



TRADE PROMOTION PROGRAMME IN TAJIKISTAN

30 August 2011, Dushanbe

TAJIK ARTISANAL COMPANIES PARTICIPATE AT PARIS FAIR



Two Dushanbe artisanal companies will represent Tajikistan in the international trade fair - Ethical Fashion Show - in Paris at the beginning of September. "Suman" and "Haft Paykar" will exhibit their Tajik national clothes, dresses and other masterpieces at one of Europe's most famous fairs on 1-4 September 2011.

The visit and 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). An ITC team will guide the Tajik delegation through the fair.

Launched in 2004, the Ethical Fashion Show (EFS) is marketed to buyers and consumers as the key event for ethical and stylish fashion with a social and environmental conscience. EFS is the international ethical fashion and accessories show for professionals and represents the central concerns of textile and apparel professionals, opinion leaders, trend project owners, media and the general public. It has grown from just 20 designers at its inaugural edition seven years ago, to 100 from all continents in 2010.

Mr. Saidmumin Kamolov, National Programme Manager of the Trade Promotion Programme in Tajikistan, says, *"The participation of companies from Tajikistan at the Ethical Fashion Show is a good opportunity for them to present themselves on an international platform and establish direct contacts with potential clients. This is a professional trade fair in Europe, with the core elements focusing on showcasing skill sets from across the world with products made in an ethical and sustainable manner. The type of customers and buyers who attend the fair will focus on the story behind the product, the beauty of the traditional craftsman/workmanship and the ability to make products for a modern and contemporary customer."*

Ms. Riley Salyards, ITC Expert on Design and Product Development, who recently visited Tajikistan to assist the companies with their preparations for the Paris fair, adds that the Ethical Fashion Show also gives Tajik participants an opportunity *"to research and understand better the international boutique/artisanal market, by looking at what products other exhibitors showcase, to reach potential buyers from all regions of Europe, the United States and Australia, and to better understand the market and its consumers."*



Ms. Salyards, as a part of the preparations, conducted a workshop in Dushanbe for the Tajik companies; conducted a photo shoot involving local models to prepare the companies' promotional materials; and assisted the companies in preparing their informational packages, which include an individual line sheet and a joint profile book. Ms. Rupa Ganguli, ITC International Consultant and team leader, who will guide the Tajik delegation during the fair, says that Tajik companies *"have the inherent design skills that can be used attract high end clients internationally. It is therefore critical that Tajik companies take this opportunity by preparing all aspects to deal directly with international customers and buyers by managing customer relations with multiple clients and diverse orders and by organising all required export procedures including shipping, and billing."*

Ms. Fayzimoh Ibrohimova, General Director of “Suman” LLC, hopes that the mission to Paris will also give her and other Tajik suppliers *“information about new styles, colors, silhouettes and fabrics which are currently in international stores.”*

In pictures: 1) A modernized national women dress for women from “Haft Paykar”; 2) A soozani made by “Suman”.

The overall objective of 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 will be very grateful, if you consider this event as interesting useful news and will inform your audience about it. Additional materials, information and pictures are available via Internet contacts:

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