

# STRENGTHENING EXPORT COMPETITIVENESS OF SMES IN THE TEXTILE AND CLOTHING SECTOR AND ENHANCING TRADE SUPPORT INSTITUTIONAL CAPACITIES IN TAJIKISTAN

15 September 2016, Bishkek city

## TAJK ENTERPRISES WILL LEARN EUROPEAN CLIENTS' TASTE IN COLOUR

**Representatives of six Tajik handicraft companies will be trained on dyeing methods according to the European Union conformed standards. The training will be held in Bishkek city of Kyrgyzstan on September 15-17, 2016.**

The International Trade Centre (ITC) organized this training aiming to assist Tajik handicraft producers to find their way into the European markets and strengthen their export competitiveness, supporting on developing export oriented goods. The ITC's project is funded by the Government of Switzerland within its Trade Cooperation Program (TCP) in Tajikistan. Known Kyrgyz handicraft company Tumar is involved to program and conduct this training on dyeing methods.

The training is part of preparations for participation at the Ambiente fair to be held in Frankfurt, Germany next year. It aims to address lessons learned from previous participations of Tajik companies at the Frankfurt fair and work on understanding and creating colours more related to European clients' tastes.

In addition to learning about dyeing and different methods of dyeing, the training participants will visit markets, shops, and fabrics in Bishkek. A full practical dyeing work is a mandatory part of the training.

**The International Trade Centre, supported by the Government of Switzerland, aims to increase the export competitiveness of the Tajik textile and clothing sector by supporting sector companies, and relevant trade support institutions from both public and private sectors.**

Visit [our web-site](#) and [our official page in Facebook](#) to get more information about our other activities.

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