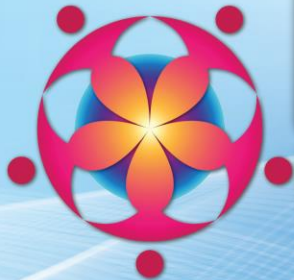
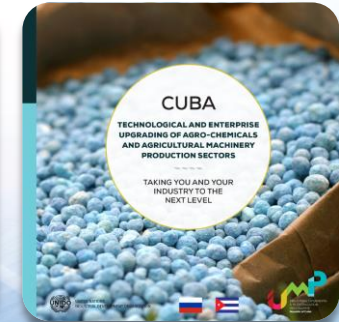
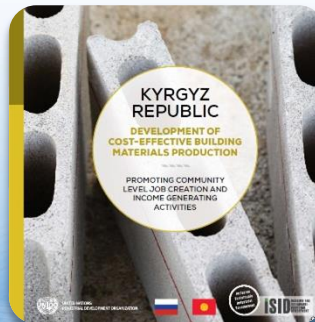
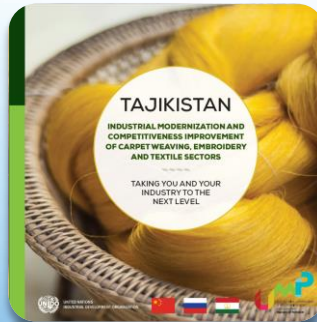


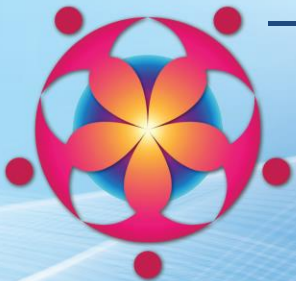
“UNIDO as a Global Platform for the Promotion of Women's Economic Empowerment”

Examples of initiatives in the region of Europe and Central Asia



Context

- Armenia and Tajikistan: Two unique economies with common challenges faced
 - Small economies with limited local markets largely backed by remittances
 - Losing (traditional) sales markets leading to shrinking real sectors
 - At once developed sectors employing 300,000 people mostly women, now employing around 3,000 in each country
 - Great potential for restoring jobs mostly feminine via improving competitiveness and market access





THE OBJECTIVE

To improve the industrial performance of manufacturing SMEs by strengthening their competitiveness and environment

Upgrading Approach

ENABLE

BUSINESS ENVIRONMENT

Policy support and regulatory and institutional framework

Competitiveness analysis and positioning studies

Financial and non-financial incentives

BUILD

INDUSTRY SUPPORT SERVICES

Technical support and business advisory institutions

National experts

Financial institutions and professional associations

EMPOWER

ENTERPRISE PERFORMANCE

Production technology and resource efficiency

Best marketing practices human resources and financial management

Quality management

COMPETITIVENESS

LOCAL MARKETS & EXPORTS

EMPLOYMENT





Branding for Competitiveness and Sustainable Growth

- UNIDO's New Initiative within TII Portfolio
- Creating a unique brand identity for locally produced goods
- Identifying niches for the brand's products at national, regional and international markets
- Promoting the brand and its products at the industry-specific fora (fairs, exhibitions, B2B meetings, etc.)
- Strengthening local value addition and **value attribution**
- Boosting regional and international economic integration and exports performance



ICONVIENNA BRAND GLOBAL SUMMIT
10 April 2019, Vienna International Centre

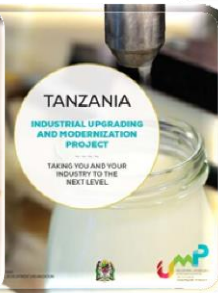
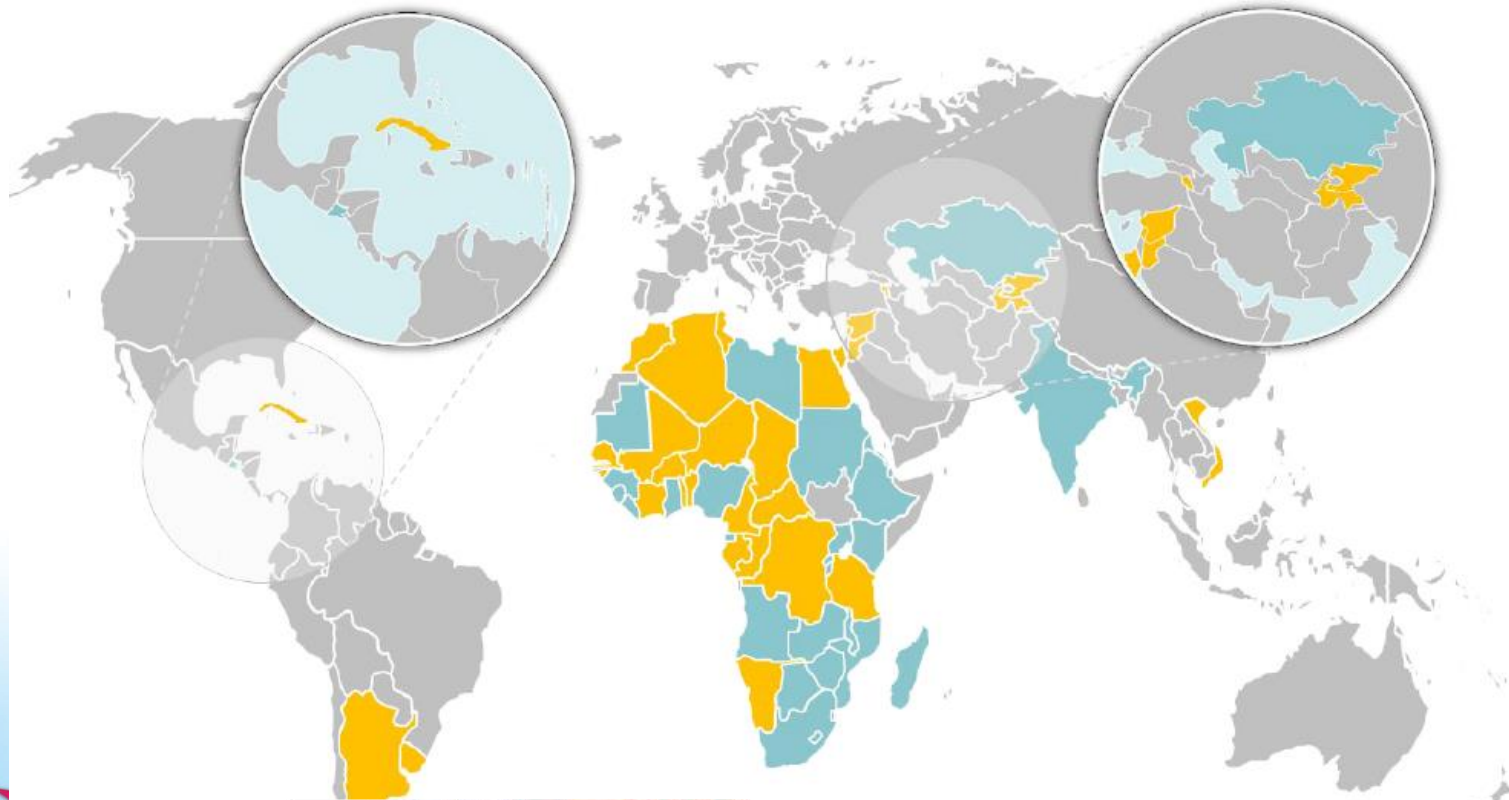


UNIDO's Experience in Upgrading & Branding Success Stories



UNIDO industrial upgrading experience

Industrial upgrading and Branding projects around the world



ARMENIA

**IMPROVING COMPETITIVENESS
OF EXPORT-ORIENTED INDUSTRIES
THROUGH MODERNIZATION AND
MARKET ACCESS**

TAKING YOU AND YOUR
INDUSTRY TO THE
NEXT LEVEL

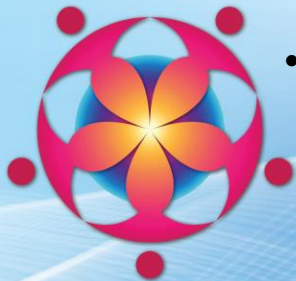


UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



Project Results & Achievements

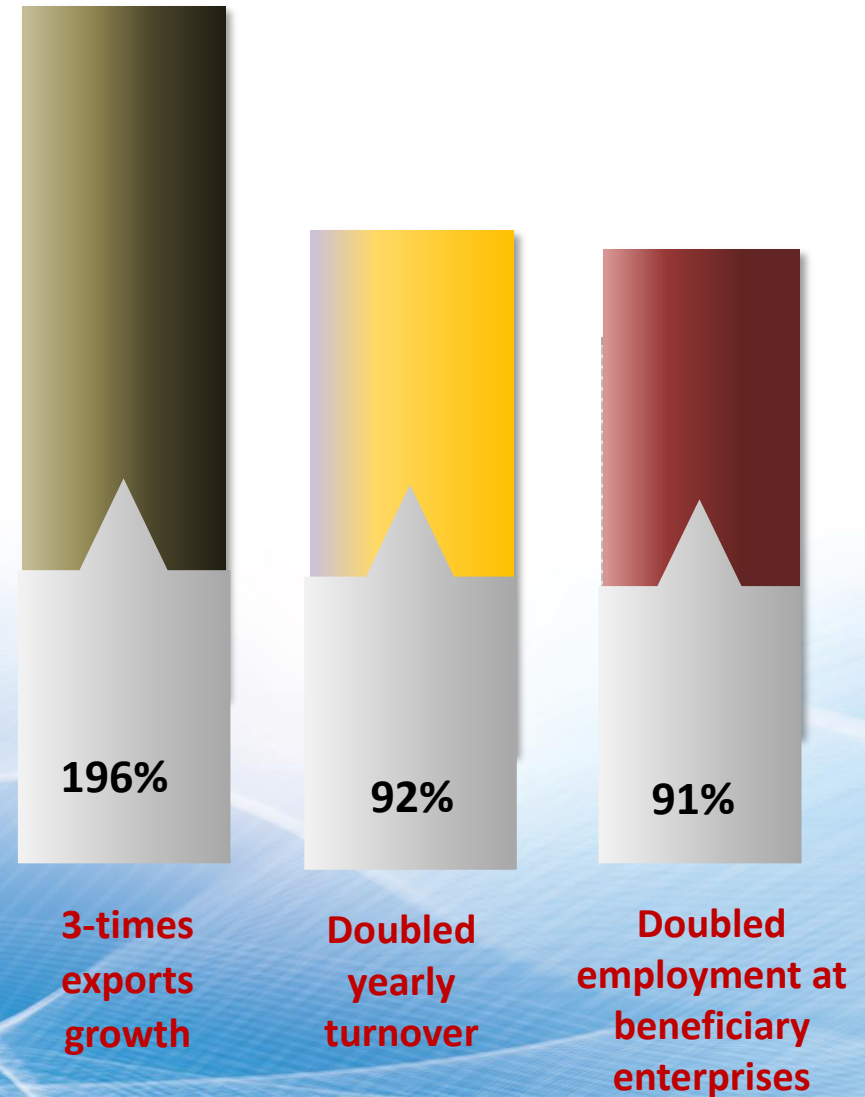
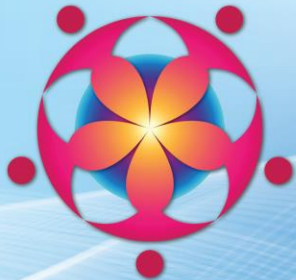
- **25 Armenian garment & shoe manufacturers** received technical support
- More than **100 local experts** trained on garment design, production management and fashion collection development
- A joint **national Fashion Brand “5900 BC”** created
- “5900 BC” **9 fashion collections** designed and showcased at **7 international** and **3 national exhibitions**
- Exhibitions and B2B Forums **generating purchase orders** of garment & shoes to the region (signature of numerous export contracts) and attracting direct investment
 - A **Burgo-Atex Fashion School** established jointly with Italy’s top fashion school to **prepare fashion Specialists for the apparel industry**
 - Plans for establishment of **Light Industry Development Centre** in a PPP Mode jointly with the Government and Private Sector



Impact: New Jobs, VA, Doubled Exports, etc.

Armenian garment manufacturers in 2.5 years:

- ✓ enhanced their **production and marketing capacities & skills**
- ✓ improved product **design, quality and diversification**
- ✓ established **contractual arrangements for supply** with the largest garment manufacturers and retailers in the region
- ✓ attracted more **than USD 71 mln worth investment** projects with an individual case of EUR 25 mln investment attracted thanks to upgraded enterprise capacities and better performance shown





ОРГАНИЗАЦИЯ ОБЪЕДИНЕННЫХ НАЦИЙ
ПО ПРОМЫШЛЕННОМУ РАЗВИТИЮ





Promotional video for UNIDO Project in Armenia



TAJIKISTAN

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

TAKING YOU AND YOUR
INDUSTRY TO THE
NEXT LEVEL



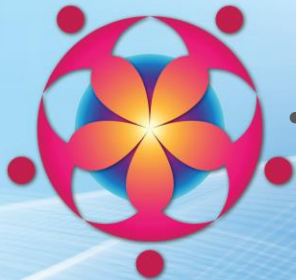
UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



INDUSTRIAL UPGRADING
& MODERNIZATION
PROGRAMME

Project Progress & Achievements

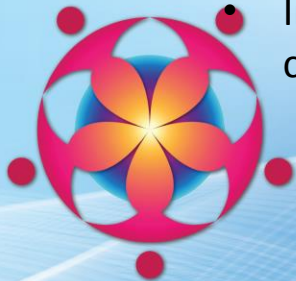
- Identification of the **most promising niches** for Tajik carpet and embroidery produce at national/regional/international markets
- **Fully fledged diagnosis** of beneficiary enterprises and implementation of **upgrading actions**
- More than **535 experts** were trained as part of the **40 trainings** gaining skills in production and market access cycle
- Establishment of a **Training and Service Centre**
- **3 existing training and service centres** strengthened
 - Creation of a new joint brand **“LA’AL Textiles”** with respective visual identity of the Tajik produce
 - Participation at more than **16 national and international exhibitions**





Impact: Jobs Created, Women & Refugees, Sale Contracts, Brand of Year

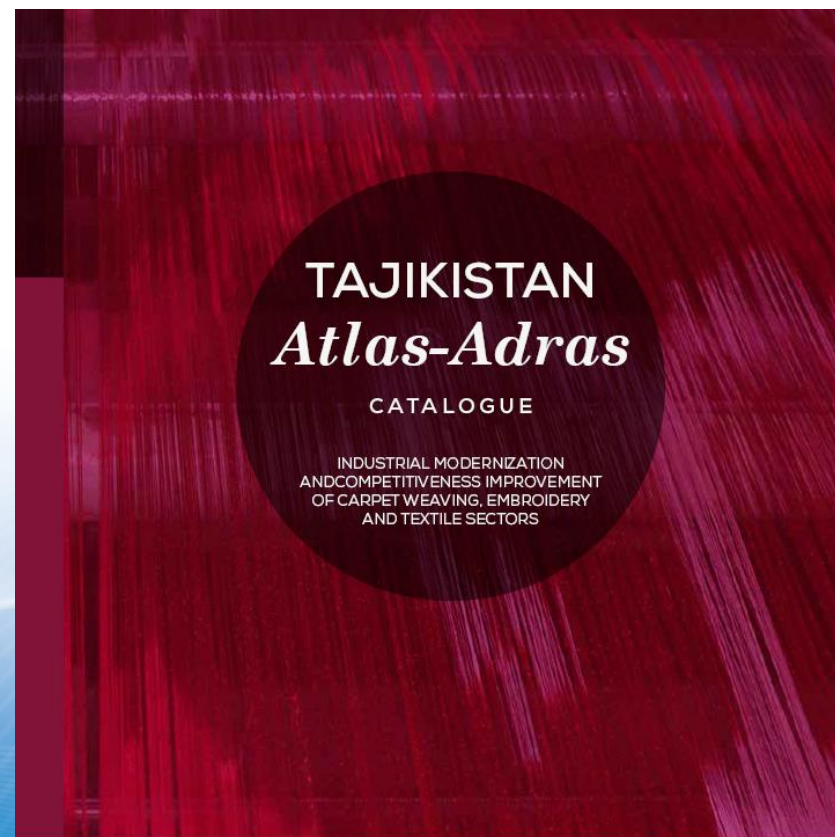
- “LA’AL Textiles” selected as **Brand of the Year 2017**
- “LA’AL Textiles” named the **Best National Brand for its contribution to sustainable industrial development, job creation** and enhanced export performance of Tajik products
- Contracts with **International Hotel Chains** to produce unique home textile & deco, as well as carpets under the joint brand “LA’AL
- Contracts with **Transnational Retail Chains** to produce carpets, home deco and related products
 - More than **500 Tajiks**, most of them women, as well as **marginalized groups, such as refugees** from Afghanistan, trained on the production and market access cycle, including product design, personnel management, financial management, and marketing
 - Initially, around **100 new jobs created** with more being created



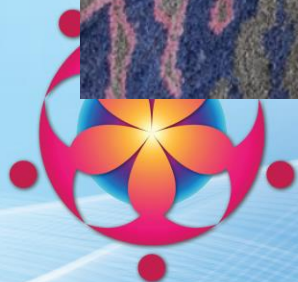
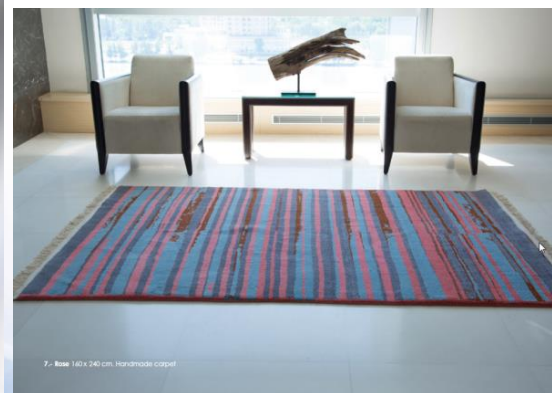




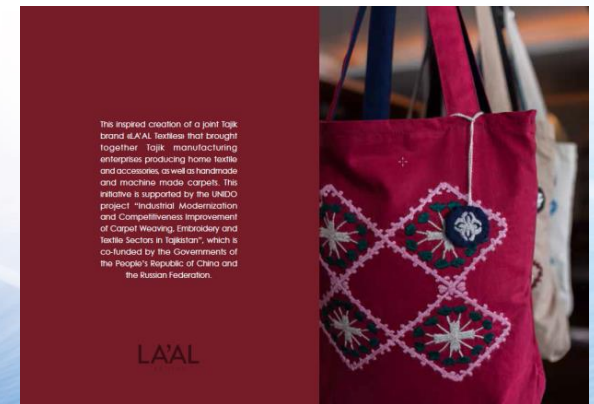
Training Manuals



“LA’AL Textiles”: First handmade and machine made carpet collection catalogue



“LA’AL Textiles”: Home textile catalogue

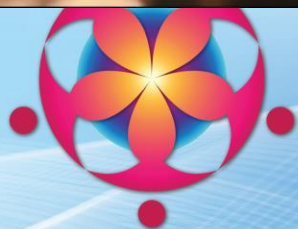




ОРГАНИЗАЦИЯ ОБЪЕДИНЕННЫХ НАЦИЙ
ПО ПРОМЫШЛЕННОМУ РАЗВИТИЮ



Promotional video for UNIDO Project in Tajikistan






Thank you very much



INDUSTRIAL UPGRADING & MODERNIZATION PROGRAMME

TAKING YOU AND YOUR
INDUSTRY TO THE NEXT
LEVEL



f.alimdjanov@UNIDO.ORG

