

CAF
CENTRAL ASIA FASHION

29

**МЕЖДУНАРОДНАЯ ВЫСТАВКА МОДЫ
INTERNATIONAL FASHION EXHIBITION**

14-16

**марта
march**

2022

**Central Asia Fashion
Spring-2022
CREATING NEW OPPORTUNITIES**

29th International Fashion Exhibition "Central Asia Fashion"

March 14 – 16, 2022

KBCC "Atakent" (42 Timiryazeva Street)

On March 14, in Almaty, the very heart of Eurasia, the new 29th season of the international fashion exhibition "Central Asia Fashion" - the Spring-2022 season – will start. Three days of the event will be devoted to presentations of new fashion collections, active networking, panel discussions and seminars of fashion experts on the development of fashion retail, as well as fashion shows of foreign fashion brands.

The largest in Central Asia B2B fashion exhibition "Central Asia Fashion" is preparing for the next spring season. From the 14th to the 16th of March, the set of events for representatives of fashion-retail and consumer goods industry, aimed at developing the industry and regional cooperation will be traditionally held in the Kazakhstan Business Cooperation Center "Atakent". Participants of the event will present their new collections to a professional audience, as well as discuss topical issues of fashion retail within the framework of a business conference. A new session of orders for buyers will be presented at the exhibition by 100 to 150 brands from 13 countries. There are the following states among the participating countries, which put the application for participation: Turkey, Russia, Ukraine, Belarus, Moldova, Italy, Poland, India, Spain, Kazakhstan.



Despite the change in the political and economic agenda in the country, the organizers of "Central Asia Fashion" not only feel optimistic and confident about the development of the project and the region as a whole, but also actively support their visitors.

As Metin Arslan, the director of the International Exhibition Company “Catexpo”, notes: *“The critical period for the country has already passed. The people survived the most difficult moments and met a challenge, so after that the stabilization, recovery and a new round in history will be for the economy and business. Now, like never before, we feel positive about the future development of Kazakhstan. The exhibition “Central Asia Fashion” is not just a business event, but a kind of marker of the fashion market and the country's economy for the world community. In this regard, we have a high degree of social responsibility, and there is no reason to call off or reschedule the event. In order to support the fashion business community, and especially local entrepreneurs, in the new exhibition season, we are maximizing investment in our special, free, professional “Buyer Program”. Thanks to participation in this program, regional buyers get the opportunity to visit the exhibition without any cost loading. Indeed, we, as organizers, cover all expenses for hotel accommodation and transfers. At the same time, all participants of the “Buyer Program” additionally receive a service package, which, for example, includes free translation services or transfers from the hotel to the exhibition. In the upcoming Spring-2022 season, a larger number of buyers will be able to use our professional support system, while the geography of regions will also be significantly expanded.”*



Metin Arslan, the director of the International Exhibition Company “Catexpo”

At the same time, “Central Asia Fashion” does not change the business course taken 10 years ago, when the exhibition completely crossed over to the B2B format. Declaring that “Central Asia Fashion” is more than an exhibition, every season the organizers suit the actions to their words, organizing a lot of events within the framework of the exhibition, including bright photo exhibitions, opening days of invited Kazakhstan painters, events for acquaintance with Kazakhstan designers, autograph signing sessions.

The upcoming spring season CAF Spring-2022 will not be an exception, where a large pool of experts and fashion retail practitioners has been invited. There will also be presented fashion shows with bright novelties of 2022, the star person and bloggers, the pictorial art of the famous Kazakhstan painter, whose name the organizers are still keeping secret.

Milena Ershova, the General Producer and Head of the Central Asia Fashion Business Program, is reverently preparing for the upcoming event: *“We are confident that the holding of the “Central Asia Fashion” exhibition will actively contribute to the restoration of normal business activity both in Kazakhstan and in the entire Central Asian region. For fashion retailers, especially, small and medium-sized businesses, our exhibition is now the main, and often the single channel for buying quality goods and pre-ordering collections. As part of the business program of the exhibition, the industry conference will traditionally be organized, which is designed to assist local retailers not only improve their professional skills, but also adapt to the new reality. It is especially pleasing that the long standing partners of the exhibition, competent experts from Russia, unable to come this season due to pandemic difficulties, will support Kazakhstan fashion retailers with their free “educational” online seminars.*



Milena Ershova, the General Producer and Head of the Central Asia Fashion Business Program

Remaining true to the face-to-face format, the exhibition once again emphasizes the relevance of holding "real-life events" for the fashion community. Because the experience of the pandemic has once again proved the importance of exactly real-life communication, in which people form a trust and build relationships much more productively and efficiently," as Milena Ershova says.



As part of the CAF business conference, the competent fashion market experts will provide the audience with the latest analytics, forecasts for the upcoming season and discuss the most topical issues of fashion retail in the format of panel discussions and seminars: how is the fashion business of Kazakhstan recovering after the "Black January"? What transformations of demand are taking place among Kazakhstan buyers? How to draw customers' attention to the stores in the next round of the pandemic and in the depth of the crisis? What fashion content trends will be prevailing in the social networks in 2022?

However, the business program of the exhibition will begin a few weeks before the opening of the CAF spring season, where the free educational online seminars for Kazakhstan buyers will be organized. The competent Russian experts of the fashion industry will be speakers. So, already on February 16, Anna Balandina, one of the leading expert practitioners of the Russian fashion market in visual merchandising and store design, will give a speech.

The international fashion exhibition “Central Asia Fashion” has been held in Almaty twice a year since 2006. Now CAF is the platform where all conditions are created for finding a reliable partner in the person of a clothing manufacturer; for placing orders for the supply of collections; for finding a distributor; and also for the professional development.

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Every season, the fashion industry specialists from the entire Central Asian region and the CIS countries - buyers, holders and owners of fashion business, representatives of trade networks, managers of fashion stores, representatives of shopping malls, wholesalers and retailers - attend the event.

By the stands of numerous participants, pre-orders and purchases of collections are carried out; fashion shows of buyers and designers are held on the catwalk; the business area is represented by a specialized business conference, within which panel discussions, analytical sessions, and thematic seminars are held.

All three main elements of the expo-business-show exhibition are aimed at making the transactions and actively conducting of business processes. In the main sections of the exhibition, 40 product groups are presented, including women's, men's, children's, evening clothes, underwear, beachwear, home wear, as well as outsize clothes and active wear.

To ensure the efficient work of buyers and participants, the organizer, the Exhibition Company “CATEXPO”, conducts a special buyer program - Hosted Buyers Program, thanks to which buyers from all regions of Central Asia can visit CAF without a cost loading.

You can get acquainted with the conditions of participation, as well as get more information about “Central Asia Fashion” on the official website of the exhibition www.fashionexpo.kz

Follow the news and the program of the 29th Central Asia Fashion International Exhibition in the social networks:

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We will be sincerely glad to see you!

Central Asia Fashion Team