

## TRADE PROMOTION PROGRAMME IN TAJIKISTAN

---

October 26, 2011

Dushanbe

### REPORT

**on the meeting on the results of participation of the representatives  
of Tajik Textile & Garment companies to international trade fairs:  
“Ethical Fashion Show”, 1-4 September 2011, Paris, France and  
“Textillegprom” 27 September-1 October 2011, Moscow, Russia**

**Report prepared by:**

Rustam Shodibekov,  
NC on T&C

Mob: (992 93) 504 56 50

The post-fairs meeting in Dushanbe was held at the Technological University of Tajikistan on October 22, 2011. In general, the meeting went well.

There were more than 50 participants including the representatives of 6 T&C companies, 2 representatives of the relevant ministries, one designer and number of teachers and students from the Department of Art Design and History of Applied Arts, TUT.

The session was opened by Professor Khayol Boboev, Prorector of the Technological University of Tajikistan. In his speech he expressed gratitude to ITC for organizing such meeting in the university and hope for further fruitful cooperation with ITC.

Next was the speech of Mr. Dilshod Rasulov, Head of Division of Light Industry of the Ministry of Energy and Industry. He mentioned about the advantages and importance of participation of T&C enterprises for the T&C sector of Tajikistan. As a member of delegation to the “Textillegprom” fair, he noted that this fair which is the biggest international business platform for textile manufacturers worldwide, has given chance to representatives of T&C enterprises of the country to meet personally with many companies from different parts of the world and face to face to discuss with them the possibilities of cooperation.

A presentation was made by Mr. Saidmumin Kamolov, ITC National Programme Manager on the Trade Promotion Program, Phase III, goals and objectives of the project, selection of the markets and fairs, and the fair participation activities, before, during and after the fair.

The presentation on international fair “Ethical Fashion Show” (EFS), which held in Paris, 1-4 September 2011, was made by Mr. Rustam Shodibekov, ITC National Consultant on T&C sector. In his presentation he presented about the history, objectives and mission of this specific international

fair, as well as the preparation phase of two participant companies from Tajikistan, “Haft Paikar” and “Suman” as well as their exhibition and prepared products. In the last part of the presentation a short video was shown on the participation of Tajik companies and catwalk show, which was organized in the framework of EFS.

“It was an honor and a big pleasure for me, when I saw our Tajik products on the podium of EFS in the catwalk show..” started Mrs. Mukarrama Kayumova, Director of the Association of handicraftsmen of Tajikistan, expressing her impressions about participation in this international fair. She noted that before she participated a lot in different fairs and exhibitions in France and Europe, but this fair was different in terms of content and type of products to be exhibited, compiling the elements of handicraft and national motifs with fashion and style, by using natural, organic or recycled materials. Once again she expressed her gratitude to ITC and Clothing Connect team for providing such an opportunity to participate in EFS. Some special products, which were prepared specially for EFS, got interest by a designer from Tanzania, which hopefully will turn into contracts and cooperation and big orders in the future.

The next presentation was made by Mr. Saidmumin Kamolov, ITC National Program Manager, on international fair “Textillegprom”, which held in Moscow, 27-30 September 2011. In his presentation Mr. Kamolov provided detailed information about the “Textillegprom” including data and statistics about this fair, main advantages and key opportunities of the “Textillegprom” fair for Tajik T&C companies, etc. Seven Tajik T&C companies participated in this fair. Some preliminary agreements were reached by Tajik companies. In the last part of the presentation a short video was shown about the participation of Tajik companies in “Textillegprom”.

After the presentation, expressing their gratitude to ITC and organizers for providing an opportunity to participate in the international fair “Textillegprom”, all participants shared their impressions about the trip, participation in the fair and the results of the fair. Almost all of them had initial contracts and contacts with different companies, and they are going to cooperate further with these companies in the future. According to Mr. Muhamadiev, Deputy Director of Nafisa company, during the fair he had signed initial agreement with Russian company “Casharel” for procurement of 20 tones container (140 thousand pairs of men’s socks) until the end of the year. Another company, Guliston had preliminary agreement with OJSC “ShveiPromServis” procurement of 120.000-140.000 units of jeans garments for 770.000 USD during 6 months.

The meeting also brought a good opportunity for a dialog and discussions between T&C companies, representatives of relevant ministries and university teachers and students. In the framework of discussions some further ideas were proposed by some participants of the meeting as followings:

**Mr.Abdullo Muhammadiev, “Nafisa”:**

- 1) To include in university curriculum the course “Exhibition activities”
- 2) To include the best student (defined according to a special competition) to the delegation to visit exhibitions and fairs abroad
- 3) To establish a Council on T&C sector, in order to better manage the issue of lack of specialists in the sector.

- 4) To establish a separate office for Mrs. Kayumova in the university, in order she could conduct even 1 master class a week for students, as she is one of the rare designers and specialists in her field, who could really give her knowledge and experience to students.

**Mr. Shovali Davlatov, “Dilorom”:**

“We would like to invite students to have their internships and we would like to cooperate with university in this area.”

**Mrs. Zamira Akhmedova, Ministry of Economic Development and Trade:**

“I would like to thank ITC that today our young students may have information on new trends through seminars and materials and I think we have to further focus in the area and provide more opportunities. For example, we have to pay special attention to organization of internships in enterprises. The other way would be to reorganize work at home, so that students could practice what they learn at home.”

**Mrs. Kayumova M., Association of handcraftsmen, “Haft Paikar”:**

- 1) We have to work on the “Law on handcraftsmanship and artisanal work”
- 2) We have to establish museum on “gulduzi” and “zardozi” embroidery skills
- 3) Our association has more than 21 exhibition centers, many books and materials on history of clothing and accessories, which can also be used by students and teachers. In this regard, I invite students and teachers to these centers.”

**Students, Technologic University of Tajikistan:**

“Thank you for organization of such a meeting in our university, and we hope that such events will be organized more in the future. We would like to propose that a best student from our university also could participate in exhibitions and fairs abroad supported by ITC. It also would be a good opportunity to participate and get materials for other students and university. In terms of cooperation we are interested to have our internships in T&C companies.”

**Professor Khayol Boboev, Technological University of Tajikistan:**

“We are initiating a new program which is called “Triangle”, that means the close collaboration between three pillars “University-Production-Business”. In order to better cooperate, companies should choose 4<sup>th</sup> and 5<sup>th</sup> year students from our university for internship or further as specialists for their relevant enterprise. This practice is followed by many enterprises in different countries in the world, for example in Kyrgyzstan where T&C sector is developed.

We receive many calls for project proposals, which are funded by different international donor organizations. Recently, after applying, we received a grant from GIZ for the project of reconstruction of the lab for food processing.

In terms of the course on “Exhibition activities”, we will propose this to administration of the university and even if there is an available specialist from T&C companies, we are happy to hire him/her. “

Concluding the meeting, Mr. Saidmumin Kamolov, National Program Manager once again expressed gratitude to the administration of the Technological University of Tajikistan for cooperation and providing assistance in the organization of the meeting in the university. He noted that textile and clothing sector is the one of the priority areas of development for Tajikistan, and the “the Triangle system: University-Production-Business” today is the best model for preparing qualified specialists for development of the sector.

In the end of the meeting informational materials collected during two international fairs: “Ethical Fashion show” and “Textillegprom” were handled to university, in order teachers and students could make use of them.

The Agenda and the list of the participants are attached.