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Government of the
Republic of Tajikistan



TRADE PROMOTION PROGRAMME IN TAJIKISTAN

20 April 2012, Dushanbe

TAJIK COMPANIES LOOKING FOR OPPORTUNITIES IN TURKISH TEXTILE MARKET

Three Tajik spinning companies – “Olim Textile”, “Hima Textile” and “Nekoo Khujand” will represent Tajikistan at the 9th International Istanbul Yarn Fair from 21 April to 24 April 2012.



For the first time companies from Tajikistan will participate in this leading specialized exhibition with a large number of buyers and visitors from the region. Participation in the fair 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). Mr. Saidmumin Kamolov, National Programme Manager of the Trade Promotion Programme in Tajikistan, who will accompany and guide the Tajik delegation throughout the fair believes that *“International Istanbul Yarn Fair is an ideal event for visitors and exhibitors from the yarn industry. Visitors will get an overview of the options available and learn more about manufacturers and suppliers business pertaining to yarn product”*.

Hosting more than 25,000 visitors from around 50 countries, as well as about 400 exhibitors from different countries, the International Istanbul Yarn Fair acts as a meeting point for sector professionals. The 9th International Istanbul Yarn Fair will be held concurrently with Texpo Eurasia 2012 – 29th Textile, Woven, Yarn, Finishing, Knitting, Embroidery, Hosiery Machines, Side Industries and Chemicals Fair, which aims to respond to the machinery, yarn, and raw material investments of the textile sector. The exhibition displays cotton yarn, textile machinery and clothing by fabrics, animal yarn, textile pigment, clothing, textile products and fibers yarns & threads and many more. According to Mr. Kamolov, the exhibition can increase cooperation opportunities for Tajik spinning companies. He says: *“it would be an excellent opportunity for Tajik textile companies to show and promote their products to a wide range of buyers – sales agents, primarily wholesalers and retailers – from Turkey and other countries, to establish direct business contacts with potential clients and to diversify their orders. Tajik companies will gain from access to new markets in Turkey – the world’s 3rd largest manufacturer”*.

Tajik participants believe that this participation will open up new opportunities for companies, which already export yarn to Turkey, as well as companies hoping to export their products. Ms. Shahlo Abidjanova, Marketing Manager for “Olim Textile” says, *“I believe that the exhibition will be very useful and beneficial for us. Despite of fact that many of us frequently travel to Istanbul for business, I’m sure, we will establish new contacts and find new partners”*.

Tajik companies were fully assisted by ITC with preparations for the fair. As part of preparations a workshop was conducted and Tajik companies’ representatives were trained on the effectiveness of participation at international fairs, from the planning stage to success in gaining new contracts and clients. In order to improve capacities of Tajik textile and clothing enterprises in product development and marketing, ITC helps companies to prepare for marketing missions and trade fair participations. ITC believes that participation in international trade fairs provides good opportunities for Tajik project pilot companies to exhibit their products, meet potential buyers and establish new business linkages and partnerships, obtain information on existing and new markets, competitors and learn more about global market requirements.

The overall objective of the Trade Promotion Programme 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 would be very grateful if you could inform your audience of this event, if you consider it to be interesting useful news.

For more details:

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