

TRADE PROMOTION PROGRAMME IN TAJIKISTAN

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1. The first Tajik Export Directory is published



For the first time in Tajikistan, an Export Directory of the Tajik enterprises has been developed. Furthermore, an internet site of the directory (www.exportdir.tj) is being launched. This Directory is also available on English and Russian CDs, and it will be available in print.

Over 160 enterprises were surveyed for the Directory, and 78 of them were included in the final version. A search system was established that allowed enterprises to be selected by name, economic sector or product. According to Professor Azizullo Avezov, the General Director of Business Consulting who developed the Directory, the most successful enterprises in the current export trade and those having export potential were included. The selected enterprises were divided into 8 economic sectors by product. The Export Directory includes data on enterprises and their products, on sectors and key trends of national economy development, and on macroeconomic country development indicators.

In his foreword to the Directory, Gulomjon Bobozoda, Minister of Economic Development and Trade, mentioned that the unique bioclimatic conditions, ample mineral and primary resources, enormous water power potential and labor resources of Tajikistan constitute basic factors in the production of competitive products and integration of the national economy into the world economy. The Export Directory also presents our invitation for cooperation, the Minister points out in his foreword.

The Export Directory was prepared by Business Consulting, a Tajik consulting company under the Tajikistan Trade Promotion Programme of the International Trade Center (ITC). According to Saidmumin Kamolov, ITC National Programme Manager, the goal of developing the Directory is to increase awareness of the export potential and capacities of Tajikistani enterprises among international business communities and potential foreign investors. In other words, the Directory will serve as a business card for Tajikistani enterprises and export potential. Mr. Kamolov adds that in modern conditions the directory is an excellent means for attracting more investments in the Tajikistan economy.

2. Workshop on Food Safety Management System



Awareness of Implementing a Food Safety Management System according to the ISO standard 22000 requirements was the topic of a 3-day workshop conducted in Khujand city, the administrative center of Sughd Province, - at the beginning of May.

Representatives from the fruit and vegetable processing enterprises, relevant governmental structures, and business support services organizations participated in the workshop. The workshop was conducted by Ms. Namrata Wakhloo, an ITC international consultant on food safety management. The general objective of the event was to support improvement of the trade competitiveness in the agro processing sector by assisting enterprises directly, in cooperation with local support services, in

order to implement Food Safety Management Systems.

After the workshop, ITC International and National Consultants visited 6 Tajik food producers that are ITC partners. They noted that at present most of the food products produced by Tajikistan fruit and vegetable processing enterprises are un-competitive in the world markets because they do not meet the international standards for food safety and quality. Lack of the Food Safety Management certification according to ISO standards is one of the main problems in Tajik enterprises, it inhibits them from successfully entering the international markets.

According to Ms. Wakhaloo, implementation of the Food Safety Management System based on HACCP principles is considered one of the primary conditions for the production of foodstuffs and entry into developed countries' food markets. The number of developed countries has been increasing annually, and implementation of this system in Tajikistan food production companies is essential. This is the first time that a workshop on this topic has been held in Tajikistan.



Implementing the new Food Safety Management System will bring a number of benefits to Tajik enterprises. For instance, the effectiveness of the safety management system will significantly improve the products of Tajik enterprises, and they will become more competitive in local and international markets. Better quality and HACCP certification will increase the clients' and potential partners' confidences, assist in improving the image of Tajik enterprises, and create favorable conditions for attracting investments.

3. Our Partners: LLC "Karafshon"



Starting with this issue we would like to introduce our partner companies and explain their activities, achievements, and future plans. Our first guest is LLC "Karafshon" - our newest partner.

"Karafshon" has been collaborating with the Project for more than half a year. LLC "Karafshon" was founded in 1994 as "Shirin" and was renamed "Karafshon" just last year. The company is situated in the Isfara district of the Sughd Province, Tajikistan's richest region. This region is known for its raw materials, and it mainly produces canned fruits and vegetables. The company employs about one hundred people in season. "Karafshon" is one of the enterprises that is gradually increasing its output. Ismonkhoja Nematulloev, the head of "Karafshon," says that tremendous attention is paid to the quality and diversification of the products.



According to the head of the enterprise, in the first year of activity the enterprise exported products to Kazakhstan and Russia. However their characteristics did not meet market demands, consequently in some years they exported nothing. This year the enterprise has some preliminary agreements for increased exports. The head of "Karafshon" said, "if you

want to find buyers in foreign markets, you should produce your cans with high quality and appropriate packaging."

On the subject of collaboration with the ITC, Mr. Nematulloev says, "we are very happy that we have the opportunity to collaborate with ITC, because ITC consulting and training supports help us to improve our activity and gain access to foreign markets. For instance, lately we participated in the International Food Exhibition in Moscow-Prodexpo with ITC support. From Moscow we returned with a lot of new ideas, and we signed contracts with two foreign companies. We were also invited to a forum of halal products in Malaysia which was held in May and participated on it."

The enterprise is currently planning to launch sugar-beet processing in order to have its own sugar for canning.

4. ITC future plans - looking forward to new successes

In the third quarter of 2007 (July-September) the project will continue to assist Tajik fruit and vegetable processing enterprises to improve Marketing and Sales Management, Food Safety and Quality Management, and Supply Chain Management. With the involvement of local business service providers the project will focus on the following activities:

- ISO 22000 Lead Auditor Training Course (6 days);
- Group training on Supply-chain management for export delivery (4 days);
- Perform an audit of the supply-chain & start drafting company-specific improvement plans for the selected enterprises;
- Second mission of IC on marketing;
- Following export market research; and
- Sector development issues.

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