

## Specific companies and products dushanbe

A local agent may have a better sense of Tajikistan's market and the location of potential consumers. The agent can establish a presence in Tajikistan with very little startup cost and circumvents the need to navigate the often difficult and frustrating process of establishing a new business entity in Tajikistan. The local agent will be familiar with the primary markets of Dushanbe and Khujand - the major cities and markets of the country.

A local distributor will need startup support from its U.S. partner to be able to effectively reach out to clients and transfer skills and knowledge. The U.S. company should expect to support its Tajik partner in a nationwide campaign to promote its goods. Most U.S. companies are not fully aware of the market conditions and market peculiarities in Tajikistan. Promotion and product materials must be available in either Tajik or Russian.

American products are often viewed as prestige items and have a reputation for higher quality and durability than more familiar Russian products. Especially among youth markets, U.S. brands are increasingly popular.

The U.S. Embassy highly recommends that businesses solicit experienced and well-established legal counsel when registering a company. The Tax Committee of the Government of Tajikistan organizes official registration of legal entities. Tajikistan's Department of Registration of Legal Entities and Individual Entrepreneurs is responsible for Single Window state registration. More information can be found on the website of the Tax Committee of the Government of Tajikistan.

For the latest Investment Climate Statement (ICS) which includes information on investment and business environments in foreign economies pertinent to establishing and operating an office and to hiring employees, visit the U.S. Department of State's Investment Climate Statements website.

Direct marketing is one of the most effective techniques in Tajikistan and has been demonstrably effective at major cultural or sports events and in door-to-door outreach. Tajikistan's unreliable postal system discourages mail marketing. The Mary Kay, Avon, Oriflame, and Faberlic cosmetics distributors are active mainly in Dushanbe and Khujand, and there is opportunity for development in direct marketing.

There are several local advertising firms based in Dushanbe. Television, radio, outdoor advertising, and weekly newspaper publications are the primary advertising venues. For business services, brand recognition campaigns are usually conducted using outdoor advertising.

There are several traditional media options. Although there are no private television stations with nationwide coverage, some small private television companies exist in smaller towns. In Dushanbe, there are 12 FM radio

stations and one cable television network, which re-broadcasts up to 80 satellite channels in Dushanbe. Much of the population uses satellite dishes to receive a variety of TV programs, mainly from Russia and Uzbekistan. The largest private marketing and advertisement company in Tajikistan is Total Advertising Group ().

Internet and social media platforms are the key instruments for direct marketing and sales, with social media used for direct marketing and sales. Tajikistan's internet penetration rate stood at 40.1 percent of the total population at the start of 2022, but the fixed broadband connection is still very limited.

Creating a joint venture with a foreign corporation is one of the options of cooperation with local Tajik firms. The Tajik government encourages attraction of foreign investments through creation of joint ventures but strategically considers local ownership as priority. Joint ventures are established as limited liability partnerships (LLP) or as a joint stock companies (JSC).

In June 2017, the Government of Tajikistan shut down international express couriers, including DHL, United Parcel Service, TNT Express, and Pony Express. In 2021 DHL renewed its operations in Tajikistan through partnership with a local company with limited services. Two local companies

U.S. companies should not take shortcuts in evaluating business opportunities and should pay serious and detailed attention to selecting local partners. Basic business information about company structure, ownership, ethical business practices, and credit worthiness are not always easy to find. Conducting proper due diligence is essential.

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