

CAF 30 МЕЖДУНАРОДНАЯ ВЫСТАВКА МОДЫ
CENTRAL ASIA FASHION INTERNATIONAL FASHION EXHIBITION

10-12 августа
august **2022**

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

30th International Exhibition of Central Asia Fashion

August 10-12, 2022 Almaty, Atakent Exhibition Center (Timiryazeva 42 str.)

From 10 to 12 August in Almaty, the Atakent Kazakhstan Business Cooperation Centre will host the 30th season of the brightest professional fashion-retail event in Central Asia – the Central Asia Fashion International Fashion Exhibition Autumn-2022.

For 15 years in a row, the Central Asia Fashion International Fashion Exhibition (CAF) has been hosting fashion industry professionals from around the world twice a year. Manufacturers and retailers find each other and establish business contacts. Thus, during the entire history of the event, manufacturers from more than 50 countries from different continents have already presented their goods at the fashion exhibition site. In today's geopolitical realities, it is not just a test for the sustainability of the business concept of the project, but a real achievement! Separate statistics are available for visitors to the exhibition. Thus, their total number since the transition to a professional business format (2013) has exceeded 66,630 people. During the existence of the project, buyers from 18 countries of the world visited Central Asia Fashion. The geography of the exhibition is constantly expanding. At the same time, there are specialists from 6 countries of Central Asia: Kazakhstan, Kyrgyzstan, Uzbekistan, Turkmenistan and Tajikistan among the permanent visitors.



International fashion exhibition Central Asia Fashion

As Metin Arslan, Director of the Catexpo International Exhibition Company, notes: *“15 years ago, when the exhibition was first launched, everything was different. During this time, 30 seasons of the Central Asia Fashion Exhibition were successfully held, but even then we saw that Kazakhstan was actively developing and the retail market had great potential. And although many people at that time did not take the Kazakhstani market very seriously, we understood*

that high standards of the organization could be brought here and the international practice of expo business could be actively introduced. At that time, we invested a lot with great risks and our expectations did not disappoint us: thanks to the work done, today we are market leaders in our field. It is a pleasant feeling of pride and the realization that we have made efforts and contributed to the formation of the country's image.

Now we can safely talk about the international level of holding B2B exhibitions with a high quality standard. Of course, there is still a lot of work ahead with many challenges. Thus, for our 30th anniversary season, we are again in a non-standard situation: having survived a global pandemic and several crises (economic and political ones), the market has survived, so we continue to work and even increase our turnover.

Today, Kazakhstan is the safest zone for business, so there is a fairly reliable future for further development. Interest in the country as a whole and in the exhibition in particular has never been greater, and we have become the centre of attention among international companies, which is very difficult and responsible. We are proud of this fact and believe in the future. New opportunities bring new risks, which means we need to invest more, we cannot just sit back and watch. Therefore, as organisers, we continue our main mission: to support and promote Kazakhstan.”



Metin Arslan, the director of the International Exhibition Company "Catexpo"

Every season, the Central Asia Fashion International Fashion Exhibition hosts a large-scale and rich programme: pre-orders and purchases of collections are carried out at the stands, buyer and designer shows are held on the catwalk, and the business programme is represented by several components at once. These include: industry business conference, B2B meetings and networking, mini MBI educational programmes, consulting centre, career fair. All three main elements of the expo-business-show exhibition are aimed at making deals and actively conducting business processes.

Summarising the results of the anniversary season, the CAF business conference also introduces its figures. Thus, over the entire period of its existence, more than 400 authoritative speakers from Kazakhstan and foreign countries took part in the business conference. Each season is more than 20 hours of useful, non-stop applied information, which means that in just 30 seasons of the exhibition more than 600 hours of the conference have already been held.

The upcoming Autumn-2022 season will not be an exception in the preparation of the business conference. Experts on retail and online analytics, thematic seminars, panel discussions, business cases, training programmes, master classes and trainings from authoritative experts from Russia are expected. Once again, a free consulting centre for retailers will operate at the exhibition, as well as a special fashion career fair will be organised.

Milena Ershova, the General Producer and Business Programme Manager of Central Asia Fashion, speaks with anxiety and pride about the work done: *"The Central Asia Fashion Exhibition approached its anniversary season with a significant business baggage and scale. The accumulated figures and facts eloquently prove this. The total number of visitors to the exhibition for 30 seasons alone is worth mentioning. It turned out to be comparable in scale to two Wembley Stadiums – and this is more than 130 thousand people! Many fashion brands currently present in the retail*

market of Kazakhstan “entered” precisely through the CAF Exhibition. The equally impressive number of partners in national participation and their wide geography testify, first of all, to the business reputation of the exhibition in the international business community. However, a special pride of Central Asia Fashion is its unique professional programmes: buyer and business programmes. Both are held for buyers completely free of charge and include the maximum range of services, which is not available at any professional exhibition in the world.

Over the 15 years of its existence, Central Asia Fashion has repeatedly helped retailers and manufacturers together, arm-in-arm, overcome difficulties and crises, find new solutions, develop and evolve. Therefore, today, in its next exhibition season, Central Asia Fashion is multiplying all its potential, many years of experience and knowledge in order to remain a true professional partner for every representative of the fashion industry, whether it is a participant or a visitor to the exhibition.”



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

The buyer programme worked out to the last detail, which has no analogues, is traditionally open to retailers: the acceptance of applications has already started on the official website of Central Asia Fashion (link to the buyer programme). Analytics of the work of all project services makes it possible to evaluate such an indicator as the activity of the Kazakhstani market by region. Thus, during the existence of the exhibition of the professional buyer programme, that is hosted buyers programme, 23 thousand people have already used it. Buyers from 35 cities of Kazakhstan and neighbouring countries come to the exhibition every season. Almaty, Shymkent, Nur-Sultan,



Karaganda and Aktobe are among the top five leading cities in Kazakhstan in terms of exhibition attendance. In the autumn season, the organisers will please the buyers of the exhibition with a new professional service having no analogues in the world. It is called "stylist for an hour". Within this project, exhibition buyers will be able to get advice from professional stylists when choosing collections for the new season.

Confirming that Central Asia Fashion is more than an exhibition, the event once again gives its visitors a rich cultural programme. Thus, along with the bright opening ceremony, an autograph session with a authoritative business person, specially organized by CAF art gallery, presentations and designer fashion shows, for the first time during the exhibition a special charity fashion show for children, from the ANDRES scout agency will be presented. Young models from 4 years old and teenagers up to 16 from five cities of Kazakhstan will take part in the fashion show. All children's collections of the charity show will be presented exclusively by Kazakhstani designers. In addition, the Art Gallery CAF will work as part of the exhibition, the main character of which will be Mia Kryzhanovskay, the Kazakh artist, who creates unique picturesque energy paintings.



A real gift for buyers from the organisers of the event will be the long-awaited presentation of a subsidiary project of CAF - a specialised exhibition of Elite Line leather, fur, footwear and accessories. Goods from manufacturers from different countries will be presented in thematic sections: leather and fur clothes, hats, shoes, accessories, bags and suitcases, gloves, wallets, belts and many other fashion products in a separate pavilion.

10-12
августа
2022

eliteLine

3-я Международная выставка
обуви, меха, кожи и аксессуаров

Для нацеленных на успех!

Follow the news and programme of the 30th Central Asia Fashion International Fashion Exhibition on the official website and social networks:

Instagram @centralasiafashion
Telegram @centralasiafashion
Facebook @fashionexpo.kz
VK @centralasiafashion
YouTube @centralasiafashion_

We will be sincerely glad to meet you!
Central Asia Fashion Team