

# EU TRADE MISSION TO KAZAKHSTAN

4-5 April 2016, Almaty, Kazakhstan

## About the Trade Mission

The European Confederation of the Footwear Industry (CEC) together with European Profiles S.A., specialised in Euroasian markets, are organising this mission to support the internationalisation of European footwear companies in Kazakhstan. On the first day, EU companies will have the opportunity to discover the major distributors and retailers in Almaty. Astana is the capital, but Almaty remains the major commercial, business and cultural centre of Kazakhstan, as well as its biggest population center. The second day will be dedicated to exhibit their products to Kazakh businesses at the Ritz Carlton Hotel in Almaty.

## Join it and seize new opportunities in an Emerging Market

- Kazakhstan's footwear imports have escalated over the last four years, multiplying by a factor of more than 10, reaching 583 million dollars in 2014.
- The EU's footwear exports to Kazakhstan almost quadrupled from 2010 to 2014, but EU footwear is still missing among the major suppliers.
- An *EU-Kazakhstan Enhanced Partnership & Cooperation Agreement* was initiated on 20 January 2015. Once concluded, it will facilitate the flow of trade and investment between both partners.

## Kazakhstan at a glance

	2010	2014	Up by
GDP	\$ 148 billion	\$ 212 billion	43%
Population	16,3 mio hab	17,3 mio hab	6%
GDP Per Capita	\$ 9.071	\$ 12.276	35%

**In 2014, EU28 Footwear Exports to Kazakhstan only represented 11,5% of the total.**

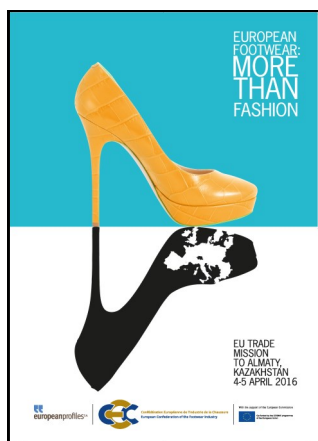
**Much more could be sold!**

	2010	2014	Up by
Pairs	899.475	2.605.925	190%
Value (€)	34.977.167	67.287.124	92%

## CALL FOR EXPRESSIONS OF INTEREST

Don't miss this opportunity! Places are limited!

Send your application to participate in the Trade Mission no later than 15th December 2015 to your National Footwear Association.  
For more info, please write to [info@cec-footwearindustry.eu](mailto:info@cec-footwearindustry.eu)



With the support of the European Commission



**WHEN:**  
4-5 April 2016

**WHERE:**  
Almaty, Kazakhstan

**WHAT:**  
Promotional Trade Mission - Exhibition of European footwear and B2B meetings

**WHO:**  
30 European Small and Medium footwear manufacturing companies

**WHY:**  
To support the internationalisation of European footwear companies in an emerging country

## ORGANISERS:

