

March 13 / Monday / 2023

15.00 – 15.50

Show Area

Trend forecast

Topic: Fashion trends in commercial procurement and forecasting of global trends

- Fashion-spiral of high fashion and its patterns
- In search of a global trend: what events are forming macro trends now?
- How to create a commercially successful collection based on forecasts?
- Global fashion trends for 2023: collection themes, key shapes, silhouettes, images
- What collections in boutiques are customers waiting for in the future?
- Radical and provocative fashion trends in the short term

Speech prepared in partnership with the WGSN Trend Bureau
the global leader in trend forecasting and fashion trends (UK, London)



Milena Yershova,
fashion retail expert, General Producer of Central Asia Fashion, Chief Moderator of the business conference

16.00 – 17.00

Show Area

Panel discussion

Topic: Intelligence, individuality, environmental friendliness: expert analysis of the top 3 fashion trends

- Intelligent fashion as the main trend of the fashion industry
- Successful capsules through the eyes of stylists, retailers, designers
- Forecast for the formation of finished capsules
- Trend for environmental friendliness Sustainable fashion or who needs «sustainable fashion» in Asia?
- Trend for individuality: how to show your individuality in fashion today?
- How to combine the uniqueness of a fashion product and mass fashion trends?



Cholpon Alamanova,
member of the Union of Artists of Kyrgyzstan, founder of the «School of Applied Art Cholpon Kurak»



Aida Kaumenova,
designer, blogger, founder & owner of Aida KaumeNOVA Fashion House



Mira Bergen,
stylist, author of the legendary StyleBergen course, fashion blogger @mira_bergen



Milena Yershova,
fashion retail expert, General Producer of Central Asia Fashion, Chief Moderator of the business conference

17.00 – 17.30

Show Area

Autograph session / Q&A Session



Aida Kaumenova,
designer, blogger, founder & owner of Aida KaumeNOVA Fashion House (Kazakhstan, Almaty)



Cholpon Alamanova,
member of the Union of Artists of Kyrgyzstan, founder of the «School of Applied Art Cholpon Kurak» (Kyrgyzstan, Bishkek)

Key Benefits of international Fashion exhibition Central Asia Fashion business Conference

- Only pertinent information
- Competitive advantages of the leaders
- Effective business solutions
- Free trainings, seminars, master classes, focus sessions
- Individual advice on business consulting in the fashion industry
- The most up-to-date issues and decisions
- Expert opinions of the industry key players
- Success formula of business-retail

March 14 / Tuesday / 2023

11.00 – 11.50

Show Area

Seminar

Topic: How to sell in conditions of hyperinflation and impoverishment of the population?

- Where to start the new purchasing season?
- How and when to prepare for procurement?
- How to set retail prices and calculate margins?
- How to round up prices and calculate your profit?
- When and how much may retail prices be increased?
- What is a collection's breakeven point?
- Effective assortment control: How many reports are needed, which ones and how to read them correctly?



Evgeniya Ukasova,
ex-buyer of Almeo Group, Saks Fifth Avenue, author of fashion courses, co-owner of The.Simple.kz

12.00 – 12.50

Show Area

Panel discussion

Topic: Fashion business in an era of instability: how to choose today what will be the best tomorrow?

- How to plan the assortment based on global trends?
- Which segments will be the most promising in 2023 and in the future?
- What should fashion business focus on and how to remain resilient to all changes in the world?
- Is it possible to increase the profitability of a retail business in times of uncertainty?
- What should a fashion business owner do in 2023?



Ksenia Kuserbayeva,
co-founder, CEO, Business Coach of Retail Academy @retail_consult



Meruert Toleubekova,
Franchise manager of Retail Academy, ex-regional director of The Body Shop and Josiny



Ekaterina Bredikhina,
Chief Operating Officer of Smart Fashion LLP, former Senior Regional Operations Manager of Intertop Central Asia Senior



Aliya Akhmetova,
entrepreneur, blogger @heybaby.kz, founder of the Kazakh brand of women's clothing HB (Heybaby)



Milena Yershova,
fashion retail expert, General Producer of Central Asia Fashion, Chief Moderator of the business conference



Evgeniya Ukasova,
ex-buyer of Almeo Group, Saks Fifth Avenue, author of fashion courses, co-owner of The.Simple.kz

15.00 – 15.50

Show Area

Industry research

Topic: Digital marketing, reset: fashion, leisure, mediapreferences of Kazakhstanis in different regions

- How does Kazakhstani youth spend their leisure time and what do they spend money on in different regions?
- Shopping, sports, entertainment, self-education: what is the priority of Kazakhstanis?
- How much and for what are young residents of the country willing to pay?
- Favorite fashion shopping spots and their main drivers
- The main reasons for the FAILURE to buy.
- New generation media consumption or how the brand can «reach» the buyer?
- Honest rating of social networks of the territory of KZ
- How, why and to what extent do Kazakhstanis use new media?
- Top 5 main trends of media consumption in Kazakhstan



Natalia Ospanova,
Director of the group of research companies Alvin Market and ICT-Marketing, President of KAPRPOM «Kazakhstan Association of Professional Researchers of Public Opinion and Market»

16.00 – 17.00

Show Area

Panel discussion

**Topic: Window of opportunities and challenge transformation
«Zhana Kazakhstan»**

- The impact of global turbulence in recent years on the mood and consumer behaviour of Kazakhstanis
- What is the specificity of the Kazakh mentality?
- How does the behavior of buyers change under the pressure of hyperinflation?
- Crisis behavior and what did Kazakhstanis save even more on?
- How can brands compete in the conditions of a «total marketplace»?
- How is e-commerce transforming the retail market «in the KZ zone»?
- How «not to oversleep» the window of opportunities of a global business hub?



Rashida Fatikhova,

General Director of IPSOS International
Research Company in Kazakhstan



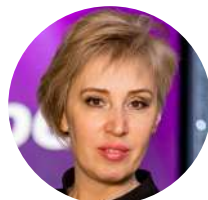
Aleksandr Ruzanov,

Academician of the Academy of
Sociology of Kazakhstan, CEO of
Research Company BRIF Research
Group



Natalia Ospanova,

Director of the group of research
companies Alvin Market and ICT-
Marketing, President of KAPRPOM
«Kazakhstan Association of
Professional Researchers of Public
Opinion and Market»



Milena Yershova,

fashion retail expert, General Producer
of Central Asia Fashion, Chief
Moderator of the business conference



Leonid Gurevich,

President of the Center of Business
Information, Sociological and
Marketing Research «BISAM Central
Asia»

March 15 / Wednesday / 2023

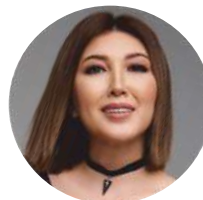
11.00 – 11.50

Show Area

Seminar

Topic: Key mega-trends in social networks. Helicopter View

- What are buyers waiting for in social networks?
- What will be popular in 2023 and in the medium term?
- Why are shopping tags important?
- How to combine social networks and a physical brand store?
- Function of shopping in social networks: who is the leader, who should be bet on?



Mira Bergen,

stylist, author of the legendary
StyleBergen course, fashion blogger
@mira_bergen



Milena Yershova,

fashion retail expert, General Producer
of Central Asia Fashion, Chief
Moderator of the business conference

12.00 – 12.50

Show Area

Business case

**Topic: How does the aesthetics of social networks affect the
profit of a boutique?**

- How to present a new collection in social networks?
- Which visual content sells better and why?
- How to shoot a video that sells in 5 minutes?
- Instagram moments for a reason to take a photo
- Hashtags, QR, photo navigation, as part of the interior
- Style deformation under the influence of SMM: how does it happen, what to do?



Mira Bergen,

stylist, author of the legendary
StyleBergen course, fashion blogger
@mira_bergen

Visitors of the Central Asia Fashion business conference

Owners and holders of fashion stores, directors' general of the leading fashion companies, chief executives and leading specialists of the fashion industry, fashion manufacturers, fashion wear designers, commercial managers and financial directors, top-management of shopping malls, fashion store procurement department specialists, sales department specialists of the fashion industry, online retailers, fashion experts, journalists and bloggers

13-15 March / 2023
daily 11 a.m. – 5 p.m.

**Free, personalised business advice from expert
practitioners for the fashion industry**

For visitors only of Central Asia Fashion, expert practitioners in fashion retail will answer any questions about the retail business

- System management
- Assortment management
- Planning / sales
- Staff recruitment and training
- Merchandising
- Finance / accounting
- Tax accounting / auditing
- Franchising
- Branding / marketing
- SMM / new media

At the advisory centre, any visitor of the exhibition may not only get advice from industry experts, but also find a consultancy company or mentor for their business.



Meruert Toleubekova

Franchise manager of Retail Academy, ex-regional director of the British brand The Body Shop, ex-regional director of the Josiny shop chain. Worked with Etam, Cortefiel, The Body Shop, Josiny. Work experience in fashion retail - 10 years.



Ekaterina Bredikhina

Chief Operating Officer of Smart Fashion LLP, former Senior Regional Operations Manager of Intertop Central Asia LLP. More than 12 years of experience in a managerial position. Worked with brands: Oggi, Springfield, Etam, Celio, Peekaboo, Intertop shop chain, Timberland, Geox, Clarks.



Ksenia Kuserbayeva

Co-founder, CEO, business trainer of Retail Academy @retail_consult

She will explain how to build system management in a shop, share checklists, instructions, procedures.



Yana Shinkarenko

Chief Operating Officer of Kaks Group LLP. Experience in operational management of Terranova, Etam, Springfield, Cortefiel, Celio shop chains. 15 years experience in retail companies.

She will explain how to manage shops remotely and based on numbers.



Dilnur Makhametova

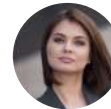
Cetail efficiency service (80 shops)

A fashion retail expert will explain how to organize the smooth running of shops and the timely collection of documents and reports from all departments.

March 13-15 / 2023
Every day 11.00 -17.00

CAF Job Fair

Free recruitment is carried out in the format of a specialised job fair only for visitors to Central Asia Fashion. A special project of the business programme offers an excellent opportunity to learn about different employers in the fashion industry in one place. Employers and job seekers are invited to participate!



Kseniia Kuserbaeva

Co-Founder, CEO, Business Coach of Retail Academy / @retail_consult

For job seekers

Job seekers will be able to leave their CV and have short interviews with professional HR specialists.

How to participate if you are looking for a job?



Step 1

Fill in the participant form and leave your application at the booth of the **fashion_vacancy**. You will be contacted and invited for an interview.



Step 2

Participate in interviews that will be take place all day, right at the exhibition, by professional HR specialists. Get the job of your dreams at once!

For employers

Companies looking for effective employees will be given the opportunity to hold express interviews using the Retail Academy author's methodology.

How to participate if you are looking for employees?



Step 1

Place an advertisement form at the **fashion_vacancy** booth and receive feedback from candidates directly at the exhibition.



Step 2

Hold express interviews in the format of speed dating together with professional HR specialists and select the best ones. Retail Academy shares its own selection methodology and provides everything you need.

**Come to the CAF Job Fair to get acquainted,
exchange experience, hire employees!**

13-15 March / 2023
Daily from 10 a.m. to 4 p.m.

Only for professional visitors of the
Central Asia Fashion Spring-2023 international fashion
exhibition, a unique format of professional buying support
has been organised -
«chef-buyer» or «stylist for an hour».

How do you procure goods so that they sell without
residuals?

Mira Bergen's team of stylist-practitioners will tell and show what the
customer really wants and is looking for.

- Fashion trends
- Clothing styles
- Capsule wardrobe
- Making looks/total looks



Stylist practitioners regularly advise fashion shop owners who want to run
their business in a new way.

For professional visitors only, CAF Spring-2023 offers TWO
service packages: Demo and Standart

Demo package



Free diagnostics

- The stylist will analyse the shop and its target audience
- The Stylist will advise on the optimum assortment and composition of the ideal capsule
- Speak to which suppliers of the exhibition to look out for.



The duration of the Demo package service is 30 minutes at the
counselling centre's stand.

Standart package

The service includes:



- Analysis of the shop and its target audience
- Expert inspection of the exhibition assortment
- Advice on the capsule, colour combinations, customer body shaping, accessories
- Advice on creating content for the implementation of the assortment



The duration of the Standart package service is from 2 hours.
The stylist does not calculate the amount and volume of the
purchase.

Diagnoses and consultations are conducted by current, experienced
stylists from Mira Bergen's team.

Pre-registration is required.