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## Ready4Trade Central Asia

Supporting inclusive development  
through trade and digitalization



International  
Trade  
Centre



Funded by  
the European Union

UZBEKISTAN

NEWSLETTER ISSUE - No. 4

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ENG РУС ЎЗБ

### Dear Readers,

In our very first Ready4Trade newsletter in 2022, we report on our end-of-2021 activities, and share with you some key achievements from last year. 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

### Ready4Trade conducts gender-responsive trade facilitation workshops for border officials in Kazakhstan, Kyrgyzstan and Uzbekistan





*Photo Credit: Ready4Trade - workshop for border officials*

Ready4Trade held a series of awareness-raising gender workshops for customs officials in Kazakhstan, Kyrgyzstan and Uzbekistan in September and October 2021. The workshops informed border officials on the difficulties that women face in cross-border trade and provided guidance on how to develop fair and ethical practices to increase women's participation in trade and create favorable conditions at the border.

In each of the three countries, the workshops were designed to first inform local customs experts about gender-responsive trading at borders. The customs experts then went on to share their newly acquired knowledge with their colleagues in various customs administrations and other relevant trade agencies. More than 130 participants joined the sessions in Uzbekistan.

Events took place in Bukhara, Tashkent, and the surrounding Tashkent region. In his opening remarks, S. Avezov, First Deputy of the Bukhara Region's Department of the State Customs Committee, expressed gratitude to the experts and organizers in attendance, noting that special attention is being paid to ensuring women's rights in Uzbekistan and their role in the development and management of state and society.

The Chair of the Regional Department of the Association of Women Entrepreneurs of Uzbekistan 'Tadbirkor Ayol', M. Sadigova, also noted that "Uzbekistan was among 27 states in 2020, which carried out significant reforms on women's rights and gender equality."

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## **Better data for women-inclusive trade policy: Ready4Trade Central Asia hosts workshops on gender-disaggregated data collection**







*Photo Credit: Ready4Trade - One of the gender-gender equality workshops in Uzbekistan*

Last Autumn, Ready4Trade conducted a set of workshops on gender-disaggregated data for trade policymaking. The workshops were comprised of four training modules and focused on demonstrating the importance of collecting data that not only accounts for the number of people present in a data set, but also considers how many women or men have been surveyed in order to assess differences and limitations and present more accurate data.

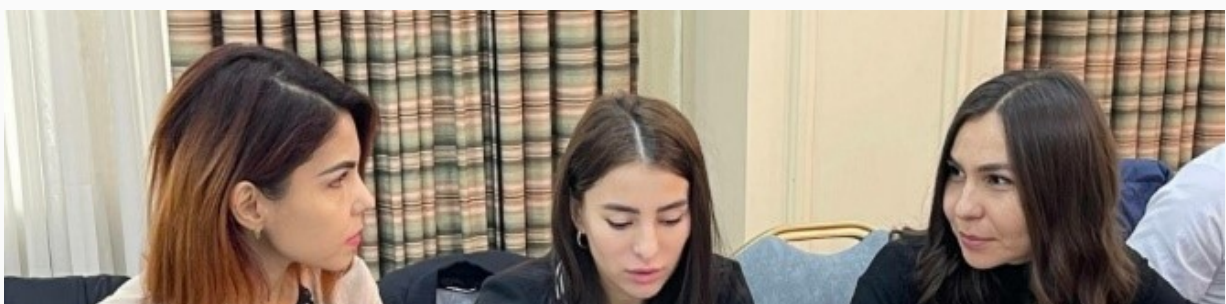
The sessions were geared towards national statistics agencies, policymakers, customs officers, border officials and other relevant stakeholders involved in the design and implementation of trade policies. They provided participants with an in-depth understanding of how collecting gender-disaggregated data can prove why the inclusion of women in trade is important, what constraints women face when engaging in international trade, and how to enhance women's participation in trade through data collection and examination.

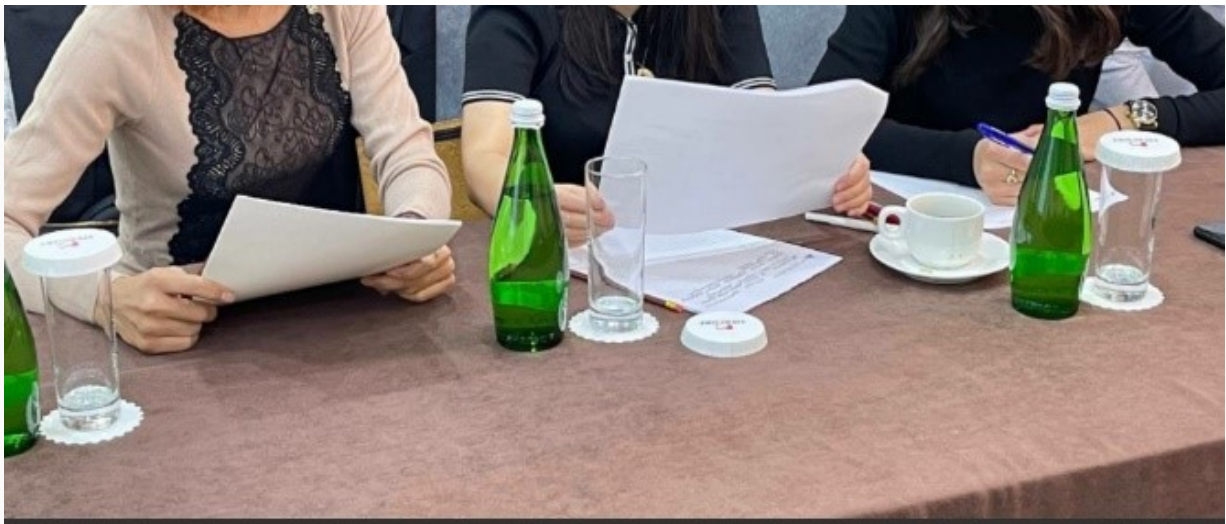
Igamberdiyeva Nazokat, Senior specialist of the State Statistics Committee of Uzbekistan, suggested that the case studies, practical examples, and group exercises allowed a deeper and more comprehensive understanding of the topic.

"We received a large amount of information about a wide range of data that can be helpful in the further development of trade policy in the future," she said.

[Read more](#)

## **ITC supports Uzbek enterprises and artisans in selecting relevant online platforms**





*Photo Credit: Ready4Trade - training for Uzbek entrepreneurs*

From October to December 2021, ITC held 10 group training and practical sessions for Uzbek entrepreneurs with a focus on the selection of online platforms to sell effectively in domestic and international markets. These 10 sessions were held offline in Tashkent, Bukhara and Fergana and welcomed 35 artisans and textile companies.

National e-commerce coaches, who have completed training of trainers' courses by ITC in the areas of online platforms and payment solutions, shared knowledge with Uzbek entrepreneurs on how to select the relevant platform and start selling, and reviewed practical cases of Uzbek businesses in ecommerce.

Etsy and eBay have been identified as most relevant platforms for artisans producing ethnic clothing, home décor, ceramics and miniatures who wish to target international customers.

The selection of platforms for textile and garment producers depends significantly on the type of product and target customer group, and ranges from Alibaba for B2B international sellers to B2C platforms, such as Wildberries, Ozon and Zoodmall, which focus more within the region.

The national coaches continue to individually work with artisans and textile enterprises to support them with onboarding on selected platforms. The next learning sessions in early 2022 will be devoted to logistics, customer service and digital marketing to operate their new stores effectively and increase visibility.

## **E-commerce to boost Uzbekistan's economy**





Photo credit: Shutterstock/Legend Valley

E-commerce is an important means to boost trade in a country. Online access to international markets opens many opportunities for micro, small, and medium-sized enterprises (MSMEs) to overcome borders and trade faster. The concept of e-commerce is not new in Uzbekistan, as there are already several established online shops and market platforms. However, many MSMEs, especially within the handicraft sector still face challenges in using online trade services, often because they have limited knowledge and experience on how to sell their goods on the Internet.

On 23 December 2021, Ready4Trade submitted the draft National E-Commerce Strategy to a taskforce. The document is set to define the key priorities and activities for progress in the sector.

## 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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#### ITC HEADQUARTERS

Elena Boutrimova, Chief, Office for  
Eastern Europe and Central Asia

[Ready4Trade@intracen.org](mailto:Ready4Trade@intracen.org)

+41 22 730 0111

Palais des Nations

1211 Geneva 10, Switzerland

#### ITC IN UZBEKISTAN

Mirabad dist., Yakka-chinor st. 2/1  
Tashkent, Republic of Uzbekistan

#### EU DELEGATION IN UZBEKISTAN

Elbek Khodjaev  
Project Manager

[Elbek.KHODJAEV@eeas.europa.eu](mailto:Elbek.KHODJAEV@eeas.europa.eu)

+998 78 120 16 01

[eeas.europa.eu/delegations/uzbekistan](http://eeas.europa.eu/delegations/uzbekistan)

107B Amir Temur Street  
100 084 Tashkent  
Republic of Uzbekistan

#### REGIONAL EU OFFICE

Youri Skaskevitch  
Programme Manager, Central Asia  
Regional Programmes and Turkmenistan  
Cooperation Section  
[youri.skaskevitch@eeas.europa.eu](mailto:youri.skaskevitch@eeas.europa.eu)

+7 7172 97 4584

62 Kosmonavtov Street, 7th floor  
Dist. Chubary, Z05E9E1 Nur-Sultan  
Republic of Kazakhstan

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