



اداره انكشاف صادرات افغانستان  
Export Promotion Agency of Afghanistan



د سوداگري او صنايعو وزارت  
Ministry of Commerce and Industries

No:  
Date:

شمير ه:  
نېټه:

## Afghanistan International Carpet Fair

**Handmade Carpet Exhibition**  
**2<sup>nd</sup> -4<sup>th</sup> Sept 2007**  
**Kabul (Afghanistan)**

The tradition of Afghan carpets goes back for centuries. The richness and variety of designs reflect the cultural diversity of Afghanistan. The skill of our weavers is unrivalled in the world and makes our carpets unique. Rightfully, our weavers take great pride in being part of this living heritage of our country. Commercially, the carpet industry is a cornerstone of our economy. It is our leading export sector, it represents an important source of income for the rural population, and it provides jobs to many returning refugees.

However old the roots of the carpet industry, it has a great future ahead. Today's globalized world, with the associated modern information technology, offers tremendous opportunities for the industry. This allows reacting much faster to changes in tastes and demands of the international customers. The combination of our heritage and weaving skills with these new opportunities makes for a bright outlook for the carpet industry.

The Afghan carpet industry has a long tradition and it has been the country's most important export sector over the last years. Carpet production is concentrated in several regions, where the production is dominated by home production.

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An increasing number of carpet factories have also been established in urban centres over the last years. The competitiveness of the Afghan carpet industry is largely determined by the skills of the Afghan weavers to produce high quality carpets.

The importance of the carpet sector is well understood by the government, NGOs and international actors, particularly since it is an important source of income for the rural population, particularly for women, and has a large potential for employment creation and poverty alleviation.

To create awareness, demonstrate the quality and uniqueness of Afghan Carpets, the Ministry of Commerce and Industries and Export Promotion Agency of Afghanistan in cooperation with Afghanistan Carpet Guild and Kabul Carpet Association have decided to organize an International Exhibition of Afghan Carpets. The exhibition will be held from September 2 – 5, 2007 in Kabul Serena hotel which is the only Five Star Luxury Hotel in Kabul; situated in the heart of the city and has extensive and modern meeting rooms and facilities. From the safety and security point of view the Kabul Serena has UN, Government, Diplomat, ISAF and NATO clearance, and they are regular patrons for their delegations.

**Organized by: Export Promotion Agency of Afghanistan**

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