



# XXII Международная выставка Моды The International Fashion Exhibition POST-SHOW REPORT

16-18.09.2018  
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**  
**(Autumn/Winter 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

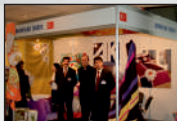
### DETAILED HISTORY CENTRAL ASIA FASHION

**2006**



Opening of  
Central Asia Fashion

**2007**



Geography of participants -  
eight countries

**2008**



Launch of hosted  
buyers program

**2009**



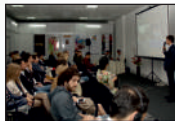
Maximum number of visitors -  
16 000 persons

**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

**2017**



The exhibition has successfully  
met the economic crisis

### Central Asia Fashion Autumn-2018 in facts and figures

- 80 companies from 9 countries
- Visitors from 6 regions of Central Asia
- Over 4000 profile visitors of the exhibition
- Exhibition visitors from 25 cities of Kazakhstan
- The number of exhibitors from the Russian Federation increased by 2 times
- 3 days of networking and B2B communication
- 7 international trade associations
- 24 fashion shows and defiles

**Spring 2018**



Beginning of cooperation  
with the RAFI (Russian  
Association of Fashion  
Industry Participants)



CAF Business Program  
transferred into an  
industry conference  
format.

**Autumn 2018**



Electronic visitor  
registration system  
was introduced.



Record number  
of exhibitors from  
Russia and Turkey

#### 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
- 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





### Official opening of the exhibition Central Asia Fashion Autumn-2018 took place on September 16, 2018

The opening ceremony of  
Central Asia Fashion Autumn-2018  
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-2018 was attended by

- **Askar Erkinovich**, Head of Representative Office JSC Russian Export Center in the Republic of Kazakhstan (Russia)
- **Marina Slobozhan**, Representative of the Department for Innovative Development and Projects of Kharkiv City Council (Ukraine)
- **Sami Sabri Yilmaz**, representative of the IKHIB Company, the President of the IKHIB Association for the CIS countries (Turkey)
- **Lyubov Khudova**, President of Association of Light Industry Enterprises of the Republic of Kazakhstan



### Official opening of the exhibition Central Asia Fashion Autumn-2018 took place on September 16, 2018

The Opening Ceremony of CAF Autumn 2018 included a collective show of participants of the Kazakhstani young designers contest "New Generation Open Way-2018". The looks were presented on the podium by 14 designers:

- Laal Avgambayeva
- Aysulu Shaykenova
- Aydana Zhylkamanova
- Aygerim Begimbetova
- Aya and Bota Kirgizbayevs
- Laura Zhanturgan
- Aygerim Akylbek
- Aknur Kaskanova
- Aygerim Kokymbay
- Nazira Muralimova
- Akerke Zhandarbek
- Raushan Kireyeva
- Kalamkas Kasymova
- Alina Kerimbay

Special guests of the Exhibition Opening Ceremony - members of the film crew of "Daughter of Genghis Khan in the XXI century": producer and actress Yana Bobryka, theatre and film actress Akniet Oryntai, designer of historical costumes used in the film, founder of the Kazakhstan TARIH brand - Bagdat Akylbekova, top model and actor - Ilaya Dyaglev.



## Geography of participants



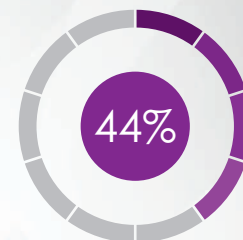
More than 80 foreign fashion companies from 9 countries of the world participated in Central Asia Fashion Autumn - 2018. Once again fashion companies from France, Italy, Greece, Moldova, Uzbekistan, China, Ukraine, Russia, Turkey took part in the event

## Analytical information on participants

(% of the total number of visitors)



**Foreign  
participants**

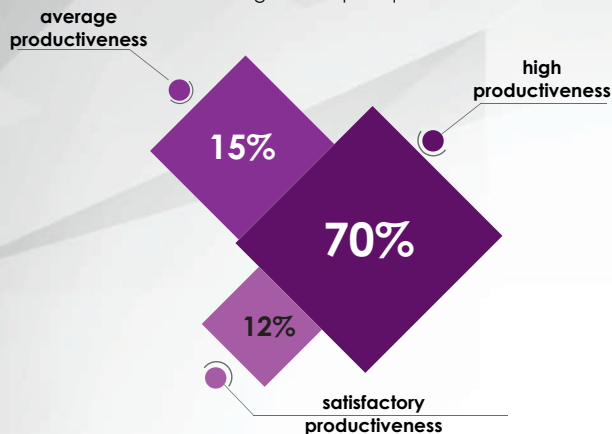


**Participants  
from CIS countries**

- 87% participants evaluated the productivity of their company's work at the exhibition as "high" or "medium"
- 91% 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 - 2018 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



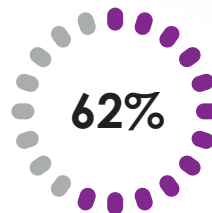
Of exhibitors made a pre-order of collection and wholesale sales at the exhibition



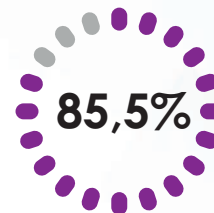
Of exhibitors are in the process of entering into the contracts for establishment of representative offices and distribution networks as a result of participation in the Exhibition



Of participants come into new business contacts at the Exhibition



Prefer Central Asia Fashion among other industry exhibitions in Central Asia



Recommend to take part in the last exhibition season



At the stage of hiring the Commercial Agent



#### Exhibitors by topic sections



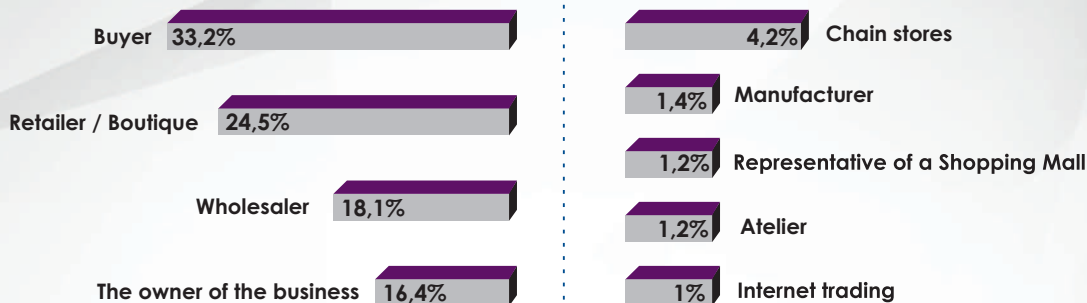
#### Expectations of visitors (experts) by topic sections «Buyers need»



\* according to the open questionnaire data

## Portrait of a visitor of the Exhibition

### In terms of activities

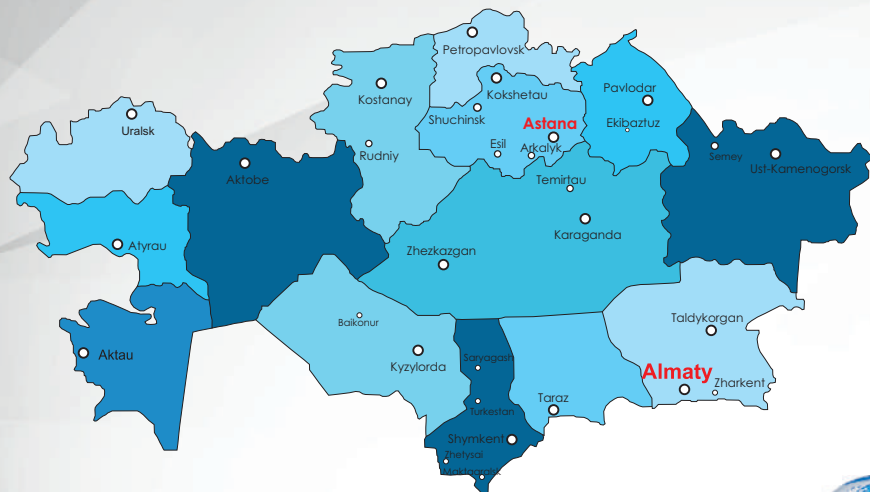


### Main goals of visiting the exhibition

- 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 25 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 6 countries of the world

- Russia
- Poland
- Czech Republic
- Turkey
- Ukraine
- China



### Geography of the Hosted Buyers Program beneficiaries

Visitors from 25 cities of Kazakhstan took part in the Buyer's Program Autumn-2018



- Ust-Kamenogorsk
- Aktobe
- Atyrau
- Pavlodar
- Petropavlovsk
- Ekibastuz
- Taldykorgan
- Almaty
- Karaganda
- Semipalatinsk
- Astana
- Kokshetau
- Uralsk
- Yesil
- Zhezkazgan
- Baikonur
- Taraz
- Aktau
- Kyzylorda
- Shymkent
- Corday
- Turkestan
- Kostanay
- Rudniy
- Temirtau

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. Buyer program is a non-commercial project for exhibition buyers

### 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-2018, 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 Central Asia Fashion Autumn-2018 gathered 13 unique speakers at one place: During the Business Program 2 panel discussions of industry leaders, analytical reviews of fashion market, 6 successful business cases were revealed, and 4 thematic master-classes and 4 training workshops were held. Specialized training in Fashion School was provided by 25 specialists from different regions of Kazakhstan.



### Professional Program & B2B Sessions of International Fashion Show Central Asia Fashion, Autumn-2018

16 September 2018

#### Master class

Topic: Objective – sale or self-affirmation?



**Marina Shmatova**, Chairman of the Guild for Support and Development of Youth Entrepreneurship of the Moscow Chamber of Commerce (Russia, Moscow)

Topic: How to travel to exhibitions worldwide for free and to the benefit of the business?



**Olesya Orlova**, Director General of the PROfashion Media Holding, and co-founder of the Russian Association of Participants of the Fashion Industry (RAFI), (Russia, Moscow)

Topic: Innovative service in production of clothes. How does it work?



**Oksana Ozerova**, founder of the innovative service on technology, design and development of business processes in apparel production – Naperstok company (Russia, Moscow)

#### Panel discussion

Topic: Development of production of clothes. How to "take a leap" without a mistake?



**Alexey Chzhen**, designer, stylist, founder and art director of the Kazakhstan Fashion Week (Kazakhstan, Almaty)



**Olga Stan**, designer, founder of «endorPin» (Kazakhstan, Almaty)



**Lyubov Khudova**, President of the Association of Light Industry Companies of the RK (Kazakhstan, Almaty)



**Olesya Orlova**, Director General of the PROfashion Media Holding, and co-founder of the Russian Association of Participants of the Fashion Industry (RAFI), (Russia, Moscow)



**Marina Shmatova**, Chairman of the Guild for Support and Development of Youth Entrepreneurship of the Moscow Chamber of Commerce (Russia, Moscow)



**Oksana Ozerova**, founder of the innovative service on technology, design and development of business processes in apparel production – Naperstok company (Russia, Moscow)

#### Business game

Topic: Listen to and hear the buyer?



**Yekaterina Yeliseyeva**, Director General of the ProFashion Consulting (Russia, Moscow)

17-18 September 2018 r.

### Master class

**Topic:** How to "unload" the chief executive's hands? How to manage everything in time and earn more!

**Topic 1:** How to set the sellers up for selling more? Incentives that motivate

**Topic 2:** Promo without discount? Yes, it is possible!

**Topic:** Business profiling



**Yulia Veshnyakova**, Director General of the Academy of Retail Technologies company (Russia, Moscow)



**Yekaterina Yeliseyeva**, Director General of the ProFashion Consulting (Russia, Moscow)



**Julia Sokolova**, founder of Sokolova Consulting (Kazakhstan, Almaty)

### Retail-analytics

**Topic:** Consumer upgrade and world retail order

### Educational sessions

**4 Topics:** Assortment management, marketing, sales and personnel



**Viktoriya Plotnitskaya**, head of the consumer research division



**Yulia Veshnyakova**, Director General of the Academy of Retail Technologies company (Russia, Moscow)



**Aktolkyn Bersebayeva**, business development manager (Kazakhstan, Almaty)



**Maksim Gorshkov**, Commercial Manager of the Academy of Retail Technologies company (Russia, Moscow)



# POST-SHOW REPORT

## CENTRAL ASIA FASHION AUTUMN – 2018

Show area



### Companies participating in defiles

- Antiga (Russia)
- EMI (Russia)
- La Vie (Kazakhstan)
- SETRE(Turkey)
- LA CHERE (Turkey)
- GREENTOUS (Turkey)
- Natalya Tretyakova (Russia)
- Fors (Russia)
- Parle Ola (Russia)
- TEO (Russia)
- Beethoven (Turkey)
- STAR TIME (Turkey)
- WHITNEY JEANS (Turkey)
- Mallena (Moldova)
- Arabadji (Moldova)
- Ana Popova (Moldova)
- DOLCE ROOM (Russia)
- Magia Fur (Russia)
- Silver Fox (Russia)
- Baimuni (China)
- Marisis(Turkey)
- ZÜHRE (Turkey)
- Mees (Turkey)
- Algore (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 24 fashion brands





### Digital promotion of the exhibition

#### Advertising banners 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 25 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 5 900 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      |
| • navystavke.ru       | • intermoda.ru        |
| • Afisha.kz           | • facelook.kz         |
| • kiddypages.ru       | • Риа мода            |
| • fashionnetwork.com  | • exponews.ru         |
| • fashioneducation.ru | • lingerie-magazin.ru |

- Styleofeurasia
- ridjei.ru
- totalexpo.ru
- expotrade.ru
- inalmaty.kz
- e-mm.ru

- Точка продаж
- ivtextil.ru
- baby-fashion.ua
- Швейное дело
- profashion.ru
- profashion.asia

- fur-auctions.com
- retail.ru
- Ассортимент
- katalog-moscow.ru
- rosstov.ru

#### Audio-video advertising

- PR materials on television and radio
- Broadcast of the advertising clip in 6 shopping malls of Almaty
- Broadcast of the advertising clip in 8 shopping malls of Astana
- Broadcast of the advertising clip on the radio

#### Social networks

-  [vk.com/fashionexpo](http://vk.com/fashionexpo)
-  [instagram.com/centralasiasfashion](http://instagram.com/centralasiasfashion)
-  [youtube.com/centralasiasfashion](http://youtube.com/centralasiasfashion)
-  [facebook.com/fashionexpo.kz](http://facebook.com/fashionexpo.kz)

- 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 centers of the main cities of Kazakhstan: Almaty, Astana, Shymkent, Kokshetau, Petropavlovsk

#### Outdoor advertising

- Placement of advertising billboards on the main streets of Almaty
- Placement of advertising banners in Shymkent and Uralsk
- Placement of advertising x-banners in Adem and Ak-Bulak shopping malls /SM/

- Direct meetings with target audience
- Organization of regional business delegations as per the cities of Kazakhstan
 

• Ust-Kamenogorsk	• Kostanay	• Petropavlovsk
• Semey	• Atyrau	• Aktobe
• Pavlodar	• Kyzylorda	• Uralsk
• Aktau	• Taraz	• Zhezkazgan
- Organization of business delegations to the CIS countries
- Cooperation with agents to attract the target audience of the exhibition from cities: Bishkek, Astana, Shymkent
- Work as a call-center with the databases of CATExPO company

# POST-SHOW REPORT

## CENTRAL ASIA FASHION AUTUMN – 2018

Advertising campaign

### Promotion of the exhibition

#### Publication of information in print media (magazines and B2B editions)

- Business and Power
- Komsomolskaya Pravda Kazakhstan
- Business Encyclopedia Kazakhstan
- Catalogue Moscow
- Legprombiznes

- "Modny Magazin"
- Fur Attractions
- Fashion Collection
- FMD

- Style and fashion
- Baby fashion
- Wholesale goods
- Academy of Fashion

- Lingerie
- Point of sale
- Fashionograf
- Discounts

#### 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"
- Consulate General of the Republic of Turkey in Kazakhstan
- Agency for Economic Development of French Enterprises
- International Bureau of Sales, Marketing and Operations, ELT

#### 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 of Kazakhstan
- Sending SMS messages using the database of the exhibition company CATEXPO

- Printed edition, which is an official guide to Central Asia Fashion Autumn 2018, 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



# 23-Я МЕЖДУНАРОДНАЯ ВЫСТАВКА МОДЫ INTERNATIONAL FASHION EXHIBITION

## 17-19 MARCH 2019

Kazakhstan, Almaty, Atakent, 11 pavilion

**WWW.FASHIONEXPO.KZ**

**5 reasons to participate in the international fashion show  
Central Asia Fashion SPRING -2019**

- 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, 2019**

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117/86, office 307

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Официальный организатор

**catexpo**

