

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

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TAJK COMPANIES IN THE INTERNATIONAL ISTANBUL YARN FAIR-2016

Five Tajik spinning companies: "HIMA-Textile", "Olim Textile", "Resandai Tojikiston RBT", "Tenta-Kulyab" and "Vahdat Textile" continue a good tradition of the Tajikistan participation at the annual International Istanbul Yarn Fair, to be held on 4-6 February 2016.

The fifth appearance of the Tajik textile companies in this leading specialized exhibition, which attracts a large number of buyers and visitors from the region, is made possible by the ITC project funded by the Government of Switzerland within its Trade Cooperation Program (TCP) in Tajikistan.

The International Istanbul Yarn Fair acts as a meeting point for more than 40,000 visitors and more than 200 creative and innovative exhibitors from around 70 countries. The exhibition displays cotton yarn, textile machinery, fabrics, animal yarn, textile pigment, clothing, textile products, fibres yarns & threads and much more. Ms. Mavluda Kiromova, Deputy Head of Light Industry and Sericulture Department, Ministry of Industry and New Technologies of Tajikistan, who is supported by ITC to accompany the Tajik delegation during the fair, believes that *"The International Istanbul Yarn Fair, where environment-friendly, high performance and superior quality products will be exhibited, is an ideal event for a new beginning to the new season. The fair gives an opportunity to Tajik companies to meet leading textile producers from Turkey and other countries, empower their brands in the regional market, establish contacts with the manufacturers, suppliers, importers, traders, and non-governmental organizations of the industry, get acquainted with trends, demands and expectations of the market, as well as to explore new products and innovations"*.

The fair is an excellent opportunity for the Tajik spinning companies to show and promote their products to a wide range of buyers from numerous countries. Tajik participants believe that participation at this fair will open up new opportunities for them. Mr. Ilhomjon Mirzoev, Head of "Vahdat Textile" LLC: *"I believe that participation at this fair will be very useful and beneficial for us. The fair gives us a good opportunity to establish direct business linkages and partnerships with potential clients and to diversify our orders. We will also gain a lot of useful information about modern equipment and machinery"*.

In order to improve capacities of the Tajik textile and clothing enterprises in product development and marketing, ITC helps companies to prepare for marketing missions and trade fair participations. ITC believes that participation in international trade fairs provides good opportunities for the project beneficiary companies to exhibit their products, meet potential buyers and establish new business linkages and partnerships, obtain information on existing and new markets, competitors and learn more about global market requirements.

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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