



CAF 28 МЕЖДУНАРОДНАЯ ВЫСТАВКА МОДЫ
CENTRAL ASIA FASHION INTERNATIONAL FASHION EXHIBITION

16-18 сентября
september **2021**

**Central Asia Fashion
Autumn-2021**

СОЗДАВАЯ НОВЫЕ ВОЗМОЖНОСТИ

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Experts and representatives of fashion business in Kazakhstan will discuss a new post-pandemic reality, trends and business forecasts in conditions of quarantine uncertainty. The largest B2B fashion exhibition in Central Asia is being prepared in Almaty
Central Asia Fashion

The organizers of the exhibition are sure: the only opportunity for fashion-retail and light industry not to fall into economic depression and stagnation is to resume specialized events.

According to the promoter of the exhibition, director of the international exhibition company Catexpo, Metin Arslan: *"Reality is constantly changing, business is adapting. However, at present, fashion retailers in Kazakhstan and other Central Asian countries have practically no opportunity to work with suppliers. All this time, specialized exhibitions haven't been held, direct deliveries to Kazakhstan have also become difficult,"* - event planner reports.



Metin Arslan, director of the international exhibition company Catexpo

According to his words, fashion retail and light industry are in a difficult situation and the only way to stay afloat is not to stop work and ensure meetings of specialists in the field: *“Central Asia Fashion is the only B2B platform for a specialized audience that continues to exist in the current realities. Even before the pandemic, we were the most successful exhibition in the region - up to 90% of the concluded deals. Therefore, in the fall season of 2021, expectations for efficiency became even higher, because buyers did not go anywhere due to restrictions, suppliers suffered losses due to a lockdown. According to experts, the entire Central Asian market has been a priority for global fashion manufacturers over the past few years. We are confident that the autumn season of the Central Asia Fashion International Fashion Fair is this year, as never before, a particularly important event on a regional scale. After all, if we want to get out of the crisis, we need to start working in full. If not, we will continue to lose partners, falling into an economic coma. Pandemic, crisis, inflation, economic difficulties - all this will accompany our life all the time, so we need to adapt, be as flexible as possible and continue to work”*. Meanwhile, applications for



participation in the largest business event in the region have already been confirmed by more than 60 exhibitors from 10 countries even a month before the start. The number of those wishing to present their brands and conclude deals is constantly changing and replenishing depending on the epidemiological and political situation in the world. Businessmen are waiting for live meetings and getting ready for active fruitful work.

within the scope of the upcoming season of the CAF Autumn-2021 exhibition, along with the possibility of comparing prices and conditions among manufacturers, as well as purchasing new collections for Kazakhstani retailers, B2B meetings and fashion shows will be organized. By tradition, a separate place will be assigned to a business conference, at which questions of concern to entrepreneurs will be raised. Leading industry experts, marketers, fashion bloggers will share their views in panel discussions: *“Post-pandemic consumer revolution: global changes in consumption patterns, new customer behavior, social trends, forecasts”, “Supernova marketing”, “Revenue - zero!”*. Also, among the announced topics are topical seminars: *“The formula for the survival of fashion business in conditions of uncertainty”, “How to sell fashion on Instagram: key mega-trends, effective tools, life hacks.”*

The international fashion exhibition Central Asia Fashion has been held in Almaty twice a year, since 2006. From 130 to 200 brands from 16 countries of the world take part in the exhibition every season. Pre-order and purchase of collections are carried out at the stands, buyer's and design shows are held on the podium, the business zone is represented by a specialized business conference, within which panel discussions, analytical sessions, thematic

seminars, round tables and master classes are held. All three main elements of the expo-business-show are aimed at making deals and actively conducting business processes. In the main sections of the exhibition, 40 groups of



goods are presented, including women's, men's, children's, evening wear, underwear, swimwear, home clothes, as well as clothes of large sizes and for an active lifestyle.

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