

Ready4Trade Central Asia

Supporting inclusive development
through trade and digitalization



International
Trade
Centre



Funded by
the European Union

UZBEKISTAN

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Dear Readers,

In our second Ready4Trade newsletter this year, we report on our Q1-2022 activities. Just to remind you again that the Ready4Trade Central Asia project is implemented by the International Trade Centre (ITC) and we'd also like to use this opportunity to thank our project donor - the European Union (EU).

Enjoy!

NEWS

E-commerce as a gateway to market Uzbekistan's traditional apparel



Photo Credit: Ready4Trade

Abduvalli is one of the selected coaches of the Ready4Trade Central Asia project's e-commerce initiative. Since early 2020, he has been working with five Uzbek artisans to support them with launching their online sales, mainly through Etsy and eBay.

So far, the project participants were able to acquire useful e-commerce skills, including how to analyse target markets, formulate e-commerce strategies, create e-commerce content including product descriptions and photos, design/create an online store, and draft shipping, privacy, and return policies.

"During the COVID-19 pandemic, many physical stores closed in Uzbekistan and artisans

were left without sales. The Ready4Trade Central Asia project helped many of our artisans open online stores on Etsy and eBay and trained them on how to sell online,” says Abduvalli.

As a coach, Abduvalli also receives support from ITC on advancing online selling skills. Abduvalli is also a participant of the eBay Central Asian hub, a joint initiative of ITC and USAID, launched in 2021, where participants receive tailored one-to-one support in opening or improving existing eBay stores. This helps entrepreneurs to master their own sales while transferring the knowledge to peers.

Uzbekistan’s National E-commerce strategy nears completion

Photo Credit: Ready4Trade



The National E-commerce strategy is at its final stage. After submitting the strategy document to the Ministry of Investments and Foreign Trade (MIFT), the focal point of the Ready4Trade Central Asia project, the draft was shared with working group members for final comments and feedback.

During the month of January, the MIFT collected observations from lead agencies and departments, which were further included in the final draft of the strategy. The document was translated to Uzbek and is getting ready to be submitted to the Government for final approval and endorsement. As the next step, it will be important to ensure a smooth transition from design to the strategy implementation and mobilize additional resources for its implementation.

National Workshop
«Simplification of trade procedures and formalities in the Republic of Uzbekistan»



Photo Credit: Shutterstock

The Ministry of Investments and Foreign Trade of Uzbekistan (MIFT) and the Ready4Trade Central Asia project on March 18 organized a national workshop with representatives of the Uzbek Government, the private sector and ITC experts.

The event saw representatives of the MIFT, the State Customs Committee, state regulatory and supervisory authorities, the Chamber of Commerce, manufacturers, exporters and associations.

The participants were briefed about recommendations on optimising export/import procedures for selected product categories (fresh fruits and vegetables, juices, wheat flour), as well as projected results following an intermediate and target simplification scenario.

The parties also discussed key recommendations on procedural simplification at the national level, and were able to study recommendations on procedural simplification at the regional level.

Ready4Trade expands export potential of SMEs





Photo credit: Ready4Trade

Over 200 enterprises in the region had the opportunity to improve their export skills thanks to five-day coaching sessions held within the Export Management Coaching Initiative (EMCI). EMCI is part of the Ready4Trade Central Asia project, funded by the EU and implemented by ITC. On 18 March, 2022, a delegation from Uzbekistan took part in the final regional event, which was organized by ITC following the completion of the EMCI.

Held in Almaty, Kazakhstan, the regional event reflected the lessons learned from the coaching sessions implemented in 2021. The participants also had the opportunity to get to know the beneficiaries' products presented at the exhibition. The participants of the event shared their observations and recommendations on the adaptation of EMCI in the region and ensuring the sustainability of the project in the future.

"For me, the most important thing in this kind of training is the application of the acquired knowledge in practice. As an entrepreneur, I see the practicality in the fact that at this training specific resources were given for continuous use, recommendations were presented on the most attractive countries for export in our category of goods, taking into account logistical and legislative aspects. In the future, I would also like to take a course on marketing and promotion to EU countries, taking into account the mentality and business climate of each country. After all, this kind of training always has a positive impact on the export potential of Uzbekistan, which allows us, the citizens of our homeland, to improve the living conditions for our compatriots," said Denis Khan, director and co-founder of Topaz LLC.

Ready4Trade Central Asia in a nutshell



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:

Visit <https://intracen.org/>



Visit <https://ec.europa.eu/international-partnerships/>



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