Over 600 people were employed during the Dushanbe Serena's construction and approximately 200 are employed for the hotel's operation, with a focus on hiring from the local population at all levels of the organisation. In an effort to develop local management ability, employees will be provided extensive training in hotel management and will be exposed to other Serena hotels globally for on-the-job training.

Operational since 2002, the six-room Khorog Serena Inn was Tajikistan's first hotel built at international standards of quality. The roof of the Inn and pillars inside the lobby are inspired by the design of a Pamiri house, while the interior also reflects local culture.

The Inn caters to the needs of Government dignitaries, diplomats, NGOs and tourists in the GBAO region, providing a fully equipped business centre and a restaurant offering local and international cuisine. An expansion of the Inn is currently being planned to meet the growing demand for quality accommodations in Khorog.

In line with AKFED’s objectives, the Inn is fully staffed by local residents. In order to promote cultural awareness of the surrounding regions, it sells handicrafts manufactured by the local community and also organises performances of traditional music.

TPS projects have and will continue to contribute to Tajikistan’s economic growth in an environmentally and culturally sensitive manner. With the opening of the Dushanbe Serena Hotel, TPS is further enhancing its support to Tajikistan by increasing tax and foreign exchange revenues, improving the availability of trained manpower, providing employment to local residents and promoting the products of local vendors.

More broadly, by offering high quality accommodations for tourists and business travellers, Serena projects will support Tajikistan’s efforts to become a more viable, friendly and comfortable destination for visitors, which ultimately translates into improved economic activities in the country.

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The state of the art Dushanbe Serena Hotel supports Tajikistan’s efforts to become a more viable and friendly destination for visitors, ultimately translating into improved economic activities in the country and increased availability of trained manpower.

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PamirEnergy has doubled the installed capacity at the Pamir I power plant, enabling most of the plant’s Khorog customers to have electricity 24 hours a day for the first time since the end of the Soviet era.

PamirEnergy’s rehabilitation efforts have included:

- Installing an additional two turbines and generators at Pamir I, the company’s main generating facility, thus increasing the plant’s installed capacity from 33 MW to 43.5 MW.
- Creating a retention structure at Lake Yashilkul, the source of water for Pamir I. The addition has increased water flow of the Gurt River by as much as 40 percent during the winter months, when electricity is especially crucial but power generation ability is restricted due to low river flows.
- Re-calibrating 9,200 old electricity meters and installing over 8,700 new individual meters to provide efficient billing to approximately 80 percent of all customers to date.

Tcell Tajikistan

In the late 1990s, telephone service in Tajikistan was in a poor state: it was delivered using a single, out-of-date, radio system; handsets were heavy, expensive and short on battery life; and coverage outside urban areas was almost non-existent, forcing residents in rural districts to line up for hours at scattered land-line stations in order to communicate with others.

In 2001, AKFED partnered with MCT to launch the “Indigo Tajikistan” mobile telephone company in Tajikistan as part of an effort to improve service and spur competition in the country’s mobile services industry. In March 2010, the company announced the change of its brand to Tcell.

Today, Tcell is the largest mobile operator in Tajikistan by revenue, with annual figures in excess of US$ 110 million, and by subscriber base, with over one-third market share in 2010.

Tourism Promotion Services

High-quality tourism infrastructure is largely underdeveloped in Tajikistan. Due in part to instability and insecurity in the 1990s, investors have been reluctant to make large investments and long-term commitments necessary to build hotels at international standards of quality in the country.

Tourism Promotion Services (TPS), an affiliate of AKFED, seeks to develop tourism potential in underserved areas such as Tajikistan. Operating under the “Serena” brand name, TPS hotels enjoy an established reputation for the highest standards of comfort and service, with over 30 properties in eight countries in East Africa and Asia.

Each Serena property is carefully built to harmonise with local culture and heritage and to reflect the architectural styles of the region so that it promotes awareness of these elements amongst travellers.

The Dushanbe Serena Hotel, a five-star hotel with over 100 rooms and apartments and a project cost of over US$ 55 million, opened its doors to guests in 2011.

The site of the Serena Hotel is centrally located on Rudaki Avenue, the main boulevard through the city close to Government and civic buildings and a 10-minute drive from the city’s international airport. The Dushanbe Serena Hotel has been designed by the renowned architects and interior design firm Le Groupe ARCOR based in Montreal, Canada. The hotel follows Serena’s successful design standards, reflecting Tajikistan’s rich cultural heritage enveloped in a modern glass structure. The Dushanbe Serena Hotel offers 540 square meters of purpose built meeting and conference spaces for events ranging from executive board meetings to large banquets and State functions. The hotel’s food and beverage outlets feature an all-day-dining restaurant, a tea lounge, a rooftop restaurant and a lobby lounge with a bar. Health-and-leisure facilities consist of a Fitness and Spa Centre and a swimming-pool. The hotel also provides office space to meet the growing demands of organisations based in the city.

“AKFED, in turn, seeks to use its resources in a highly strategic way – by building up sectors which will have a strong and swift impact on the national economy. Its record is one of creating sound enterprises in places and sectors where private investors often fear to tread and where management experience is frequently in short supply. We adapt to these challenges by bringing knowledge and technical capacity to create a positive ripple effect across the national economy.

The future Dushanbe Serena Hotel will, I believe, reflect that ethic by contributing significantly to stability and prosperity in this region. As this site is developed, it can both draw on and feed a positive investment climate.”

— His Highness the Aga Khan, speaking at the foundation-laying ceremony of the Dushanbe Serena Hotel, 30 October 2006.