

28 April 2016. Dushanbe city

SEMINAR ON WEBSITE DEVELOPMENT FOR TAJIK TEXTILE AND CLOTHING COMPANIES

The European Bank for Reconstruction and Development (EBRD) together with the International Trade Centre (ITC), funded by the Government of Switzerland, will organize a seminar on web design for local companies, working in textile and clothing sector. The event will take place today, on April 28, in Dushanbe and on May 3 in Khujand.

This essential business event transfers information and knowledge on importance of online marketing and creation of modern and useful websites and webstores to help small and medium-sized enterprises increase online sales and find more potential customers in the country and abroad.

The key speaker Mr Daler Karimov from the local consulting company Ism (www.ism.tj) is experienced on web design and online technologies. He will train participants on how to make corporate website more visible and useful for internet users and potential customers and partners. He will show them simple instruments and methods of online marketing and introduce them some successful cases of Internet stores and corporate websites. Also he will explain how to manage website content and to be interesting and attractive for online audience.

Mr Daler Karimov says: *“The goals of many small businesses’ marketing efforts are to turn traffic into leads and leads into business. But sometimes business owners have an online marketing plan and website that falls short of their ultimate expectations. Having an effective web presence can be a powerful tool to gain quality leads, and we’ve gathered simple ways to do just that. Corporate website should be simple, useful and attractive; it must help company to sell its goods and to find partners”.*

The EBRD will also introduce participants its Advice for Small Businesses during the event. We support small and medium-sized businesses both through improving access to finance and by helping them access the know-how to grow their businesses. Working with local consultants and international industry advisers, more than 500 enterprises have received business advice and industry expertise since 1999. These activities are currently funded in Tajikistan by donor funds from Japan, the USA, the EBRD Shareholder Special Fund, and the Early Transition Countries (ETC) Fund.

The ITC’s 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.eda.admin.ch, www.seco.admin.ch

Contact us for more details:

International Trade Centre (ITC) in Tajikistan

Tel (+992 37) 2219870

E-mail: itc.tajikistan@gmail.com

Web-home: www.itctj.org



European Bank for Reconstruction and Development

Contact: Elena Akhmedova

Tel (+992) 985638982

E-mail: AkhmedoE@ebrd.com

Web-home: www.ebrd.com

<https://www.facebook.com/asbtajikistan/>