

## Ready4Trade Central Asia

Supporting inclusive development  
through trade and digitalization



Funded by  
the European Union

TAJIKISTAN

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Бо тоҷикӣ На русском

**Dear Readers,**

Thank you for your continued support! This is the fifth 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

## The Ready4Trade enhanced SME's export potential



Photo credit: ITC

The European Union-funded Ready4Trade Central Asia organized a wrap-up event to present the finalization of the Export Management Coaching Initiative (EMCI) in Almaty on 18 March 2022. The initiative aimed to improve the capacity of selected small and medium-sized enterprises (SMEs) to comply with cross-border requirements.

The regional event reflected on lessons learned from the delivery of coaching missions implemented throughout 2021. The participants had also a chance to take a closer look at the goods of beneficiaries on display at the exhibition. The event participants shared their observations and recommendations to adapt EMCI in the region and ensure project sustainability in the future.

Overall, 212 enterprises across all five countries in Central Asia, including 48 from Tajikistan, have benefited from the tools, knowledge and technical assistance provided under the initiative.

[Read more](#)

## Tajik companies are #Ready4Trade and #Ready2Export



Photo credit: NASMB

Some 48 local businesses in Tajikistan, including 19 women-led and women managed SMEs, received new and modern tools and knowledge to export abroad. The practical and action oriented one-on-one, on-the-job coaching services were provided in the framework of the Export Management

## See below some samples of our success:

“Angubin”, a honey-maker from Vahdat, developed a new product to meet the international standards, ordered new transportation containers, and applied for related certificates.

[Read more](#)

“Nasim”, a fruit bar producer from Khorugh, updated its packaging designs in Belarus, ordered new packages from China, received related certificates and has already

## Coaching Initiative (EMCI).

The EMCI helps business-owners to resolve day-to-day problems faced in the management of their export operations. The businesses received professional coaching support from ITC-trained local professionals with extensive experience in the fields of import/export, freight forwarding and logistics. Coaching missions contributed to reduce some of the bottlenecks faced by exporting businesses planning to expand to international markets, in particular to the European Union and neighboring countries in Central Asia.

started exporting to the Russian Federation.

[Read more](#)

“Sitabr Agro”, a sweet corn processor from Hisor, plans to launch new training series for its employees before the start of the new season.

[Read more](#)

## ITC and DHL partner to drive international sales and boost e-commerce in Central Asia



DHL, the world's leading logistics company, is working with the International Trade Centre (ITC) to help Central Asia businesses and artisans deliver their products to global customers. DHL is offering beneficiaries of the European Union-funded ITC Ready4Trade project preferential rates for business-to-consumer (B2C)

export activities, which are substantially lower than the standard rates.

DHL special rates are offered to Ready4Trade project beneficiaries in Kazakhstan, Kyrgyzstan, Uzbekistan, and Tajikistan. The latter is especially important, as DHL has resumed its operations in Tajikistan after four years of business suspension.

[Read more](#)

## Tajik customs officers tackle operational risks to improve business environment



Khujand  
Tursunzoda  
J. Balkhi  
Hisor

Bokhtar  
B. Ghafurov  
Spitamen  
Ishkoshim

Khorugh  
Panj  
Mastchoh  
Tang



Tajikistan's customs officials in the regional departments, border control points, and border terminals in twelve locations throughout the country now are well aware of a new mechanism to mitigate cross-border trade risks faster and easier and are ready to enforce it at the border. This will lead to

a speedier movement of goods at low costs, and ultimately, a more conducive business environment.

The Ready4Trade and the Customs Service of Tajikistan have completed series of trainings for more than 130 customs officers serving in field on updated Regulation on Customs Risk Management and the User Guide. This new regulation on risk management will reduce the time and cost of cross-border procedures for the private sector and improve the operations of the customs authorities. The latter document provides a comprehensive list of actions for customs officers to rely on when developing a risk profile, suspend or cancel one, and record it in tailored software.

[Read more about this mechanism](#)

## Few more steps to the one-click economy

During the visit to Dushanbe on 30 March – 01 April 2022, ITC expert met with high-level officials including the key partner Ministry of Economic Development and Trade, as well as with Communication Service under the Government of Tajikistan and the representatives of business community Chamber of Commerce & Industry and Association of E-



commerce participants of Tajikistan.

Ongoing work on the first E-commerce Programme in Tajikistan was discussed, as well as its successful implementation, including further technical support from development partners and the private sector.

[Read more](#)

## Easier, simpler, faster trade: Ready4Trade paves the way

The Ready4Trade Central Asia project organized a national seminar on simplification and optimization of trade procedures and formalities in Dushanbe on 24 February 2022.



Earlier, the ITC project analysed business processes of import/export of specific goods in mutual trade of Central Asian countries. The analyses aimed to identify barriers and gaps that hinder the development of foreign economic activity.

At the workshop in Dushanbe, the project

- presented the results of the analysis;
- provided recommendations for optimization of export/import procedures for selected categories of goods (wheat flour, fresh fruits and vegetables);
- discussed and prioritized key recommendations for procedural simplification at the national and the regional levels.

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### 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. The total project budget is 15 mln Euros.

## Ready4Trade Central Asia in a nutshell



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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Visit [ec.europa.eu/international-partnerships](https://ec.europa.eu/international-partnerships)



## International Trade Centre in Tajikistan:



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