

# XX Международная выставка Моды The International Fashion Exhibition

# CAF

**CENTRAL ASIA Fashion**  
**AUTUMN-2017**

## POST-SHOW REPORT

17-19.09.2017

Almaty, Kazakhstan  
г. Алматы, Казахстан

About Exhibition  
О выставке

Opening ceremony  
Церемония открытия

Exhibitors  
Экспоненты

Visitors  
Посетители

Buyers Program  
Байерская программа

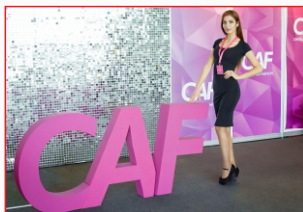
Business Program  
Деловая программа

Show area  
Модные показы

Advertising campaign  
Рекламная кампания

Посещение открыто  
только для специалистов  
Only for trade visitors

International Exhibition "Central Asia Fashion" is one of the most attractive and most important professional events for representatives of the fashion industry in the Central Asian region. It is the only professional platform on the territory of Central Asia for business networking, a colossal opportunity to declare about yourself and present the products to the chosen professional audience of retailers. Central Asia Fashion is the ideal place to understand the trends and fashion market proposals in the current season



### Mission of Exhibition

- It opens wide possibilities for suppliers and buyers in the prospective market of Central Asia
- It determines and analyzes the principal directions of fashion-retail development
- It is a platform for dialog between suppliers and retailers
- It selects best practices and the most prospective technologies

### Duration of the Exhibition



**September**  
**(Spring/Summer Collection)**

**March**  
**(Spring/Summer Collection)**

### Topic sections

- Women's clothes
- Men's clothes
- Children's clothes
- Sportswear
- Dinner clothes
- Underwear & swimsuits
- Loungewear
- Jeanswear
- Leather & fur goods
- Headwear
- Footwear
- Accessories & bags

### DETAILED HISTORY CENTRAL ASIA FASHION

**2006**



Opening of  
Central Asia Fashion

**2007**



Geography of participants -  
eight countries

**2008**



Launch of hosted  
buyers program

**2009**



Maximum number of visitors -  
16 000 persons

**2010**



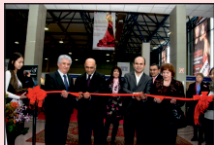
National participation  
of the European trade  
associations

**2011**



Special business  
program is organized

**2012**



Exhibition participants from  
16 countries of the world

**2013**



Transition to new  
B2B format

**2014**



Launch of  
School of Fashion

**2015**



Prize "Profashion Award"  
for the best industry  
exhibition of the year

**2016**



The highest buyer  
coverage registered

### Central Asia Fashion Spring-2017 in facts and figures

- Only professional visitors
- 90 companies from 11 countries
- Visitors from 5 regions of Central Asia
- The special buyers program by 14% more compared to last season
- Various continents on one fashion platform
- Educational project: "Fashion School"
- 2 business zones: business hall and public talk
- 3 days of networking and B2B communication
- Special Buyer's Program
- Business program: plenary session, seminars
- 6 international trade associations
- 22 fashion shows and defiles

#### The international status of the exhibition Central Asia Fashion

- PR campaign of the fashion show is focused on the target groups: industry media, target direct-marketing, social networks
- The exhibition takes place in a modern exhibition center with excellent infrastructure and service at the highest level
- Exhibitors are located according to the exhibition stock list
- Specialized conference is held in the framework of business program with relevant topics and direct participation of fashion industry leaders
- Professional fashion shows of collections, represented by exhibitors are held all 3 days of the exhibition (from 4 to 6 times a day)
- Central Asia Fashion is a winner of the "fashion Oscar", prestigious award "PROfashion Award - 2015" (Russia) in the category "the best industry show of the year", for dynamic development and professional concept



#### Conception uniqueness of Central Asia Fashion provides three basic components of exhibition

EXPO

SHOW

BUSINESS





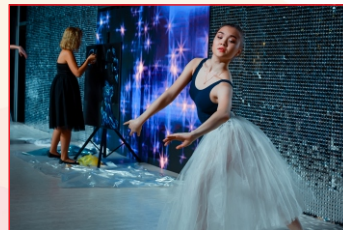
Official opening of the exhibition Central Asia Fashion Autumn-2017 took place on September 17, 2017

The opening ceremony of Central Asia Fashion Autumn-2017 was attended by

- ✓ Major foreign associations' members
- ✓ Designers, representatives of Fashion houses, creative laboratories
- ✓ Business fashion elite of Kazakhstan
- ✓ Special guests
- ✓ Kazakh and foreign media's representatives

The opening ceremony of Central Asia Fashion Autumn-2017 was attended by

- **Giulietta Greppi**, EMI - Ente Moda Italia - Association (Italy)
- **Ercan Hardal**, representative of the IKHIB company, member of the union of heads (Turkey)
- **Lyubov Khudova**, President of the Light Industry Association of the Republic of Kazakhstan (Kazakhstan)
- **Sergej Vedyashev**, President of Kazakhstan Fur Trade and Industry Association (Kazakhstan)
- **Aleksandra Kan**, President of the Association of patronage of consumer industry of the Republic of Moldova (Moldova)
- **Larisa Kotova**, Headwear Association (Russia)



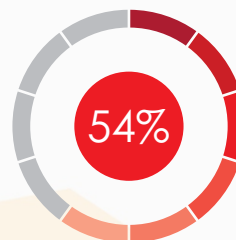
## Geography of participants

More than 90 foreign fashion companies from 11 countries of the world participated in Central Asia Fashion Autumn - 2017. Once again fashion companies from Greece, Moldova, Russia, Belorussia, France, Turkey took part in the event

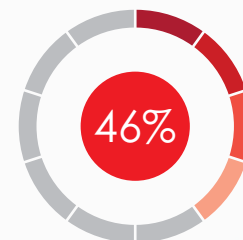


## Analytical information on participants

(% of the total number of visitors)



**Foreign  
participants**

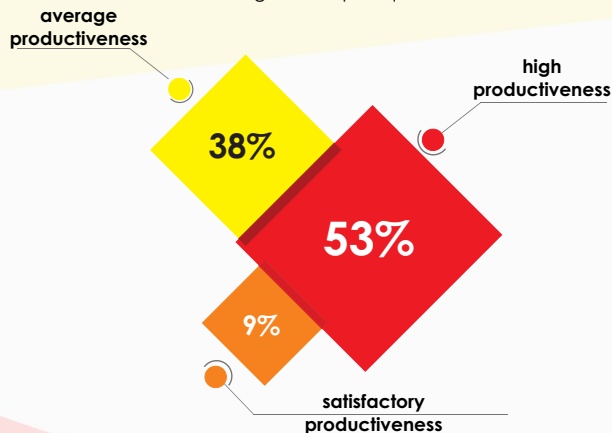


**Participants  
from CIS countries**

- 91% participants evaluated the productivity of their company's work at the exhibition as "high" or "medium"
- 94% participants declare their plans to participate in the next Central Asia Fashion exhibitions

### Evaluation of productiveness by participants

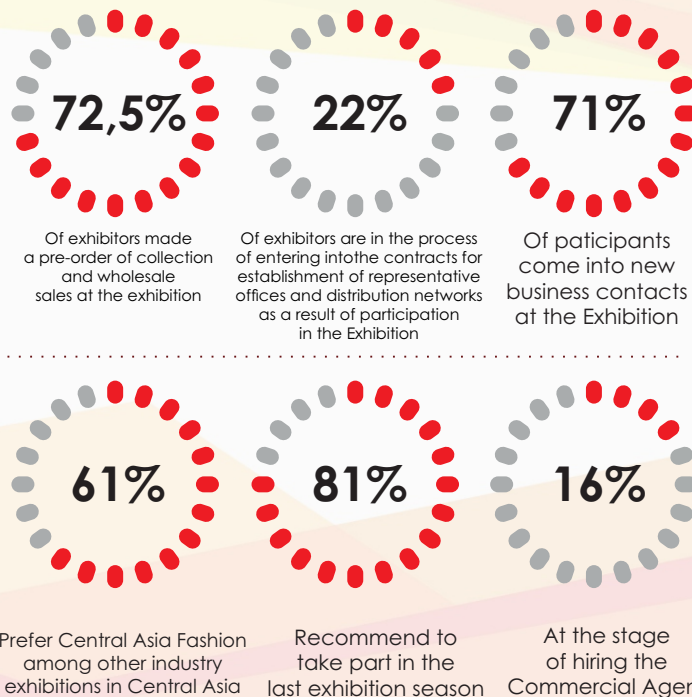
\*% according to the open questionnaire data



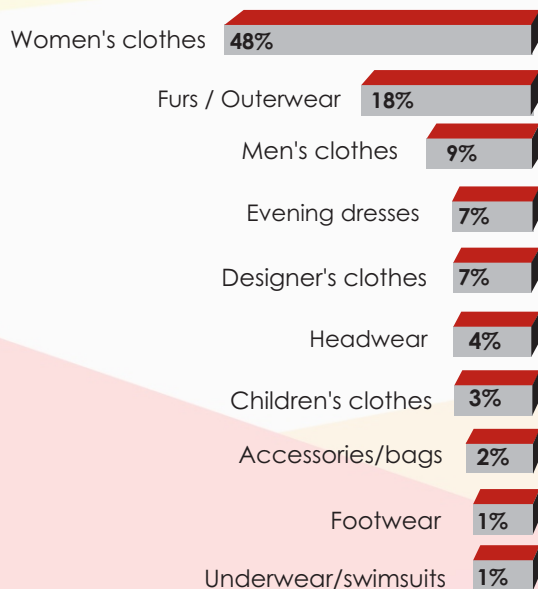
International Exhibition "Central Asia Fashion Autumn - 2017" was intended for professional audiences and contributed to constructive dialogue and business development between the exhibitors and visitors. The main ambitious task of Central Asia Fashion is to unite on the professional basis the brands, buyers and journalists from around the world and, in particular, the Central Asian region on the one site

### Evaluation of B2B effectiveness by participants

\*\*% of the total number of visitors, according to the open questionnaire data



#### Exhibitors by topic sections



#### Expectations of visitors (experts) by topic sections «Buyers need»



\* according to the open questionnaire data



#### Facts and figures about visitors of Central Asia Fashion Autumn 2017

83%

of visitors have a decisive vote in the company

of regular visitors

86%

67%

of visitors represent small and medium-sized businesses (SMB) having a sales area up to 400 square meters.

of visitors are owners or co-owners of the companies

65%

62%

of visitors work with the midscale goods

of visitors work with the premium and Luxe goods

17%

83%

of visitors made a pre-order of the collection or signed important trade contracts at the exhibition

of visitors represent fashionable clothing stores

70%

17%

of visitors represent shops of footwear, leather goods, fashion accessories

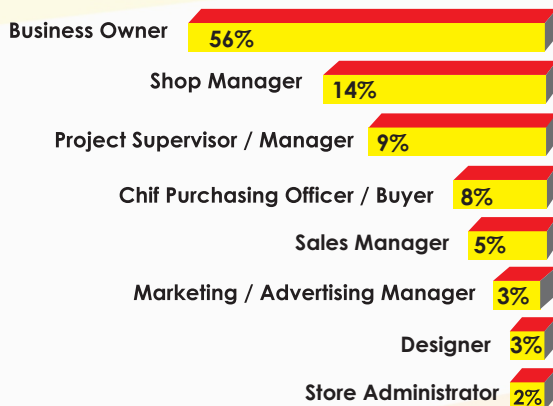
of visitors work in the field of production

12%

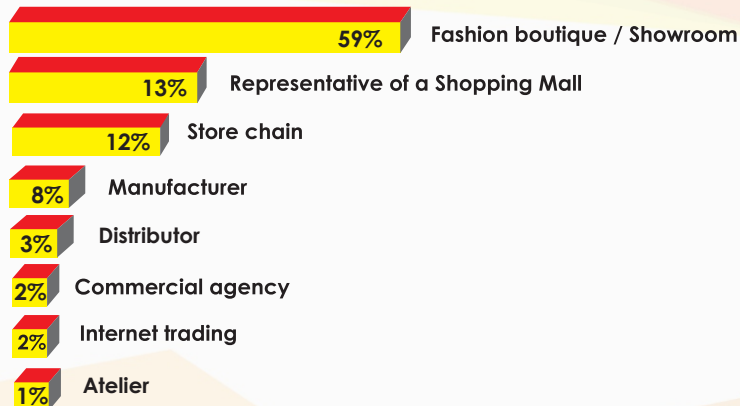


## Portrait of a visitor of the Exhibition

### In terms of job title



### In terms of activities

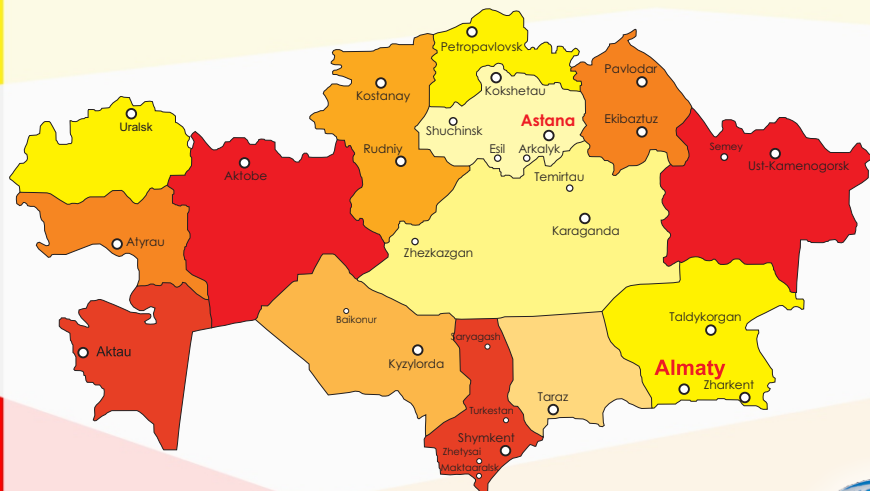


## Main goals of visiting the exhibition

- Preorder, purchase of collections
- Familiarization with the exhibition
- Attending seminars and trainings
- General overview of the country's fashion market
- Visiting fashion shows
- Search for new brands
- Search for business contacts
- Maintaining business contacts

### Geography of regional visitors by cities of Kazakhstan

The exhibition was attended by representatives from 31 regional cities of Kazakhstan



### Regular visitors of the Central Asia Fashion

Kazakhstan



Tajikistan



Kyrgyzstan



Uzbekistan



Azerbaijan



Turkmenistan



### International visitors

The exhibition was visited by representatives from 12 countries of the world

- Russia
- Belarusia
- India
- Ukraine
- Turkey
- China
- France
- Italy
- Azerbaijan
- Tadjikistan
- Kyrgyzstan
- Uzbekistan



### Geography of the Hosted Buyers Program beneficiaries

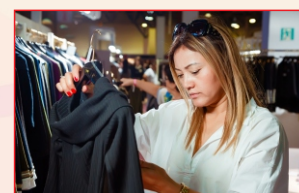
Visitors from 23 cities of Kazakhstan took part in the Buyer's Program Autumn-2017

Kazakhstan	Kyrgyzstan	Tajikistan	Uzbekistan	Azerbaijan
				
<ul style="list-style-type: none"> <li>• Ust-Kamenogorsk</li> <li>• Aktobe</li> <li>• Atyrau</li> <li>• Pavlodar</li> <li>• Petropavlovsk</li> <li>• Baikonur</li> <li>• Taldykorgan</li> <li>• Almaty</li> </ul>		<ul style="list-style-type: none"> <li>• Karaganda</li> <li>• Semipalatinsk</li> <li>• Astana</li> <li>• Kokshetau</li> <li>• Uralsk</li> <li>• Zhezkazgan</li> <li>• Kapchagai</li> <li>• Balhash</li> </ul>		<ul style="list-style-type: none"> <li>• Taraz</li> <li>• Aktau</li> <li>• Kyzylorda</li> <li>• Shymkent</li> <li>• Ekibastuz</li> <li>• Turkestan</li> <li>• Temirtau</li> </ul>

Specially for regional purchasers (buyers) the exhibition's organizer, International Exhibition Company CATEXPO, organized a FREE professional buyer's program – a hosted buyer's program. The program participants have the opportunity to get a unique service and additional opportunities when preparing and visiting the exhibition. The Buyer's Program is not a commercial project and does not imply any material expenses on behalf of its participants (visitors of the exhibition). Participation in the Buyer's Program is free of charge

### Buyer's Program main benefits

- Regional visitors' transfer and residence at the expense of the organizer
- Full package of accompanying information
- Possibility for organizing personal meetings with the exhibiting companies' chief executives
- Free use of B2B service



The Business Program of Central Asia Fashion is ...

#### New Ideas

- Profile information only
- Exclusive: market analysis and fashion analytics
- Relevant questions & solutions
- High-quality networking
- Leaders share their experiences

#### Authoritative opinions

- Experts analyze budgets
- Retailers reveal the details of the strategy
- Audience includes owners and business owners
- Quality of business contacts

#### Effective strategies

Profile industry conference is carried out ten consecutive seasons in the framework of business program of the fashion show Central Asia Fashion. In the season Autumn-2017, two areas of the special space, such as business hall and public talk, have been functioning in the non-stop mode all three days. The topical plenary discussions of industry leaders took place on the public talk open area, and authoritative experts were speaking with the analytical market researches. The topical study-workshops, trainings, master classes of the invited industry experts successfully passed in the business hall

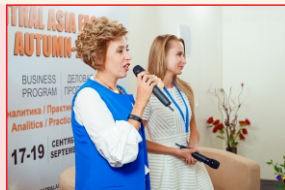
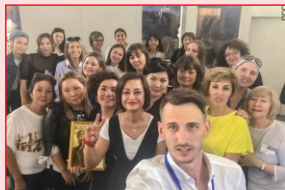
The business program of the autumn season Central Asia Fashion Autumn-2017 collected 17 unique speakers at the same area. In the business program of the event, 2 panel discussions of industry leaders, 3 analytical reviews of fashion market took place, 6 successful business cases were disclosed, 4 topical master classes and 2 training seminars were held. 18 experts from different regions of Kazakhstan passed profile training in "Fashion School"





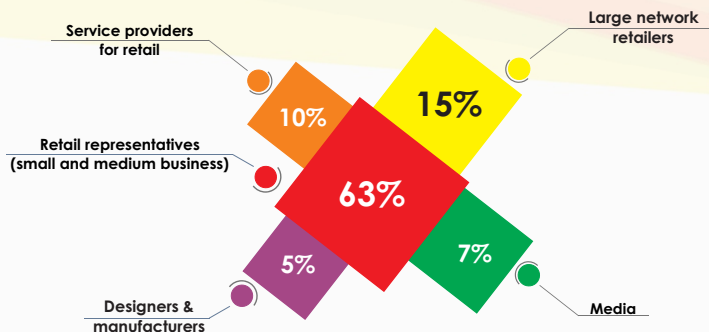
#### Who attends the business program Central Asia Fashion?

- Owners of trendy shops
- CEOs of leading fashion companies
- Leaders and leading experts of the fashion industry
- Multibrand agents and distributors
- Fashion manufacturers and fashion designers
- Commercial and financial directors
- Top management of shopping centers
- Specialists of purchasing department in the fashion shop
- Agents of retail networks
- Sales specialists of fashion industry
- On-line retailers
- Representatives of the fashion industry
- Authoritative fashion experts
- Chief editors, journalists, bloggers

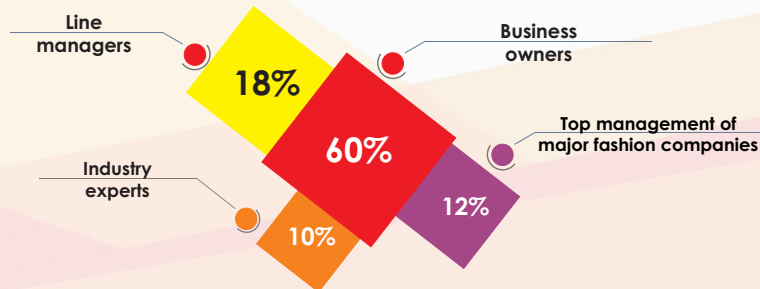


#### Business program audience Central Asia Fashion Autumn-2017?

\* according to the open questionnaire data



#### Level of business program visitors Central Asia Fashion Autumn-2017?



### Professional Program & B2B Sessions of International Fashion Show Central Asia Fashion, Autumn - 2017

17 september 2017 r.

#### Fashion-analytics

Topic: New World Order in the Buyers' Behavior: Can't Resist Buying



**Victoria Plotnitskaya**, Head of Consumer Research of Nielsen Kazakhstan (Kazakhstan, Almaty)

#### Retail-analytics

Topic: How to Reach a Buyer Outside the Store? Global Top Trends for Innovation in Retailing



**Anton Sim**, Marketing Director, Unix Co. Ltd  
TASSAY brand (Kazakhstan, Almaty)



**Vladimir Kushchenko**, Partner of the international IT company  
Global Intellect Service (Kazakhstan, Almaty)

#### Panel discussion of leaders

Topic: How not to Hook a Customer on a Promo Sale Needles?



**Georgy Karamyshev**, Head of Business  
Development Department at Nielsen Kazakhstan  
(Kazakhstan, Almaty)



**Irina Ilina**, the manager of the South department  
of the Kazakhstan district of LLP "Ostin Kazakhstan"  
(Kazakhstan, Almaty)



**Ilona Lepp**, General Director of Nielsen Kazakhstan  
and Baltic (Kazakhstan, Almaty)



**Ainur Akhmetova**, Founder of the Kazakhstan Pink Label  
concept-store (Kazakhstan, Almaty)



**Anton Sim**, Marketing Director, Unix Co. Ltd  
TASSAY brand (Kazakhstan, Almaty)



**Alisa Malyutina**, merchandiser of the Kazakhstan district  
of LLP "Ostin Kazakhstan" (Kazakhstan, Astana)

18 september 2017 r.

### Panel discussion of leaders

Topic: How to “Bring Together” Bread, Shows and Retail?



**Zada Suleimenova**, Head of Development and Leasing Department, Mall Aport (Kazakhstan, Almaty)



**Elsa Rosenthal**, Commercial Director of Arcada Group of Companies (Kazakhstan, Astana)



**Can Yildiz**, Leasing Director Turkmall Real Estate, Forum Almaty Shopping Mall (Kazakhstan, Almaty)



**Nariman Suleimenov**, General Director of Sportmaster Kazakhstan, LLP (Kazakhstan, Astana)



**Julia Veshnyakova**, General Director of the Academy of Retail Technologies Company (Russia, Moscow)

### Master class

Topic: Why does Marketing and Merchandising Require a Total Restart after Crisis? How to Restart Fashion Business after a Recessionary Pause?



**Julia Veshnyakova**, General Director of the Academy of Retail Technologies Company (Russia, Moscow)

Topic: High-tech Service: from the Sofa to the Cash-desk



**Zhanna Prashkevich, Yulia Sokolova**, Experts of DPR Marketing Bureau (Kazakhstan, Almaty)

Topic: Sales Energy for Complete Upgrade of Buyers



**Anton Ponomarenko**, the Founder of the Trenergia Project (Kazakhstan, Almaty)

### Retail-analytics

Topic: Shopping Centers in Kazakhstan: Old School, Goodbye!



**Elsa Rosenthal**, Commercial Director of Arcada Group of Companies (Kazakhstan, Astana)

19 september 2017 r.

### «Fashion School»

Educational seminar: Magic of Marketing in fashion-retail.  
Super-effective rules of client management



**Maxim Gorshkov**, Commercial Director of the Academy of Retail Technologies Company (Russia, Moscow)



Educational seminar: Magic of Merchandising in a Fashion Store.  
How to Achieve the Affect “See & Want”?

**Oksana Ershova**, Leading specialist in Merchandising and Window Dressing of the Academy of Retail Technologies Company (Russia, Moscow)



### Companies participating in defiles

- BEETHOVEN (Turkey)
- PIENA (Turkey)
- Nikita Rinadi (Moldova)
- EHO (Moldova)
- Vesnyanka (Belorussia)
- Rich Star (Russia)
- Euridike (Russia)
- Народный бутик (Ukraine)
- By Verona (Ukraine)
- Vladini (Belorussia)
- Green Elephant (India)
- Le Fate (Italy)
- Carla Vi (Italy)
- MARILU (Italy)
- MEES (Turkey)
- ESMERALDO (Turkey)
- Green Tous (Turkey)
- WHITNEY JEANS (Turkey)
- ALGORE/MERKÜR (Turkey)
- LA CHERE (Turkey)
- ZALEL (Turkey)
- Cipo&Baxx (Turkey)

Central Asia Fashion arranges special Show Area zone for the fashion parade to be carried out by the Show participants providing them an opportunity to present their own collections. During three days in the Autumn Season of the Show there were demonstrated collections of 22 fashion brands



### Digital promotion of the exhibition

#### Banner advertising and articles on the Internet:

- Broadcast of advertising banners of the exhibition on more than 400 portals and websites
- Advertising banners of the exhibition are broadcasted to 26 countries of the world
- The number of the target audience who visited the website due to the advertising transfer to [www.fashionexpo.kz](http://www.fashionexpo.kz) is more than 2,000 users every month
- Placement of information about the exhibition on the official websites of business program partners
- Promotion of information partners and business program partners in social networks

#### Cooperation with information portals:

- |                       |                   |
|-----------------------|-------------------|
| • allfairs.ru         | • generalexpo.ru  |
| • facelook.kz         | • intermoda.ru    |
| • fashioneducation.ru | • kiddypages.ru   |
| • fashionnetwork.com  | • profashion.asia |
| • fashionunited.com   | • profashion.ru   |

- retail.ru
- ridjey.ru
- totalexpo.ru
- expotrade.ru
- inalmaty.kz

- terra-expo.com
- total.kz
- modapelle.com
- Ne.fm
- New retail

- Швейное дело
- Риа мода
- Ассортимент
- For woman
- exponews.ru

- Styleofeurasia
- ivtextil.ru
- Tumba.kz
- mgorod.kz

#### PR Audio video advertising:

- PR materials on television and radio
- Broadcast of the advertising clip in 10 shopping malls of Almaty
- Broadcast of the advertising clip in major shopping malls of Kazakhstan cities: Astana, Kokshetau, Petropavlovsk, Pavlodar
- Broadcast of the advertising clip on the radio

#### Social networks:

-  [vk.com/fashionexpo](https://vk.com/fashionexpo)
-  [instagram.com/centralasiasfashion](https://www.instagram.com/centralasiasfashion)
-  [youtube.com/centralasiasfashion](https://www.youtube.com/centralasiasfashion)
-  [facebook.com/fashionexpo.kz](https://www.facebook.com/fashionexpo.kz)
-  direct address WhatsApp mailing

- Promotion of information partners and business program partners in social networks

#### PR promotion of the exhibition

- Stories about the exhibition on television
- PR clips on the radio
- Articles about the exhibition in newspapers, magazines
- Placement of the announcement of the exhibition on information portals
- Broadcast of advertising banners of the exhibition on more than 400 portals and websites
- Meetings with the target audience
- Audio advertising in the leading shopping malls of the cities: Almaty, Astana, Shymkent, Kokshetau, Pavlodar, Petropavlovsk

#### Outdoor advertising:

- Placement of advertising billboards on the central streets of Almaty
- Advertising on the LED-screen in the center of Almaty, International Exhibition Center "Atakent"
- Placement of advertising x-constructions in the Trading House "Adem"
- Placement of advertising light boxes in major shopping malls of Pavlodar, Shymkent
- Direct meetings with target audience
- Organization of regional business delegations as per the cities of Kazakhstan
 

• Ust-Kamenogorsk	• Kostanay	• Petropavlovsk
• Semey	• Rudny	• Kokshetau
• Pavlodar	• Kyzylorda	• Baikonur
• Ekibastuz	• Taraz	• Turkestan
• Shuchinsk	• Zhezkazgan	
- Cooperation with agents to attract the target audience of the exhibition from Bishkek, Astana, Shymkent
- Work as a call-center with the databases of CATEXPO company



### Promotion of the exhibition

#### Placement of information in magazines and B2B publications:

- Business and Power
- Komsomolskaya Pravda Kazakhstan
- Business World Kazakhstan
- Catalogue Moscow
- Legprombiznes
- "Modny Magazin"
- Fur Attractions
- Business Encyclopedia Kazakhstan
- reklama-center.kz
- Siberian wholesaler
- Style and fashion
- Wholesale goods
- DELUXE
- Fashion Collection
- FMD
- Lingerie
- Point of sale
- Fashionograf
- Discounts
- Academy of Fashion

#### Official support

- Almaty City Akimat
- Ministry of Industry and Trade of the Republic of Kazakhstan (Kazakhstan)
- International Association EMI (Italy)
- International Exposition Company IGEDO company (Germany)
- Association of ITKIB (Turkey)
- Agency for Economic Development of French Enterprises
- Association of Light Industry Enterprises of the Republic of Kazakhstan
- Association of Light Industry Enterprises of the Kyrgyz Republic "Legrom"

#### Direct mailing:

- Direct mailing of invitation cards, information booklets to the directors of the leading trade companies and experts of the market by courier service
- Emailing personal VIP invitations to directors TOP fashion companies
- Sending SMS messages using the database of the exhibition company CATEXPO
- Direct address WhatsApp mailing

- The printed edition is an official catalog of Central Asia Fashion Autumn 2017, the guide of the visitor with the presentation of brand names
- The printed edition Buers GUIDE, which is provided free of charge to all visitors at the entrance to the exhibition
- Regularly updated information on exhibitors in the official website of the organizer: [www.fashionexpo.kz](http://www.fashionexpo.kz)
- The novelties of the exhibition and directly exhibitors in the form of e-letter are sent to e-mail contacts of B2B visitors



# 21-я МЕЖДУНАРОДНАЯ ВЫСТАВКА МОДЫ -TH INTERNATIONAL FASHION EXHIBITION

## 11-13 **march** **март** 2018

Kazakhstan, Almaty, Atakent, 11 pavilion

**WWW.FASHIONEXPO.KZ**

# CAF

CENTRAL ASIA **F**ashion  
**SPRING-2018**

### 5 reasons to participate in the international fashion show Central Asia Fashion SPRING -2018

- Gives the opportunity to strengthen the company's and brand's image
- Represents the main players of the market
- Provides a complete overview of the main regions of Central Asia
- Allows you to reach the maximum professional audience
- Opens new business development prospects

**The deadline for submitting applications for participation is February 15, 2018**



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117/86, office 307

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БЦ «Gallanos», этаж 3, офис 307

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Official organizer  
Официальный организатор

**catexpo**