

## TRADE PROMOTION PROGRAMME IN TAJIKISTAN

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**An Executive Consultation Forum on developing a strategy for the textiles industry of Tajikistan is planned for Tuesday, October 27, in Dushanbe.**

The Forum targets industry leaders, experienced manufacturers, designers, government agencies, academia and heads of support services involved in the sector.

A technical workshop on adapting working practices to changes in markets will take place on the following day: Wednesday 28<sup>th</sup> of October. Both events will be held under the Trade Promotion Program in Tajikistan implemented by the International Trade Centre (ITC) and funded by SECO. The overall objective of this program 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.

Ian Sayers, ITC Senior Adviser for Export Strategy says that *“a strategy will provide a vital roadmap to align efforts and ensure a coordinated approach in the current situation. ITC's approach to developing a strategy for the sector is different from that of other potential practitioners. We believe that strategy design should be accessible to everyone and will solicit, over the next few months, the participation of all of the key stakeholders that share the sector's value chains to identify problems with performance and design solutions to eradicate them.”*

Ms. Rupa Ganguli, ITC International Consultant added that *“other outputs that are sought from this Forum include: a) An understanding of product and market requirements of key international buyers and importers b) Main issues affecting performance of Tajik suppliers to access potential international buyers ; c) Agreement on the strategy design and implementation process along with the identification of stakeholders to contribute to the project to make it a success. d) development activities, studies, etc. that should be considered for integration with this project*

The technical workshop on adapting working practices to changes in markets is scheduled for the day following the Forum to help participants see how relationships with buyers are changing and design a practical action plan for their own factory and marketing activities. This workshop will be followed by others in response to specific development needs identified in the strategy.

**For more information please contact:**

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