



TRADE PROMOTION PROGRAMME IN TAJIKISTAN

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TEXTILLEGPROM FAIR IN MOSCOW HOSTS TAJIK COMPANIES



Eleven companies from Tajikistan will participate in “Textillegprom” (www.textilexpo.ru), one of the leading international fairs of textiles and apparel in the Russian Federation, from 25 to 28 September in Moscow. Tajik textile and clothing companies “Dilorom”, “Guliston”, “HIMA Textile”, “Leader”, “Nekoo Khujand”, “Nohid”, “Olim Textile”, “Spitamem”, “Textile City”, “Yoqut-2000” and “Zinat” will exhibit their products at the 39th 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).

For the second consecutive year “Textillegprom” hosts textile and clothing companies from Tajikistan. 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. 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.”

“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. Nasim Karimov, OJSC “Textile City” General Director, shares his company’s experience of the participation in “Textillegprom” fair last autumn: “Participation in this fair last year provided us with the opportunity to sign two contracts with Moscow based companies “Jeansmaker” and “Shveyppromservice”. Under these contracts our company already supplied men’s cotton shirts and trousers to Moscow. These contracts allowed us to create new job places for local women. We look forward to increase our presence in the Russian market using the opportunity of participation in the textile and clothing fairs”.

Mr. Abdullo Muhammadiyev, Deputy Chairman of the Light Industry Association 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.”

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. Contact us for additional materials, information and pictures:

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