

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

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ITC PREPARES TAJIKISTAN TO SHOWCASE ITS HANDICRAFTS IN FRANKFURT AND MOSCOW FAIRS

The International Trade Centre assists Tajik craft producers to be well prepared to represent Tajikistan at the leading international trade fairs – Ambiente in Frankfurt (13-17 February 2015) and Podarki in Moscow (16-19 March 2015).

To reach the goal a team of ITC international consultants on marketing and design - Mr. Alfons Eiligmann, Ms. Gabriela Byrde, and Ms. Elina Mannurova visited Tajikistan under a special 4-days mission from December 01 through December 04. The mission was organized under the project on Strengthening Export Competitiveness of Small and Medium Enterprises in the Textile and Clothing Sector and Enhancing Trade Support Institutional Capacities in Tajikistan. This project is implemented by the International Trade Centre (ITC) and funded by the Government of Switzerland within its Trade Cooperation Program (TCP) in Tajikistan.

The ITC experts directed special training sessions and individual works for the representatives of the Union of Crafts of Tajikistan and other crafts producers. During the specialized workshops, attendees were familiarized with Ambiente, the world's largest trade fair for home accessories and gift articles, and Podarki, CIS biggest fair for gifts, crafts and décor items. With over 4,700 exhibitors from about 90 countries, and about 145,000 trade visitors from 160 countries annually, Ambiente is the world's most important consumer goods trade fair. Podarki international fair in Moscow hit the record number of trade visitors last autumn having 42,700 guests and 669 exhibited companies from Russia, CIS and other countries. Both fairs are a unique platform to showcase an international range of consumer goods. During the fairs, numerous events highlight trending industry topics and offer an ideal stage for networking and dialogue.

During workshops in Dushanbe participants were informed about market opportunities and international design trends, and showcase results of past participations to the trade fair. Mr. Alfons Eiligmann, ITC international consultant on marketing, says, during the mission the ITC team *“worked on product selection and development, as well as on the preparation of the sale kit and check regulations, export facilities, etc. The participants were given a first overview to the fair, the suitable products and how to be prepared to receive and answer the orders. Organizational issues, design trends and design development, and how to make the best use of the fair in the company’s marketing were also in focus of our work with Tajik craftsmen”*.

The International Trade Centre since the beginning of its work in Tajikistan in 2002 annually supports its focused private sector to enter the foreign markets through improving products, deepening design and marketing skills, as well as establishing international contacts through participation at the international fairs.

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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