

POST-SHOW REPORT

15-17.09.2019
Almaty, Kazakhstan
г. Алматы, Казахстан

ABOUT THE EXHIBITION

The Central Asia Fashion is the only professional B2B fashion exhibition in Central Asia. It is a significant event for international manufacturers of the fashion industry and buyers. The Central Asia Fashion provides conditions to develop your business and ensures opportunities to become a market leader

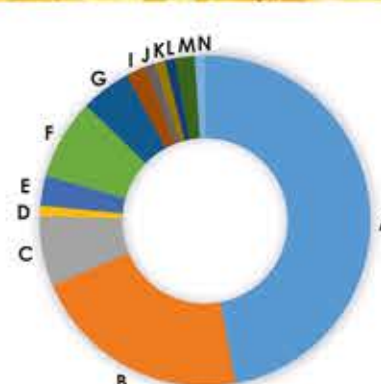


Main exhibition sections

- 42% Women's clothing
- 10% Men's clothing
- 7% Children's clothing
- 3% Sportswear
- 9% Evening dresses
- 6% Underwear & swimwear
- 8% Homewear
- 3% Denim clothing
- 31% Outerwear, leather, fur
- 10% Hats
- 1% Shoes
- 5% Accessories & bags



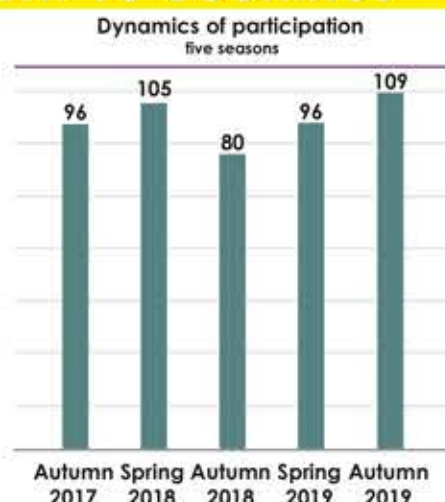
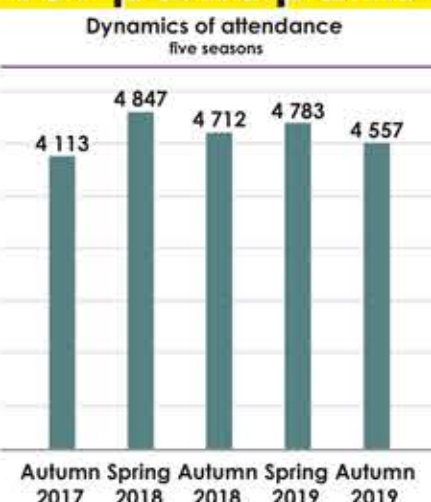
Only fashion industry professionals are invited for visit



13 participating countries

- | | | |
|---|-----|-----------|
| A | 47% | Russia |
| B | 22% | Turkey |
| C | 7% | Moldova |
| D | 1% | France |
| E | 3% | Italy |
| F | 7% | China |
| G | 5% | Ukraine |
| I | 2% | Belarus |
| J | 1% | Spain |
| K | 1% | Lithuania |
| L | 1% | Iran |
| M | 2% | Poland |
| N | 1% | Slovenia |

109 participants from 13 countries



4 557 visitors

The autumn season exhibition was visited by buyers from 8 countries and 25 cities of Kazakhstan



- Kazakhstan
- China
- Russia
- Turkey
- Uzbekistan
- Tajikistan
- Kyrgyzstan
- Germany
- Poland

More information about the exhibition is available on the website www.fashionexpo.kz

Organizer/Организатор
caTEXPO

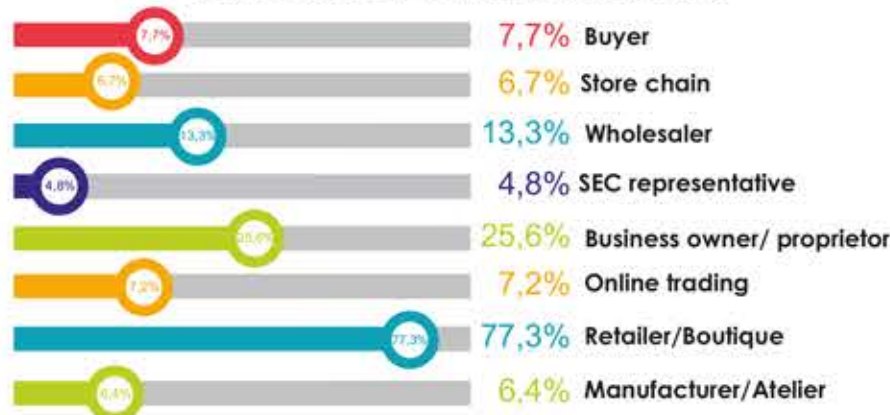
Fashion Shows

The exhibition has arranged a special Show area to demonstrate fashionable collections of exhibitors. The autumn season presented 30 fashion brands



Portrait of an exhibition visitor

By the type of commercial activity



Advertising campaign

- Advertisement placement on more than 500 portals and sites
- Advertising banners of the exhibition are broadcasted in 25 countries of the world
- Exhibition information placement and promotion in social networks, official websites and social networks of information partners
- PR, audio and video advertisement
- Outdoor advertisement
- Distribution of newsletters about the exhibitor's participation
- Cooperation with regional and international agencies for attracting the exhibition's target audience
- The target audience of the official website www.fashionexpo.kz is 15,000 users per month
- Call-center working to invite buyers from Central Asia
- Announcement of the event in specialized editions

Buyer program

The CATEXPO Exhibition Company organizes a unique program to support and attract the buyers. The program provides the following opportunities:

- hotel accommodation (4*) at the expense of the organizer
- reimbursement of transportation costs
- visiting free business programs and fashion shows
- 1,325 regional buyers became the participants of the buyer program in the season Autumn-2019



Business conference

13 authoritative speakers attended the Central Asia Fashion business conference Autumn-2019. The program of the event included:

- 2 panel discussions from industry leaders
- 2 analytical trend reviews of the retail market
- topical workshop
- 4 master classes and educational training

It was the first time that an action-oriented blitz consulting session and "an autograph session with a star" were held at the business conference. Professional training in the Fashion School was completed by 10 experts from different regions of Kazakhstan



Join the global event!



Social networks

- vk.com/fashionexpo
- instagram.com/centralasiafashion
- youtube.com/centralasiafashion
- facebook.com/fashionexpo.kz