

**EXHIBITION OF FASHION, ВЫСТАВКА МОДЫ,
SHOES, LEATHER ОБУВИ, КОЖИ И МЕХА
AND FUR**

ELITELINE
FOOTWEAR - SHOES - LEATHER - ACCESSORIES

CAF
CENTRAL ASIA FASHION

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

**ALMATY,
KAZAKHSTAN**

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The 32nd International Fashion Exhibition Central Asia Fashion ended in Almaty

Central Asia Fashion Autumn-2023, the largest professional exhibitions in the Central Asian region, as well as Elite Line International Exhibition of Footwear, Fur, Leather and Accessories, brought together procurement specialists, manufacturers, designers and other fashion industry players from 10 countries. Over the three days of the business session, the stands of 156 exhibitors were visited by 7100 fashion industry professionals. Among them were buyers and representatives of fashion retail from Kazakhstan, Kyrgyzstan, Uzbekistan, Russia, Tajikistan, Turkmenistan and other countries. Kazakhstan, Kyrgyzstan and Uzbekistan are the undisputed leaders in terms of attendance. The organisers note that the interest and the total number of professional buyers in these countries is steadily growing, which means that the fashion retail market here is in an active stage of development.



The official opening ceremony was attended by honoured guests from Turkey, Great Britain, Russia, Uzbekistan, including the Consul General of the Republic of Turkey in Almaty Ali Rıza Akıncı, Vice President of Istanbul Textile and Raw Materials Exporters Association "IHKIB" Mustafa Pashahan, Farhod Nurmuhammedov, Deputy Chairman of the Uzcharmsanoat Association, Kiran Mahmud, Director of Finance and Participation in Global Events, International Fur Federation, Sergey Stolbov, President of the Russian Fur and Fur Union (RFU).

The Autumn-Winter 2023/24 collections from Italy, Germany, France, Turkey, Russia and China were presented to professional buyers thanks to the strategic support of national fashion industry associations: "Istanbul Apparel Exporters Association" (IHKIB), Association of Fur Industry and Entrepreneurs KSIAD, Russian Association of Fashion Industry Participants (RAFI), Export Support Centre of Voronezh Region, National Footwear Union (NFU) of Russia,

Uzcharmsanoat Association, as well as International Fur Federation (IFF) and Beijing Yabaolu International Chamber of Commerce (BYICC).



Mustafa Pashahan, Vice-President of Istanbul Textile and Raw Materials Exporters Association IHKIB, shared data and plans to increase the presence of Turkish brands in Kazakhstan: in 2015, 10 manufacturers from Turkey took part in the CAF business session, and in the autumn season 2023 there will be 76 fashion companies.

"Trade with Kazakhstan occupies an important place in our exports. Last year we exported \$250 million worth of goods to Kazakhstan. In the first half of this year, we increased exports by 80 per cent compared to last year. In six months, we have reached a volume of \$193 million. Of these, about 25 per cent of imports of ready-made garments to Kazakhstan are from Turkey. We hope that we will be able to increase this figure in the coming years. We attach great importance to the CAF exhibition, which is the most important in the region," Mustafa Pashahan emphasized.

Kazakhstan's expo-business projects are attracting more and more interest from producers from neighbouring countries: for example, brands from China and Uzbekistan are widely represented this season. Producers at the stands note: Kazakhstan occupies one of the first places for exports.



Farhod Nurmuhammedov from Uzbekistan, Deputy Chairman of the Uzcharmsanoat Association, emphasised: "Today, 13 enterprises of the Uzcharmsanoat Association are participating in the exhibition. Last year Uzbekistan exported more than 460 million dollars. And Kazakhstan is one of the first in this list: last year 16.5 per cent of exports went to Kazakhstan, after China and Russia. That is why participation in such a large event is a great opportunity for our enterprises and manufacturers".



"Expo/ Business/ show" - the three key components of the Central Asia Fashion International Exhibition, despite the lightness of the summer season, were reflected in the maximum number of deals, contracts and purchases made by buyers. Bright and commercially successful models of fashion brands received pre-orders literally from the catwalk. During three days of the exhibition, about 50 brands presented their new products non-stop on professional models.



"This season I didn't leave a single penny of budget reserve, because I channelled everything into pre-order. The budget for the new season was made quickly and confidently, I have been a client of this exhibition for more than 10 years and every time I find something new," says Dinara Imanalieva, a buyer from Shymkent.

The fourth International Exhibition of Footwear, Fur, Leather and Accessories Elite Line also requires special attention this season. The project proves its efficiency and is gaining momentum, which is confirmed by the interest of international participants and partners. Thus, along with foreign participants of the event, for the first time business delegates from London visited Kazakhstan's exhibition: representatives of the world-famous International Fur Federation (IFF).



As Kiran Mahmood, IFF's Director of Finance and Global Engagement, noted: *"We continually seek to partner with key players in the fur industry to promote best practices, ethical standards and sustainable growth. Kazakhstan's active role in the fur market is in line with our vision and we look forward to strengthening partnerships with the country's fur industry stakeholders."*

Manufacturers of footwear and accessories also emphasise their interest in the region. Thus, for the first time this season, Euro Shoes, a specialised expo-project widely known to many buyers and fashion industry specialists, became a partner of Kazakhstan's Elite Line exhibition.

Industry professionals note - the industry requires unity and common solutions.

"We see that the world is changing incredibly fast. And of course, we try to respond to these changes quickly. Therefore, we see further development of the industry as a whole only in unification. It is gratifying that we are coming to the exhibition in Kazakhstan for the second season already. In our opinion, this is the most rapidly developing, progressive, professional and long-standing exhibition among all regional expo-projects in the world," emphasised Jan Belyaev, General Director of the National Footwear Union (NFU) of Russia and Founder of the Euro Shoes premiere collection international footwear exhibition.

The organizers achieved their goals: almost all exhibitors signed contracts with buyers and noted increased demand for some items.

Exhibition Synopsis:

Central Asia Fashion International Exhibition has been held in Almaty twice a year since 2006. CAF is a platform with comfortable conditions 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. The event is visited by fashion industry specialists from the whole Central Asian region and CIS countries. At the stands of numerous exhibitors, collections are pre-ordered and purchased, buyers' and designers' fashion shows are held on the catwalk, and the business zone is represented by a specialised business conference with panel discussions, analytical sessions, and 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 Hosted Buyers Program, thanks to which buyers from all regions of Central Asia can visit CAF without financial burden.

Spring Showroom CAF Spring-2024 will be held from 11 to 13 March 2024. The venue is Almaty, Atakent Exhibition Centre, Pavilion 11.



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INTERNATIONAL FASHION EXHIBITION
SPRING-2024

CAF
CENTRAL ASIA FASHION

11-13 марта
march **2024**

Official organizer
Официальный организатор **caTexpo**

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