

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

18 May 2016, Dushanbe

## MARKETING IN MODERN FASHION INDUSTRY WILL BE TAUGHT TO TAJIK ENTERPRISES

Tajik marketing managers, fashion designers, fashion entrepreneurs, and clothing companies' reps participate at a two-day training on marketing in modern fashion industry started today, on 18 May 2016 in Dushanbe.

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 your 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, *"marketing technologies are the main formulas to do business. Every company should have a clear picture of its own place in the market and know its advantages and weaknesses to be able to compete. In the training we will talk also about main social trends in the fashion industry, such as impact of globalization and new technologies, changes of gender stereotypes, new values of environmental responsibilities, and health values. We plan to explain the difference between luxe brands and mass marketing, focus on gaining reputation through brand labelling, intellectual property rights, e-commerce, and importance of media"*.

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.eda.admin.ch](http://www.eda.admin.ch), [www.seco.admin.ch](http://www.seco.admin.ch)

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