

Ready4Trade Central Asia

Supporting inclusive development
through trade and digitalization



International
Trade
Centre



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TURKMENISTAN

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Dear Readers,

Thank you for your continued support! This is the fifth issue of the Ready4Trade newsletter. We would like to take this opportunity to thank our project stakeholders, who provide key support in the project implementation in Turkmenistan and make this project possible. We believe that through these close partnerships we can achieve our project objectives and have a sustainable impact on some key areas of the Turkmen economy.

Since the beginning of 2022, we've continued to work on project initiatives. We've made a lot of progress and we're starting to see great results from some of our SME beneficiaries. Read on to see what we have been up to.

Enjoy!



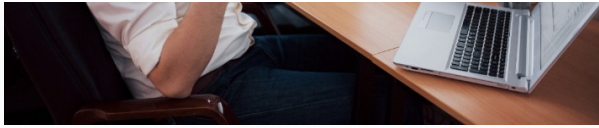
NEWS

Ongoing development of the Trade Facilitation Portal in Turkmenistan

Image by Freepik



Trade facilitation has emerged as a key factor for international trade efficiency and the economic development of countries. The primary goal of trade facilitation is to help make trade across borders faster, cheaper, and more



predictable, whilst ensuring its safety and security. In terms of focus, it is about simplifying and harmonizing

formalities, procedures, and the related exchange of information and documents between the various partners in the supply chain.

Turkmenistan is working towards the implementation of trade facilitation reforms. In this regard, the EU-funded Ready4Trade Central Asia project has initiated the development of a national Trade Facilitation Portal (TFP) in partnership with the Ministry of Trade and Foreign Economic Relations of Turkmenistan (MTFER).

The TFP will be an important tool for the private sector and micro, small and medium enterprises (MSMEs) as it displays step-by-step product-specific description of import, export, and transit procedures from the trader's point of view. It provides all the documents and formalities that businesses must submit or collect from each border regulatory agency in a user-friendly way and highlights the fees that traders are required to pay.

As Turkmenistan is embarking on the path towards its accession to the World Trade Organization (WTO), the portal will be a critical contribution towards ensuring its compliance with the WTO Trade Facilitation Agreement and provide a push towards the transparency of cross-border trade operations for MSMEs.

This platform is developed and updated by a dedicated team of the MTFER with the continuous technical support provided by the International Trade Centre (ITC) under the Ready4Trade Central Asia project. So far, it has mapped the export and import operations of 18 key priority product groups for the Turkmen's economy and in particular for MSMEs: fresh fruits and vegetables, textiles, raw hides and skins, confectionery, dairy products, ice-cream and etc.

MEET THE PARTNER

The Union of Industrialists and Entrepreneurs of Turkmenistan





Image by ITC

One of the partners of the EU-funded Ready4Trade Central Asia project in Turkmenistan is the Union of Industrialists and Entrepreneurs of Turkmenistan (UIET) – a public organization, aimed at supporting small and medium-sized enterprises (SMEs) in Turkmenistan by providing assistance in the development of modern business infrastructure.

Established in 2008 by the initiative of the President of Turkmenistan, the Union of Industrialists and Entrepreneurs unite representatives of the expanding business community. Today, the organization includes more than 30,000 private enterprises.

The UIET plays a significant role in the modernization and diversification of the Turkmen economy, increasing production volumes and expanding the range of high-quality products, growing the share of local producers in Turkmenistan.

The Members of the Union actively participate in the development of various branches, and the creation of innovative productions on the output of the goods possessing high competitiveness in the internal and foreign market. They are involved in the spheres of trade, public catering, agriculture, food-processing industry branches, textile, sewing, furniture, shoe manufacturers, etc. The representatives of the private sector conduct major work in education, tourism, physical culture, and sports, as well as advertising, and publishing services.

The UIET takes part in gender-related, e-commerce, and MSMEs capacity building programs implemented by the Ready4Trade Central Asia project aimed at enhancing the export capacity of Turkmen entrepreneurs. One of the successful initiatives accomplished in partnership with the UIET was the Export Management Coaching Initiative.

ES “Toyli” - the largest coffee producer in Turkmenistan

Image by ITC

The economic society (ES) “Toyli” launched the production of coffee products under the brand “Markov” in early 2021. The company produces different types of high-quality coffee products and pays specific attention to global standards and trends. The raw coffee beans are imported from the main coffee producing countries such as Indonesia, Brazil, Vietnam, Malaysia, Australia, and Turkey. The company’s products include instant freeze-dried coffee, coffee capsules, ground and roasted coffee beans. The production line is equipped with high-tech European and American equipment.



To expand their knowledge in terms of export, ES “Toyli” participated in the Ready4Trade Central Asia project Export Management Coaching Initiative (EMCI) in August 2021. Here is the brief interview with the company representative Arslan Bayramdurdyev, Marketing manager of ES “Toyli”.

- What was the biggest motivation to start the coffee business?

- The company mission is to provide high-quality coffee at affordable prices to Turkmen consumers. We started to draft the project in 2017, and with the support of the government programs we were able to implement it in February 2021. Today, Markov coffee can be found in every supermarket at affordable prices. We are also actively promoting the brand online since it's one of the most effective ways to increase brand awareness.

- Why did you decide to take part in EMCI?

- First of all, we wanted to expand our knowledge in exports, because we launched the production quite recently. We were interested in subjects covering delivery terms, goods insurance, as well as product labeling.

- Did you meet your expectations?

- Yes. I would like to mention that thanks to the broad experience of the export coach, we were able to get the answers to our questions. Even though the coaching program is quite extensive, the coach explained everything in detail.

- Does the company export the coffee products or just planning to?

- Our coffee is being exported to Russia, the Kyrgyz Republic and Kazakhstan. But this is just the beginning. We are planning to cover all neighbouring countries without affecting supplies to the local market.

- What do you pay the most attention to in the production chain?

- First of all, we pay attention to people, because without professional staff we won't be able to produce a high-quality product. Then we carefully choose the raw material and equipment. We believe that the most important part of success is to produce a quality product. When you have a quality product, you will always find your customer.

- What is the biggest target of ES "Toyli"?

- Our target is to become number one in the local market, among both local and import competitors.

The EMCI, which was launched early 2021, has been offering practical and action-oriented advisory services to businesses through the on-the-job coaching delivered by the local experts. These local experts have extensive experience in the fields of import/export, certification, freight forwarding and logistics. More than 40 Turkmen MSMEs received the coaching services within the year.

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With the project 'Ready4Trade Central Asia', the European Union (EU) and the International Trade Centre (ITC) are joining forces to contribute to the overall sustainable and inclusive economic development of Central Asia by boosting intra-regional and international trade in the region. Beneficiaries of the Ready4Trade Central Asia project include governments, micro, small and medium-sized enterprises (MSMEs), in particular women-led enterprises, and Business Support Organizations (BSOs). The project operates in five countries: Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan.





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