



# ASSOCALZATURIFICI

## **ITALIAN FASHION CONQUERS ALMATY: +30% ATTENDANCE AT CENTRAL ASIA MARKETS FAIR**

Milan, 10<sup>th</sup> October 2022

Moda Italiana@Almaty recorded a record growth at +30% of attendance. The event was organised by Assocalzaturifici in partnership with EMI (Ente Moda Italia). It received the patronage of the Italian Embassy in Kazakhstan, and operational support from ICE Agenzia in collaboration with AIP (the Italian Fur Association) and Assopellettieri.

In this key event for the Central Asian markets, the total look segment attracted a lot of interest from operators. Professionals coming from Uzbekistan were also worth noticing. The wide offer of 'Made in Italy's' best has increased the appeal of the event, which was attended by over 60 brands. This number was reached thanks to the investments made over the past years of post-pandemic revival by Assocalzaturifici and EMI, together with other associations in the clothing and accessories sector of Confindustria Moda AIP and Assopellettieri, historical institutional partners of the event.

As the **President of Assocalzaturifici, Giovanna Ceolini**, explains: "The outcome of the exhibition is very promising for next edition scheduled for March 2023. Central Asian markets are increasingly strategic for Italian SMEs in the footwear, leather goods, clothing, and accessories sectors. This is key, especially in this historical moment where multiple causes - from the conflict in Russia to the rising cost of energy and raw materials - make it important to diversify one's strategies and to penetrate new and emerging markets. I would like to note that Kazakhstan represents an important market for our footwear production, an important regional hub also in the light of the current international situation. With 156 thousand pairs and a value of 11.4 million euros (average price of 72.88 EUR/pair), exports recorded a growth of +44.4% in quantity in the first 6 months of this year, and +51.7% in value over the same period of 2021. Almaty was also an opportunity to meet buyers from Uzbekistan, a market that registers an expansion of imports both in quantity (+46.5 %) and value (+ 67.2%). The two markets, Kazakhstan and Uzbekistan, together were worth over 15 million euros in terms of exports in the first half of the year".

**ASSOCALZATURIFICI ITALIANI**

Via Alberto Riva Villasanta, 3

I-20145 Milano

Tax Code 80027170150

Telephone + 39 02 43829.1

Fax + 39 02 48005833

[stampa@assocalzaturifici.it](mailto:stampa@assocalzaturifici.it)

[www.assocalzaturifici.it](http://www.assocalzaturifici.it)