

Information for Press

Dushanbe, 10.12.2007

Six enterprises dealing with fruit and vegetable processing will represent Tajikistan in international exhibition of Foodstuffs, Drinks and Food Raw Materials - ProdExpo-2008 in Moscow. These enterprises are LLC "Scientific Production" (former "Guli Kuhsor") and LLC "Sharbatho" from Dushanbe, "Nur" LTD, LLC "Elita-Istaravshan", LTD "Nek" and CJSC "Canning plant of Hasanov" from Sughd Region.

The 15th jubilee international exhibition of Foodstuffs, Drinks and Food Raw Materials, ProdExpo-2008 will be organized in Moscow from 11 to 15 February by the Chamber of Commerce and Industry of the Russian Federation with the support of Moscow Government.

Six Tajik fruit and vegetable processing enterprises will participate in the biggest foodstuff exhibition to be held in the former Soviet Union territory with technical and financial support of International Trade Center (ITC), State Secretariat for Economic Affairs (SECO) and German Technical Organization (GTZ).

Participation in such exhibition gives Tajik enterprises good opportunities as opening doors to other countries market, first to Russia and Kazakhstan, presentation of their products and finding new partners and clients outside of Tajikistan.

Saidmumin Kamolov, National Manager of ITC "Trade Promotion Program" considers that the exhibition will be an excellent opportunity for Tajik food producers to display their products to a wide variety of consumers, and to develop mutually beneficial relationships with foreign partners. The various assortments of products will be prepared for presentation at the exhibition by Tajik enterprisers. Mr. Kamolov says that the fair will present a real opportunity for companies to promote their products, establish partnerships, and find new ways of distribution.

In order to become well and professionally prepared for ProdExpo, it was decided to involve a local branding agency - LLC "Promotion" to design the Tajik stand, help companies to develop promotional materials, and conduct trainings on participation in international fairs.

For more information feel free to contact:

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