

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

03 August 2016, Khujand

## TAJIK ENTERPRISES WILL RAISE AWARENESS ON MODERN FASHION MARKETING



Tajik marketing managers, fashion designers, fashion entrepreneurs, and clothing companies' reps participate at a two-day training on modern fashion marketing and its role for the industry companies started today, on 03 August 2016 in Khujand.

The training is programmed and will be held by well-known Russian company Fashion Consulting Group and is organized under the International Trade Centre (ITC)'s project funded by the Government of Switzerland within its Trade Cooperation Program (TCP) in Tajikistan.

Aimed at improving the participant's knowledge on successful tools and technologies for marketing in the modern fashion industry, the training course informs how the fashion industry works to succeed in business, how to plan business growth defining their current opportunities and challenges in comparison to other market players, how

to define pricing strategy, as well as methods of attracting potential customers.

Ms. Anoush Gasparyan, Fashion Consulting Group's co-founder and Commercial Director, who delivers this training to Tajik textile and clothing sector representatives, says, "we will especially focus on the fashion market in the Russian Federation taking into consideration the easiness of the way there for the Tajik companies. The Russian market is already and has always been the main export direction for the most Tajik clothing companies, but the share of the Tajik textile products in comparison to other countries is relatively small. Tajikistan has a potential for increasing its textile export to the CIS countries, mainly to Russia, but in addition to quality, the understanding of the target markets' requirements should be enhanced".

**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.**

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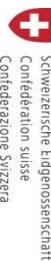
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