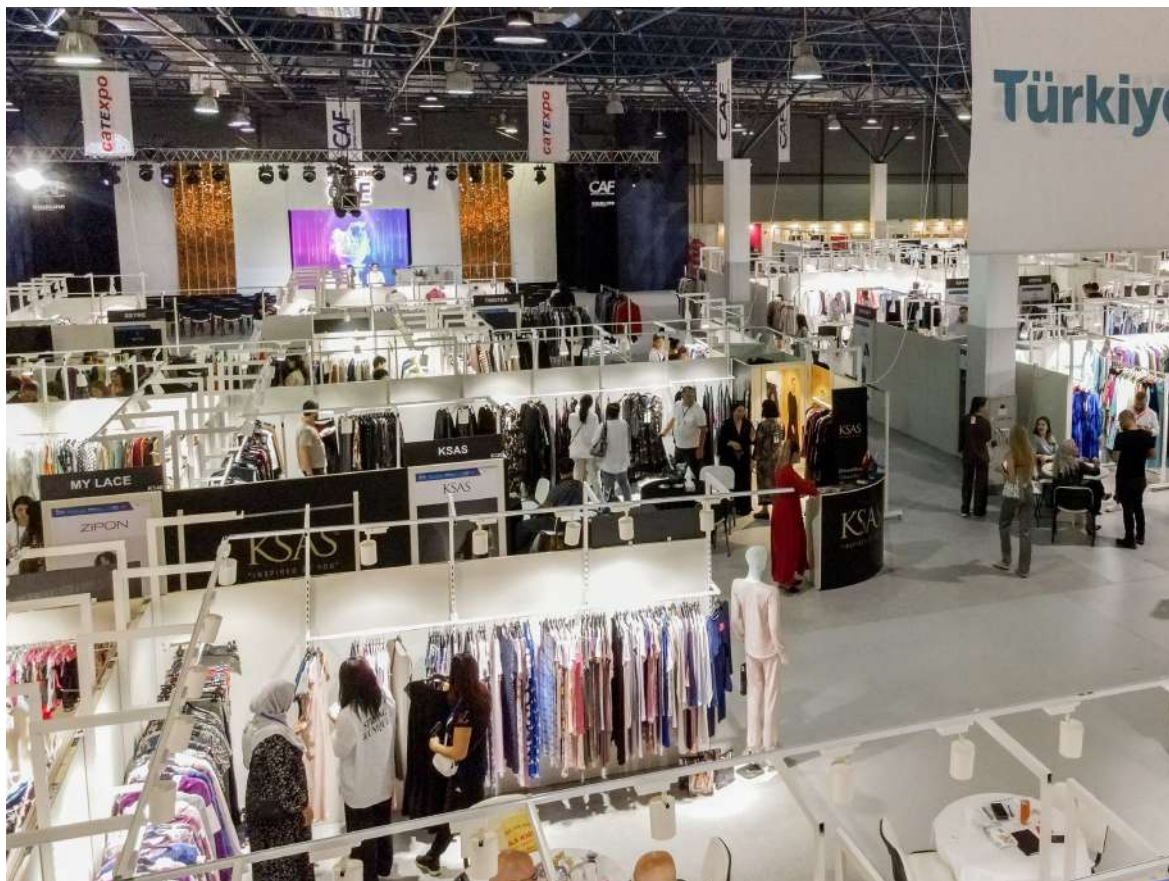




The international fashion exhibition Central Asia Fashion is preparing for the 31st season.

The largest professional event in the Central Asia region will be held in Almaty, from March 13 to 15, 2023 “Atakent” KBCC (42 Timiryazev st.).

Traditionally, the flagship business event in the fashion business of the whole of Central Asia will host guests in the pavilion of the “Atakent” KBCC. At the Central Asia Fashion unified platform, representatives of the fashion industry will be able to spend 3 working days as productively as possible: more than 15 years, CAF has been creating the best conditions for finding a responsible partner acting through a clothing manufacturer, making purchase orders of collections, searching for a distributor, as well as professional development.



Stable scale of Central Asia Fashion

In just one season, the event is attended by more than 6,000 fashion industry professionals: buyers, owners and landlords of fashion businesses, representatives of distributor networks, managers of fashion stores, spokespeople of SRC, wholesalers and retailers. Every season, among the visitors and special guests of the exhibition are delegations of Associations and Chambers of Industry of the CAF member countries.

For 15 years, CAF has been the foundation of business activity in Central Asia, even in the most unstable and hard times for industry and the economy. In confirmation of this, more than a hundred participants from 10 countries of the world regularly pre-order and purchase collections at the stands of Central Asia Fashion, buyers and designer fashion shows are held on the podium, the business zone is represented by a core business conference, within which

unique panel discussions, analytical sessions and topical workshops are held. Central Asia Fashion, combining the three main elements of the expo-business-show, focuses on making deals and actively conducting business processes.



The event is attended only by specialized dedicated experts of the fashion industry

The main sections of the exhibition feature 40 groups of products, including women's, men's, children's, evening clothes, shoes, accessories, home clothing, as well as outsize clothes and for an active lifestyle. To ensure the effective work of buyers and participants, the organizer, CATEXPO exhibition company, conducts a special buyer program – Hosted Buyers Program, thanks to which buyers from all regions of Central Asia can visit CAF without cost loading.



A variety of new Central Asia Fashion participants

Despite the current geopolitical difficulties, the entry list of the exhibition participants does not stop surprising with its diversity. So this Spring-2023 season, in addition to Turkish, Russian, Italian, and Greek fashion brands, a large collective cluster of manufacturers from Uzbekistan and Udmurtia will present fashion novelties in Almaty.

“It is not the first season that we have seen a heightened interest in Kazakhstan, and we expect further growth of exhibitors, both large and long-established business and buyers, and newcomers,” notes Milena Ershova, General Producer and head of the Central Asia Fashion business program. – *Kazakhstan has firmly established itself in the image of a new business hub. The country is in a unique period of increased global attention and fantastic opportunities. We see that the fashion business of Kazakhstan has already passed the stage of “economic shock”, has*

rebuilt its supply routes and is now actively looking for new opportunities, trying to apply more refined strategies and much bolder “testing” new partners.”



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

Meanwhile, Central Asia Fashion is one of the key platforms for keen discussions and panel sessions of retail market experts: the hottest topics and sticking point are raised at the business conference of the CAF exhibition. Professionals are happy to share their experience and projected growth of the industry. During the existence of CAF, 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, application information, and the new season in March 2023 will be no exception. Thus, the organizers are preparing a fresh large-scale industry branch research in the new reality, a special review of the retail sector of the fashion industry in Central Asia and a separate session on the preferred direction in the development of the country – the creative economy.



The latest new releases for the season are presented at fashion shows

At the same time, the Central Asia Fashion International fashion exhibition traditionally presents guests with a rich cultural and entertainment program: fashion shows, autograph sessions, meetings with prominent figures,

presentations, as well as other special ART projects make it possible to go beyond the traditional B2B format and besides to solving the main issues for your own business, get aesthetic pleasure in the company of professionals united in spirit and interests.

You can aware of terms and conditions of participation, as well as get more information about Central Asia Fashion in the official website of the exhibition www.fashionexpo.kz