



## CASE STUDY

# Export Partnership Arrives “Just in Time”

**USAID is supporting increased trade in Central Asia by helping entrepreneurs expand their export opportunities**



RTL Staff

*Marketing Director Lola Khakimova attributes her success in developing sales contacts with Tajikistan to USAID’s EPI program.*

***“Your USAID project came along just in time for us. We were looking for new markets and were very excited that our marketing manager was accepted. Now, you’ve opened the door to the Tajikistan market for our company.”***

***- Olga Kim, Lead Manager,  
PrimaVera Fashion***

PrimaVera Fashion is one of over 50 companies participating in USAID’s Export Partnership Initiative (EPI). The fully export-oriented women’s clothing producer has enjoyed solid sales growth over its 12-year history. Rather unique to the Bishkek-based textile industry, PrimaVera Fashion produces only its own designs. But the company needs new markets and new models in order to diversify its client base and ensure continued growth.

Nearly 80% of their 25,000-unit output is sold to Russian and Kazakhstani re-sellers, most of whom travel to Kyrgyzstan to buy directly from their sales facility at Dordoi market. The remainder is sold and delivered directly to retailers, most of whom are also in Russia. Lead Manager Olga Kim recognized the risks of such a limited scope of clients. “We needed to explore new opportunities in nearby countries, including Tajikistan,” she said. “But we didn’t have contacts or experience working outside of our niche.”

Olga encouraged her Marketing Director, Lola Khakimova, to apply to participate in USAID’s EPI program. “We were excited that Lola is getting this opportunity and bringing in new ideas and contacts to help us identify new markets,” Olga said. She noted that PrimaVera had little experience in marketing or expanding operations to new countries – both she and Lola are doctors by training.

“We had considered starting up business in Dushanbe long ago, but we needed more information,” adds Lola. “During the EPI training I learned much from Tajik businessmen about delivery, logistics, and the legal situation. Now we are planning to take our business there.”

Lola is finalizing a sales agreement with another EPI participant from Tajikistan. Olga expects PrimaVera to be competitive there on both price and quality. She concludes, “You have opened the door to Tajikistan for our company.”

More information about the company is available at their website, [www.primaverafashion.ru](http://www.primaverafashion.ru)