



اداره انكشاف صادرات افغانستان
Export Promotion Agency of Afghanistan



د سوداگري او صنايعو وزارت
Ministry of Commerce and Industries

No:
Date:

شميره:
نېټه:

2nd Afghanistan International Carpet Fair in Kabul, 26th – 28th October 2008

Following the success of the 1st Afghanistan International Carpet Fair in August 2007, the Ministry of Commerce and Industries and the Export Promotion Agency of Afghanistan (EPAA) will hold the 2nd Afghanistan International Carpet Fair in the Kabul Serena Hotel from the 26th to 28th October, 2008. This fair promises to be not only a refined continuation of its predecessor event, but an even more spectacular show of Afghanistan's finest carpets yet. Over 60 exhibitors across Afghanistan will put their premium rugs and Gilims on display.

Why attend the 2nd Afghanistan International Carpet Fair?

- Carpets on display are entirely handmade (no machinery involved)
- Coloring is purely from natural dyes
- Carpets on display represent all the diverse groups making up Afghanistan
- Get to see the carpet makers in person
- Combination of traditional and modern designs will be available
- Have the opportunity to purchase a carpet of your liking
- Meet the personalities behind the carpet trade, and create new partnerships
- EPAA will facilitate all your transport and export needs

Afghan carpets are extremely durable and gain more value as they get older. This makes them not only a special product, but also a precious work of art. The carpets are specially handmade, almost exactly as they had been made 3000 years ago. Afghan carpets are exclusive in their quality, prestige and style. The thousand year old tradition has been perfected to produce the finest carpets yet. A chance to own these genuine works of art is now within your grasp.

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History of Carpets in Afghanistan:

Afghanistan: WEAVE TO CARPET THE WORLD

The Afghan folktale dates to the origin of carpet waving in Afghanistan around 3500 years back to a young woman from a Turkmen tribe who together with her sister Bowstan were gifted artisans and wanted to take tapestry making to a higher level. The young woman was named Khali which lead to the Afghan word for carpet-Kaleen. Bowstan developed a specialized knapsack, still used by the nomadic people of Central Asia and Khali began to knot thick stands of wool into what would be the first carpet. Khali's story is symbolic of the rich legacy of carpet weaving among Afghan women. For centuries Afghan women of the Turkmen, Tajik, Hazara, Uzbek and Pashtun tribes have been the true craftspeople of a unique category of the world's carpets. They intricately detailed mainly using designs from Turkmen Tribes such as the Yomut, Ersari, Saryk, Salor, and Tekke. "In open spaces and far away places our unseen faces weave. We weave dreams of hope for the future...dreams for our children, our loved ones and our nation. We are the heart and soul of Afghanistan. We are Afghan."*

From its remote, austere villages to its bustling, interior cities, Afghanistan is wrought from the indomitable spirit of a people dedicated to cultivating and growing the country's deep textile traditions. Weaving has been a part of the Afghan heritage for centuries. The country's ethnic diversity is translated through the hands of the Afghan weavers. Carpets literally are part of Afghanistan's national identity. Tribal carpet productions are a norm in Afghanistan and carpet designing and manufacturing centers in the larger cities are on the rise. Hand spun yarn and natural dyes which are used with harmonious proper colors, are oftentimes dominated by shades of red. Afghan carpet makers also rely on one of the country's most prized natural resources- an abundance of choice of wool. Other natural fibers including silk are often woven into the carpets as well.

Afghan weavers devote great care and attention to the carpet's constructions and designs and are innately concerned about the details in the weaving, dying and release of the products. They invest their lives in their art form. It's their entrepreneurial spirit that is fueling the rebirth of the Afghan carpet industry. The carpet designs usually are woven entirely from memory on horizontal looms resulting in unique pieces of folk art, each one different than the next. The carpet motif vividly reflects the history of this multiracial

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No: country and allows a myriad of fascinating choices for the keen collector and the first time buyer alike. شميره:
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Afghanistan's drive to resurrect its fabled carpet industry with EPAA's assistance is a key element in the economic reconstruction of the land locked country. The Afghan carpet industry employs more than 6 million people. In order that dominant industries have significant growth and export potential, the carpet sector has become a major focus for the Export Promotion Agency of Afghanistan (EPAA). In 2007, Afghanistan sold aboard \$150 million worth of carpets, which is the largest official export. EPAA is also undertaking huge efforts to facilitate the repatriation of its carpet industry that has migrated to Pakistan. If successful the size of the industry would double. Afghan carpet exports could reach \$350 million by 2015. Approximately 97% of the Afghan rugs have been transacted under other countries names like Iran and Pakistan. However, Afghan businessmen and traders with the help from the government of Afghanistan are seeking ways to end this.

As more refugees have returned back, they have been able to start small businesses of their own after decades of work in obscurity abroad. One success story is that of Haji Nabi, owner of Zinnat Carpet Merchandise. An ethnic Hazara, Nabi has worked for years as a weaver in refugee camps in Pakistan with little reward. The carpets that he and other Afghans wove were labeled "Made in Pakistan," by the men who controlled access to the export market. But today, based in Kabul Nabi is among the growing number of successful merchants who are reviving the Afghan Carpet Trade. Employing dozens in the capital plus weavers in Jalalabad, his company is a real example of a business operating on at least a partly national scale.

Afghan products are beginning to gain more popularity today. In January 2008, Afghan Carpets were put for display at the DOMOTEX 2008 Nabi's carpet won the first position in the International Carpet Design Award (CDA). Nabi's company got the international recognition for which Afghan weavers are striving. The jury awarded Zinnat first prize for 'Best Modern Design' in the under 100 euros per square meter price range. The winning rug, dubbed "Bamiyan" style, is the first "Made in Afghanistan" carpet to reach one of the interior-design industry's centre stages after many years. Afghan producers filled the allocated space at the Domotex Fair in Hanover, Germany, on January 12 – 15, with 14 stands and one large tent. In a sign of the rug business importance to the Afghan economy, the Export Promotion Agency of Afghanistan (EPAA) was the agency to put this event together supported by GTZ and USAID. EPAA linked up with Hali Magazine to promote the Afghan carpet sector. EPAA's main role is to streamline the export procedures in Afghanistan and to promote the "Made in Afghanistan" brand worldwide.

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* quoted from Mary Lynn Landgraf US Commerce Department
How can I be a part of the 2nd Afghanistan International Carpet Trade Fair?

Contact Us:

For further information about the Second Afghanistan Carpet Fair, Please contact with Mr.Said Yahya Akhlaqi, International Affairs and Trade Fairs Director of EPAA



**Export Promotion Agency
of Afghanistan**
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