

34 МЕЖДУНАРОДНАЯ
ВЫСТАВКА МОДЫ
INTERNATIONAL
FASHION EXHIBITION

CAF
CENTRAL ASIA FASHION

el **ELITELINE**⁵ INTERNATIONAL
EXHIBITION
**SHOES, FUR,
LEATHER AND
ACCESSORIES**
supported by
euro shoes
premiere collection
www.eliteline.kz

18-20

**августа
august**

2024

AUTUMN-2024

Official organizer
Официальный организатор
caTexpo
www.fashionexpo.kz

*On August 18-20, the largest events in the fashion world
of Central Asia will take place in Almaty.*

*The Kazakhstan Business Cooperation Center «Atakent» will host
the 34th International Fashion Exhibition Central Asia Fashion Autumn-2024 and
the 5th Eliteline International Exhibition of Shoes, Fur, Leather and Accessories*

More than 220 participating companies from 16 countries will demonstrate new collections of clothing, shoes and accessories for buyers from Kazakhstan, Uzbekistan, Kyrgyzstan, Turkmenistan and Tajikistan.



Participants of the International Fashion Exhibition Central Asia Fashion (bird's eye view)

The next autumn season will be held in the 10th and 11th pavilions of the Kazakhstan Business Cooperation Center «Atakent». Traditionally, the event is organized for representatives of fashion retail and takes place offline in a B2B format. Visits are open exclusively to industry professionals upon pre-registration: buyers, creative industry specialists, business representatives, media and bloggers. The Central Asia Fashion exhibition is designed to establish a process of direct wholesale sales of clothing, shoes and accessories, beneficial to both participating companies and buyers.

Dozens of countries, hundreds of companies

There are about 40 groups of fashion products in the main sections of Central Asia Fashion. Among the declared participating countries: Türkiye, Kazakhstan, Russia, Italy, China, Uzbekistan, Germany, Poland, UAE, France, Mongolia. A wide selection of women's, men's, children's clothing, evening dresses, underwear, plus size clothing at the best prices will undoubtedly delight buyers. And since the Eliteline International Exhibition of Shoes, Fur, Leather and Accessories takes place only in the autumn season, this means that they will have an excellent opportunity to make a profitable purchase of shoes and fur products.

The Eliteline exhibition is held within the framework of the Euro Shoes and Eliteline & Central Asia Fashion Alliance. With the support of Euro Shoes, more than 30 shoe companies from different countries will take part in the exhibition. The official participation of the largest companies is expected: the Turkish Association of Fur Industrialists and Entrepreneurs KSIAD and the HONG KONG FUR FEDERATION with the support of the HKPC - Hong Kong Productivity Council. 17 fur companies from Hong Kong will present their latest collections. CRUZ Jeans, one of the largest denim



The Eliteline exhibition of clothing, shoes and accessories will bring together the best shoes and fur manufacturer

clothing manufacturers in the Middle East and South Asia from the UAE, is expanding its export area by participating in CAF. Polish hatwear company NIKOLA HATS will present a new collection of hats for all age groups. The famous French brand LA FEE MARABOUTEE chose the largest fashion exhibition in Central Asia to display its luxurious collections. The famous Mongolian cashmere company DELICASHMERE made the same decision.

Central Asia Fashion - more than an exhibition



CAF is held in B2B format only for fashion industry professionals

Over the 18 years of its existence, the International Fashion Exhibition Central Asia Fashion has fully lived up to its motto «More than an exhibition», and every year it never ceases to amaze visitors with various activities. The opening ceremony will be attended by the Turkish Consul, representatives of the ITKIB, KSIAD, Euro Shoes Associations, and business conference speakers.

During all three days of CAF, there are business and networking areas, showrooms; a show program, brand presentations and fashion shows with the participation of professional models take place. A series of fashion shows of participating companies will be held at Central Asia Fashion Autumn-2024. Visitors will see new collections of clothing, shoes and furs. There will also be a fashion show by a clothing designer from Kazakhstan.



Participating companies demonstrate their collections on a transforming podium

Business program is the flagship of the business fashion industry of Kazakhstan

One of the important elements of the exhibition, the business program, in the autumn season is incredibly rich and diverse. Industry research, trend forecasts, retail analytics, panel discussions, seminars, master classes, educational trainings, autograph sessions, job fair, consultation center, educational schools and much more represent as always great professional interest for visitors. The organizers will once again delight them with the latest innovations, bright and relevant formats and the depth of presentation of professional information.

«The Central Asia Fashion business program has been acting as a kind of flagship of the country's business fashion industry since its founding, and this is more than 12 years in a row», - says Milena Ershova, general producer and head of the business program. «During this period, from a specialized industry business conference, the event has grown into a significant business event for the entire Central Asian region with numerous elements and activities. Thus, in the autumn season Autumn-2024, the business program once again takes a step forward at the stage of radical transformations and a new round of evolution. For the first time, a large research project will be presented, similar to a series with a continuation in several parts, entitled «Features of the National DNA Code». We are confident that now investors, businessmen, entrepreneurs and representatives of the public sector are in especially urgent need of such information».

A logical continuation of the topic will be a special panel discussion on the topic «Reputation and the main benchmarks of Central Asia», as well as presentations by invited speakers from Uzbekistan, Russia and the Netherlands. In addition, several sessions of retail analytics, trend forecasts and educational programs have been announced to improve the qualifications of fashion industry specialists: seller, buyer, internet marketing and mini MBA schools. I would like to note that the projects «Job Fair» and «Consultation Center», already loved by many of our visitors, will continue their work this season. Industry specialists will not only be able to receive free consultations, but also improve their management skills».

CAF business conference

This specialized business event in the field of fashion retail has no analogues in Central Asia. Visitors are given the opportunity to be among the first to learn the results of current marketing research, witness discussions of exciting topics and ask questions directly to fashion business leaders and authorities.

In the new season of the business conference, during all three days of the exhibition, 24 sessions will be held, at which 13 reputable speakers from Kazakhstan, Russia, Uzbekistan and the Netherlands will speak. Among them, for the first time, foreign experts on branding, naming, fundraising, merchandising, archetypes, an analyst-researcher from Uzbekistan, as well as a top Russian expert - author of books and scripts on sales in the fashion market were announced. Among the main topics of the business conference are retail trends in the fashion category, recommendations for entering the Uzbekistan market, analysis of global hype trends in business, features of national service and feedback from Zhan Kazakhstan, digital and e-com innovations for retail, specifics of promoting fashion brands in social networks, trends affecting society and business, rebranding in retail and fashion business and much more.



The Central Asia Fashion business conference has no analogues in Central Asia

In addition, in the new autumn season of the CAF business conference, a newfangled and provocative format will be presented: «Business Roasting». The new experimental business session is a special type of interaction between an expert and listeners, during which real cases from Kazakh business will be analyzed. Listeners will be able to see real business analysis, which will allow them to identify the strengths and weaknesses of the business, and also receive the working tools necessary for growth and development on the spot.

Conditions for participation in Central Asia Fashion Autumn-2024 and Eliteline-2024, the business conference program and information for visitors are available on the official website www.fashionexpo.kz, and also on social networks @centralasiafashion.