



## TRADE PROMOTION PROGRAMME IN TAJIKISTAN

26 September 2011, Dushanbe

### TEXTILLEGPROM FAIR IN MOSCOW WILL HOST TAJIK COMPANIES



For the first time, seven companies from Tajikistan will participate in “Textillegprom”, one of the leading international fairs of textiles and apparel in the Russian Federation, from 27 to 30 September in Moscow. Tajik textile and

clothing companies “Guliston”, “Yoqut-2000”, “Nafisa”, “Textile City”, “Leader”, “Zinat” and “Dilorom” will exhibit their products at the 37<sup>th</sup> edition of Textillegprom, the largest specialized industry event in the Russian Federation.

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). Representatives of ITC and the Ministry of Energy and Industry of Tajikistan will accompany and guide the Tajik delegation throughout the fair. Textillegprom was chosen as the fair for Tajik participation after a detailed analysis. This fair brings together the key elements: timing, location of Moscow, large number of buyers and visitors, focused on the Russian and regional market and provided a platform for several product categories which the Tajik companies have to offer.

Mr. Dilshod Rasulov, Head of the Light Industry Department at the Ministry of Energy and Industry of Tajikistan, says: *“Russia is the main and most attractive market for Tajikistan’s textile export sector 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 looking at and contacting exhibitors and potential buyers from all regions of the Russian Federation.”*

“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 2,500 participants, representing about 3,000 trade and industrial companies. The fair is visited by more than 34,000 specialists.

Mr. Saidmumin Kamolov, National Programme Manager of the Trade Promotion Programme in Tajikistan, considers *“the exhibition as 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.”* According to him, *“this will increase cooperation opportunities but also challenges due to the tough competition in the market.”*

Ms. Ilaria Pasquinelli, ITC Expert on Design and Market Inputs, who recently visited Tajikistan to assist the companies with their preparations for the Moscow fair, adds that in order to get as much advantage and profit as possible out of the fair, Tajik participants should take all adequate measures before, during and after the event. *“A participating company should have well-designed promotional materials with relevant information about the company and its products, excellent communication and negotiation skills, etc. After the fair, the company should always be proactive and respond promptly to buyers’ emails and communications”*, explains Ms. Pasquinelli.

Ms. Pasquinelli, as a part of the preparation for the fair, conducted a workshop in Dushanbe for Tajik companies; conducted a photoshoot involving local models to prepare the companies’ promotional

materials; and assisted the companies in preparing their informational packages, which include an individual technical sheet and postcard.

**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 could inform your audience about this event, if you consider it as interesting useful news. Additional materials, information and pictures are available via Internet contacts:

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