asia Fashion Spring-2024

Gülsem Kayabashi, Board Member of Istanbul Textile and Raw Materials Exporters Association ITHIB

At the same time, USAID Central Asia Trade Program Manager Robert Voetsch emphasized: *"The reputation of CAF participants and buyers is known worldwide and it is a great honor for us to be here to gather participants and buyers and to conclude contracts."*



Guest of honor at the opening ceremony of CAF Spring-2024,
USAID Central Asia Trade Program Manager Robert Voetsch

Visitors of the spring season of Central Asia Fashion

The 33rd season of the exhibition was attended by 7300 specialized specialists from Kazakhstan, Kyrgyzstan, Uzbekistan, Tajikistan, Russia, Turkey, China, Ukraine and Poland. Buyers eagerly shared their opinion about the success of the fashion event: the range of products and diversity of brands expanded the opportunities for professional buying.



Buyers at the CAF booth

CAF Spring-2024 Business Conference

Traditionally, the extensive program of the Central Asia Fashion business conference aroused great interest among the visitors. Thus, a popular expert, president of the Kazakhstan Association of Professional Researchers of Public Opinion and Market (KAPRPO) Natalia Ospanova presented the data of an exclusive industry research, reflecting the unique features of Kazakhstani people, their behavioral norms, character traits, attitude to appearance and style, financial matrix and specifics of Kazakhstani shopping. The expert also emphasized the growing "phenomenon of consumer patriotism" of compatriots and named the main cultural and retail trends of the residents of the new Kazakhstan.



President of the Kazakhstan Association of Professional Public Opinion and Market Researchers (KAPRPO)

Natalia Ospanova

In turn, at the personal analytical session, commercial director of Nielsen IQ Kazakhstan Madina Seisengalieva noted the main categories of savings of Kazakhstanis, and also spoke about global trends in the habits and demands of buyers.

Specialists in the field of media, PR, advertising and SMM during a rich panel discussion discussed the impact of trends and the importance of using new media in the promotion of their own brand by fashion brands. Experts are sure that the most important thing for a business of any scale, despite the rather widespread tendency to "cancel" is courage and efficiency in decision-making.



Speakers of the CAF business conference: Aizhan Isaeva, Elbegi Abdiev, Milena Ershova, Evgeny Danchev

At the same time, within the panel discussion "Glocalization of Central Asia", expert analysts presented unique data confirming stable opportunities for business development in the Central Asian region. In turn, the founders of their own brands of author's clothing Aigul Kassymova from Kazakhstan and Zalkar Askarali from Kyrgyzstan, expressed their solidarity in opening wide opportunities for the development of creative industries at the international level.



CAF Business Conference Speakers: Natalya Ospanova, Zalkar Askarali, Aigul Kasymova, Andrey Skuratov, Svetlana Chernenko, Milena Ershova

Professional troop - stylists, consultants, merchandising experts

A real gift for professional visitors of CAF was the cooperation of the exhibition with a whole Pleiad of star experts. Thus, a lot of guests came to visit master classes and seminars of Madi Bekdair, an image stylist with international practice, founder of the Community of Asian stylists and the school of conceptual styling Style session, and his team of specialists. During three days at a special stand visitors could get personal consultations of professionals, use the service "Stylist for an hour", as well as get a lot of recommendations on sales, assortment and merchandising.

In particular, during one of the seminars, Madi Bekdair explained what and why customers buy today; according to the expert, many established techniques in retail no longer work.



Headliner of the CAF Business Program, image stylist, founder of the Asian Community of Stylists and the School of Conceptual Styling Style session Madi Bekdair

The business program of the exhibition continues to consistently delight visitors with new projects. Thus, in the new spring season, the SMM School worked all three days of the exhibition. Its resident - the founder of "MSB / School of Practical Internet Marketing" Maigul Burgebaeva, consulted fashion industry specialists on the effectiveness of advertising in the fashion business, online business promotion and budget optimization. In addition, the expert conducted a free selection of SMM-specialists in the format of a specialized "Job Fair" and conducted interviews of applicants and employers.

No less interesting and useful was the participation of a team of talented merchandisers of Brand Sense visual merchandising agency, headed by its founder Oleg Temnikov. In the finale of the CAF business conference, the experts became participants of another new format of the business program - "intellectual battle" and discussed the topic of visual merchandising, window dressing and design of retail spaces.

For your information:

Central Asia Fashion International Exhibition has been held in Almaty twice a year since 2006. Now CAF is a platform where all conditions are created for finding a reliable partner in the face of a clothing manufacturer, making orders for the supply of collections, searching for a distributor, as well as for professional development. Every season the event is visited by fashion industry specialists from the whole Central Asian region and CIS countries. At the stands of numerous exhibitors' pre-order and purchase collections, on the catwalk are held buyers and designers fashion shows, the business zone is represented by a specialized business conference, which includes panel discussions, analytical sessions, thematic seminars. All three main elements of the expo-business-show are aimed at making deals and actively conducting business processes.

More than 40 groups of goods are presented in the main sections of the exhibition. To ensure efficient work of buyers and exhibitors, the organizer, CATEXPO exhibition company, holds a special Buyers Program - Hosted Buyers Program, thanks to which buyers from all regions of Central Asia can visit CAF without financial burden.

CAF Autumn-2024 will be held from August 18 to 20, together with the specialized exhibition of footwear, fur, leather and accessories - Elite Line. The venue for all upcoming exhibitions is Almaty, Atakent Exhibition Center, Pavilion 10 and 11.