

STRENGTHENING EXPORT COMPETITIVENESS OF SMES IN THE TEXTILE AND CLOTHING SECTOR AND ENHANCING TRADE SUPPORT INSTITUTIONAL CAPACITIES IN TAJIKISTAN

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TAJIK YARN INDUSTRY EXPLORES NEW MARKETS THROUGH ISTANBUL FAIR

Five Tajik textile companies: “Nassoji Khujand”, “Olim Textiles”, “Ortex”, “Tenta Kulyab”, and “Vahdat” will represent the country at the 12th International Istanbul Yarn Fair, to be held on 5-8 February 2015.

The fourth year in a row Tajik textile companies are participating in this leading specialized exhibition, which attracts a large number of buyers and visitors from the region. The presence of the Tajik companies at the fair is made possible by the ITC project funded by the Government of Switzerland within its Trade Cooperation Program (TCP) in Tajikistan.

Tajik companies achieved exceptional results from last years' participation in the Istanbul fair. The International Istanbul Yarn Fair acts as a meeting point for more than 40,000 visitors and more than 200 exhibitors from around 70 countries. The exhibition displays cotton yarn, textile machinery, fabrics, animal yarn, textile pigment, clothing, textile products, fibres yarns & threads and much more. Mr. Saidmumin Kamolov, ITC National Programme Manager in Tajikistan, who accompanies the Tajik delegation during the fair, believes that *“the International Istanbul Yarn Fair is an ideal event for visitors and exhibitors from the yarn industry. The target markets of the sector are located within maximum of four-five hours flight from Istanbul and are easily reachable, and therefore, the International Istanbul Yarn Fair is considered as the centre of the meeting for countries in the region. The Tajik companies gain access to new markets in Turkey, as well as to rising markets in the Balkans, Black Sea area, Caucasus, Russia, West Asia, Middle East and North Africa”*.

The fair is an excellent opportunity for the Tajik spinning companies to show and promote their products to a wide range of buyers (sales agents, wholesalers and retailers) from Turkey and other countries. Tajik participants believe that participation at this fair will open up new opportunities for them. Mr. Jamshed Abdulov, General Director and owner of “Olim Textiles” says, *“We have previously participated in this fair and it was very useful and beneficial for us. There is high demand for our product in the region and the fair will give us a good opportunity to establish direct business linkages and partnerships with potential clients and to diversify our orders. We can also gain a lot of useful information about modern equipment and machinery, as well as lab equipment used in the textile industry”*.

In order to improve capacities of the 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 the project beneficiary 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 present project is component FOUR of the Trade Cooperation Program (TCP) in Tajikistan and aims to increase the export competitiveness of the textile and clothing (T&C) sector, by providing sector specific support to SMEs and relevant trade support institutions (TSIs), as well as supporting respective stakeholders in taking a strategic approach to the sector's development. It will also explore the challenges and development potential of the tourism and handicraft sectors in Tajikistan, outlining relevant trade related technical assistance priorities.

Swiss support: Within its Cooperation Strategy for 2012-2015, Switzerland focuses on four sectors in Tajikistan; Health, Rule of Law, Drinking Water Supply and Sanitation, and Private Sector Development. The overall goal of Swiss Cooperation in Tajikistan is to support the transition process in the country through contributing to economic development and by helping build institutions and systems which are responsive to the population's needs. www.swisscoop.tj, www.deza.admin.ch, www.seco-cooperation.admin.ch

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