



## TRADE PROMOTION PROGRAMME IN TAJIKISTAN

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14 March 2011, Dushanbe

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### ACCESS TO ITC'S MARKET ANALYSIS TOOLS (WAY TO THE WORLD OF ONLINE KNOWLEDGE)

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A two-day training on International Trade Centre's Market Analysis Tools and Market Research will be conducted for Tajik trade promotion organisations and institutions, including trade associations, universities, sector and industry organisations, and government representatives involved in trade policy-making and negotiations.

The training is organized under the Trade Promotion Programme in Tajikistan, implemented by the International Trade Centre (ITC) and funded by the State Secretariat for Economic Affairs of Switzerland (SECO). The training will be held by ITC's market analyst, Mr. Gregory Sampson from 15 to 16 March, 2011 in "Poytakht" business-centre of Dushanbe city.

According to Mr. Saidmumin Kamolov, Trade Promotion in Tajikistan National Program Manager, one of most important activities of ITC is to provide the countries with the informational services on promoting their trade into foreign markets. ITC created and continually updates special online data bases on trade information.

Mr. Gregory Sampson, ITC's market analyst, says participants will be introduced with the ITC's key market analysis tools, like Trade Map, Market Access Map, and Investment Map.

- [Trade Map](#) provides on-line access to the world's largest trade database and presents indicators on export performance, international demand, alternative markets and the role of competitors from both the product and country perspective.
- [Market Access Map](#) covers customs tariffs (import duties) and other measures applied by 185 importing countries to products from 239 countries and territories.
- [Investment Map](#) combines statistics on foreign direct investment and international trade, tariff data and activities of multinational firms.

Mr. Sampson, having years of experience in market analyse, adds these tools will help trade experts to analyse current export trends for a given product and country, identify attractive markets, and analyse country trade performance and diversification opportunities; to identify market access conditions and negotiation modalities; and to analyse foreign direct investment (FDI) in the countries and identify potential investors.

The participating organisations are expected to use the learned tools in supporting investment attraction projects and assisting clients and representatives of organisations involved in international trade.

**The overall objective of Trade Promotion Program in Tajikistan is to contribute to the sustainable expansion and diversification of SMEs' exports in Tajikistan, by increasing the competitiveness of the textile and clothing industry and improving the quality management infrastructure of the country. This project is funded by the Government of Switzerland through the State Secretariat for Economic Affairs (SECO).**

We are very thankful that you have read this press release. We will be very grateful, if you consider this event as interesting useful news and will inform your audience about it. Interviews with Mr. Sampson, participants and organisers or additional materials and information are available during coffee and lunch breaks or via a phone or Internet contacts.

**For more information please contact:**

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