



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

March 14, 2017. Dushanbe, Tajikistan



TAJIL CLOTHING COMPANIES ENHANCE THEIR KNOWLEDGE ON WHOLESALING

Representatives of the Tajik textile and clothing companies will benefit from a workshop on effective wholesales planned for 15-16 March 2017 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.

During the two-day workshop and consultations after it the leaders of Tajikistan textile and clothing industry will learn how to launch the wholesale of their products, how to manage it, improve and control it, as well as will be introduced to stimulation methods of developing and promoting their wholesale businesses.

Natalya Chinyonova, Fashion Consulting Group's expert and trainer on retail business technologies, says, the training will include sessions on wholesale organization and management in companies, evaluation of effectiveness of a company's wholesale strategy, and analyse of the market's geography.

Ms. Chinyonova says: *"The training participants will also learn to analyse the potential wholesale clients' data base, and define the strategic price formation. Wholesaling is a noteworthy part of distribution of products, as provides wider and faster opportunities to reach final customers and make higher and instant revenue in the business"*.

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.

Visit [our website](#) and [official Facebook page](#) for more information on our other activities.

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