

## Ready4Trade Central Asia

Supporting inclusive development  
through trade and digitalization



Funded by  
the European Union

TAJIKISTAN

NEWSLETTER ISSUE - No. 2 (ITC #58)

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### Dear Readers,

This is our second issue of the Ready4Trade newsletter! The project has been moving along well in Tajikistan. We are happy to present some of our recent events and achievements below.

Enjoy!

#### NEWS

### Ready4Trade in Tajikistan: 1 year later

At a high-level online event held on 11 June, Ready4Trade project staff reported on the initial results and impact of its activities in Tajikistan. They also reviewed the scheduled next steps for the project. Read more about what was achieved and what is in store for Ready4Trade in Tajikistan.



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### Central Asian eBay Hub launched for small businesses





*Photo credit: www.intracen.org*

Ready4Trade, in collaboration with USAID, created a Central Asia Hub to give Tajik businesses the opportunity to sell their products worldwide using the e-commerce platform, eBay.


The Central Asia Hub will feature certain select companies from Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan that manufacture goods within their country. The selected small businesses will also receive personalized support to create and optimize their eBay listings to attract international clients. Training for the first cohort of SMEs began at the end of May 2021.

Through this hub, entrepreneurs, many of them women, can promote their products beyond domestic markets, to reach new customers around the world.

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## **Tajik coaches report on their first successes**





*Ready4Trade trainer in Tajikistan Farzona Tilavova sharing project success stories. Dushanbe, 16 June 2021. Photo by the National Association of Small and Medium Business of Tajikistan.*

On 16 June, some 20 Tajik enterprises received certificates for participating in Ready4Trade's Export Management Coaching Initiative (EMCI) at a ceremony held in Dushanbe. The event concluded the first half of the coaching initiative in Tajikistan, where trained local coaches and beneficiary businesses shared their success stories and lessons learnt.

The initiative aims to improve SMEs' capacity to comply with cross-border requirements (including quality standards, technical regulations, relevant preferential trading schemes/GSP+). To accomplish this, Ready4Trade, in cooperation with the National Association of Small and Medium Business of Tajikistan (NASMB), is offering practical and action-oriented advisory services to businesses. Six local professionals with extensive experience in the fields of import/export, freight forwarding and logistics were trained as coaches to then extend their knowledge to certain selected Tajik businesses through one-on-one, on-the-job training over the course of five days.

The 20 enterprises that benefitted from the coaching services so far have implemented 100+ out of 200+ recommendations within a month after the training. The project plans to additionally provide coaching to some 20 more businesses by end of 2021 with the hopes that all the participating SMEs will benefit from boosted exports for the future.



Photo credit: Customs Service of Tajikistan

## Central Asian customs brokers create cooperation opportunities

The associations of customs brokers from four Central Asian countries gathered together for their fifth regional conference to discuss their 2020 accomplishments and outline plans for further cooperation at an event in Dushanbe on 24 May. Heads of the associations of customs brokers from Kazakhstan, Kyrgyzstan, Tajikistan, and Uzbekistan attended this one-day event.

[Read more](#)

Image taken from [www.intracen.org](http://www.intracen.org)

## #LearnFromNeighbor - Intraregional cooperation between Tajikistan & Uzbekistan

Tajik public and private sectors familiarized themselves with customs clearance procedures of neighboring Uzbekistan in a series of trainings held in Tajikistan's major cities. The Ready4Trade project organized a three-day seminar from 25 to 27 May in Dushanbe jointly with the customs brokers associations of both Tajikistan and Uzbekistan. This was followed by a series of local trainings held in Bokhtar, Khujand, Khorugh, and Tursunzoda during June and July 2021.

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## Ready4Trade introduces its Cross-Border Management Curriculum to Tajikistan



The International Trade Centre (ITC) and the Tajikistan Chamber of Commerce and Industry have introduced two Ready4Trade online events in April and May this year, focusing on electronic commerce and a Cross-Border Management Curriculum for Tajikistan.

Ready4Trade under its e-commerce initiative will help Tajik entrepreneurs extend their businesses online to reach new markets and to understand the rules and regulations for moving their goods across borders.

ITC's Cross-Border Management Curriculum consists of 14 courses and covers a wide range of export-related topics. These 14 courses will be delivered through two channels – eLearning and instructor-led workshops – by a local institution selected and trained by ITC experts. The

courses will be available in English, Russian and Tajik.

[Click for details](#)

## Identifying main barriers to trade and working to reduce them



*Photo credit: ESB Professional/Shutterstock*

What are the main regulatory and procedural obstacles to international trade in Tajikistan? This is what a recent study, conducted in conjunction with the Centre of Sociological Studies “Zerkalo”, aimed to determine.

Preliminary results of this study were presented at separate meetings in Dushanbe to the Tajik private sector on 7 April and to the public sector on 22 April. Participants shared their inputs and discussed key trade obstacles to be removed in the coming years.

Tajikistan public and private sector representatives also attended a regional expert dialogue on 23 and 24 June to discuss the possible root causes of common obstacles to trade, examine current national initiatives aimed at resolving them, and provide feedback to ITC on the proposed next steps.

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## Moving one step closer to the European Union markets





*Photo credit: Xtock/Shutterstock*

Planning to export to Europe? Aware of the new REX requirement which was implemented this year?

Ready4Trade organized a series of trainings about the REX EU system, or the system of registered exporters of the EU. Tajik business circles and authorities in Dushanbe, Tursunzoda, Khorugh, and Rasht learned about the system's procedures and how to register for it from 8 to 25 June. The Autonomous Mountainous Badakhshan Province Governor Yodgor Fayzov attended the meeting in Khorugh, and the Export Agency Deputy Director Bahodur Rahimzoda facilitated all of these meetings.

The REX system provides certification of origin on imports into the European Union (EU) from certain countries, including Tajikistan, under the Generalised System of Preference (GSP). It allows a registered exporter to certify origin by including a specific declaration on an invoice or other commercial document identifying the exported products. The registration is online on [the official website](#) in English and is as easy as registering for a Facebook account.

## Ready4Trade hosts a gender-responsive trade facilitation workshop



How can gender-sensitive border environments across Central Asian countries improve women's participation in international trade?

From 14 to 18 June, Ready4Trade conducted a five-day regional 'Training-of-Trainers' workshop for customs officials on issues and challenges that women face when trading across international borders.

The objective of the workshop was to equip 'master trainers' with the technical and pedagogical tools to autonomously deliver 'gender-responsive trade facilitation' modules to their colleagues in customs administrations and other relevant trade agencies.

Addressing gender-specific obstacles in cross-border trade is essential since women traders and entrepreneurs play a key part in improving the overall economic development of the Central Asia region.

[Read more](#)

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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.



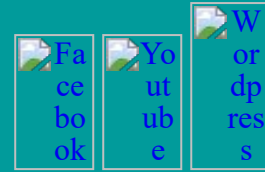
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