

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

23 September 2014, Dushanbe

RECORD NUMBER OF TAJIK COMPANIES AT TEXTILLEGPROM FAIR IN MOSCOW



A record number of Tajik textile and clothing companies will represent the country in the leading international textiles and apparel trade fair “Textillegprom” on 23 to 26 September in Moscow.

For the fourth consecutive year the International Trade Centre organizes participation of companies from Tajikistan at this largest specialized industry event in the Russian Federation. The number of Tajik companies attending the fair has increased from seven in 2011 to 12 in 2014. This year Tajikistan will have two stands exhibiting the products of the following companies: “Fayzi Istiqlol-2011”, “Firuz”, “Leader”, “Nafisa”, “Nassoji Khujand”, “Nekoo Khujand”, “Nohid”, “Ortex”, “Rahimov A.A.”, “Resandai Qurghontepa”, “Tenta Kulyab”, and “Textile City”.

The visit and the fair participation are 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 State Secretariat for Economic Affairs of Switzerland (SECO).

“Textillegprom”, also called the Federal Trade Fair for Textile and Light Industry Goods and Equipment, is held twice a year and serves as a meeting place for around 2,000 trade and industrial companies. More than 35,000 specialists visit the fair. Mr. Saidmumin Kamolov, ITC National Programme Manager in Tajikistan, believes that, the fair brings together the following key elements: timing, location, large number of buyers and visitors, focus on the Russian and regional market, and a platform for several product categories.

Mr. Kamolov adds: *“The exhibition is an excellent opportunity for Tajik textile and clothing companies to show and promote their products to a wide range of buyers – sales agents, primarily wholesalers and retailers – from Russia and other countries, to establish direct business contacts with potential clients and to diversify their orders. This will increase opportunities for cooperation, and will also present challenges due to the tough competition in the Russian market. Russia is the main and most attractive market for Tajikistan’s textile exports due to its size and volume, tight economic relationships, geographical closeness, relatively favourable market entry conditions and existing cultural links with Tajikistan. ‘Textillegprom’ attracts exhibitors and buyers from all regions of the Russian Federation, giving a complete picture of the Russian market. So, this fair is a good opportunity for Tajik exporters to research and better understand the Russian market requirements by interacting with exhibitors and potential buyers from all regions of the Russian Federation.”*

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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