

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

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## TAJIK TEXTILE AND CLOTHING COMPANIES GO TO MOSCOW FOR THE FIFTH TIME

Nine Tajik textile and clothing companies represent the country in the leading international textiles and apparel trade fair “Textillegprom” on 22 to 25 September in Moscow.

For the fifth consecutive year the International Trade Centre organizes participation of companies from Tajikistan at this largest specialized industry event in the Russian Federation. During these five years, some 21 companies from Tajikistan participated at this fair with the ITC support, most of them 3-4 times, bringing home contracts valued from several hundred up to several million dollars. This year the following companies from Tajikistan have a unique opportunity to expand their foreign export markets: “Firuz”, “Maftuna”, “Nassoji Khujand”, “Nohid”, “Olim Textile”, “Ortex”, “Rahimov A.A.”, “Tenta Kulyab”, and “Vahdat”.

The visit and the fair participation are organized under the ITC Tajikistan project funded by the Government of Switzerland within its Trade Cooperation Program (TCP) in Tajikistan.

“Textillegprom”, also called the Federal Trade Fair for Textile and Light Industry Goods and Equipment, is held twice a year and serves as a meeting place for around 2,000 trade and industrial companies. More than 37,000 wholesale buyers and industry experts visit the fair, where over 2,500 companies showcase their innovative products in total display area of over 65,000 sq. m. The “Textillegprom”’s main idea is to serve as “a place of meeting for industry professionals, a display of high quality goods and services of the leading Russian and foreign companies with the main objective of conclusion of commodity contracts between manufactures, suppliers and wholesale buyers...” as it is described in its official web-site.

Ms. Nargiza Abdumajidova, ITC National Programme Associate in Tajikistan, who accompanies the Tajik delegation during the fair, says: “The exhibition is an excellent opportunity for Tajik textile and clothing companies to show and promote their products to a wide range of buyers – sales agents, primarily wholesalers and retailers – from Russia and other countries, to establish direct business contacts with potential clients and to diversify their orders. This will increase opportunities for cooperation, and will also present challenges due to the tough competition in the Russian market. Despite the signs of economic downturn in Russian economy due to Western sanctions, Russia is one the main and attractive market for Tajikistan’s textile exports due to its size and volume, tight economic relationships, geographical closeness, relatively favourable market entry conditions and existing cultural links with Tajikistan. ‘Textillegprom’ attracts exhibitors and buyers from all regions of the Russian Federation, giving a complete picture of the Russian market. So, this fair is a good opportunity for Tajik exporters to research and better understand the Russian market requirements by interacting with exhibitors and potential buyers from all regions of the Russian Federation.”

The fair consists of eleven topic-based specialized exhibitions, which represent fabrics, clothes, knitwear, underwear, hosiery, goods for children, headwear, home textiles, leather accessories, leather, furs, as well as equipment, accessories, yarn, raw materials and supplies for textile and consumer goods industries. Tajik stands are based in two salons - technical textiles and raw materials, and knitwear.

The Tajik delegation plans to visit other salons with the purpose to meet potential trade partners, as well as to see the new modern technology and products. The Tajik delegation also has an opportunity to attend research and training conferences, workshops and roundtable discussions, and consider further participation at specific industry-specific contests.

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.



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**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](http://www.swisscoop.tj), [www.deza.admin.ch](http://www.deza.admin.ch), [www.seco-cooperation.admin.ch](http://www.seco-cooperation.admin.ch)

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