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IFC Helps Raise Awareness about Tajikistan's Inspection Law

Dushanbe, August 1, 2007 — IFC, a member of the World Bank Group, has launched the first of a series of public service announcements on Tajik national television. Created with the support of Tajikistan's State Investment and Property Management Committee, the announcements will help raise entrepreneurs' awareness about "On Inspection of Economic Entities," a new law of the Republic of Tajikistan.

The first of four announcements—thirty-second social advertisements that show entrepreneurs facing inspection under the new legislation—was broadcast on Channel 1 on July 19 and will air four times a day in premium time slots. The broadcasts will continue until late September 2007. The first advertisement can be viewed at: <http://www.ifc.org/ifcext/tajikistansme.nsf/Content/Awareness>.

The launch of the public service announcement series follows the release of the IFC report, "Business Environment in Tajikistan, as Seen by Small and Medium Enterprises, 2006," which finds that, although the inspections law was passed in 2006, many entrepreneurs remain unaware of their rights and responsibilities.

"The small and medium enterprise sector can drive growth and foster local investments with a strong impact in the country's economy. Hence the government understands entrepreneurs' need for support to achieve growth," said Rudoba Bakhrudinova, Head of the Legal Protection of Entrepreneurship Department of the State Investment Committee of Republic of Tajikistan.

"Adopting the law is only the first step in improving the business environment for Tajikistan's small and medium enterprises. The next step in bringing about positive changes is proper implementation. The recently launched IFC television campaign is a powerful tool to expand outreach and increase awareness among entrepreneurs," said Andrea Dall'Olio, IFC Business-Enabling Environment Project Manager.

The announcements inform entrepreneurs of the most critical aspects of the new law and how to take advantage of opportunities. The State Investment Committee, the State TV and Radio Committee, and other government agencies that recognize the value of the initiative, supported IFC in producing them. The campaign is part of a broader commitment by IFC and the Swiss government to help Tajikistan's government implement the new law. In addition to the campaign, IFC provides ongoing training to entrepreneurs, directly and through partner organizations.

About IFC

IFC, a member of the World Bank Group, fosters sustainable economic growth in developing countries by financing private sector investment, mobilizing capital in the international financial markets, and providing advisory services to businesses and governments. IFC's vision is that poor people have the opportunity to escape poverty and improve their lives. In FY06, IFC committed \$8.3

billion, including syndications, to 284 investments in 66 developing countries. For more information, please visit www.ifc.org.

About IFC Business-Enabling Environment - SME Policy Project

With financing from Switzerland's State Secretariat for Economic Affairs, IFC is monitoring the business environment by conducting regular surveys, helping implement the new inspections law, conducting preliminary analysis for permits reform, and raising awareness of small and medium enterprises through training and events. For more information, please visit www.ifc.org/tajikistan/sme.

About SECO

The State Secretariat for Economic Affairs is the Swiss Confederation's competence center for all the core issues related to economic policy. Its aim is to create basic regulatory and economic policy conditions to enable business to flourish and benefit all. SECO also represents Switzerland in the large multilateral trade organizations and international negotiations, and is involved in efforts to reduce poverty and help developing countries with transition economies build sustainable democratic societies and viable market economies. Each year, Switzerland spends about 1.9 billion francs on development cooperation and transition assistance to countries.

About State Investment and Property Management Committee of the Republic of Tajikistan

The committee was established in 2006 to manage state property and investment and support entrepreneurship development. Its mission includes creating an efficient coordination system with investors, protecting their legal rights, and analyzing the country's investment flow.