

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

15 April 2016. Khujand city

TAJIK FASHION PROFESSIONALS LEARNED BRAND CREATION AND MANAGEMENT

Tajik marketing managers, fashion designers, fashion entrepreneurs, and clothing companies' reps benefitted from a three-day training on creation and managing a fashion brand held in Khujand city on 13-15 April 2016.

The training programmed and held by known Singaporean Textile and Fashion Industry Training Center (TaF.tc International), was organized under the International Trade Centre (ITC)'s project funded by the Government of Switzerland within its Trade Cooperation Program (TCP) in Tajikistan.

The training course covered both theory and practical knowledge for understanding brand creation and the perception in a customer's mind, using the marketing mix as a base for brand building, and managing the brand through positioning and advertising. It gave participants a framework to plan and execute a brand from conception of idea to a final blueprint that is ready for launch.

Ms. Della Ng, TaF.tc international trainer, who delivered this training says, the course is highly recommended to have a comprehensive understanding of brand management. Ms. Ng says: *"The course participants learned recognizing and analysing strengths and weaknesses to form a fashion brand, as well as to identify target audience, create the brand personality and generate meaningful specific brand name and icons connecting all this to sales and marketing strategy"*.

The present project is component FOUR of the Trade Cooperation Program (TCP) in Tajikistan and aims to increase the export competitiveness of the textile and clothing (T&C) sector, by providing sector specific support to SMEs and relevant trade support institutions (TSIs), as well as supporting respective stakeholders in taking a strategic approach to the sector's development. It will also explore the challenges and development potential of the tourism and handicraft sectors in Tajikistan, outlining relevant trade related technical assistance priorities.

Swiss support: Within its Cooperation Strategy for 2012-2015, Switzerland focuses on four sectors in Tajikistan; Health, Rule of Law, Drinking Water Supply and Sanitation, and Private Sector Development. The overall goal of Swiss Cooperation in Tajikistan is to support the transition process in the country through contributing to economic development and by helping build institutions and systems which are responsive to the population's needs. www.swisscoop.tj, www.deza.admin.ch, www.seco-cooperation.admin.ch

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