

Ready4Trade Central Asia

Supporting inclusive development
through trade and digitalization



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the European Union

TURKMENISTAN

NEWSLETTER ISSUE - No. 2

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Dear Readers,

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

Enjoy!



NEWS

Ready4Trade in Turkmenistan high-level event: project progress, findings, achievements, way forward



Businesses in Turkmenistan will benefit from expanded export opportunities and new trade prospects through the activities organized under the Ready4Trade Central Asia project.

During a high-level online event held on 5 May, stakeholders reviewed the initial outcomes over the first 10 months of the implementation phase and any planned next steps. The event was attended by representatives of national partner institutions, the Delegation of the European Union to Turkmenistan as well as the International Trade Centre (ITC) members.

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Export Management Coaching Initiative mid-term event held in Turkmenistan

Ready4Trade conducted a mid-term event on 11 June showcasing project progress and lessons learned from the Export Management Coaching Initiative (EMCI) in Turkmenistan. The event brought together 45 participants from the EU Delegation to Turkmenistan, the Union of Industrialists and Entrepreneurs of Turkmenistan, local SMEs as well as the Ready4Trade project team in Turkmenistan.

The EMCI, which started in January 2021, has been offering practical and action-oriented advisory services to businesses through on-the-job coaching delivered by local experts.

These local experts have extensive experience in the fields of import/export, certification, freight forwarding, and logistics.

The mid-term event presented the methodology of the EMCI to key local partners and reflected upon the initial lessons learned from the coaching missions delivered to 12 Turkmen SMEs



Strengthening the capacity of SMEs in e-commerce through Ready4Trade Central Asia

Ready4Trade conducted an introductory e-commerce workshop for representatives of micro, small and medium-sized enterprises (MSMEs) in Turkmenistan on 26 April. The meeting went over how to conduct business online for both local and international contexts. Representatives discussed the advantages, disadvantages, and possible obstacles that MSMEs may face while using e-commerce.

Participants from the MSMEs presented their business overviews and shared their expectations for the program. Many MSMEs were particularly interested in learning more about international standards, access to international B2B platforms, and logistics.

This initiative will be implemented starting in July 2021 and will engage over 10 local MSMEs through a series of webinars and online face-to-face consultations.

This e-commerce program has already been implemented in Kazakhstan,

over the past 6 months.

[Read more](#)

Tajikistan, and Uzbekistan.

[Read more](#)

Orientation workshop on TFP implementation held in Turkmenistan

When exporting or importing goods, many SMEs spend extra time and financial resources to gain information on the cross-border trade formalities. In order to overcome this issue, the International Trade Centre (ITC) in conjunction with the Ministry of Trade and Foreign Economic Relations of Turkmenistan (MTFER) conducted a workshop to discuss the Ready4Trade Facilitation Portal (TFP) with the representatives of more than 20 government and public sector stakeholders of Turkmenistan on 21 April 2021.

The TFP should serve as a tool to assist SMEs with trade across borders by providing practical information on import and export measures, transit forms and documents, and step-by-step descriptions of commercial formalities for trading particular goods.

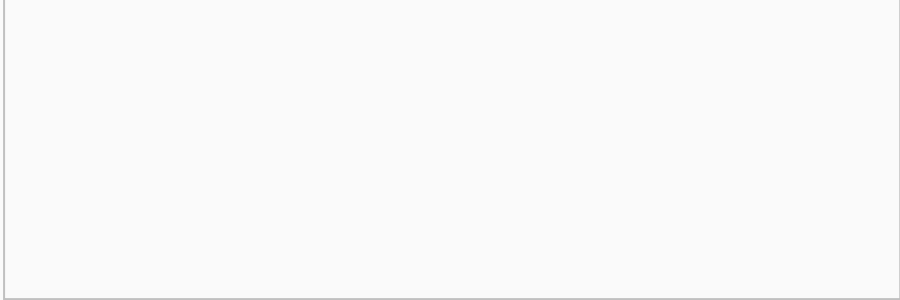
Through Ready4Trade, International Trade Centre professionals offer coaching sessions to learn about the TFP while MTFER provides a technical team to manage the portal. The TFP will include practical steps necessary for import, export and transit, access to agreements, laws, regulations, forms and documents, useful information on international trade statistics.

Thus far, descriptions have been uploaded for the export and import procedures of a number of products including fresh vegetables and fruits, sugar, chemicals, handmade carpets, textiles, chemicals, and cotton yarn.

This initiative broadly resonates with Turkmenistan's recently obtained status of observer at the World Trade Organization.

ITC Cross-Border Management Curriculum will be soon available for Turkmen MSMEs





On 21 May, under the umbrella of the Cross-Border Management Curriculum initiative, Ready4Trade unveiled an online platform called the Virtual Learning Space (VLS) during an orientation meeting.

Representatives from the Union of Industrialists and Entrepreneurs of Turkmenistan (UIE) and other organizations were in attendance. The purpose of the meeting was to give an overview of the first 4 available courses and initiate the review process to collect feedback from the meeting's participants.

The VLS will host 12 courses that cover international trade-related topics including, Incoterms, logistics, certification, packaging, labeling, international quality standards and etc.

All courses will be available in English, Russian and Turkmen languages and will be adapted to the needs of Turkmen MSMEs. Once finalized, the courses will be uploaded and made available to the MSMEs in Turkmenistan on a dedicated national VLS managed by the UIE. The first 4 courses will be offered online beginning September 2021.

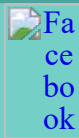
The Cross-Border Management Curriculum initiative was created to increase the overall competitiveness of Turkmen SMEs in the global market by raising awareness of international trade.

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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