

TAJIKISTAN

INDUSTRIAL MODERNIZATION AND
COMPETITIVENESS IMPROVEMENT
OF CARPET WEAVING, EMBROIDERY
AND TEXTILE SECTORS

PHASE II

TAKING YOU AND YOUR
INDUSTRY TO THE
NEXT LEVEL



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



B4C **BRANDING**
FOR COMPETITIVENESS
AND SUSTAINABLE GROWTH



WHAT WE ACHIEVED AND HOW WE DID IT

The UNIDO Project helped the Tajik industry identify and build up new market-making product lines with high potential for value addition, export generation, and creation of decent jobs especially for women and creative youth.

Phase I

CONTEXT AND ACHIEVEMENTS

Responding to the 2014 request of the Ministry of Industry and New Technologies of the Republic of Tajikistan, UNIDO developed and successfully implemented a technical cooperation project entitled “Industrial modernization and competitiveness improvement of carpet-weaving and embroidery/textile sectors in Tajikistan”. This project, funded in equal shares by the Governments of the People’s Republic of China and the Russian Federation, covering the 2015-2017 period, oversaw a full-fledged enterprise diagnosis of carpet weaving and embroidery manufacturers resulting in tailor-made expertise actions aimed at improving technological cycle, introducing innovative marketing tools, and developing unique and competitive products both for local and international markets.

More than 500 experts, most of them women including those on the margins of society, strengthened their skills in the production and market access cycles through newly introduced



Production process at the project pilot beneficiary company

training opportunities. Phase I spurred the revitalisation of Tajikistan’s textile and apparel sector, continuously generating employment with hundreds of jobs created in less than 2 years. As part of the unique joint brand “LA’AL Textiles” established in October 2015, products of Tajik carpet weaving, embroidery and textile enterprises were showcased at more than 16 national and international exhibitions. A substantial number of commercial contracts were signed with leading domestic and international hotels, restaurants, international retail shops and other partners. “LA’AL Textiles” has been domestically recognized as Brand of the Year 2017 and the Best National Brand for its contribution to sustainable industrial development, creation of new jobs and increased export capacity of Tajik products.

PHASE I REVITALIZING TAJIKISTAN’S TEXTILE AND APPAREL SECTOR

Introducing innovative marketing tools and providing new employment opportunities

Phase II

OBJECTIVES AND OUTLOOK

Following the results and achievements of Phase I, Phase II was launched in 2019 upon the request of the Ministry of Industry and New Technologies of Tajikistan and with the financial support of the Russian Federation.

Phase II is expected to ensure the long-term sustainability of the results achieved thus far and further facilitate sustainable and inclusive industrial development in Tajikistan by:

- Providing incentives for enterprise development and technological modernization
- Contributing to introduction of innovative marketing tools, job creation, skills development and capacity building of national experts and business support institutions
- Improving Tajikistan's international position in value addition, exports and global competitiveness.



Hand-woven carpet production at a pilot project beneficiary company

Specifically, Phase II will:

- Provide technical support to a wider range of pilot beneficiary enterprises from various regions of Tajikistan encompassing additional textile industry sub-sectors, including traditional textile manufacturing such as Ikat Atlas and Adras
- Conduct analysis and develop tailor-made modernization plans for each pilot beneficiary
- Carry out strategic market positioning for selected niches in the carpet weaving, embroidery, traditional textile industries in the context of regional and international export markets

PHASE II ENSURING THE LONG-TERM SUSTAINABILITY OF ACHIEVED RESULTS

and further facilitating sustainable and inclusive industrial development in Tajikistan



Exhibiting LA'AL Textiles joint home-deco collection at the 2017 Heimtextil International Trade Fair



Project-supported Brand "LA'AL Textiles" receives "Pick of Glory" Brand of Year 2017 award

- Introduce an effective marketing strategy and support collective marketing and export activities, including participation in domestic, regional and international exhibitions, B2B meetings, other platforms and potential establishment of export consortium
- Conduct capacity-building and coaching activities at various training institutions including those established or strengthened during Phase I
- Establish a new training/service centre within an existing institution to serve as a sectorial centre that provides access to trainings, demonstration facilities, information about new technologies and know-how in the targeted industries.

LA'AL
TEXTILES

LA'AL TEXTILES MADE WITH LOVE, FROM THE HEART OF TAJIKISTAN

Combination of rich traditions with the latest global trends in carpets and home textiles



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INVESTMENT
INNOVATION**

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