



## 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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### TEXTILLEGPROM FAIR IN MOSCOW HOSTS TAJIK TEXTILE AND CLOTHING COMPANIES



10 companies from Tajikistan will participate in "Textillegprom" ([www.textilexpo.ru](http://www.textilexpo.ru)), one of the leading international textiles and apparel trade fairs in the Russian Federation, from 24 to

27 September in Moscow. Tajik textile and clothing companies: "Textile City", "Nekoo Khujand", "Nafisa", "Spitamens Textiles", "Leader", "Nohid", "Tenta Kulyab", "Ortex", "Zinat", and "Rahimov A.A.", will exhibit their products at the 41<sup>st</sup> edition of Textillegprom, the largest specialized industry event in the Russian Federation.

The visit and the fair participation is organized under the newly launched 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 being implemented by the International Trade Centre (ITC) and funded by the State Secretariat for Economic Affairs of Switzerland (SECO).

For the third consecutive year "Textillegprom" will host textile and clothing companies from Tajikistan. This fair brings together key elements: timing, location, a large number of buyers and visitors, focus on the Russian and regional market, and a platform for several product categories. Mr. Saidmumin Kamolov, ITC National Programme Manager in Tajikistan, considers that *"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."* According to him, *"this will increase cooperation opportunities, but also present challenges due to the tough competition in the Russian 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 around 2,000 trade and industrial companies. More than 35,000 specialists visit the fair.

Mr. Nasim Karimov, General Director of "Textile City", shares his company's experience of participation in the "Textillegprom" fair last autumn: *"Participation in this fair last year provided us with the opportunity to sign contracts with Moscow based companies "DVIgap" and "Shoeypromservice", as well as the Kyrgyz company "E-Line Moda". These contracts allowed us to create additional jobs for local women. We look forward to increasing our presence in the Russian market through participation in the textile and clothing fairs"*.

Another participant of last year's fair is Mr. Bakhtiyor Muhuddinov, "Nekoo Khujand": *"The fair gave us the idea of opening a representative office in Russia and to strengthen our presence there by increasing our exports of cotton yarn and socks. We also gained a lot of valuable information about the producers of socks and textile products and made preliminary agreements with some Turkish and Russian companies for future cooperation"*.

Mr. Saidmumin Kamolov, ITC National Programme Manager in 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 main focus of the ITC project is to increase the export competitiveness of the T&C sector in Tajikistan, by providing sector specific support to SMEs and relevant TSIs, as well as by supporting the respective stakeholders in taking a strategic approach to the sector’s development. This project is funded by the Government of Switzerland through the State Secretariat for Economic Affairs (SECO).**

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