



## TRADE PROMOTION PROGRAMME IN TAJIKISTAN

31 December 2012, Dushanbe

### “HAFT PAYKAR” COMPANY LAUNCHES ITS OFFICIAL WEB-SITE

The International Handcraftsmanship Fund - “Haft Paykar”, founded by the prominent Tajik fashion designer Mukarrama Qayoumova, now has its own home in cyber space.

The Fund, renowned in the Tajik clothing sector for its high-quality embroidered handicrafts, has launched its official web-store. “Haft Paykar”’s online home was created using the well-known blogging server – Wordpress platform at [www.7paykar.wordpress.com](http://www.7paykar.wordpress.com).

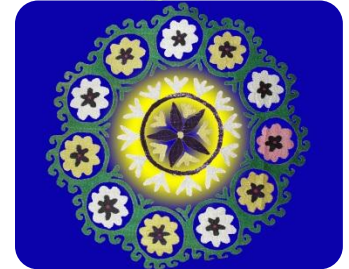
The International Fund of Handcraftsmanship of Tajikistan “Haft Paykar” was created during the country’s independence, and has been working successfully for the past twenty years. Since then, the skilled hands of the “Haft Paykar” craftswomen have produced thousands of magnificent and brilliant products.

“Haft Paikar” has become the brand essential to events and exhibitions both nationally and internationally. The head and owner of the fund Ms. Mukarrama Qayoumova is proud that the masterpieces of her women successfully represent Tajikistan in dozens of international fairs and festivals each year. For many years, “Haft Paykar” has organized Tajikistan’s most famous fashion event – “Diyori Husn” (“The land of charm”), the fashion and handicrafts festival held annually in Dushanbe city. “Haft Paykar”’s historical and modern clothing lines are used at most Tajik national celebrations and public events. High-level guests are often greeted with “Haft Paykar” creations.

In addition to the different types of embroidery and clothing, “Haft Paykar” promotes the skills and arts of all regions of Tajikistan and other Persian-speaking countries through the publication of books and catalogues, research and analyses of artwork. Ms. Qayuomova says “We are not only sewers, because sewing is only one small and narrow branch of the arts. We are the creators of all types of arts of a lifestyle”.

Ms. Qayoumova is happy to have a new and effective tool to show Tajiki art to the world – her website. She is sure that with this online opportunity they will contribute to the promotion of Tajiki embroidery and handicrafts among the younger generations and foreigners who are fond of Tajik culture.

The “Haft Paykar” weblog was created under the Trade Promotion Programme in Tajikistan, implemented by the International Trade Centre and financed by SECO. Mr. Saidmumin Kamolov, National Manager of the Trade Promotion Program in Tajikistan, believes that this project is unique in its kind, as it combines both the official web-page and the official web-store of the company. Mr. Kamolov says “This website opens new doors of opportunity for “Haft Paykar” to strengthen its presence in the market and in the foreseeable future to create new job opportunities for skilled women.



*Our aim was to provide the company with an official presence in the virtual world as well as the opportunity to offer its products and services online”.*

The website is in three languages – English, Tajiki and Russian and introduces its visitors to the company’s history and achievements, products and services, as well as the possibility to order products online.

**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).**

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