



“European Footwear: More than Fashion”

Trade exhibition in Almaty

On the 5th April and for the first time, 38 footwear-manufacturing companies from different countries in Europe will jointly exhibit their shoes in Almaty. Under the slogan “European Footwear: More than Fashion”, the European Confederation of Footwear Industry (CEC) in collaboration with European Profiles is organising an European trade mission in which Kazakh distributors and retailers will have the opportunity to discover from a wide selection of fashionable and high quality European footwear.

European footwear is highly appreciated by worldwide consumers for its design, excellent quality and respect of standards. Shoes exports outside Europe continue growing, but still they only represent 11% of imports into Kazakhstan. Europe has a lot to offer to consumers of Kazakhstan, who have become more and more knowledgeable and sensitive to craftsmanship and trendy products. The good news is that soon they will be able to find them in selected stores of their country thanks to an exclusive European trade mission composed by 38 European footwear brands visiting Almaty on the 4th and 5th April this year.

The mission, part of the campaign “European Footwear: More than Fashion” promoting the values and expertise of European manufacturers, is being organised by the CEC, the umbrella organisation of footwear industry in Europe, in collaboration with the consultancy European Profiles, and supported by the European Commission.

European manufacturers from Austria, France, Greece, Italy, Poland, Portugal, Spain and the Netherlands will display their latest shoe collection on the 5th April 2016 at the Ritz Carlton Hotel in Almaty. Retailers and distributors of Kazakhstan are invited to discover the wide variety of luxury, high-end and premium footwear displayed by the 38 exhibitors, and to discuss and engage on business partnerships.

With a long-standing tradition of craftsmanship, design, and fashion, Europe produces footwear of the highest quality and is known worldwide for its brands and innovative fashion. This unique initiative will allow Kazakh retailers to bring European creativity and trends to Kazakhstan by offering a wide variety of European shoes in their store windows to Kazakh fashionable consumers. It is definitely an opportunity not to be missed!

For additional information and request for B2B meetings, please visit <http://cec-footwearindustry.eu/en/projets/international-initiatives/internationalisation-of-smes-kazakhstan> or contact eufootwear@europeanprofiles.gr (+77 019993137).