

TRADE PROMOTION PROGRAMME IN TAJIKISTAN

October 22, 2011

Khujand

REPORT

of the Meeting on the results of participation of Tajik textile & clothing companies from Sogd region in the international trade fair “Textilelegprom 2011”, 27-30 September 2011, Moscow, Russia

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Date: 22 October, 2011
Time: 09.30 – 11.30
Venue: Conference Hall of Polytechnic Institute of Technical University of Tajikistan
(KPITUT), Khujand.

Number of participants: 20

In general, the meeting was conducted very well. There were 20 participants including the representatives of 4 T&C companies, teachers and students from the Department of Art Design and History of Applied Arts (KPITUT).

The session was opened by Mr. Anvar Maksudov, Director of Polytechnic Institute of Technical University of Tajikistan. In his speech he expressed gratitude and thanks to ITC for organizing such a meeting in the University and hope for further cooperation with ITC project.

Mr. Ardasher Ibragimov, ITC NC made a presentation about the ITC Trade Promotion Program in Tajikistan, introduced its main objectives and the reasons of participation of the Tajik T&C companies in “Textilelegprom 2011”.

Participants of the “Textilelegprom” started their speech with expressing gratitude to ITC for organization of this trip.

The first presentation was made by Mrs. Shahlo Yunusova, Technologist responsible for clothing production of “Textile-City” LLC. She told about importance of participating in such fairs to improve production process and marketing activities. Mrs. Shahlo Yunusova expressed her surprise according difference between Tajik and Russian clothing production. She noted that Tajik garments are very good and competitive with their quality but its design is not enough attractable and produced according past tendencies of mode.

Mr. Karim Yahyaev – Marketing specialist of JSC “Zinat” said that companies need qualified specialist in sphere of marketing and that economic departments of universities have to prepare relevant specialists with full imagination and knowledge about the foreign markets and international mode trends. He remarked that the textile and clothing products of our country can be in demand abroad because it’s made with ecologically clean resources.

Mr. Saidamon Isomadinov – General Director of Leader LLC mentioned about the Chinese practice and he proposed to use it in Tajikistan: Chinese T&C companies (which provide nearly 80% of the world production of T&C products) are concentrated in close area where they are exempted from some taxes and enjoy low rates for electricity, water etc.

Basically, government must support this sector of the economy to improve its activity. Mr. Saidamon Isomadinov proposed to create an association of T&C companies.

The meeting also brought a good opportunity for a dialogue and discussions between T&C companies and university teachers and students. There were given recommendations by teachers of university to T&C companies’ representatives:

- Ms. Shahlo Rahimi, Assistant of “Economics & management” Chair, offered to prepare an entertainment in future fairs in there stands to attract attention of visitors;
- Ms. Oksana Shaidova, Assistant of “Technology and Design of Garments” Chair, advised to produce garments of European design with national elements (gulduzi/zarduzi) and begin its realization in local market;
- Ms. Habiba Abdullaeva, Senior Lecturer of “Textiles technology” Chair, remarked that ecologically clean products have high level if demand abroad so it would be better for T&C companies to use only natural dyeing materials and develop dyeing and decorating production.

The teachers show their big interest in future cooperation with T&C companies and offered to organize practice courses for students in order to solve some problems of company. This will be helpful for students to be encouraged and also for companies, which search for specialist, to see the real work of prospective specialist and to employ them in the future.

Ardasher also made a presentation about the Russian clothing market.

At the end of the meeting the participants expressed their gratitude to ITC project for supporting and promotion of T&C sector in Tajikistan.