

# TRADE PROMOTION PROGRAM IN TAJIKISTAN PHASE III

## SOURCING MISSION TO CHINA: OCTOBER 2010

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INPUTS BY

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## PROJECT OBJECTIVES AND BACKGROUND

The overall objective of the project 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.

### OVERALL PROJECT OBJECTIVES

The project focuses on the following four immediate objectives:

Immediate objective 1: To support the T&C stakeholders in taking a strategic approach to the sector's development;

Immediate Objective 2: To enable enterprises, the Government, and sector-related institutions to better understand T&C regional and world market requirements, opportunities and challenges;

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

Immediate Objective 4: To improve the capacity of SQAM and SPS bodies and the regulatory infrastructure.

The project is planned for 3½ years and started operations in September 2009. In the context of this project, a sourcing mission for the companies participating in the project from Tajikistan was organised to China in October 2010. The mission was conducted on a cost-sharing basis. While the project paid part of the expenses, the companies had to pay the rest. The mission preceded by 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. It was 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.

## MISSION OBJECTIVE, STRUCTURE AND PREPARATION

The sourcing mission activities took place from 17 – 23 October 2010. The detailed agenda can be found in [Annex 1](#).

### OBJECTIVE

The objective of the mission was providing the participating companies from Tajikistan and Kyrgyzstan with an exposure to the market requirements, opportunities to meet potential suppliers as well as the design and trends which dominate and determine the business of the global textiles and clothing industry. Participants also had the opportunity to better understand the requirements of the market where their manufacturers are competing and playing a global role. Most importantly, the companies had the opportunity to make business contacts and start sourcing materials more competitively by using all the inputs that have been provided by IC on Sourcing during the mission to Tajikistan and a 2-day training course on sourcing.

The key visits during the mission included the following:

1. Visit to Keqiao China Textile City (CTC) and participate in the suppliers and buyers meeting
2. Visit to fabrics and accessories wholesale markets in CTC
3. Visit to Shanghai Intertextile Fair 2010
4. Visit to Atelier in Shanghai
5. Shop the stores in Puxi, Shanghai & Xindiandi.

### WHY CHINA?

Although not a fashion trend country, China is today the largest manufacturer & exporter of textile & clothing in the world. Data from WTO shows that for the year 2008, China supplied US\$65 billion<sub>3</sub>

worth of textiles against global trade of US\$250.2, while for clothing, it exported some US\$120 billion out of global trade of US\$361.9 billion. The Shanghai Intertextile Fair showcases textiles, clothing, trims, accessories and other fashion related products and it is considered as one of the world's largest international business platform for industry players worldwide and about 2,500 suppliers from China, India, Indonesia, Germany, Italy, Japan, Korea, Thailand, Turkey, Taiwan – in total over 20 countries worldwide, including international recognized brands and associations will offer their product range.



Keqiao in Shaoxing county has the largest garment textile, accessories and home textiles center in Asia—China Textile City (CTC). Covering a market area of nearly 3 million square meters, CTC has more than 15,000 business rooms and 13,000 operators. It makes transactions of more than 30,000 kinds of fabric, with daily customer flow of over 100,000 visitors. There are nearly 600 permanent overseas representative agencies and over 4,000 overseas permanent buyers. Goods here are sold to 187 countries and regions. Therefore, a quarter of global chemical fabrics are transacted here. At present, it has also established business relations with nearly half of national textile enterprises. It achieves an annual market turnover over RMB 100 billion.



It also should be noted that at present China is considered as a major sourcing country for Tajik T&C companies and such a sourcing mission to China was requested by a number of companies on several occasions.

#### STRUCTURE OF MISSION

The mission was organized, supported and guided by ITC international consultants and HQ. There were a total of 7 textile and clothing companies, for 1 representative from the Ministry of Energy & Industry and the Technological University of Tajikistan in the Tajik delegation. Tajik delegation was accompanied and led by the national project manager.

The complete list of participants from Tajikistan provided in Annex 2.



## PRE – MISSION PREPARATION

Preparation activities for the sourcing mission to China started in July 2010. In order to select the best companies, a broader search has been conducted and information was disseminated among the T&C companies in Tajikistan. Also, certain selection criteria have been developed, 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, IC prepared the Fabrics, Accessories and Trims sourcing worksheets to identify the sourcing needs of Tajik companies. During August-September the NCs on Sourcing assisted the participating companies to complete the forms appropriately.

During 15-20 September, Ms. Doreen Tan, ITC International Consultant on Sourcing, accompanied by local National Consultants, visited 10 T&C companies in Dushanbe and Sogd Region to learn about their sourcing practices and identify the sourcing needs and problems, as well as discuss preparation for sourcing mission to China.

During 21-22 September 2010 IC conducted a two-day training on Sourcing for representatives of T&C sector. A separate session was dedicated to preparation for the sourcing mission. The field office updated and printed the profile of each visiting companies.

A set of detailed notes was prepared by the international consultants and distributed to the companies (Annex 3).



## EVALUATION AND FEEDBACKS

In general, the feedbacks given by all Tajik participants were very positive. They emphasized that they received a lot of useful information, and visiting CTC and Intertextile Shanghai fair gave them valuable experience and a thorough understanding of the international market of T&C products, of new opportunities and of suppliers and buyers' requirements. It was a good platform for business negotiations, networking and marketing skills development. All participants noted that the objectives of the mission were fully met.

Additionally, the companies had a good opportunity to meet similar producers from Kyrgyzstan and share experience and information. Direct contacts allow them to open new business opportunities in the region.

The Project was requested to continue assistance with the achievement of the above objectives, through the organization of participation in other international trade fairs.

**Mr. Dilshod Rasulov, Head of Light Industry Department, Ministry of Energy & Industry of Tajikistan:**

*"I have got very good impressions from visiting Intertextile Shanghai 2010. I would like to emphasize the importance of this fair particularly for myself as a representative of the ministry responsible for the development of the country's light industry development."*

*Tajik Government pays high attention to the development of the textile and clothing sector. In this regard, the obtained information about the worldwide development trends in the areas of the textiles, garments and accessories is very important for the Government and our ministry to design the sector's policy related to development of the light industry in Tajikistan.*

*I am confident that this visit and the obtained information and established contacts also give additional impulse to those Tajik companies, which are participating in this event. My high appreciation to all organizers of this mission."*

**Mr. Saidamon Isomaddinov, Director of Sultonov company, Khujand:**

*"Visiting Shanghai Intertextile 2010 has opened a new window of opportunities for our company. I have found such new fabrics, about which I didn't know before, but we can use them in our production. I have also found those fabrics, which we previously bought in high prices.*

*I am conducting negotiations with some Chinese companies and already received detailed information from them through email.*

*At present, **I have signed a contract with a Chinese company for purchasing packaging material and made 30% advance payment. The shipment of the product is planned for November 15, 2010.**"*

**Mr. Mirzokodir Bakoev, General Director of Spitamen Textiles, Sogd Region:**

*"I am very lucky that I have established contact with Chinese manufacturers "HUAYE NONWOVENS" for our future production of garments... I was also lucky regarding the laboratory equipment, since I have found the needed equipment and devices for our laboratory, which were looking for. **We have agreed with "Textest Instruments" to sign a contract once we finally agree on the list of equipment and prices through email.***

*Visiting Intertextile Shanghai fair has also allowed me to know about the world prices of cotton yarn. I have realized that we sell our yarn in much lower prices than in China and other Asian countries. Thanks, it was very useful visit for our company".*

**Mr. Davlatyor Sheraliev, Senior Teacher, Department of Art Design, Technological University of Tajikistan:**

*"I have got very good impressions from visiting Intertextile Shanghai 2010. I have collected a lot of materials and information, which will be very useful for my University and students..."*

For evaluation details see the summarized feedbacks by Tajik delegation in Annex 4.

## **MEDIA COVERAGE**

The sourcing mission of Tajik enterprises to China was widely covered in the local 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 5).

## **OVERVIEW OF INITIAL FINDINGS**

It was felt that the objectives of the mission were successfully achieved. The visit was a good opportunity for Tajik delegation to find alternate sources of suppliers, observe and see how suppliers exhibit and what are the best methods of presenting, also to establish business contacts. Tajik textile and clothing companies could compare prices and quality of products, check fabric and accessory details, update their knowledge and get information on fabric trends, obtain information on prospective international customers' requests, etc.

While most companies still worked on contracts provided to them through several layers of intermediaries and agents, many of them were able to make some direct contacts for the first time, which also brought up several new issues such as understanding 'how to' do business, such as understanding export logistics, use of credit, financial transactions, sample development, communication directly with customers and the business process.

Being in a joint sourcing mission together with Kyrgyz textile and clothing companies provided a good opportunity for Tajik enterprises to share experience and information. Direct contacts allow them to open new business opportunities in the region.

# ANNEX 1 (AGENDA)

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17-19 OCTOBER, 2010 – KEQIAO, CHINA  
19-23 OCTOBER, 2010 - SHANGHAI, CHINA

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## A MARKET EXPOSURE AND SOURCING VISIT FOR KYRGYZ AND TAJIK TEXTILES AND CLOTHING SUPPLIERS

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Although not a fashion trend country, China is today the largest manufacturer & exporter of textile & clothing in the world. Data from WTO shows that for the year 2008, China supplied US\$65 billion worth of textiles against global trade of US\$250.2, while for clothing, it exported some US\$120 billion out of global trade of US\$361.9 billion. The Shanghai Intertextile Fair 2010 will showcase textiles, clothings, trims, accessories and other fashion related products by 2,500 exhibitors from 20 countries. The objective of the event is to provide the participating companies from Kyrgyzstan and Tajikistan with an exposure to the market requirements, opportunities to meet potential suppliers as well as the design and trends which dominate and determine the business of the global textiles and clothing industry. Participants will also have the opportunity to better understand the requirements of the market where their manufacturers are competing and playing a global role.

### DAY 1, Sunday 17 Oct 2010 : Arrival and settle down in Hangzhou

- 13.45hrs** Tajik group arrival into Shanghai Pudong airport, met by Rupa Ganguli & Alicia Lim  
Then proceed by bus to Hangzhou about 3 hours drive, check into Flower Hotel  
*Briefing by Alicia Lim, Rupa Ganguli & Saidmumin Kamolov during bus ride*
- 22.30** Kyrgyz group arrival into Hangzhou airport lead by Armen Zargaryan & Shaktybek Imashov  
*Met at airport by bus and transfer to Flower Hotel, Hangzhou*

### DAY 2, Monday 18 Oct, 2010 :

- 07.15** Breakfast at hotel with briefing on events for the day (esp for the Kyrgyz group)
- 08.00** Bus departs Flower Hotel to China Textile City (CTC) Management Office followed by presentation by CTC
- 09.00** Bus departs CTC Office for Keqiao CTC where delegates will be formed into groups lead by group leader to start sourcing & business discussions with potential suppliers
- 18.00** Return to hotel & review outcome of visit to CTC in addition to briefing on next day 2 agenda Meeting with the ITC team in hotel Lobby  
*Briefing by Rupa Ganguli, Saidmumin Kamolov, Alicia Lim, Armen Zargaryan & Shaktybek Imashov*
- 19.00** Dinner

### DAY 3, Tues 19 Oct 2010:

- 08.00** Check out of Flower Hotel followed by breakfast

- 09.00** Bus depart for Keqiao CTC to continue with day 2 of visit to Keqiao CTC. Group leaders will lead their group at business discussions
- 17.00** Bus depart Keqiao CTC for Shanghai H Hotel, check into hotel around 20.00hrs followed by dinner at hotel

*During bus journey, review of Day 2 outcome and briefing for next day by Rupa Ganguli, Saidmumin Kamolov, Alicia Lim, Armen Zargaryan & Shaktybek Imashov*

#### **DAY 4, Wednesday 20 Oct 2010 - Visit to Shanghai Intertextile Fair**

- 08.00** Breakfast
- 08.45** Bus depart for Shanghai Intertextile
- 09.00** Registration, get badges followed by meeting with the organiser of the fair and his team. They will receive the delegation and provide a presentation & tour of the Fair which will last about 45-60 mins

*Rupa Ganguli, Saidmumin Kamolov, Alicia Lim, Armen Zargaryan & Shaktybek Imashov*

- 10.00** Visit the various parts of the fair

See the different elements of the fair and have the possibility to meet with some of the suppliers and exhibitors, check quality and price points and review possible items they can source for their use. The participants will walk around in groups with a group leader and meet back at a pre-decided meeting point to debrief.

*Rupa Ganguli, Saidmumin Kamolov, Alicia Lim, Armen Zargaryan & Shaktybek Imashov*

- 17.00** Departure from Intertextile Fair and to head back to the hotel

Participants must be at the pre-decided meeting point by 16.45

*Review of Day 3 outcome and briefing for next day by Rupa Ganguli, Saidmumin Kamolov, Alicia Lim, Armen Zargaryan & Shaktybek Imashov*

- 19.00** Dinner

#### **DAY 5, Thursday 21 Oct 2010 : Continue Day 2 visit to Shanghai Intertextile**

- 08.45** Bus depart for Shanghai Intertextile
- 09.00** Arrival at Intertextile and continue with meeting potential suppliers

Delegates will follow their group leaders for the meeting  
Today, participants have the opportunity to use the learnings of the past two days, meet with more suppliers, meet potential suppliers from yesterday with the aim to think about possible items they can buy, negotiate prices and consider to place some orders with them.

*Rupa Ganguli, Saidmumin Kamolov, Alicia Lim, Armen Zargaryan & Shaktybek Imashov*

- 17.00** Departure from fair ground to head back to the hotel

Participants must be at the pre-decided meeting point by 16.45.

*Review of Day 4 outcome, achievements and briefing for next day by Rupa Ganguli, Saidmumin Kamolov, Alicia Lim, Armen Zargaryan & Shaktybek Imashov*

- 19.00** Dinner

## DAY 6, Friday 22 Oct 2010

**08.00**            **Bus depart hotel for visit to Shanghai South Bund Soft Spinning Material Wholesale Market. Participants to follow their group leader**

*Rupa Ganguli, Saidmumin Kamolov, Alicia Lim, Armen Zargaryan & Shaktybek Imashov*

This fabric & trims wholesale market has countless shops with an overwhelming selection of materials to choose from.

1. The suppliers are prepared to sell in very small quantities eg few metres of fabric
2. We may face issues on delivery to your countries, so we must think through this issue in advance and try to come up with some solutions before meeting with them.
3. Get samples of various fabrics in woven & knits, accessories like buttons, etc
4. Items are all made in China
5. Keep a budget for purchasing some items to take back with you as samples. Buying samples could be interesting for print/ embroideries technique, new fitting, details of sewing etc.

**12.00**            **Bus depart Shanghai South Bund for Atelier**

Shanghai Caiyi Fashion Co., Ltd

288, Youdong Road, Minhang District, Shanghai  
Mr Liu Lian – President – Hp +86-13916598800

**14.00**            **Bus depart Shanghai Caiyi Fashion for Shanghai retail shops in Puxi, The Bund area & Xintiandi followed by lunch**

Visit the many shops & malls to get idea on latest trends in both branded shops and local market. visit Huai Hai Road, Nanjing Road

**21.00**            **Return to Shanghai H Hotel after dinner**

## DAY 7, Saturday 23 Oct 2010 : Leave Shanghai to return to Kyrgyzstan & Tajikistan

**09.00**            **Meeting in Hotel lobby for a final round up meeting for debriefing and discussing the findings of the week.**

Presentation & feedback by each of the groups through the group leader. Sharing of knowledge and information and next steps

*Rupa Ganguli, Saidmumin Kamolov, Alicia Lim, Armen Zargaryan & Shaktybek Imashov*

**12.00**            **Tajik & Kyrgyz delegates check out of hotel depart for Shanghai Pudong Airport**  
**- Tajik catch 15.05 hrs flight**  
**- Kyrgyz catch 14.15 & 16.30 flight**

# ANNEX 2 – LIST OF TAJIK DELEGATION

17.10.2010 – 23.10.2010

HANGZHOU & SHANGHAI, CHINA

Annex 1: List of Tajik delegation for Sourcing Mission to China (October 17-23, 2010)							
No.	Name/Position	Contact	Company name/Brand	Ownership & type	Sector	Product category	Gender
1	Dilshod Ra'dulov, Head of Division	(+992 37) 221 45 74, e-mail: <a href="mailto:rasulovdd@mail.ru">rasulovdd@mail.ru</a>	Ministry of Energy & Industry	Ministry	Light Industry Division	Industry	M
2	Shovali Davlatov, General Director	Tel: (+992 37) 224 22 12; 224 09 93; Mob. 93 500 84 15	Dilorom	TAJ, LLC	Garment	Embroidery products, traditional dresses, curtains, blankets, mattresses, uniforms	M
3	Fayzimo Ibrogimova, Director	(+992 37) 224 86 81	Suman	TAJ, OJSC	Garment	Embroidery products (Zardozi, Guidozi), table cloths, military uniforms	F
4	Abdurozik Orpov, Deputy General Director	(+992 92) 777 44 59, (+992 3422) 6 34 20, (+992 3422) 6 31 26, <a href="mailto:abreshim@khuiland.net">abreshim@khuiland.net</a>	Textile City	TAJ, LLC	Textile and Clothing	Men's shirts and pants, table cloths from cotton fabrics	M
5	Maksud Ziyabaev, General Director	(+992 3422) 6 42 81, Mob.: (+992 92) 771 05 77, e-mail: <a href="mailto:zmm1959@rambler.ru">zmm1959@rambler.ru</a>	Zinat	TAJ, JSC	Garment	Uniforms, men and kids shirts, military uniforms, camouflage uniforms, police shirts	M
6	Saidamon Isomaddinov, General Director	(+992 3422) 6 16 84, Mobile: +92 777 16 84 e-mail: <a href="mailto:amidshop@rambler.ru">amidshop@rambler.ru</a>	Sultonov	TAJ, PE	Textile and Clothing	Men's and women's shirts and dresses, Judo and karate kimonos, uniforms	M
7	Mirzokodir Bakoev, General Director	0555 171757, w. 360204 e-mail: <a href="mailto:foikbov@mail.ru">foikbov@mail.ru</a>	Spitamen – Textiles	TAJ, LLC	Textile	Yarns	M
8	Shakhlo Abidzhanova, Head of Marketing Department	Tel: (+992 37) 251 01 89 e-mail: <a href="mailto:2705@mail.ru">2705@mail.ru</a>	Olimi Karimzod	TAJ, LLC	Textile	Not started operation yet	F
9	Davlatyor Sheraliev, Senior Teacher	Mob.: +992 907 71 67 64 e-mail: <a href="mailto:davlatyor77@hotmail.com">davlatyor77@hotmail.com</a>	Technological University of Tajikistan	University	Department of Art Design		M
10	Kamolov Saidmumin, National Programme Manager	Tel: (+992 37) 221 98 70, Mob. 918 71 96 85 e-mail: <a href="mailto:saidmumin_itc@tajnet.com">saidmumin_itc@tajnet.com</a>	ITC				M

# ANNEX 3 - PREPARATORY NOTES

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17.10.2010 – 23.10.2010  
HANGZHOU & SHANGHAI, CHINA

Please note these are introductory notes for you to prepare for this visit. It is important for you to take into account all the details so that you can use these when you are working on commercial orders. This is the opportunity for you to make business contacts and start sourcing materials more competitively by using all the inputs that have been provided to you during your training course. While visiting the Keqiao China City Textile (CTC) & Shanghai Intertextile Fair, please come prepared, so that you can make the most of the time you will have in Hangzhou & Shanghai. During your visits to the wholesalers and mills, please come prepared with your questions as well as with details of the materials that you would like to source, as well as the quantities.

## **PLEASE NOTE:**

**THIS VISIT IS A SOURCING VISIT, BUT IT IS ALSO AN OPPORTUNITY FOR YOU TO CONDUCT BUSINESS, IF YOU ARE ALREADY PREPARED WITH YOUR DETAILS AND INFORMATION ON TYPES OF FABRICS / YARNS / TRIMS YOU MAY WANT TO BUY / SOURCE.**

**THE ITC TEAM WILL GUIDE YOU THROUGH WITH THE VARIOUS COMPONENTS OF FAIR VISIT THIS TIME. HOWEVER, THE MORE PREPARED YOU ARE, THE MORE VALUE YOU WILL TAKE BACK.**

**IT IS THEREFORE ALWAYS IMPORTANT FOR YOU TO KEEP IN MIND HOW TO PREPARE AND WHAT TO EXPECT IN SUCH FAIR FOR YOUR FUTURE VISITS TO OTHER SOURCING AND DESIGN FAIRS.**

**A key point for everyone to prepare and have:**

- 1. Name of company and owner, country**
- 2. How many years in business (year)**
- 3. What product categories do you manufacture?**
- 4. What fabrics/yarns do you mainly source / use?**
- 5. Where do you export?**
- 6. Who are your customers? (eg. some names of companies / retailers where your products are currently selling)**
- 7. What are the usual quantities of materials you need to source and the price points you usually source these at.**

The trip will cover the following areas:

6. Visit to Keqiao China Textile City
7. Visit to Shanghai Intertextile Fair
8. Visit to Shanghai South Bund Soft Spinning Material Market

399 LuJiaBang Rd, Shanghai – a fabric, accessories wholesale market

9. Visit to Atelier in Shanghai
10. Shop the stores in Puxi, Shanghai & Xindiandi

## 1) Keqiao China Textile City

Website : <http://www.ctcte.com>

China (Keqiao) International Textiles, Fabrics & Accessories Exhibition has become one of the largest scale, high level specialization organisation internationalization and informationization in China for 9 years .

Keqiao in Shaoxing county has the largest garment textile, accessories and home textiles center in Asia—China Textile City (CTC). Covering a market area of nearly 3 million square meters, CTC has more than 15,000 business rooms and 13,000 operators. It makes transactions of more than 30,000 kinds of fabric, with daily customer flow of over 100,000 visitors. There are nearly 600 permanent overseas representative agencies and over 4,000 overseas permanent buyers. Goods here are sold to 187 countries and regions. Therefore, a quarter of global chemical fabrics are transacted here. At present, it has also established business relations with nearly half of national textile enterprises. It achieves an annual market turnover over RMB 100 billion.

## 2) Visiting Shanghai Intertextile Fair: fabric, accessories sourcing fair

Website: <http://messefrankfurt.com>

An international fabric and trims fair is often the best occasion to see and meet with several suppliers at one place from many locations. This particular visit will be a sourcing visit for you to meet suppliers of textiles, yarn, accessories, garments to conduct business with them by using the various inputs you have received from your earlier study visit to Texworld in Paris as well as to put to use, the learnings from your sourcing course training which you attended in your own country. This fair is a very influential fair and has suppliers from many parts of China, a country which is today, the largest exporter of textiles & clothing in the world. You have the opportunity to visit most of the suppliers across product categories under one roof. This is a very good opportunity for you to find alternate sources of suppliers and work more competitively so as to increase your profit margins.

### • What do you do to prepare for your visit?

1. Before going to visit such fairs, it is best to visit the website to check the list of exhibitors and to identify those that may be of interest for you and your company. Take a printout of this list and check names of companies, countries, fabric types, etc.. make a short list which you can use during your visit. Most sourcing fairs are very big, so its best to identify which areas you would like to focus on, and what events you would like to attend, so as to make best use of your time.
2. Print your completed Sourcing Worksheets and some blank ones to write down details of what you would like to purchase, minimum quantities, type of suppliers, price points, etc. This will help you to focus your discussions when you are at the fair and meeting with prospective suppliers.
3. Other preparation see below pictures :

	<p>bring laptop to capture discussions of meetings with suppliers</p>
	<p>bring at least 300-400 pcs of business cards with your contact information printed in English</p>
	<ul style="list-style-type: none"> <li>• Bring a large bag or preferably a small cabin trolley to carry to the fair to collect samples, brochures etc.</li> <li>• Recommend a cabin trolley as it's easier to push around heavy brochures &amp; samples towards the end of the day</li> </ul>
	<p>Bring a camera with additional storage cards</p>
	<p>Bring samples of the items you want to source</p>
<ol style="list-style-type: none"> <li><b>1. Fabric Sourcing Worksheet</b></li> <li><b>2. Accessories &amp; Trims Sourcing Worksheet</b></li> </ol>	<p>Bring your completed Sourcing Worksheets and about 20 blank ones in case you find new items you are interested in</p>

	<p>Bring stationery such as :=</p> <ul style="list-style-type: none"> <li>• staplers to affix cards of suppliers you meet on their notepads</li> <li>• scissors to cut your samples to potential suppliers</li> <li>• pens, tapes etc</li> </ul>
	<p>Notepad to record meeting discussions</p>

• **Visiting CTC & Shanghai Intertextile, things to do**

1. At the fair, pick up an exhibitor catalogue, and map of the fair ground and look for the exhibitors that you wish to visit. You can also make appointments in advance with the particular exhibitors that you wish to visit.
2. Collect catalogues or brochures and any samples that are given by the exhibitors.
3. At the fair, it is very important for you to check the trends pavilion. This provides an indication of the types of fabrics that are on display. And also speaks about new trends for the coming season as well as the colours. This will help you to develop your designs and samples to better attract buyers and agents who you will deal with to sell your products. Or if you participate in a trade fair, it is always better to exhibit products and samples, which relate to the correct season with the correct colour palettes in the right fabrics.
4. When you are meeting a prospective supplier, please prepare your own company profile and have sufficient business cards in English to give to suppliers. Please prepare in advance what you would like to discuss with the suppliers and also prepare yourself so that you can explain what your company does and what business you are in. It is important for you to prepare your company profile in advance as most professional suppliers will want to go to your website and check your company later. You can also bring some garment samples with you to show what sort of fabrics you are looking for as well as trims / buttons, etc.
5. It is important to get all the details of the fabric, such as the quality and shrinkage, width, count of yarn, type of weave / knit, colour fastness, etc. Best to ask for some fabric spec sheets along with the swatch to better understand if the fabric could suit your requirements.
6. You should check for lead times and production times for various fabrics.
7. It is also important for you to prepare in advance your target prices, so that you can compare and check the prices to see which type of suppliers can fit within your requirements.
8. At the fair, you have the possibility to compare between several suppliers, so best to keep some time to go back to suppliers you have already met.
9. When ordering fabrics from new suppliers, it is best to test with sample order quantities of few metres first and then to go further after testing the fabric at your factory / testing lab.
10. Please also prepare in advance to answer questions on logistics. What are the key methods of shipment into your country? Do you know of logistics companies/shipping agencies, which regularly do business with you or your industry in your country? Please make a note of these points, as suppliers that you meet may have never done business with your country in the past and may want to know the best methods of doing business with you going forward. Please also come prepared to answer logistics and payment related points if you are going to order for samples.

An international fashion and garment fair is a great place for you to see how other manufacturers from the industry exhibit and meet with clients and conduct their business.

Each part of the fair will provide you with different details and information. But as a fashion retailer/buyer it is an important place for different professionals to visit, as this provides the possibility to source through the value chain.

• **What key elements can you gain from visiting CTC & Shanghai Intertextile?**

1. The exhibitors come from different regions in China like Shanghai, Guangzhou, Beijing etc which will provide great opportunities for you to see the wide varieties of products with the majority of them meeting international buyers' standards in terms of quality, trends & design.
2. You will see how international products are displayed.
3. Please keep all this in mind so that you can use this information for your own participation in future trade fairs.
4. Opportunities to meet international buyers to exchange business ideas and grow your business with them
5. Opportunities to meet with potential business partners to form partnerships together
6. Comparison of price / qualities of fabrics you use, from new suppliers
7. Research and update your knowledge about market news fabrics/ accessories suppliers and to check fabric details and accessory details to better understand how you can propose better fabric options to your customers
8. Update and get information on fabric trends in order to know better what prospective international customers may request.
9. New business deals with competitive suppliers of fabrics, accessories and trims

**PLEASE NOTE:**

**DO NOT TAKE PHOTOGRAPHS!!! OR DO NOT CUT ANY SAMPLES OF FABRICS WITHOUT THE PERMISSION OF THE EXHIBITORS. YOU COULD BE THROWN OUT OF THE FAIR IF YOU TAKE PHOTOS OR CUT SAMPLES WITHOUT PERMISSION. THERE ARE SECURITY PEOPLE AT EVERY CORNER.**

### **3) Visit to Shanghai South Bund Soft Spinning Material Market**

399 LuJiaBang Rd, Shanghai

near Nancang Street. / 陆家浜路399号, 近南仓街

Opening Hour: 8.30am – 6pm

Tel: 021-6377 2236

Website: <http://www.sbs365.net/>



The fabric market has countless shops with an overwhelming selection of materials to choose from. You have the option of specifically drawing out the outfit you want to be made, or allowing the staff to recommend you a style. You can create anything from a modern outfit to a traditional Chinese costume such as a Cheongsam.

Nearest Metro Station: Nanpu Bridge station Metro Line 4, exit 3, turn left after exiting the station. Bus No. 43, 64, 109, 730, 801 and 931 also reach the fabric market.

- During the visit to Shanghai South Bund Wholesale Market:

Focus on all new details: shape, colours, fabrics, details and trims/accessories. Carry a little book in which you can make notes throughout your trip. Make a written note in your little books on the following:

6. The suppliers are prepared to sell in very small quantities eg few metres of fabric
7. We may face issues on delivery to your countries, so we must think through this issue in advance and try to come up with some solutions before meeting with them.
8. You can get samples of various fabrics in woven & knits, accessories like buttons, etc
9. Items are all made in China
10. Keep a budget for purchasing some items to take back with you as samples. Buying samples could be interesting for print/ embroideries technique, new fitting, details of sewing etc.
11. Be prepared to bargain the prices down as suppliers have tendency to quote high prices in the beginning.

#### **4) Visit to Shanghai Caiyi Fashion Co**

288 Youdong Road

Minghang District, Shanghai

Meet President : Mr Liu Lian



At the mill, you will see how export oriented companies manage their business: -

- See their production systems
- Look at their production facilities and plant set up & layout, from pre-production, during production to post production facilities
- Compliance, health and safety standards
- Quality systems
- Sampling capabilities

#### During these visits

1. Ask lots of questions on how they handle their procedures from the time order is received till delivery of orders to their customers
2. Find out how they manage their various processes & procedures especially the quality systems
3. Take photos of the factories after getting permission from the owners to use as reference for your own factories.

### **Some interesting Chinese culture to know**

**Yin and Yang**- In Chinese culture, Yin and Yang represent the two opposite principles in nature which form a very important element in the lives of the Chinese whether it is to do with health, business, partnership etc

**Filial Piety** – Chinese believe strongly that children should respect and take care of their parents. Some parents expect their children to care for them when they are old.

**Food** – Chinese believe in communal eating where several dishes of food are served and shared by all. This encourages bondages & build relationship whether among family or friends. In fact, among the Chinese, when they meet someone, they will ask “HAVE YOU EATEN” rather than ask about your health. This shows the importance of food for the Chinese.

**“Guanxi” (Relationship)** – One of the paramount importance in business is building “guanxi”, which is the basic dynamics in personalised networks of influence. Having strong “guanxi” can bring a lot of advantage to achieving success and long term relationship in business dealings.

**LAST, BUT VERY IMPORTANT DETAIL:**

**WEAR A COMFORTABLE PAIR OF SHOES, AS YOU WILL WALK A LOT! PLEASE DRESS COMFORTABLY AS THE WEATHER IN HANGZHOU & SHANGHAI DURING THIS SEASON WILL BE WARM. IN THE EVENING, A LIGHT JACKET IS GOOD ENOUGH FOR DINING IN AIRCONDITIONED RESTAURANTS. PLEASE BRING AT LEAST ONE 'FORMAL' OUTFIT, IN CASE YOU MEET OFFICIALS AND DIGNITARIES. OTHER DAYS DRESS INFORMALLY.**

*Thanks and look forward to welcoming you in Hangzhou & Shanghai!!! Safe flights! -  
From the ITC team*

# ANNEX 4 – SUMMARIZED FEEDBACKS FROM TAJIK DELEGATION

17.10.2010 – 23.10.2010  
HANGZHOU & SHANGHAI, CHINA

## **What are the three most important things you learnt during the sourcing mission to China?**

- We found alternative suppliers of trims, accessories and packaging materials;
- I realized that we need to strengthen our department of foreign economic relations and pay more attention to the product packaging and labeling and using new types of fabrics;
- It is cheaper to source fabrics and accessories from Chinese factories and wholesalers;
- With good marketing, advertising and the attractive product packaging, we can sell our products;
- Methods of exhibition of the products by manufacturers;
- Well organized and decorated stands and pavilions;
- I realized that there are good producers with acceptable price (cheaper price and better quality);
- We need to visit exhibitions and trade fairs as often as possible in order to study the markets, fashion trends and new products;
- Analyzed and compared the prices for the textile and garment products;
- I came to the conclusion that Tajik companies can also participate in such big events like Intertextile Shanghai;
- I learnt that we can contact producers directly and there is no any barrier;
- Methods of organization of the fair, covered materials;
- Our equipment and technology allow us to produce the same quality products as Chinese, but the only problem is selling of the products;
- Change the assortment of fabrics based on existing equipment for meeting the international standards on quality (introduction of flannel fabrics);
- In order to produce high quality shirts for men, we need to use the combed yarns of Ne 40 to Ne 60 and a partial renewal of equipment in the weaving workshop;
- I learnt a lot about the T&C factories and wholesale markets in China;
- Creation of attractive conditions for manufacturers of textile and garment sector;
- It also was a good opportunity for us to learn about ancient Chinese culture and traditions and hospitality of Chinese people.

## **How do you intend to use this in your business?**

- We are planning to introduce and develop the flannel fabrics during December 2010-January 2011;
- We are planning to purchase fine yarn from “Nikoo Khujand” and “Spitamen Textiles”. We are also negotiating for purchasing 4-color loom “Picanol” (Belgium), who also participated at the Intertextile Shanghai;
- In the short period, I plan to be in contact with the manufactures, who I met in Shanghai with prospect of making a deal with them. In the future, I intend to participate in such well-organized fairs and to use my sourcing experience;
- I would like to be in contact with the potential partners, and share detailed information;
- Discuss all received information with our experts and put into production;
- Collected materials, information and contacts will be offered to enterprises for conducting joint business directly with manufacturers of fabrics, accessories and accessories;
- I am planning to use the obtained information and experience during my lectures in Technological University of Tajikistan. I will organize a presentation about the sourcing mission to China, Intertextile Shanghai fair to our students.

## **Did you make any contacts/contracts with any particular suppliers (please list the name of companies, country, subject of contract)?**

-Yes, we have signed one contract during the mission. Also conducting negotiations with several companies;  
 -For selling of yarn with: “San Yang Textile” (China), “Phibby” (China), “Yonson” (China), “Zibay” (China), “Junytextile” (China);  
 -I have established contact with “Yvonne” for purchasing of leather labels and packaging materials; with GCC GROUP Limited for procurement of zips and with “Picanol”, Belgium manufacturers of weaving equipment;  
 -For purchasing of equipment with: “Boman Textile” China, “Mesdan” Italy;  
 -I had business contacts with some companies, such as Sarena Fashion Wear (producer of fabrics from cotton and synthetics, Pakistan), Cindapon (manufacturer of fabrics from cotton and synthetics, China), Feng Ding Co.Ltd (producer of fabrics, Hanzhou/China);  
 -Two proposals of future cooperation were made with Chinese companies, but now we are at the stage of negotiations;  
 -I had business contacts with some companies, like Sarena Dying and Embroidery (Pakistan), Luk’s Button industry (China), Chunhe Adorments (China), Shanghai Geangon Garment Co Ltd;  
 -In Intertextile Shanghai fair I had some contacts with manufacturers of fabrics and accessories needed in Tajikistan. The correspondence with several companies is being conducted after the fair.

	1 (Fully disagree)	2 (Disagree)	3 (Agree)	4 (Fully agree)
My expectations from the trip were met	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/> <b>2</b>	4 <input type="checkbox"/> <b>7</b>
The fair visit will be useful in my business	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/> <b>3</b>	4 <input type="checkbox"/> <b>6</b>
Preparation and organization of the study tour were organized well	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/> <b>2</b>	4 <input type="checkbox"/> <b>7</b>
I will gladly take part in similar activities in the future	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/> <b>1</b>	4 <input type="checkbox"/> <b>8</b>

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

# ANNEX 5 – PR OF SOURCING MISSION

## A) PRESS RELEASE



### TRADE PROMOTION PROGRAMME IN TAJIKISTAN

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October 18, 2010, Dushanbe

#### REPRESENTATIVES OF TAJIK TEXTILE & CLOTHING SECTOR GO TO SHANGHAI (DISCOVERING SILK ROAD ANEW)

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**intertextile**  
SHANGHAI apparel fabrics

A delegation from Tajikistan composed of textile and clothing sector representatives will visit one of the leading international trade fairs for the textile industry – Intertextile Shanghai Apparel Fabrics 2010. The visit is organised under the Trade Promotion Program 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 Program Manager of the Trade Promotion Programme in Tajikistan, says, *“The main objective of this visit is to source the needed apparel fabrics and textile products, to provide the companies from Tajikistan with an exposure to the market requirements, opportunities to meet potential suppliers as well as the design and trends which dominate and determine the business of the global textiles and clothing industry. Tajikistan delegation will also have the opportunity to better understand the requirements of the market where their manufacturers are competing and playing a global role and to establish business contacts”*.

The 16<sup>th</sup> edition of Intertextile Shanghai Apparel Fabrics fair will run for four days, from October 19 to October 22 in Shanghai, China. China is today the largest manufacturer & exporter of textile & clothing in the world. The exhibition is considered as one of the world’s largest international business platform for industry players worldwide and about 2,500 suppliers from China, India, Indonesia, Germany, Italy, Japan, Korea, Thailand, Turkey, Taiwan – in total over 20 countries worldwide, including international recognized brands and associations will offer their product range. Mr. Dilshod Rasulov, Head of Light Industry Department, Ministry of Energy & Industry of Tajikistan, who is also joining Tajik delegation during this visit, says, *“It’s a good platform for visitors from Tajikistan to speak face-to-face with fabrics and accessories manufacturers from around the world”*.

ITC team will guide the Tajik delegation through the fair. Throughout the event, visitors will be exposed to the latest apparel fabrics and textile related products, from luxurious fabrics in cashmere, mohair, silks and wool to functional fabrics in cotton, linen, denim; fibers & yarns, embroidery and lace, modern accessories ranging from buttons and zips plus design and styling products, and etc.

The overall objective of 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 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).

**For more information please contact:**

**Abdulfattoh Shafiev**

National Consultant on Public Relations

Trade Promotion Program in Tajikistan

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## B) MEDIA COVERAGE

### PR Report on

#### “Shanghai Mission (Discovering Silk Road Anew)”

**Press release:** Press release of this event was prepared in Tajik, English and Russian and disseminated among media representatives through own channels of PR Consultant.

**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.

**TV:** State television channels: - “Shabakai Avval” and “Jahonnamo” informed their audience about the event and Tajikistan delegation participation in it in “News” programs. It should be noted that these TV stations have full broadcasting territory in Tajikistan and also can be watched via satellite.

**Information Agencies:** The news was covered by main local news agencies in English, Tajiki and Russian and was sent by agencies to their subscribers. The list of the covered agencies is given below:

- 1) AsiaPlus (English, Russian)
- 2) Khovar (Tajik, Russian)
- 3) Times of Central Asia (English)
- 4) Avesta (Russian)

*Note I: State IA “Khovar” disseminates its news among state radios and newspapers. It means, news covered by this agency can be published in state newspapers and can be broadcasted in state radios.*

**Radios:** The news went on top local radios of Tajikistan. Here is the list of them:

- 1) Imruz (Tajik)
- 2) Vatan (Tajik, Russian)

*Note II: As usual, state radios (Radio Tajikistan (has news programs in Tajik and Russian languages), Ovozi Tojik (has news programs in Persian, Dari, English, Uzbek and Arabic), and Sadoi Dushanbe (has news programs in Tajik and Russian) use “Khovar” informations. So, probably the news was aired by some of state radios too.*

**On-line coverage:** The news was widely covered by web-sites. Here is the list:

- 1) Ozodi.org (Tajik)

- 2) Asiaplus.tj (English, Russian)
- 3) Khovar.tj (Russian, Tajik)
- 4) Mynet.tj (Russian (twice), Tajik)
- 5) Toptj.com (Russian (twice))
- 6) New.timesca.com (English)
- 7) Ihavenet.com (English)
- 8) Avesta.tj (Russian)
- 9) Nahzat.tj (Tajik)

*Note III: Some of the above websites are accessible to subscribers only*

**Print coverage:** The news was covered by local newspapers:

- 1) Charkhi Gardun (Tajik)
- 2) Javononi Tojikiston (Tajik)
- 3) Tajikistan Times (English)
- 4) Imruz News (Tajik).