

Ready4Trade Central Asia

Supporting inclusive development
through trade and digitalization



International
Trade
Centre



Funded by
the European Union

KYRGYZSTAN

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Dear Readers,

Thank you for your continued support! This is the fifth issue of the Ready4Trade newsletter. Since our last publication, we have had plenty to report on from our various events. We've made a lot of progress and we're starting to see great results from some of our beneficiaries. Read on to see what we have been up to.

Enjoy!

NEWS

Awareness-raising trips to SMEs was held for European Union representatives



Photo credit: Akjibek Beishebaeva



Ready4Trade in Kyrgyzstan organized a trip for European Union (EU) managers to SMEs who participate in the project's e-commerce coaching sessions to raise awareness and

demonstrate their progress. Overall, eight companies showed their production sites and informed the EU and Ready4Trade representatives about achievements and plans. Among these are fashion companies (Dilbar, ChapanSar, Milomoor, Mountain Cedar Woolens), a national handicrafts producer (SaimaArt), and food and beverages producers (Alaiku, Ecofloris, Nakta Kak). As a result of these trips, ideas on how to showcase the outcomes of the Ready4Trade project through success stories were discussed and planned further.



Photo credit: Akjibek Beishebaeva

Ready4Trade held a round table on trade formalities simplification in Central Asia

Ready4Trade project held a roundtable on the simplification of trade procedures and formalities in the Kyrgyz Republic. The objective of the workshop was to present the results of the analysis of business processes of import/export of specific goods, provide recommendations for optimization of export/import procedures for selected products categories (wheat flour, fresh fruits and vegetables, dairy products, juices), present projected results according to intermediate and target simplification scenarios, and discuss and prioritize key recommendations for simplified procedures at the national and regional level. Over the past two years, ITC has worked closely with the Ministry of Economy and Commerce to identify key barriers to SME engagement in regional trade. ITC and national partners conducted a series of expert interviews with stakeholders from the business sector, regulators and service providers involved

in the export-import transactions studied.

The analysis was conducted by the R4TCA project to identify legislative barriers and gaps in the business processes of import/export of specific goods in mutual trade of Central Asian countries. Information for the analysis was taken from [the Trade and Information Portal](#) of the Kyrgyz Republic.

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Photo credit: Akjibek Beishebaeva

Ready4Trade enhances SME's export potential



Photo credit: intracen.org

Enterprises from the Kyrgyz Republic (KR) received the tools and knowledge to export abroad. It was a result of 5-day coaching sessions in Almaty, Kazakhstan, provided in the framework of the European Union-funded project Ready4Trade Central Asia. ITC organized a wrap up event to present the

finalization of the Export Management Coaching Initiative (EMCI) at the regional event.

The EMCI helps business-owners to resolve day-to-day problems faced in the management of their export operations. The initiative consists of one-on-one on-the-job training delivered at the premises of beneficiary SMEs. Overall, 212 enterprises across all five countries in Central Asia have benefited from the tools, knowledge and technical assistance provided under the Initiative.

The regional event reflected on lessons learned from the delivery of coaching missions implemented throughout 2021. The participants also had a chance to take a closer look at the goods of beneficiaries on display at the exhibition.

Event participants shared their observations and recommendations to adapt EMCI in the region and ensure project sustainability in the future.

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Phot credit: intracen.org

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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,

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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