

## Countdown to the first European trade mission of Footwear companies to Kazakhstan

*There are only a few days left before the arrival of 36 European footwear companies to Almaty. Under the campaign "European Footwear: More than Fashion" financed by the European Commission, representatives of manufacturing brands from different countries in Europe will exhibit their fashionable shoes at the Ritz-Carlton Hotel in Almaty on Tuesday 5 April 2016. Kazakh retailers and distributors are urged to grasp this unique opportunity to expand their offer of shoes to Kazakh consumers with the latest European trends and designs as well as timeless classic European shoes.*

This initiative will be the first ever joint European footwear trade mission outside Europe, and responds to the increasing demand by Kazakh consumers of a trendier and larger variety of high quality footwear. Consequently, the exhibition will showcase recent and upcoming shoe models from 36 luxury, high-end, and premium brands, which manufacture their shoes in Europe. Visitors of the exhibition will have the chance to discover first-hand Italian, Spanish, Portuguese, French, Greek, Polish, Austrian, and Dutch footwear brands and experience European design and fashion. The brand representatives will present their products and will be available to discuss business partnerships with visiting Kazakh businesses.

The exhibition is part of a two-day trade mission organised by the European Confederation of the Footwear Industry and the consultancy European profiles on 4-5 April. During the first day, European brands representatives will visit three of the main shopping malls and other major retailers in Almaty in order to learn more about the growing fashion distribution channels in Kazakhstan, a result of the fashionable conscious consumer.

With more European brands in Kazakh shops, our consumers will do not need to travel to Europe to get their shoes of desire. Instead they will be able to choose among a larger variety of models, from elegant and classic to trendy casual shoes, and try and buy on the spot those better adapted to their personality and needs.

If you are interested in high quality European footwear fashion, , and would like to explore business opportunities with their representatives, **save the date in the agenda and register** to attend the exhibition on Tuesday 5 April 2016 at the Ritz-Carlton Hotel in Almay by sending a message to [eufootwear@europeanprofiles.gr](mailto:eufootwear@europeanprofiles.gr) or by telephone at +77 019993137.