

RUSSIAN ASSOCIATION OF FASHION INDUSTRY

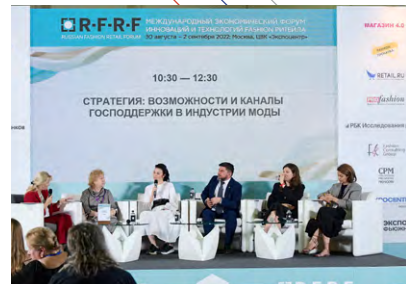


The mission of RAFI is to unite companies involved in the process of creating and manufacturing clothes, to provide support in establishing effective business contacts and entering new markets.



AREAS OF ACTIVITY

- 1 Organization of b2b offline and online business meetings and exhibitions in Russia for companies from different countries
- 2 Selection of foreign counterparties for Russian companies
- 3 Organization of business missions and buyer programs: selection of buyers from Russia and CIS countries to visit foreign exhibitions and fashion weeks
- 4 Organization of collective and individual stands of Russian companies at foreign exhibitions
- 5 Conducting educational seminars and business programs
- 6 Consulting services for entering the Russian market



OWN PROJECTS OF THE RAFI ASSOCIATION



BEE-TOGETHER.RU

International exhibition-platform for outsourcing for light industry. The only large-scale project in light industry in Russia for fashion brands, apparel, textiles and retailers to connect directly.

- ✓ **Held since 2016** twice a year — June and November
- ✓ For **6 years, 13 offline events** of the BEE-TOGETHER.ru business platform
- ✓ **3000** exhibitors and visitors every season
- ✓ Exhibitors from **29** countries and **30** Russian regions

www.bee-together.ru

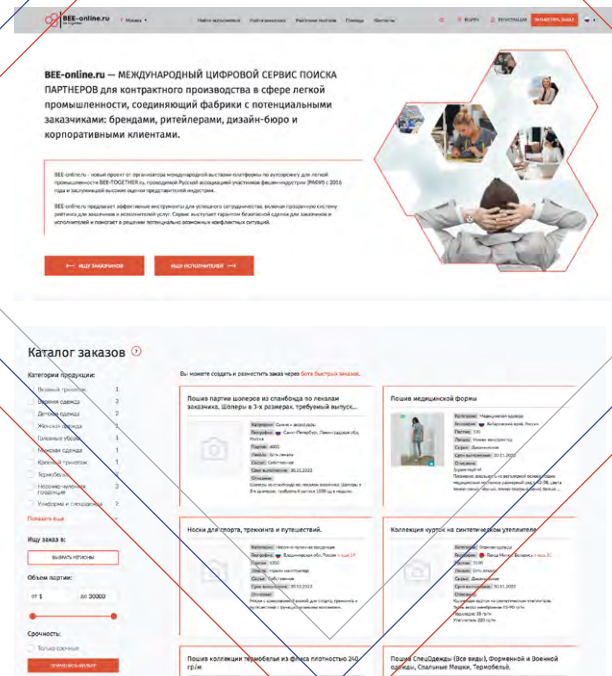


BEE-ONLINE.RU

The BEE-online.ru platform operates as a 24/7 multifunctional digital service that allows fashion industry companies to solve a wide range of tasks in the field of production, trade, design, logistics, vocational education, consulting and financial services, evaluation services and Quality Control Department, supplies of materials, fittings, equipment and many others.

BEE-online.ru is an international digital search service for contract manufacturing in the light industry, connecting factories with potential customers: brands, retailers, design bureaus and corporate clients.

www.bee-online.ru



FASHION STOCK

An exhibition that helps manufacturers and brands quickly get rid of the remnants of current collections, sell finished goods from the stock to wholesalers and retailers.

- ✓ **Held since 2022** twice a year —
April and October
- ✓ More than **60** exhibitors each season

www.sv-sklad.expodat.ru

Telegram channel “Fashion Stock”

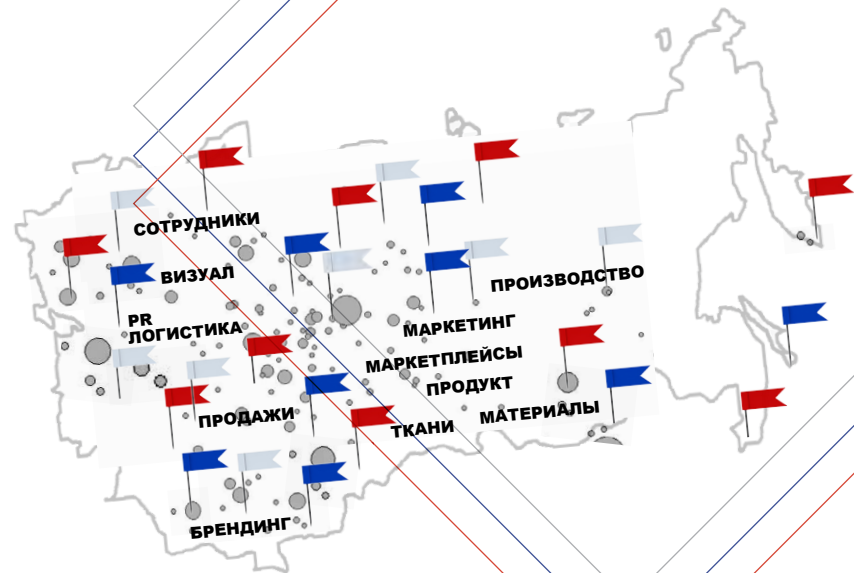
Publishing the announcements of suppliers free of charge about the availability of ready to wear collections for retailers interested in sorting the assortment or urgently looking for replacements for broken orders. You can send a request for publication through a chatbot - it will ask a few questions and generate an announcement.



POINTS OF GROWTH OF FASHION BUSINESS

Educational program for international organizations:

- ✓ Assistance in entering the Russian market
- ✓ Conducting analytical research: current trends, the formation of price offers and collections according to the consumer demand of Russian audience
- ✓ Research on the state of the fashion business in Russia



INTERNATIONAL RELATIONS

During 6 years RAFI Association has organized many business programs for international exhibitions in Italy, France, Germany, India, Spain, Morocco, Peru, Portugal, China, Tunisia, Turkey, Kyrgyzstan, Kazakhstan, Uzbekistan, Belarus, Egypt, etc.

Established partnerships with international associations Unido, CPM, etc.

Türkiye



Turkish Apparel



expolink
EGYPTIAN EXPORTERS ASSOCIATION
جمعية المصدرين المصريين



TİM TURKISH EXPORTERS ASSEMBLY



АССОЦИАЦИЯ ПРЕДПРИЯТИЙ ЛЕГКОЙ ПРОМЫШЛЕННОСТИ КЫРГЫЗСКОЙ РЕСПУБЛИКИ
ЛЕГПРОМ
КЫРГЫЗ РЕСПУБЛИКАСЫНЫҢ КЕЧКІР-ЖАҢЫ ИККАНАЛАРЫНЫҢ АССОЦИАЦИЯСЫ

FIPA
INVEST IN TUNISIA



ARMENIA

- ✓ organization of business missions and buyer programs for Russian and international exhibitions or Armenian enterprises
- ✓ offline and online b2b meetings
- ✓ integration of factories' participation from Armenia in Russian industry events
- ✓ cooperation within the framework of the development of the Armenian light industry project “Improving the competitiveness of the export-oriented industries of Armenia through modernization and ensuring access to sales markets”

Partners:

- ✓ Project “UNIDO” — United Nations Industrial Development Program (UNIDO) in Armenia



TUNISIA

- ✓ business mission organization
- ✓ holding b2b meetings in Moscow and St. Petersburg for the largest enterprises in Tunisia,
- ✓ departure of experts to Tunisia in order to monitor proposals for Russia
- ✓ realization of buyer programs for the purchase of finished products from factories in Tunisia
- ✓ integration of the participation of Tunisian organizations in Russian sectoral events.

Partners:

- ✓ CEPEX (Centre de Promotion des Exportations) – Export Promotion Center
- ✓ CETTEX – Technical Textile Center;
- ✓ UTICA Associations - Association of Textile Manufacturers;
- ✓ FIPA-TUNISIA - Foreign Investment Promotion Agency;
- ✓ APII – Industry Promotion and Innovation Agency.



TURKEY

- ✓ organization of business missions to exhibitions and fashion weeks in Turkey
- ✓ holding offline and online b2b meetings in Moscow for the largest enterprises in Turkey
- ✓ presentation of experts with information about the specifics of the Russian market for entrepreneurs in Turkey
- ✓ realization of buyer programs for the purchase of fabrics and finished products of factories in Turkey
- ✓ integration of the participation of factories from Turkey in Russian industry events
- ✓ organization of promotional events of the national pavilion of Turkey within the framework of the CPM exhibition

Partners:

- ✓ Exhibitions: SHOEXPO, Istanbul Fashion Connection (IFCO), TEXHIBITION, The Core Istanbul, IF Wedding Fashion, Yarn Fair
- ✓ Ministry of Trade of the Republic of Turkey
- ✓ Istanbul Association of Exporters of Textiles and Textile Raw Materials (ITHIB).



CHINA

- ✓ organization of business missions to exhibitions and fashion weeks in China
- ✓ holding offline and online b2b meetings in Moscow for Chinese enterprises
- ✓ realization of buyer programs for the purchase of fabrics from China
- ✓ integration of the participation of factories from China in Russian industry events
- ✓ holding an international competition of stylists «Stylist King»
- ✓ Creation of a joint Chinese–Russian center of light industry

Partners:

- ✓ Exhibitions: China International Trade Fair for Apparel Fabrics and Accessories, InterTextile Shanghai Apparel Fabrics, Hong Kong Fashion Week
- ✓ Beijing Yabaolu International Chamber of Commerce (BYICC)
- ✓ Beijing–Moscow Service Center for International Economic and Trade Development
- ✓ The Association of Chinese Entrepreneurs in Russia and the Russian–Chinese Association of Economic Universities.



KYRGYZSTAN

- ✓ organization of a business mission of a group of retailers to Kyrgyzstan for b2b meetings with local factories
- ✓ integration of the participation of factories from Kyrgyzstan in Russian industry events
- ✓ participation RAFI President in the Eurasian Economic Forum in Bishkek

Partners:

- ✓ Russian-Kyrgyz Development Fund
- ✓ Association “Legprom” of Kyrgyzstan



KAZAKHSTAN

- ✓ organization of business missions to exhibitions in Kazakhstan
- ✓ holding offline and online b2b meetings for enterprises of Kazakhstan
- ✓ integration of the participation of factories from Kazakhstan in Russian industry events
- ✓ organization of collective stands of Russian brands at the CAF exhibition in Kazakhstan
- ✓ organization of shows of Russian and international brands
- ✓ organization of educational seminars in business programs within the framework of the CAF exhibition

Partners:

- ✓ Central Asia Fashion Exhibition (CAF)



UZBEKISTAN

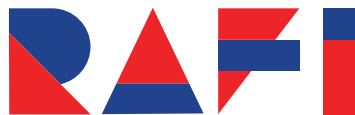
- ✓ organization of business missions to exhibitions in Uzbekistan
- ✓ holding offline and online b2b meetings for enterprises of Uzbekistan
- ✓ integration of the participation of factories from Uzbekistan in Russian industry events
- ✓ signing of a memorandum of cooperation between RAFI and the Association of leather, footwear and fur enterprises of Uzbekistan

Partners:

- ✓ “Uzcharmsanoat” — the association of leather and footwear and fur enterprises of Uzbekistan



We are always open to cooperation and partnership!



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