



VISITING THE WORLD'S LARGEST INTEGRATED TEXTILE AND GARMENT MANUFACTURING TECHNOLOGIES FAIR **ITMA** BY TAJIK TEXTILE AND CLOTHING COMPANIES – **MISSION REPORT**

MILAN, ITALY, 12-18 NOVEMBER 2015

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TABLE OF CONTENTS

Project background.....	3
Mission objective, structure and preparation.....	2
Objective.....	Error! Bookmark not defined.
The ITMA fair background and profile.....	3
Structure of mission	4
Pre – mission preparation	4
Preliminary outcomes	7
Orientation session for Tajik and Kyrgyz participants	5
Participants' feedback.....	6
Media coverage	6
Visibility.....	6
ANNEX 1 - List of Tajik delegation.....	7
ANNEX 2 – Summarized feedback from Tajik delegation.....	8
ANNEX 3 – PR of visiting ITMA Fair by Tajik textile & clothing companies	10

PROJECT BACKGROUND

The Project titled “Tajikistan: Strengthening export competitiveness of SMEs in the textile and clothing sector and enhancing trade support institutional capacities” is the fourth Component of the Trade Cooperation Program (TCP) in Tajikistan, which is funded by the Government of Switzerland and implemented by the International Trade Centre (ITC).

The main focus of the project is to increase the export competitiveness of the T&C sector in Tajikistan, by providing sector specific support to SMEs and relevant trade supporting institutions (TSIs), as well as by supporting the respective stakeholders in taking a strategic approach to the sector’s development.

One of the expected outcomes under the Project is:

Outcome 2: SMEs in the T&C sector are more export competitive and have access to new markets

Activity 2.2.3: Help T&C enterprises to prepare for, and organize participation in marketing missions and trade fairs, including the preparation of promotional material, samples, and logistics

Attending and participating in the international trade fairs will provide a good opportunity to Tajik project pilot T&C companies to obtain Information on existing and new markets, competitors and learn more on global market requirements and trends, become familiar with the modern and sustainable and innovative manufacturing technologies, exhibit their products, meet potential buyers and establish new business linkages and partnership. It is also a good platform for developing marketing skills. Direct exports, in fact, makes them more aware of the market’s dynamics, characteristics and this helps them develop products that the market wants. Dealing directly with buyers, then, allows them to diversify their commercial risk and have higher margins that contribute to make their companies more sustainable.

MISSION OBJECTIVE, STRUCTURE AND PREPARATION

OBJECTIVE

ITMA fair provided an excellent opportunity for the pilot T&C companies to seek for cooperation opportunities with the most famous and branded producers of exciting manufacturing technologies, raise their awareness of modern and innovative processing techniques for advanced materials, meet new partners at expanded fiber & yarn sector, including a new sub-chapter on recycled fibers and yarns, and see emerging and sustainable printing technologies.

Organizing a visit to the ITMA fair was also the project response to several pilot companies, which have regularly approached the project with a request to organize a visit to the leading international exhibition of textile and garment machinery and equipment. These are basically those project companies having outdated machinery and equipment in their factories and need to modernize them, as well as the project spinning companies, which benefited from the Government program, but should gradually shift from production of cotton yarn to ready garments, which is, of course, require relevant machinery and equipment.

THE ITMA FAIR BACKGROUND

ITMA (www.itma.com), an established global platform for over 1,500 exhibitors from more than 40 countries to showcase their technology to garment manufacturers from more than 140 countries, connects companies looking for partnerships and provides cooperation prospects across the entire sector chain.

ITMA has been the world’s most established textile and garment machinery exhibition since 1951. Over the years, it has been a catalyst for change and competitiveness for the industry. The drive towards sustainability in the entire textile and garment value chain is increasingly integrated with enlightened business practices, and innovative technology



holds the key to environmental sustainability.

ITMA 2015 continued to be the global marketplace and one-stop sourcing platform for:

- emerging trends and innovation solutions
- acquiring new knowledge and best practices
- establishing strategic relationships with industry leaders.

Organised by MP Expositions Pte Ltd, ITMA 2015 took place from 12 to 19 November 2015 at Fiera Milano Rho in Milan, Italy.

More data and information about the fair are available at: www.itma.com

Next ITMA fair will take place in 2019 in Barcelona, Spain.

EXHIBIT PROFILE

ITMA is the world's only integrated textile and garment manufacturing technologies showcase that encompasses the entire production chain from:

Braiding & Embroidery	Recycling & Services for Textile Industry
Equipment for Plant Operations	Research & Innovation
Finishing, Dyestuffs & Chemicals	Software
Fibre and Yarn	Spinning
Garment & Textile Processing and Logistics	Testing & Measuring
Knitting & Hosiery	Weaving
Nonwovens Production	Winding & Texturing

Apart from offering innovative and sustainable manufacturing technologies, the fair also hosted different forums and conferences related to the textile and clothing industry, like 2nd World Textile Summit on 13 November 2015 and Digital Textile Conference on 15 November 2015, etc.

STRUCTURE OF MISSION

Seven Tajik textile and clothing companies – “Maftuna”, “Nassoji Khujand”, “Nohid”, “Olim Textile”, “Ortex”, “Spitamen Textile”, and “Vahdat” visited the ITMA fair, which took place on 12-19 November 2015 in Milan, Italy. The delegation was composed of 12 people, including Mr. Saidmumin Kamolov, NPM, who accompanied and guided the delegation throughout the fair. The list of participants is enclosed (Annex 1).

Similar to other previous marketing missions, the above visit was also conducted on a cost-sharing basis. Total contribution by the participating companies constituted approximately **USD 15, 000**.

It should be noted that Tajik T&C companies for the first time participated in this leading specialized exhibition with a large number of buyers and visitors from all over the world. Indeed, the ITMA was a best exhibition.

PRE – MISSION PREPARATION

Preparation activities for attending ITMA started in July 2015. It should be emphasized that apart from the general support and guidance by the ITC HQ and project office, all preparatory activities have been carried out by the National Consultants on T&C, representing the local consulting companies-Kamolot-1 LLC in Dushanbe and Business Consulting Group LLC in Khujand. The NCs have been closely involved in selection of participants, preparing and disseminating guiding information about ITMA and Milan among the pilot companies, drafting the evaluation Form, assisting in logistic issues (Schengen visa, hotel accommodation, etc).

On 10 November 2015, Mr. Rustam Shodibekov, NC on T&C and NPM conducted a pre-departure meeting with the Tajik delegation to highlight the key points and recommendations related to the above mission.

ORIENTATION SESSION FOR TAJIK AND KYRGYZ PARTICIPANTS

On 13 November 2015 morning, Ms. Daphne Poon, Marcom Regional Director, representing the ITMA fair organisers, conducted a joint orientation session for Tajik and Kyrgyz T&C companies in order to provide them with the relevant advice and guidance on ITMA fair, its structure, location of premises, key participants/suppliers in the fair, how effectively use the time during the fair to find the needed suppliers of machinery and equipment, etc.



PRELIMINARY OUTCOMES

The visit to ITMA Fair was very successful and beneficial to all participating companies. All participants established new and direct contacts with the most famous and advanced suppliers of machinery, spare parts, and accessories from all over the world.

Suppliers were mainly represented by manufacturers from Italy, Germany, Switzerland, Belgium, China, India, Spain, France, Turkey, USA, UK, Japan, Korea, Taiwan, etc.



The Tajik companies made preliminary agreements of approximately **USD 4.4 million** for purchasing weaving, dyeing, drying, cutting, and laboratory equipment, as well as spare parts and accessories. The details are following:

	Name of the company	Amount of preliminary agreement, USD	Name and country of supplier
1	Spitamen Textiles LLC	3, 000 000	Marzoli (Italy), Graf (Germany), Dewelli (Turkey), Sheeba (India), Staubli (France), Verdol (France), Terrot (Germany), Savio Texcone (India), Rotondi (Italy) Picanol (Belgium), Taymak Makine (Turkey)
2	Nassoji Khujand LLC	1, 195, 000	SSM (Switzerland), Lafer SpA (Italy), Picanol (Belgium), Spinnatic (Italy), Panter (Italy), ATLAS (USA), Vaupel (Germany), Benninger (Switzerland)
3	Maftuna LLC	85,000	Rotondi (Italy)
4	Nohid LLC	137, 000	Bruckner (Germany)
5	Ortex LLC	4,700	X-Power (Italy), Gomma 2000 (Italy)

PARTICIPANTS' FEEDBACK

An evaluation form was prepared before the visit and submitted to participants on the last day. For evaluation details see the summarized feedbacks by Tajik delegation in Annex 2.

The overall feed-back from the companies was very positive. All participants are very grateful to the project for organizing this fruitful mission.

MEDIA COVERAGE

Visiting the world's largest integrated textile and garment manufacturing technology (ITMA) fair, Milan, Italy by Tajik textile and clothing companies was widely covered in the mass media.

Press release of this event was prepared by NC on PR in Tajik, English and Russian and disseminated among media representatives. The press releases also posted on the project website

The news was broadcasted on local radios and posted in various websites in Tajik, Russian and English as well as the Social media (Facebook, Twitter) (see details in Annex 3).

VISIBILITY

Pictures of visiting ITMA exhibition by Tajik T&C clothing companies are posted on the ITC project website. To see pictures, please click the following link:

<http://itctj.org/2015/11/20/tajik-companies-gain-access-to-modern-garment-manufacturing-technologies-2/>

ANNEX 1 – LIST OF TAJIK DELEGATION

ITMA FAIR, 12-18 NOVEMBER 2015
MILAN, ITALY

#	Name of participant and position	Name of company
1	Mr. Azimjon Aqilov Technologist	CJSC Olim Textile
2	Mr. Olimjon Abdulov Economist	
3	Mr. Ilhomjon Mirzoev General Director	Vahdat LLC
4	Mr. Mirzokodir Bakoev General Director	Spitamen Textile LLC
5	Mr. Isfandiyor Ayubov Finance Director	
6	Mr. Bahodur Khakimzoda Economic Director	
7	Mr. Abdumanon Oripov Deputy Director	Ortex LLC
8	Mr. Abduroziq Oripov Director	
9	Mr. Faizali Rajabov Owner, General Director	Maftuna LLC
10	Mr. Nasim Karimov General Director	OJSC Nassoji Khujand (Former Textile city" LLC)
11	Mr. Mumin Fozilov Owner, General Director	Nohid LLC
12	Mr. Saidmumin Kamolov National Program Manager	ITC project office in Tajikistan

ANNEX 2 – SUMMARIZED FEEDBACK FROM TAJIK DELEGATION

ITMA FAIR, 12-18 NOVEMBER 2015
MILAN, ITALY

What are the three most important things you learnt during visiting “ITMA-2015” Fair in Milan?

- In general, all equipment and machinery related to spinning, weaving, furnishing, etc. were new for me. In future, when we will modernize and renovate our company, we will take it into consideration.
- Method on laser burning of denim fabrics
- The companies (exhibitors) for advertising their product spent a lot of money in order to attract visitors, which is a good investment for future
- We got information and established contacts with suppliers of equipment for production of towels
- We got information and established contacts with suppliers of spinning equipment
- We got information and established contacts with suppliers of equipment for production of socks
- We got information about the new/modern equipment for textile industry
- Participation provided a pathway for our future work
- Innovation of using laser technology in the textile industry
- Completely new types and parameters of machinery and equipment, widely use of electronics
- New technologies and innovations
- Establishing contacts for possible cooperation with wide range of companies
- I become familiarized with very new and diversified, effective and environmentally friendly equipment and machinery in the textile industry.
- I gathered a lot of useful information about new technologies and new methods of cotton processing, production of cotton yarn fabrics and ready garments.

How do you intend to use this in your business?

- We plan to purchase required spare parts for existing technology and equipment in our factory
- We will plan to modernize the existing technology and equipment in our factory
- Establishing and maintaining closer relation for cooperation with fair ITMA participants, producers/suppliers of equipment.

Please respond to the statements below:

	1 (Fully disagree)	2 (Disagree)	3 (Agree)	4 (Fully agree)
My expectations from the trip were met	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> 1	<input checked="" type="checkbox"/> 8
The fair visit will be useful in my business	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> 1	<input checked="" type="checkbox"/> 8
Preparation and organization of the study tour were organized well	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> 9

I will gladly take part in similar activities in the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> 9
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If you indicated “Fully disagree” or “Disagree” on one of the above mentioned points, please clarify/describe why?

ANNEX 3 – PR OF VISITING ITMA FAIR BY TAJIK TEXTILE & CLOTHING COMPANIES

A) PRESS RELEASE

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

12 November 2015, Milan, Italy

Tajik companies accessing the modern garment manufacturing technologies

For the first time, the Tajik textile and clothing companies visit one of the world's largest integrated textile and garment manufacturing technologies fair in the world – ITMA (www.itma.com), which began today, on 12 November 2015, in the world's centre of fashion – Milan, Italy.

The following companies from Tajikistan will visit this leading one-week long international fair: "Maftuna", "Nassoji Khujand", "Nohid", "Olim Textile", "Ortex", "Spitamen Textile", 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.

ITMA, an established global platform for over 1,500 exhibitors from more than 40 countries to showcase their technology to garment manufacturers from more than 140 countries, connects companies looking for partnerships and provides cooperation prospects across the entire sector chain. Mr. Saidmumin Kamolov, ITC National Programme Manager in Tajikistan, says, "the Tajik delegation will have an unique chance to seek for cooperation opportunities with producers of exciting manufacturing technologies, raise its awareness of modern processing techniques for advanced materials, meet new partners at expanded fibre & yarn sector including a new sub-chapter on recycled fibres and yarns, and see emerging and sustainable printing technologies. The fair will also serve as a knowledge sharing and networking platform for the Tajik textile and clothing business leaders".

Apart from offering innovative and sustainable manufacturing technologies, the fair also hosts different forums and conferences related to the textile and clothing industry, like 2nd World Textile Summit on 13 November 2015 and Digital Textile Conference on 15 November 2015, etc.

The International Trade Centre since the beginning of its work in Tajikistan in 2002 annually supports its focused private sector to enter the foreign markets through improving products, expanding design and marketing skills, as well as establishing international contacts through participation at the international fairs.

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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B) MEDIA COVERAGE

Visiting the world's largest integrated textile and garment manufacturing technology (ITMA) fair, Milan, Italy, 12-18 November 2015 by Tajik textile and clothing companies was widely covered in the mass media. The Press release of this event was prepared in Tajik, English and Russian and disseminated among media representatives. The press releases also posted on the project website: www.itctj.org

News Agencies: The news was covered by main Tajikistan news agencies in Tajik, Russian, and English, such as state owned agency "Khovar", and other local agencies, "Asia Plus", "Avesta" and "TajikTA".

Radios: The news went out on top local radios of Tajikistan in Tajik and Russian- "Asia Plus", "Imruz", "Vatan", "Khovar", and etc.

On-line coverage: The news was covered by the following web-sites: itctj.org (Tajik, English, Russian), khovar.tj (Tajik, Russian), avesta.tj (Russian), news.tj (English), tajikta.tj (Russian), jumhuriyat.tj (Tajik), tajikembassy.at (English), cisbisnews.com (Russian), sogdiana.tj (Russian), katalog.tj (Russian), nashtajikistan.ru (Russian).

Social media: The news was also circulated via the official Facebook page of ITC Tajikistan, and the official Twitter account of the most known Tajikistan information agency "Asia Plus".

Multimedia: Slide-shows were prepared and posted on ITC Tajikistan web-home and Facebook page.