

TRADE PROMOTION PROGRAMME IN TAJIKISTAN

February 08, Dushanbe

REPRESENTATIVES OF TAJIK TEXTILE & CLOTHING SECTOR GO TO PARIS

A delegation from Tajikistan composed of textile and clothing sector representatives will visit two international fairs in Paris, France. The visit is organised within the Trade Promotion Program in Tajikistan, implemented by the International Trade Centre (ITC) and funded by the State Secretariat for Economic Affairs of Switzerland (SECO).

The market exposure and learning visit to Paris will take place from February 8 to February 12. The main objective of this study visit is to better understand the key market requirements of international buyers, learn about quality requirements and about what other suppliers and competitors in the market are offering. The visit will be followed by focused in-factory work by ITC consultants who will help companies put in practice the knowledge acquired from this visit.

As part of the visit, the Tajikistan delegation will discover two exhibitions: Texworld - fabrics, accessories and sourcing fair; and Premier Vision Pluriel – a high profile trends and fashion value chain fair.

Saidmumin Kamolov, National Program Manager of the Trade Promotion Programme in Tajikistan, says, “The first visit of a delegation from Tajikistan to the mentioned fairs is a good opportunity to observe and see how suppliers exhibit and what are the best methods of presenting products, as well as to establish business contacts. Tajik textile and clothing suppliers can compare price and quality of products, check fabric and accessory details, and get information on prospective international customers’ requests.”

ITC team will guide the Tajik delegation through the fairs. Rupa Ganguli, ITC International Consultant and sector expert, says “The mission and study visit to Paris also consists of guided visits to important fashion and clothing retail areas of Paris for Tajik suppliers to undertake fashion market research for products. Fashion street research can give Tajik suppliers information about new styles, colours, silhouettes and fabrics which are currently in international stores.”

The overall objective of Trade Promotion Program in Tajikistan is to contribute to the sustainable expansion and diversification of SMEs’ exports in Tajikistan through increasing the competitiveness of the textile and clothing industry and improving the quality management infrastructure of the country.

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