

PARTICIPATION OF TAJIK SPINNING COMPANIES AT THE INTERNATIONAL ISTANBUL YARN FAIR - REPORT

ISTANBUL, TURKEY, 21-24 APRIL 2012

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OVERALL PROJECT OBJECTIVES AND BACKGROUND

The overall objective of the 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 ("T&C") industry and improving the quality management ("SQAM") infrastructure of the country. The project is planned for 3½ years and started operations in September 2009.

One of the four Immediate Objectives under the Project is:

Immediate Objective 3: To improve the capacities of T&C enterprises and sector-related service providers in product development and marketing

Activity 3.1.5: Assist companies to prepare for marketing missions and trade fair participation, including sales material, samples, and logistics;

Activity 3.1.6: Undertake at least two marketing missions and trade fair participations and ensure follow-up of direct contacts with potential buyers.

Attending and participating in the international trade fairs will provide a good opportunity to Tajik project pilot companies to obtain information on existing and new markets, competitors and learn more on global market requirements, exhibit their products, meet potential buyers and establish new business linkages and partnership. It is also a good platform for developing marketing skills. Direct exports, in fact, makes them more aware of the market's dynamics, characteristics and this helps them develop products that the market wants. Dealing directly with buyers, then, allows them to diversify their commercial risk and have higher margins that contribute to make their companies more sustainable.

In the context of this project, organized a market study tour of Tajik T&C companies to Paris in February 2010, where the companies visited two internationally recognised fairs in the fashion and textiles industry- Premier Vision Pluriel and Texworld by Messe Frankfurt. Also, conducted a sourcing mission to China in October 2010. The above missions were designed as a 'first step' towards understanding what is required by international buyers if Tajik companies wish to start exporting directly and dealing directly with global clients. In September 2011, two Tajik artisanal project companies participated at the international trade fair- Ethical Fashion Show (EFS), Paris, France. During 27-30 September 2012, seven T&C companies from Tajikistan participated at Moscow "Textillegprom", one of the leading international fairs of textile and apparel in the Russian Federation. The participation in EFS and Textillegprom was very successful and beneficial to all companies. All the companies made commercial contacts and some actual business contracts. It should also be noted that all the above missions were conducted on a cost-sharing basis. While the project paid part of the expenses, the companies had to pay the rest.

MISSION OBJECTIVE, STRUCTURE AND PREPARATION

After consultations and agreeing with the ITC experts and Tajik project pilot spinning companies, the 9th International Istanbul Yarn Fair (April 21-24, 2012), Turkey was selected by the ITC Trade Promotion Program in Tajikistan as the most relevant fair, where the spinning companies could participate. In fact, Tajik spinning companies expressed high interest for participation in this fair.

OBJECTIVE

The objective of the mission was providing the project pilot spinning companies from Tajikistan with an opportunity to introduce their companies at the global market and to show and promote their products to a wide range of buyers – sales agents and manufacturers – from Turkey and other countries, to establish direct business contacts with potential clients and to diversify their orders. Participants also had an excellent chance to better understand the requirements of the market where their manufacturers are competing and playing a global role.

Additionally, the fair has provided good sourcing opportunities for Tajik companies regarding modern spinning machinery and equipment, spare parts, raw materials and accessories.

THE FAIR BACKGROUND

Being located at the junction of Asia, Europe and Africa, Turkey is also at the center of a geographic area covering Eastern Europe, the Balkans, Black Sea, the Caucasus, Caspian Region, Middle Asia, Middle East and Northern Africa. Turkey is the meeting point with its geographical, economic and historical relations with the countries in these regions. In view of the above, this fair will provide a great opportunity for Tajik companies to establish new business contacts not only with Turkish, but also with other foreign companies in the region.

The International Istanbul Yarn Fair (www.istanbulyarnfair.com) takes place at Tuyap Fair, Convention and Congress Center, Istanbul – Turkey annually. The fair is organized by TUYAP Fairs Inc, Turkey (www.tuyap.com.tr).

Participants/Exhibitors: A total of 450 companies and company representatives and their representatives from 31 countries have participated at Istanbul Yarn Fair and Texpo Eurasia 2011 28th Textile, Woven, Yarn, Finishing, Knitting, Embroidery, Hosiery Machines, Side Industries and Chemicals Fair. The following countries were represented:

Australia	Italy	Sweden
Austria	Japan	Syria
Belgium	Malaysia	Taiwan
Brazil	Netherlands	Thailand
China	Pakistan	Turkey
Egypt	Portugal	Ukraine
France	Romania	United Kingdom
Germany	Russia	USA
Hungary	Singapore	Vietnam
India	South Korea	
Iran	Spain	

In fact, 9th International Istanbul Yarn Fair was held at the same dates and venue with the International Textile Machinery-ITM Texpo Eurasia 2012 (<http://www.itm2012.com/itmeng/kunye.html>), HIGHTEX 2012 and 29th Textile, Woven, Yarn, Finishing, Knitting, Embroidery, Hosiery Machines, Side Industries and Chemicals Fair, which aim to respond to the machinery, yarn, and raw material investments of the textile sector.

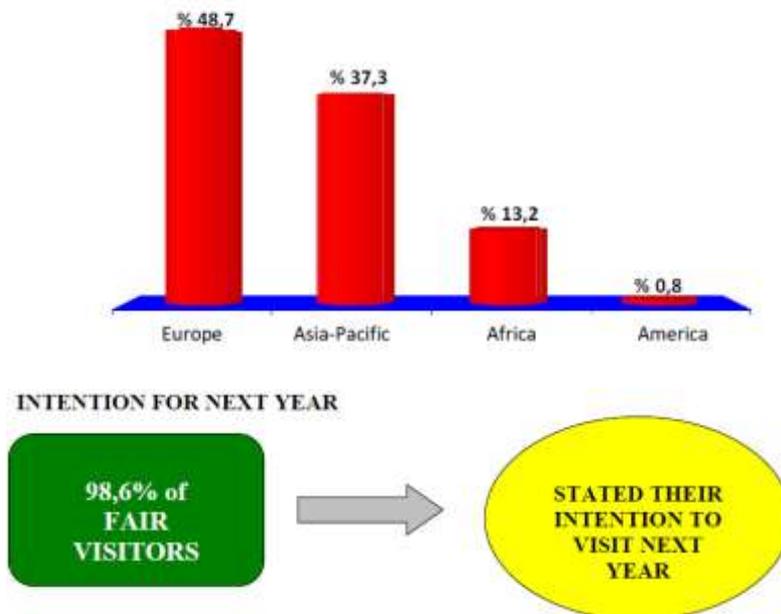
At ITM 2012 Exhibition, Cotton and Fiber Preparation, Yarn Preparation, Yarn Twisting, Weaving Preparation and Weaving, Flat and Circular Knitting, Quilting, Hosiery, Embroidery, Dyeing-Printing-Finishing Machineries, Textile Chemicals, Laboratory Equipments and Quality Control Systems, CAD-CAM- CIM Application and Automation Systems, Machinery Spare Parts and Accessories were exhibited. All related technology, raw material, chemicals and semi-products and end-products related with technical textiles and nonwovens were exhibited at HIGHTEX 2012.

The scope of the **9th International Istanbul Yarn Fair 2011** is as follows:

- | | | |
|----------------------|------------------------|-------------------------|
| - Cotton Yarns | - Acrylic Yarns | - Polypropylene Yarns |
| - Cotton Rich Yarns | - Acrylic Rich Yarns | - Polyamide Yarns |
| - Elastane Yarns | - Noble/Fancy Yarns | - Linen Yarns |
| - Wool Yarns | - Polyester Yarns | - Linen Rich Yarns |
| - Wool Rich Yarns | - Polyester Rich Yarns | - Natural Yarns |
| - Viscose Yarns | - Silk Yarns | - Metallic Yarns |
| - Viscose Rich Yarns | - Silk Rich Yarns | - Technical Yarns, etc. |

Visitors: A total of 25,435 professionals had visited Istanbul Yarn Fair and Texpo Eurasia 2011 28th Textile, Woven, Yarn, Finishing, Knitting, Embroidery, Hosiery Machines, Side Industries and Chemicals Fair from 65 countries including Turkey (Turkish visitors-88%, international visitors-12%).

Graphic 2. Distribution of International Visitors by Continents (%)



More data and statistics about the fair are available at:

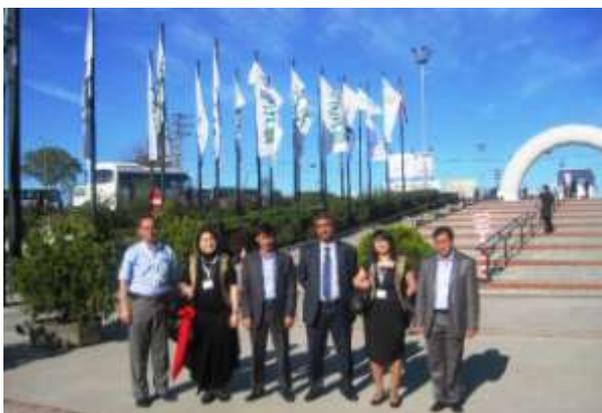
<http://www.tuyap.com.tr/webpages/istanbulyarnfair/fair-report11.pdf>

STRUCTURE OF MISSION

Three Tajik spinning companies – “Olim Textile”, “Hima Textile” and “Nekoo Khujand” represented Tajikistan at the 9th International Istanbul Yarn Fair, Turkey from 21 April to 24 April 2012. The delegation was composed of 5 people including also NPM, who accompanied and guided the delegation throughout the fair. The list of participants is enclosed (Annex 1).

For the first time the spinning companies from Tajikistan participated in this leading specialized exhibition with a large number of buyers and visitors from the region. Indeed, the International Istanbul Yarn Fair is an ideal event for visitors and exhibitors from the yarn industry.

The mission was fully organised, supported and guided by ITC field office and local national consultants.



PRE – MISSION PREPARATION

Preparation activities for participation at the 9th International Istanbul Yarn Fair started in December 2011. In order to select the best companies, a broader search has been conducted and information was disseminated among the spinning companies in Tajikistan. Also, certain selection criteria have been taken into consideration, including:

- readiness for cost sharing;
- respectability;
- ownership;
- market-orientation (domestic market and/or export);
- level of collaboration with the ITC project, etc.

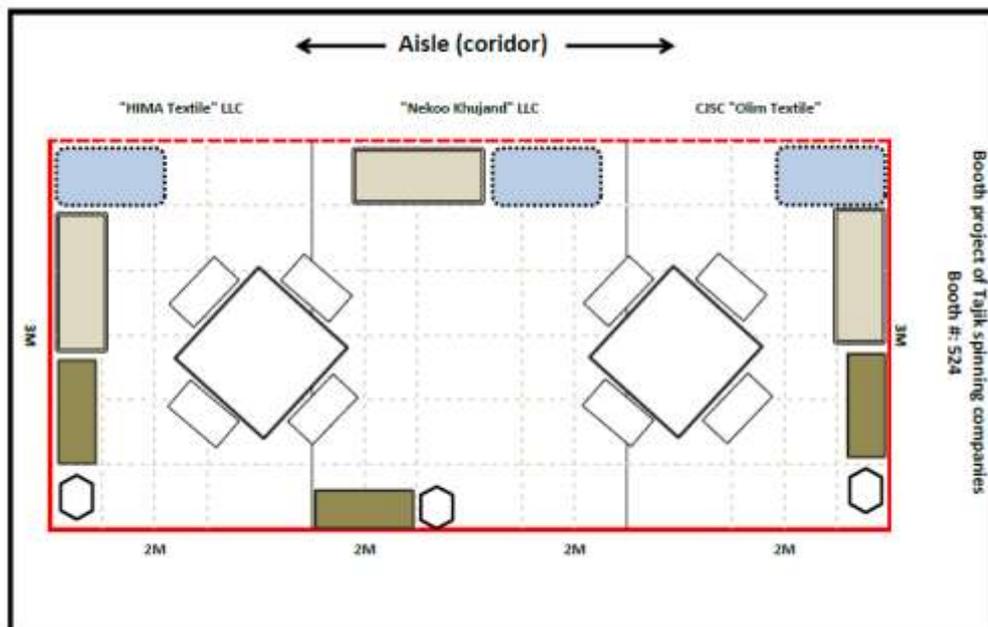
As part of preparation for the mission, NC on T&C prepared the Cotton Yarn Specifications and Price List Forms to facilitate providing detailed information about the exhibiting products at the fair.

On April 03, 2012 a local partner consulting company-Business Consulting Group LLC conducted one-day training on “Success in the International Yarn Market: Planning, Preparing and Participating” for the participating companies. At the end of the training prepared the key points and recommendations for the participants. Report of the preparatory workshop is attached (Annex 2).



TAJIK STAND

The total area of Tajik stand constituted 24 m² (3m x 8m), which was equally divided among three Tajik companies.





PRELIMINARY OUTCOMES

The participation in Istanbul Yarn Fair was very successful and beneficial to all participating companies. All the companies made commercial contacts and some actual business contracts.

Buyers were mainly represented by traders and manufacturers from Turkey, Middle East (Tunisia, Egypt, Iran, Jordan), European countries (Switzerland, Poland, Italy, Germany, Baltic states) and some former Soviet republics (Russia, Belarus, Georgia).

The fair created also important sourcing opportunities as the companies had the chance to visit ITM Texpo Eurasia 2012 and HIGHTEX 2012 and establish direct contacts with the suppliers of machinery, spare parts, raw materials and accessories from all over the world.

Here below the detailed commercial outcomes for some of the participating companies.

Tajik companies had a total number of more than 270 visits over 4 days.

HIMA Textile made preliminary contracts for a total value of about USD 750,000. The buyers' name and amount of contracts are as followings:

- CIDA Textile, Istanbul/Turkey- 217,568 USD (already shipped)
- FILO Trade, Istanbul/Turkey- 242,550 USD
- Kumas A.S, Istanbul/Turkey- 290,000 USD.

Nekoo Khujand made several preliminary agreements for selling its products. The company also signed an agreement with Fujian Jinjiang Technology Co., Ltd (China) on purchasing 20 tons of polyamide yarn for manufacturing socks. Previously, they imported polyamide yarn from other country almost three times expensive.

It also should be noted that the representatives of some Turkish companies visited Tajik spinning companies just after the fair in order to become closely familiar with their activities and establish long-term cooperation.

PARTICIPANTS' FEEDBACKS

An evaluation form was prepared before the fair and submitted to participants on the last day. For evaluation details see the summarized feedbacks by Tajik delegation in Annex 3.

The overall feedback from the companies was very positive. All participants are very grateful to the project for organizing this fruitful mission.

Please, see below the detail of their feedbacks to the survey.

The Project was requested to continue assistance with regard to participation in the international trade fairs, like Istanbul Yarn Fair.

Mr. Bakhtiyor Muhiddinov, Nekoo Khujand:

"I have learnt that our cotton yarn is high quality and it has big demand in the international market and we can compete with yarn producers from Uzbekistan, Turkmenistan, India, Turkey and other countries".

Mr. Khayyom Kulov, HIMA Textile:

"Participation in Istanbul Yarn fair was very fruitful for our company. I have realized that there is high demand to our product. During the fair we also got a lot of useful information about modern equipments and machinery and also lab equipments used in the textile industry. We are grateful to all organizers of this visit!"

Ms. Shahlo Abidjanova, Olim Textile:

"We plan to contact with our partners from Turkey. In the short run we plan to identify partners for permanent cooperation. Many thanks to ITC team!"

MEDIA COVERAGE

Participation of Tajik spinning companies at the 9th International Istanbul Yarn Fair was widely covered in the mass media.

Press release of this event was prepared by NC on PR in Tajik, English and Russian and disseminated among media representatives.

The news was broadcasted on local TV and radios; articles were published in local newspapers and posted in various websites in Tajik, Russian and English (see details in Annex 4).

VISIBILITY

Pictures and videos of participation of Tajik spinning companies at the 9th International Istanbul Yarn fair are posted on ITC project weblog. To see pictures and videos, please click the following links.

Pictures:

<http://itctj.wordpress.com/2012/04/25/tajik-companies-at-the-9th-international-istanbul-yarn-fair/>

<http://itctj.wordpress.com/2012/04/26/tajik-companies-at-the-9th-international-istanbul-yarn-fair-part-ii/>

Videos:

<http://itctj.wordpress.com/2012/04/28/>

<http://www.youtube.com/watch?v=zVfRrHkN-ro&feature=youtu.be>

ANNEX 1 – LIST OF TAJIK DELEGATION

9TH INTERNATIONAL ISTANBUL YARN FAIR, 21-24.04, 2012
 ISTANBUL, TURKEY

List of Tajik Delegation for the 9 th International Istanbul Yarn Fair, Turkey, 21-24 April 2012						
No.	Name/Position	Contact address	Company name	Product Group	Products	Distribution area
1	Ms. Shakhlo Abidzhanova, Commercial Director	36, Shotemur Str., Dushanbe, 734000 Tel: (+992 37) 2234242 Mob: (+992 93) 5016664 Fax: (+992 37) 2510189 olimtextile@mail.ru ; 2705@mail.ru web: www.olimtextile.tj	CJSC "OlimTextile"	Cotton Yarn	Ring spun combed and carded cotton yarn (Ne 20 to Ne 65)	Turkey, Local market
2	Ms. Zamira Rafova, Sales Manager		CJSC "OlimTextile"			
3	Mr. Kiyomiddin Sadriddinov, Sales Manager	21, Pavlova Str., Dushanbe 734003 Tel: (+992 37) 2248136 Mob: (+992 93) 5559939 Fax: (+992 37) 2243035 hima@tajnet.tj , imarcaryan@gmail.com	"HIMA Textile" LLC	Cotton Yarn	Ring spun combed cotton yarn (Ne 20 to Ne 40)	Italy, Turkey, Local market
4	Mr. Khayyom Kulov, Deputy Director (self-financed)		"HIMA Textile" LLC			
5	Mr. Bakhtiyor Muhiddinov, Export Manager	North-Western industrial zone, Khujand, Sogd region Tel/Fax: (+992 3422) 5 16 84 Mob: (+992 92) 777 57 55 textil58@mail.ru bakha_muhiddinov@mail.ru	"Nekoo Khujand" LLC	Cotton Yarn	Ring spun and open-end cotton yarn (Ne 10 to Ne 32)	Turkey, Russia, Belarus, Moldova, Local market
6	Saidmumin Kamolov, National Programme Manager	Tel: (+992 37) 221 98 70, Mob. 918 71 96 85 e-mail: saidmumin_itc@tajnet.tj	ITC			M

ANNEX 2 – REPORT OF PREPARATORY WORKSHOP

REPORT about conducting the training on “Success in international market of textile production: planning, preparation and participation”

Prepared by:

Ardasher Ibrogimov,
ITC National Consultant
Deputy General Director
LLC "Business Consulting Group"
Tel: (992 92) 777 78 11

1. Project Description

One-day training course on “Success in international market of textile production: planning, preparation and participation” was organized under the "Trade Promotion Programme in Tajikistan" carried out by the International Trade Centre (ITC) and funded by the Swiss State Secretariat for Economic Affairs (SECO) to prepare Tajik companies for the participation in the 9th International Istanbul Yarn Fair. The training was held by “Business Consulting Group” consulting company’s trainer.

Training objectives: To get an overview and basic skills for participation in exhibitions and fairs.

1.1. Acknowledgements:

LLC "Business Consulting Group" is grateful for the cooperation of ITC staff and notes the high competence, qualified management and skills which were aimed at supporting the quality of this training.

1.2. Country/Region:

Tajikistan, Dushanbe

1.3. Time and venue of training:

ITC office, from 9:00 to 16:00, April 3, 2012

1.4. Beneficiaries of target groups:

Executives and marketing specialists of companies-beneficiaries, as well as ITC representatives.

1.5. Number of training participants: 8 people

The training was attended by 4 representatives of spinning companies, representing 3 companies, ITC representatives and trainer. (Appendix 1)

2. Evaluation of activities performed

2.1. The methodology of training.

During the training there were used the interactive learning using a mini-lectures, presentations, special exercises for the development and consolidation of knowledge and skills, and group discussions.

Particular the effectiveness of training imparted:

- Consideration of specific adult learning
- Analysis of practical examples from the practice of the participation in fairs
- Application of "brainstorming" for the joint search for solutions to specific problems.

2.2. Strengths.

- Cohesiveness of the ITC staff and Business Consulting for organizing and conducting training.
- Selection of participants with a good base of training, most of whom have practical experience in participating in fairs, knowledge of the market and clients, provided high impact of training.
- Good mastering of the participants’ theoretical and practical training material.

2.3. Weaknesses

Different levels of participants' professional training has led to some difficulties in conducting training

3. Key points

While discussion during the training there were identified a number of very important points that would be very useful for fair participants, both during participation and working with clients:

- While participation at the show nearly 80% - 90% of visitors to your booth will be the intermediaries or agents who will offer their services. Do not give up their services, but it is worth noting that the mediator's services should not exceed 3% of sales. If this percentage would be higher than 3%, keep in mind that this mediator is to be feared.
- Keep in mind that Turkey worsted carding (combed) is understood as Penia, a jersey, they are called Trico.
- When calculating the price for the price-list must specify the price under the terms of CIF (delivery to Turkey, to the buyer's country)
- Be sure to prepare at least 10 units of yarn samples (for each) at 100 or 200 grams for potential clients
- When calculating the rate of shipment of products by road (trucks), count on a truck 20 tons, although the capacity of the truck is 22 tons. During the passage of customs procedures for goods in Uzbekistan goods more than 20 tons subject to specific duties, this is very expensive.
- Also keep in mind that to export yarn to Turkey, you should always get permission to export, which is drawn up and issued by the Embassy of Turkey in Tajikistan and certified by the Ministry of Foreign Affairs of the RT. Approximate cost of registration of the resolution is 40 U.S. dollars, the time required to obtain a permit takes about 7 working days.
- In Turkey, many women agents (intermediaries), do not be surprised
- Do not forget to prepare the souvenirs with symbols of Tajikistan, take the dry fruits and sweets.

4. Conclusion

The training was successful, the participants were very active, had a very good discussion and debate.

APPENDIX 1

**List of training participants “Success in the international market of
textile production: planning, preparation and participation”
April 3, 2012 , Dushanbe**

№	Full name	Position	Company
1	Abidzhanova Shahlo	Head of Marketing Department	LLC “Olim Textiles”
2	Sadriddinov Kiyomiddin	Import and Export Manager	LLC “Hima Textiles”
3	Kulov Khayyom	Production Manager	LLC “Hima Textiles”
4	Muhiddinov Bakhtiyor	Export Manager	LLC “Nekoo Khujand”
5	Kamolov Saidmumin	National Programme Manager	Trade Promotion Programme in Tajikistan
6	Shodibekov Rustam	National Consultant	Trade Promotion Programme in Tajikistan
7	Abdumajidova Nargiza	National Programme Assistant	Trade Promotion Programme in Tajikistan
8	Ibragimov Ardasher	National Consultant	Trade Promotion Programme in Tajikistan

ANNEX 3 – SUMMARIZED FEEDBACKS FROM TAJIK DELEGATION

9TH INTERNATIONAL ISTANBUL YARN FAIR, 21-24.04.2012
ISTANBUL, TURKEY

What are the three most important things you learnt during participation at Istanbul Yarn Fair?

- Number of visitors;
- Demand and the requirements of the market;
- Main requirements of the quality of the production;
- We learnt that there is big demand for our product (cotton yarn);
- We obtained a lot of information on development of yarn production;
- During the fair we got information about modern equipments and machinery and also lab equipments used in the textile industry;
- I learnt that our yarn is high quality and it has big demand in the international market;
- I learnt that many visitors and exhibiting companies know us as a producers of the high quality yarn;
- I learnt that we can compete with yarn producers from Uzbekistan, Turkmenistan, India, Turkey and other countries;
- Scales of the international fair "Istanbul Yarn Fair 2012";
- Demand and the requirements of the market;
- Organization of the international fair "Istanbul Yarn Fair 2012";
- I found alternative suppliers of accessories with low prices for yarn production from Chinese exhibitors.

How do you intend to use this in your business?

- We plan to contact with our partners from Turkey. In the short run we plan to identify partners for permanent cooperation.
- We plan to cooperate with those companies we met during the fair. Also we plan to maintain contacts with manufacturers of the equipment and machinery for future cooperation.
- We plan to further promote our company and product, also we plan work on further improving the quality of our product.

Does the quality of your product meet the requirements of customers?

- Yes 5**
 No

(If "No" why?)

Can you provide the minimum volume of product as per customers' orders?

- Yes 5**
 No

Do you feel you have a better understanding of the market?

- Yes 5**
 No

Did you make any contacts/contracts with any particular buyers (please list the name of companies, country, subject of contract)? If Yes, please specify:

- During the fair we got 150 business contacts. We had preliminary agreements with 10 companies;
- During three days we received orders, communicated and exchanged information with possible customers and plan to export our product;
- During the fair we got about 90 business contacts. We have agreed with some of these companies for possible cooperation in future;

	1 (Fully disagree)	2 (Disagree)	3 (Agree)	4 (Fully agree)
My expectations from the trip were met	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> 5
The fair visit will be useful in my business	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> 2	<input checked="" type="checkbox"/> 3
Preparation and organization of the study tour were organized well	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> 5
I will gladly take part in similar activities in the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> 5

If you indicated “Fully disagree” or “Disagree” on one of the above mentioned points, please clarify/describe why?

We are very thankful to ITC team for organizing this visit and assisting us!

ANNEX 4 – PR OF PARTICIPATION OF TAJIK SPINNING COMPANIES AT INTERNATIONAL ISTANBUL YARN FAIR

A) PRESS RELEASE



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

State Secretariat for Economic Affairs SECO
Государственный Секретариат Швейцарии по Экономике SECO



Government of the
Republic of Tajikistan



TRADE PROMOTION PROGRAMME IN TAJIKISTAN

19 April 2012, Dushanbe

TAJIK COMPANIES LOOKING FOR OPPORTUNITIES IN TURKISH TEXTILE MARKET

Three Tajik spinning companies – “Olim Textile”, “Hima Textile” and “Nekoo Khujand” will represent Tajikistan at the 9th International Istanbul Yarn Fair from 21 April to 24 April 2012.



For the first time companies from Tajikistan will participate in this leading specialized exhibition with a large number of buyers and visitors from the region. 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). Mr. Saidmumin Kamolov, National Programme Manager of the Trade Promotion Programme in Tajikistan, who will accompany and guide the Tajik delegation throughout the fair believes that *“International Istanbul Yarn Fair is an ideal event for visitors and exhibitors from the yarn industry. Visitors will get an overview of the options available and learn more about manufacturers and suppliers business pertaining to yarn product”*.

Hosting more than 25,000 visitors from around 50 countries, as well as about 400 exhibitors from different countries, the International Istanbul Yarn Fair acts as a meeting point for sector professionals. The 9th International Istanbul Yarn Fair will be held concurrently with Texpo Eurasia 2012 – 29th Textile, Woven, Yarn, Finishing, Knitting, Embroidery, Hosiery Machines, Side Industries and Chemicals Fair, which aims to respond to the machinery, yarn, and raw material investments of the textile sector. The exhibition displays cotton yarn, textile machinery and clothing by fabrics, animal yarn, textile pigment, clothing, textile products and fibers yarns & threads and many more. According to Mr. Kamolov, the exhibition can increase cooperation opportunities for Tajik spinning companies. He says: *“it would be an excellent opportunity for Tajik textile companies to show and promote their products to a wide range of buyers – sales agents, primarily wholesalers and retailers – from Turkey and other countries, to establish direct business contacts with potential clients and to diversify their orders. Tajik companies will gain from access to new markets in Turkey – the world’s 3rd largest manufacturer”*.

Tajik participants believe that this participation will open up new opportunities for companies, which already export yarn to Turkey, as well as companies hoping to export their products. Ms. Shahlo Abidjanova, Marketing Manager for “Olim Textile” says, *“I believe that the exhibition will be very useful and beneficial for us. Despite of fact that many of us frequently travel to Istanbul for business, I’m sure, we will establish new contacts and find new partners”*.

Tajik companies were fully assisted by ITC with preparations for the fair. As part of preparations a workshop was conducted and Tajik companies’ representatives were trained on the effectiveness of participation at international fairs, from the planning stage to success in gaining new contracts and clients. In order to improve capacities of Tajik textile and clothing enterprises in product development and marketing, ITC helps companies to prepare for marketing missions and trade fair participations. ITC believes that participation in international trade fairs provides good opportunities for Tajik project pilot companies to exhibit their products, meet potential buyers and establish new business linkages and partnerships, obtain information on existing and new markets, competitors and learn more about global market requirements.

The overall objective of the 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 would be very grateful if you could inform your audience of this event, if you consider it to be interesting useful news.

For more details:

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B) MEDIA COVERAGE

PR Report on

“Participation of Tajik spinning companies at the 9th International Istanbul Yarn Fair”

Press release: Press release of this event was prepared in Tajik, English and Russian and disseminated among media representatives. The press releases also were posted on our weblog. See <http://itctj.wordpress.com/press-releases>

Coverage: News about this event was published in local and international web-sites, local print media, and broadcasted on local TV and radios. This news was covered by media in Tajiki, Russian and English.

Information Agencies: The leading news agency of Tajikistan – “Asia Plus” covered the event in Tajiki, English and Russian. The only state news agency – “Khovar” also covered the event in Tajiki. The event was also covered by “Pressa” news agency in Russian.

Radios: Radio “Imruz”, Radio “Vatan” and newly-founded state radio “Khovar” - top local Tajiki-language radios, informed their news program listeners about the event.

On-line coverage:

Itctj.wordpress.com (Tajiki , English , Russian)	News24ru.com (Russian)
News.tj (Tajiki , English , Russian)	Hamzabon.ru (Russian)
Khovar.tj (Tajiki)	Tajiktv.ru (Russian)
Jumhuriyat.tj (Tajiki)	Duston.tj (Russian)
Toptj.com (Russian)	Newsbrief.ru (Russian)
Pressa.tj (Russian)	Trade Representative of Tajikistan to UK
Tjknews.ru (Russian)	(English)
100storon.ru (Russian)	Nashtajikistan.ru (Russian)

Social Networks: The news was actively promoted through ITC PR Consultant's social networks channels, such as *Facebook* and *Moy Mir*.