



“European Footwear: More than Fashion” Trade exhibition in Almaty

29 February 2016, Brussels

*On the 5th of 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 the Footwear Industry (CEC) in collaboration with European Profiles is finalising preparations for this **European trade mission**, which will give European footwear companies an opportunity to promote their brands abroad by fostering their engagement with Kazakh distributors and retailers.*

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 Kazakh consumers, who have become 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 thanks to an exclusive European trade mission composed of 38 European footwear brands visiting Almaty on the 4th and 5th of 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 the footwear industry in Europe, in collaboration with the consultancy European Profiles, and is supported by the European Commission.

European manufacturers from Austria, France, Greece, Italy, Poland, Portugal, Spain and the Netherlands will display their latest shoe collections on the 5th April 2016 at the Ritz Carlton Hotel in Almaty. Retailers and distributors in Kazakhstan will be able to discover a wide variety of luxury, high-end and premium footwear displayed by the 38 exhibitors and to personally 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 fashionable Kazakh consumers and will contribute to maintaining Europe’s reputation as a leader in excellence in footwear.

More information at www.cec-footwearindustry.eu