

Ready4Trade Central Asia

Supporting inclusive development
through trade and digitalization



International
Trade
Centre



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TURKMENISTAN

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Русский

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 training sessions and events. 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

Ready4Trade Central Asia conducts gender-responsive trade facilitation workshops

Image by Shutterstock



In August 2021, Ready4Trade completed a series of awareness-raising gender workshops for customs officials in Turkmenistan.

The workshop sessions were delivered by local customs experts and attended by more than 40 representatives of customs services. These experts previously successfully completed ITC trainings on the methodology and content of the workshop.

Ms. Chemen Bayramova, trainer and representative of the State Customs Service of Turkmenistan stated: "Understanding the gender dimension of cross-border trade and defining the role that civil servants can play in creating more sustainable trade environments is important. We are glad to receive this training

and support from the Ready4Trade project".

The series of trainings came after earlier consultations with governmental entities, business associations and private sector representatives in Central Asia. Findings showed that there was a strong demand for gender-focused activities in the area of trade, especially for cross-border trade.

Thanks to the training, customs officials increased their understanding of why inclusion of women in trade is important, what constraints women face when engaging in international trade and how to create conducive border environments through trade facilitation reforms. Participants also reviewed the next steps that government agencies can take to address issues faced by women entrepreneurs.

[Read more](#)

Women-led businesses in Turkmenistan get support from Ready4Trade



Image by ITC

When gender equality is streamlined into international trade practices, not only do women benefit by getting jobs with better conditions and benefits, but the economy of a country benefits as a whole.

In order to continue expanding trade opportunities for businesses, and in particular, women-led businesses in Turkmenistan, Ready4Trade has launched an e-commerce initiative and an export management coaching initiative (EMCI).

Since the beginning of 2021, more than 10 Turkmen women-led enterprises have taken part in these two project initiatives.

Two of these companies, Horjun which produces eco-cotton bags and entrepreneur Shasenem Garlyeva, who produces unique home decor items made from camel wool, say that they have learned a lot from Ready4Trade's trainings which have covered a variety of topics, from how to research competition to how to establish an online presence for their business, to dealing with documentation procedures for exporting.

[Read more](#)

Export Management Coaching Initiative in Turkmenistan: an overview of participating companies

Since the beginning of 2021, more than 30 Turkmen companies took part in Ready4Trade's Export Management Coaching Initiative (EMCI). The initiative aims to provide companies with on-the-job training to learn how to export abroad, as well as to increase the export capability of companies already exporting. Through Ready4Trade's EMCI trainings, these four companies highlighted below have been able to increase their exports, reduce costs, and become more confident in their business practices:



Image by Hilli Gaplama

Hilli Gaplama

Since 2017, the Hilli Gaplama company has been producing organic agricultural products, with a focus on the careful use of natural resources in their production. The company primarily grows mung beans and strawberries, and secondarily cultivates grains and legumes. It also purchases grains, snacks and other products to process, package and



Image by Kindi

Kindi

Kindi was established in 2019 when the founder came up with the idea to start a company that produces crackers, snacks and cookies.

The company's colorful packaging design and excellent product quality have become the main factors in attracting consumers, especially children.

distribute.

Hilli Gaplama currently exports its products to the UAE, Pakistan and India with plans to expand its export geography.



Image by ITC

Akar

The Akar company is one of the largest Turkmen manufacturers and suppliers of quality socks. From classic to sport, the company portfolio includes a wide variety of styles to meet consumer demand.

Akar's products are exported to Russia, Kazakhstan and Kyrgyzstan. The company plans to increase their sales volume and enter new markets abroad.

The company's management emphasized that such projects as Ready4Trade provide a great opportunity to expand their knowledge and improve their international business activities.

Today Kindi's products are available at almost every outlet within the country. In addition to the domestic market, the company exports its products to Uzbekistan, and plans to enter new sales markets in neighboring countries soon. The company's success mainly relies on continuous quality improvement and adopting innovations.



Image by Burkut

Burkut

Today the Burkut company is the largest caramel producer in Turkmenistan. For three years, it has been supplying more than 40 kinds of candies to the local market.

In addition to the domestic market supply, the company also exports products to Russia, Kazakhstan, Azerbaijan and Armenia.

After completing the EMCI, the company's employees noted that for successful export development, it is necessary to learn about marketing in order to promote their products and take part in local and international exhibitions to gain visibility and enter international markets.

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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