

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

**el ELITELINE**

**CAF**  
CENTRAL ASIA FASHION

**30** июля  
july - **1** августа  
august **2023**

**ALMATY,  
KAZAKHSTAN**

Организатор / Organizer  
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## ***Countries are Different, Trends are the Same: International Buyers Shared their Experience and What They Have in Common***

Every season of the Central Asia Fashion International Fashion Exhibition is visited by thousands of fashion industry professionals. The salon of the 32nd exhibition was not an exception: in 3 days 7100 experts arrived at CAF, including buyers and representatives of fashion retail from Kazakhstan, Kyrgyzstan, Uzbekistan, Russia, Tajikistan, Turkmenistan and other countries.



32nd season of the Central Asia Fashion International Fashion Exhibition

### **CAF: affordable, fast, large-scale**

International experts who came to purchase and pre-order are willing to communicate, share their experience and opinions about the range and the latest offers presented. Distance is not an obstacle in this case: buyers have the same interests - to satisfy the customer's needs as much as possible.

Thus, as noted by Makhmud Odinaev from Dushanbe (Tajikistan), a buyer of the Bukhoro 27 retail chain, on the threshold of the cold season he focuses on demi-seasonal footwear, and Almaty and the CAF exhibition becomes the most convenient option: *«Our network consists of more than 5 stores in Dushanbe, and we hope that in the future we will expand to the regions as well. We purchase for the season and now, of course, we will focus on footwear. In the spring time we were at Central Asia Fashion and we bought textiles mainly, and now we take shoes and boots, the expert shares. The biggest advantage is the logistics that are not very far from us, because we can easily come to Almaty and cannot go to Turkey that way».*



Makhmud Odinaev, a Buyer of the Bukhoro 27 retail chain, Dushanbe, Tajikistan

Anarkul Imanbaeva, a buyer from Bishkek (Kyrgyzstan), also shares the opinion of her foreign colleague: *«I sell women's clothing and shoes. I find visiting the exhibition in Almaty very useful: here I can expand my understanding of this year's seasonal fashion, look at models up close and, most importantly, purchase goods for my store. I consider the buyers' programme to be a huge success of CAF - due to its existence, people from different cities come together: buyers and customers can learn more about the goods of manufacturers from different countries».*

Meanwhile, the convenience of combining international brands at the CAF site is primarily noted by Kazakhstani experts.



Ilmira Akhenbekova, a Buyer, Professional Coach, Shymkent, Kazakhstan

Ilmira Akhenbekova from Shymkent shares the following: *«I have been in business for 16 years, I like it very much, and I really like to develop. Visiting the exhibition is useful for me to get acquainted with new buyers, new suppliers, study new content and areas of activity. This time I singled out suppliers from China and Poland, I got acquainted with them, exchanged contacts. I plan to order and work with them in the future. It's very practical. In*

*general, it has become much easier to work: delivery is much faster, which means you get what you need faster. Speed is of the utmost importance nowadays: the faster the order is placed and the goods arrive, the faster you serve it to the consumer, and in our country, as a rule, whoever is first, wins».*

### **Going to the exhibition for knowledge**

Buyers unanimously note the opportunity for professional growth due to the business conference held within the framework of Central Asia Fashion. Kazakhstani experts consider the lack of knowledge to be the main pain point of the industry, and therefore visiting CAF in Almaty twice a year is fixed in the calendar.

*«The most important thing is that I attend educational programmes, Ilmira Akhenbekova continues. Very interesting facts in marketing training, statistics, style, what is fashionable in the market, how to present goods, how to properly communicate with a customer – we learn everything here. I believe that our region has changed enormously due to social networks, people began to follow the trends of world fashion and consumer demand is completely different. Now the choice of image is treated much more carefully, they choose a collection that is comfortable and emphasizes personal style. Consumers are much more aware of what they want than they were 5-6 years ago, and they want more. It seems to me that the pain point of business in our region is that there is no educational system that could teach, there is no competent staff, there is no competent stylist who could pick up a look, in a combination of colours and the requirements of a body type and trends. Here at the exhibition there are all opportunities to acquire this skill, and this is an important factor that will promote in all areas».*

Dinara Imanalieva, an owner of the Di Style shop, shares the same opinion as her colleague and fellow countrywoman: *«I have been selling women’s clothing since 2008, more than 15 years. I started with a tiny department of 3 or 4 square meters, and then grew into a network of 4 stores, now I have one large store where the entire range is presented. It is possible to say that I develop my business due to exhibitions, since there is no such training for a fashion retail businessman, a store owner. And here, it seems fair to say that we get an education, such a diploma, a theory that we apply in practice. I feel a very big difference, Dinara Imanalieva shares. In general, I think there is a difference in the work of buyers in Kazakhstan from other countries, since our mentality is taken into account: some women prefer not to buy more open things, or correct certain areas, and we choose the collection keeping this in mind. I see how the fashion business in Shymkent is changing. All generations follow*



Dinara Imanalieva, an Owner of the Di Style shop, Shymkent, Kazakhstan

*fashion, people are more conscious in choosing clothes, they try not to clutter their wardrobe, but to buy things that will last for more than one year and that will be on trend at the same time».*

Ayagoz Ormagambetova from Aktobe, an owner of the Harson KZ shop, shares the following: «I have been in business for 25 years: footwear, accessories, leather bags, women's outerwear. I want to say that if earlier we were



Ayagoz Ormagambetova, an Owner of the Harson KZ shop, Aktobe, Kazakhstan engaged in selling as many shoes as possible, now we devote a lot of time to customers – we follow demand, quality, and fashion. Such projects as Central Asia Fashion are a great pride for me, as a citizen of Kazakhstan. I visit a lot of exhibitions: in Moscow, in Turkey, now China has opened, I hope we will also get there. I am sincerely glad that we have such a level in Kazakhstan. In addition, there are many questions facing store owners now: not only in offline sales, today there are many online sales tools, and we, entrepreneurs, are somewhat unable to keep up with it all. CAF gives a big plus in this regard at a three-day conference, where we meet interesting Kazakhstani and foreign experts, learn a lot about brands, range and, of course, consultations are useful, which help us a lot».



Olga Vagner, buyer, a CAF Buyer Agent, Karaganda, Kazakhstan

At the same time, the idea of developing a Kazakhstani fashion project and its popularity encourages buyers to actively share with the professional environment and even become CAF ambassadors and agents. Thus, Olga Vagner

from Karaganda told her success story at the exhibition: « I have a chain of children's stores. About 6-7 years ago, I was called and invited to an exhibition in Almaty. Of course, I did not come alone, I brought all my friends and acquaintances from the business. Perhaps, about 20 persons came with me and I was offered co-operation. Each exhibition is different from the previous one: one is better than the other, all of them are completely different. A lot of countries come and for us it is very valuable both in terms of interaction and in terms of business development. I wish great success to Central Asia Fashion! ».

Meanwhile, the Organising Committee has already announced the dates of the next season - the CAF Spring-2024 Spring Exhibition Salon will be held from March 11 to March 13, 2024 in Pavilion 11 of the Atakent Kazakhstan Business Cooperation Centre in Almaty.



**33** МЕЖДУНАРОДНАЯ ВЫСТАВКА МОДЫ  
INTERNATIONAL FASHION EXHIBITION  
**SPRING-2024**

**CAF**  
CENTRAL ASIA FASHION

**11-13** марта  
march **2024**

Official organizer  
Официальный организатор **caTexpo**

[WWW.FASHIONEXPO.KZ](http://WWW.FASHIONEXPO.KZ)

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