

ITALIAN FASHION SEDUCES ALMATY: +40% ATTENDANCE AT THE MOST IMPORTANT EVENT FOR CENTRAL ASIA MARKETS

Milan, 29 September 2023

The Moda Italiana@Almaty exhibition, organised by Assocalzaturifici, in collaboration with EMI, Ente Moda Italia, promoted by AIP, Associazione Italiana Pellicceria, Assopellettieri, SMI Sistema Moda Italia, all belonging to the Confindustria Moda galaxy, with the patronage of the Italian Embassy in Kazakhstan and the fundamental operational support of ICE Agenzia.

A record increase for the event which showcased the collections of 64 exhibitors with over 85 brands representing the best of 'Made in Italy'.

Ever-increasing interest in an event which saw a large group of qualified buyers participate in a busy agenda of meetings created thanks to the partnership with ICE Agenzia which organised an incoming programme from all the main markets in the Central Asian area and from all the provinces of Kazakhstan. In detail, 420 buyers came from all the provinces of Kazakhstan, over 50 from Uzbekistan, and there were buyer-attendees also from Tajikistan, Kyrgyzstan, and Mongolia.

The market as a whole continues its expansion for Italian fashion and confirms its vitality also for the premium segment. Demand horizons are also broadening to the women's segment from Uzbekistan, traditionally oriented towards men. At the same time, however, the weakness of the currency is being felt on order volumes and, in this phase, this exerts pressure on prices. Almaty and Kazakhstan, however, are strengthening their role as strategic hubs in the Eurasian markets at a time of great uncertainty in the geopolitical context.

*The significant increase in buyers present at the event in Kazakhstan – declares the **President of Confindustria Moda, Ercole Botto Poala** – confirms the strategic approach of the companies that have focused on a growing market and which pays ever greater attention to Italian fashion. 64 exhibitors and 85 brands were able to work in synergy with the organisers and encourage the incoming programme orchestrated by ICE with the value of their proposals. We are proud to be part of the movement that has brought fashion to second place in Italian exports to Kazakhstan: once again La Moda Italiana@Almaty has translated into a unique and unrepeatability opportunity to get to know the Kazakh market better and make new commercial agreements, allowing companies to expand their networks of commercial contacts and to diversify reference countries in an area that appreciates the quality of Italian manufacturing and style.*