



TRADE PROMOTION PROGRAMME IN TAJIKISTAN

14 March 2011, Dushanbe

ITC PROJECT LAUNCHED OFFICIAL WEBLOG (E-INTRODUCTION OF ITC PROJECT ONLINE HOME)

Trade Promotion Program in Tajikistan became the pioneer among international organizations of Tajikistan in blogosphere. The project, which is implemented by the International Trade Center and funded by SECO, launched its official weblog. The project online home is created using widely known blogging server – Wordpress platform under this web-address: www.itctj.wordpress.com

According to Mr. Saidmumin Kamolov, National Manager of the Trade Promotion Program in Tajikistan, this step aims improving the Project visibility with the use of the modern tools; promotion of the Project activities and achievements; attraction of the target audience attention to the Project activities.

The weblog is created, designed and administered by the well-known Tajiki blogger and multimedia journalist, National Consultant on Public Relations of the Trade Promotion Program Mr. Abdulfattoh Shafiev. Mr. Shafiev believes that there's no need for small projects to allocate funds for obtaining the domain name, paying for the hosting and creation of a web-site, when all the needed tools and options are available in the free platforms.

The Project weblog gives the readers an opportunity to follow all Project activities and events; to be aware of all news related to the textile and clothing sector of Tajikistan; watch videos and photo-galleries; gain access to the open reports and publications prepared under the Project; and etc. The weblog also gives the project partner companies opportunity to advertise their products free of charge.

The weblog also provides information about the textile and clothing sector of Tajikistan; the sector's key players; potential export markets; government priorities and sector export development strategy.

The weblog runs in three languages – English (as the main language of the weblog); Russian and Tajiki.

So, dear ladies and gentlemen! Welcome to our online home! Now it is very easy to find us – just open any browser, click on the address bar and write down - www.itctj.wordpress.com!

Hosts:

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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 information. We will be very grateful, if you consider this event as an interesting and contribute in disseminating it among your audience, colleagues and friends.