

## Information for Press



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Five enterprises from the fruit and vegetable processing industry represent Tajikistan this year at the ProDExpo-2009 in Moscow, Russian Federation (RF). The international exhibition - the biggest event in CIS for food, drinks and related raw materials - starts today on February 09 and will last until February 13. This annual show is already the 16<sup>th</sup> of its kind, organized by the Chamber of Commerce and Industry of the RF with support of the Moscow Government.

Tajik exhibitors are Ilmi Istehsoli and Sharbatho from Dushanbe, Elita Istaravshan, Canning plant of Hasanov, and TajFruit from Sughd Region and they received technical and financial support from German Technical Cooperation (GTZ) and International Trade Center (ITC). Participation in such an event provide Tajik enterprises excellent opportunities in opening doors to foreign markets, primarily to Russia and Kazakhstan, presenting their products and finding new partners and clients outside Tajikistan.

The delegation of Tajik enterprises is accompanied by the directors of the two Free Economic Zones to be established in Tajikistan, Anvar Jakobov, the Head of FEZ Soghd and Faizullo Rasulov, the Head of FEZ Pyanj on the border to Afghanistan.

Matthias Halder, Project Manager of GTZ "Support to SME in Tajikistan" considers the exhibition an excellent opportunity for Tajik food processors to show their products to a wide range of clients – primarily wholesalers and retailers – from Russia, Eastern and Western Europe. According to him this will increase cooperation opportunities but provides at the same time a challenge due to the tough competition in the markets. The various assortments of products, which are presented by Tajik enterprisers, says Saidmumin Kamolov, National Manager of ITC "Trade Promotion Program", present a real opportunity for companies to promote their products, establish partnerships, and find new ways of distribution.

*German Technical Cooperation (GTZ) is an agency for sustainable development with worldwide operations. It provides viable, forward-looking solutions for political, economic, ecological and social development in a globalised world. Its corporate objective is to improve living conditions on a sustainable basis. GTZ has maintained a coordination office in Dushanbe since 1996.*

*The International Trade Centre (ITC) is the technical cooperation agency of the United Nations Conference on Trade and Development (UNCTAD) and the World Trade Organization (WTO). ITC supports developing and transition economies and particularly the business sector in efforts to realize full potential for developing exports.*

### For more information please contact:

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