

## Ready4Trade Central Asia

Supporting inclusive development  
through trade and digitalization



International  
Trade  
Centre



Funded by  
the European Union

KYRGYZSTAN

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### Dear Readers,

Thank you for your continued support! This is the third issue of the Ready4Trade newsletter. Since our last publication, we have had plenty to report on from our various events. We've made a lot of progress and we're starting to see great results from some of our beneficiaries. Read on to see what we have been up to.

Enjoy!

#### NEWS

### Doing business digitally: Kyrgyz businesses benefit from e-commerce trainings



*Photo credit: Altynai Nanaeva*

Inesse Fashion is one of the 83 Kyrgyz businesses in the handicraft, textile and agribusiness sectors participating in Ready4Trade's e-commerce training program.

The series of trainings have been launched in Kyrgyzstan, Kazakhstan and Uzbekistan thus far with 40 advisors working with around 200 SMEs.

The training provides companies such as Inesse Fashion with instruction on how to createaa

website, sell through online marketplaces, use online payment solutions, develop a digital marketing strategy and understand logistics for e-commerce. “We are planning to launch an online shop and ensure our presence at marketplaces such as eBay. Thanks to the in-person on-the job consultations, we have decided to change a concept on our Instagram page to make it more client-oriented and diverse”, shares Gulnaz Baiturova, an owner of Inesse Fashion. Read more about Gulnaz Baiturova’s brand and her e-commerce journey.

[Read more](#)

## Ready4Trade conducts a series of gender responsive trade facilitation trainings for border officials in Kyrgyzstan

Ready4Trade initiated a series of awareness-raising gender workshops for customs officials in Kyrgyzstan, Kazakhstan, and Uzbekistan in September and October. In Kyrgyzstan, the workshops were held across the country in Bishkek, Naryn Batken, and Osh. Some 80 customs and border officials participated in the workshops.

The sessions were delivered by local customs experts with the intention of training participants to then share their knowledge with their colleagues in various customs administrations and other relevant trade agencies.

Ms. Elnura Mambetjunusheva, Deputy Head of the State Customs Service of the Kyrgyz Republic said, “It is very important to consider gender aspects in international trade relations as entrepreneurs, especially businesswomen, usually face challenges when crossing the borders. We are happy that our border officials have a great opportunity to study gender-responsive trade facilitation trainings”.

*Photo credit: Altynai Nanaeva*



## Ready4 Trade Central Asia assists Kyrgyzstan to launch its Trade Facilitation Portal





Photo credit: intracen.org

From 16 September to 5 October 2021, Ready4Trade held a series of online trainings regarding plans for its Trade Facilitation Portal (TFP) in Kyrgyzstan. The portal, which will be launched in November, is set to harmonize trade procedures and promote a more transparent business environment for traders and SMEs in the country.

The September and October trainings aimed to establish best practices for trade portal management, increase engagement among stakeholders, and enhance the social media presence of the portal and the State Enterprise “Single Window” Center under the Ministry of Economy of the Kyrgyz Republic (SWC) which has been designated by the Kyrgyz Government as the “lead agency” to implement the national TFP.

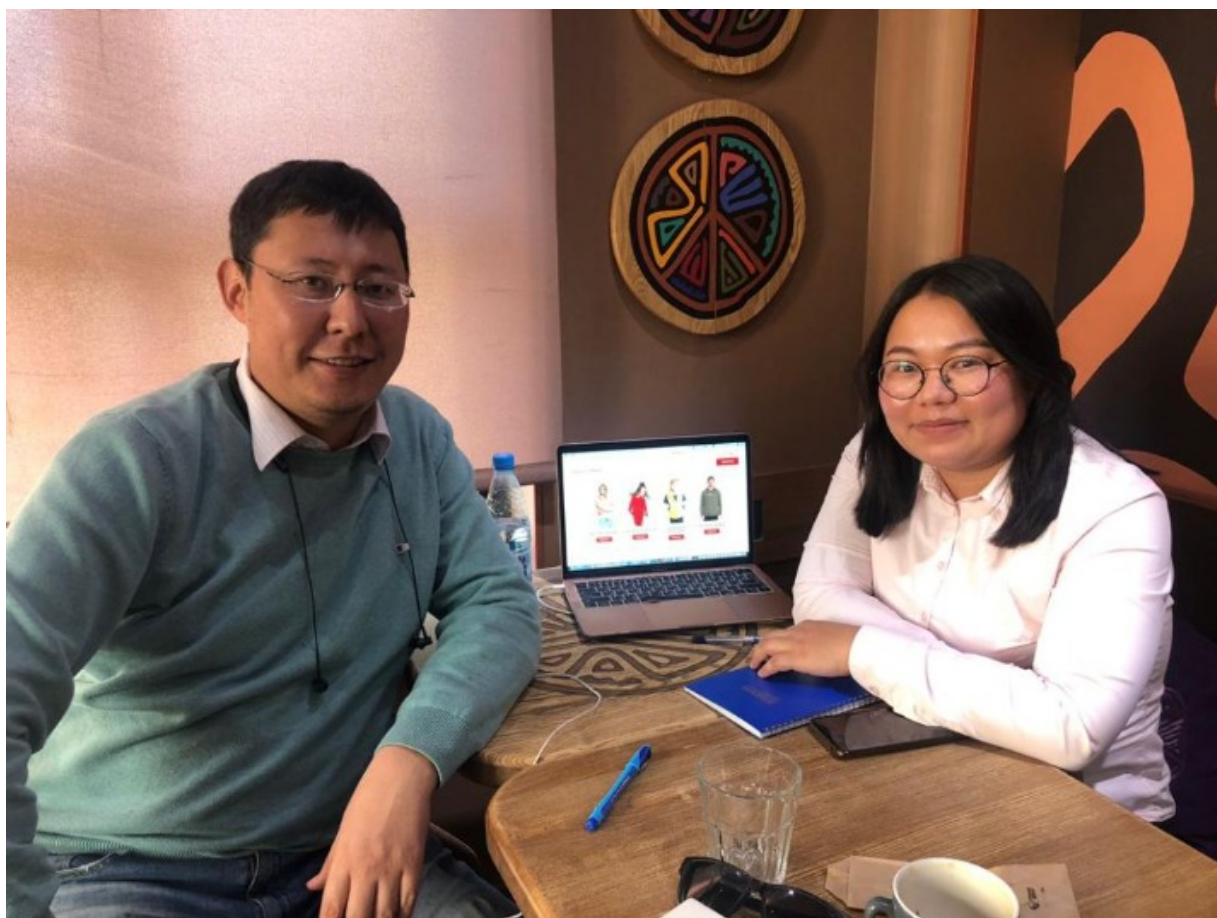
**Azamat Usenbaev, Director of the State Enterprise “Single Window” Center:** *“The acquired skills will enable our specialists to ensure a proper maintenance of the Trade Facilitation Portal and to respond timely the requests of the business, since one of the goals of the portal is to optimize the processes for carrying out trade transactions”.*

**Timothee Bruneteau, ITC Associate Programme Officer:** *“With this additional training, we aim to transfer all the tools and methodologies to ensure that the staff of our implementing partner can sustainably ensure the administration of the Kyrgyzstan Trade Facilitation Portal.”*

Since June 2020, Ready4Trade and the SWC, with the support of the United Nations Conference on Trade and Development (UNCTAD), have been working together to develop and establish the Trade Facilitation Portal. Based on the existing ITC-UNCTAD model, Kyrgyzstan’s national portal will be a key addition to the already existing 20+ portals worldwide, thus allowing for a better understanding of trade procedures among all the participating countries.



## Coaches and SMEs in Kyrgyzstan explore online payment solutions through Ready4Trade Central Asia



*Aziz Soltobaev, "SVETOFOR" CEO. Photo credit: Aziz Soltobaev*

This September, the Ready4Trade project invited 75 companies principally from the textile, garments, food and beverages and handicraft sectors to attend a series of webinar trainings on e-commerce. The webinars, which have been part of a continuation of Ready4Trade's e-commerce program, offered Kyrgyz companies the opportunity to learn about various e-commerce platforms, identify relevant e-payment solutions for businesses, and receive in-person, on-the-job consultations from 16 national advisors and ITC experts.

The webinars covered various topics ranging from an overview of national and regional e-commerce platforms and options for e-commerce payment services with Svetofor.kg and KG Labs to the most effective online marketplaces for product advertisement with Lalafo.kg and Paybox.money.

Kyrgyz coaches and enterprises also joined in on two webinars that were held for the Central Asian region. On 20 September 2021 guest speakers from Qoovee, an e-marketplace for CIS countries, and Satu, a B2B platform for online shopping, hosted a webinar covering opportunities for B2B trade across Central Asia, as well as B2C opportunities to sell to Kazakhstani consumers. On 27 September, Payoneer, an online money transfer and digital payment service, discussed international payment solutions and cross-border transactions.

Further offline group sessions with SMEs and one-on-one coaching will be held until the end of the year to showcase various online channels and help companies select the ones most relevant to SME beneficiaries, depending on their business models and target markets.

### Stay connected: #Ready4Trade #CentralAsia

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.

#### Ready4Trade Central Asia in a nutshell



International  
Trade  
Centre

Implementing Agency



Funded by the  
European Union



**5 Central Asian Countries**  
Kazakhstan, Kyrgyzstan, Tajikistan,  
Turkmenistan and Uzbekistan



#### 4 Objectives

- ✓ Address regulatory and procedural obstacles to international trade
- ✓ Improve SMEs capacities to comply with cross-border requirements
- ✓ Improve SMEs readiness to conduct cross-border e-commerce
- ✓ Increase opportunities for women-led enterprises to participate in international trade

#### 3 types of Beneficiaries



Governments



SMEs



BSOs

#### 3 Sustainable Development Goals

The project contributes to the realization of SDGs:



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**EU DELEGATION IN KYRGYZSTAN**

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