

**“Best practices in
export promotion:
Experience in Latin
America, Europe and
Central Asia”**

**State Enterprise Single Window
Centre for Foreign Trade under
the Ministry of Economy of the
Kyrgyz Republic**

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Basic information of the Single Window Center

SWC is the State Enterprise under the Ministry of Economy of the Kyrgyz Republic.

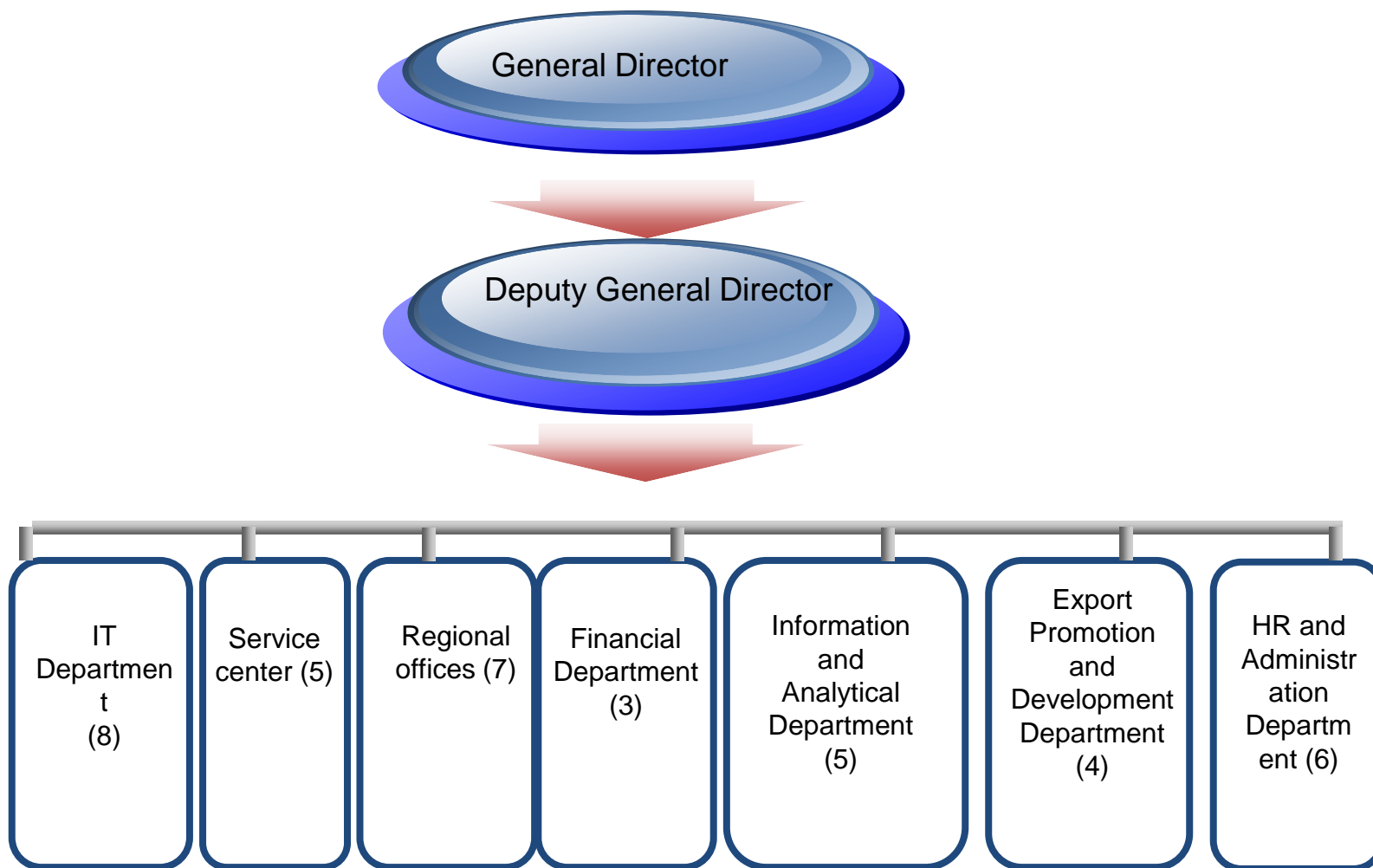
SWC is focused on 2 main areas:

1) Trade Facilitation

2) Exports Promotion

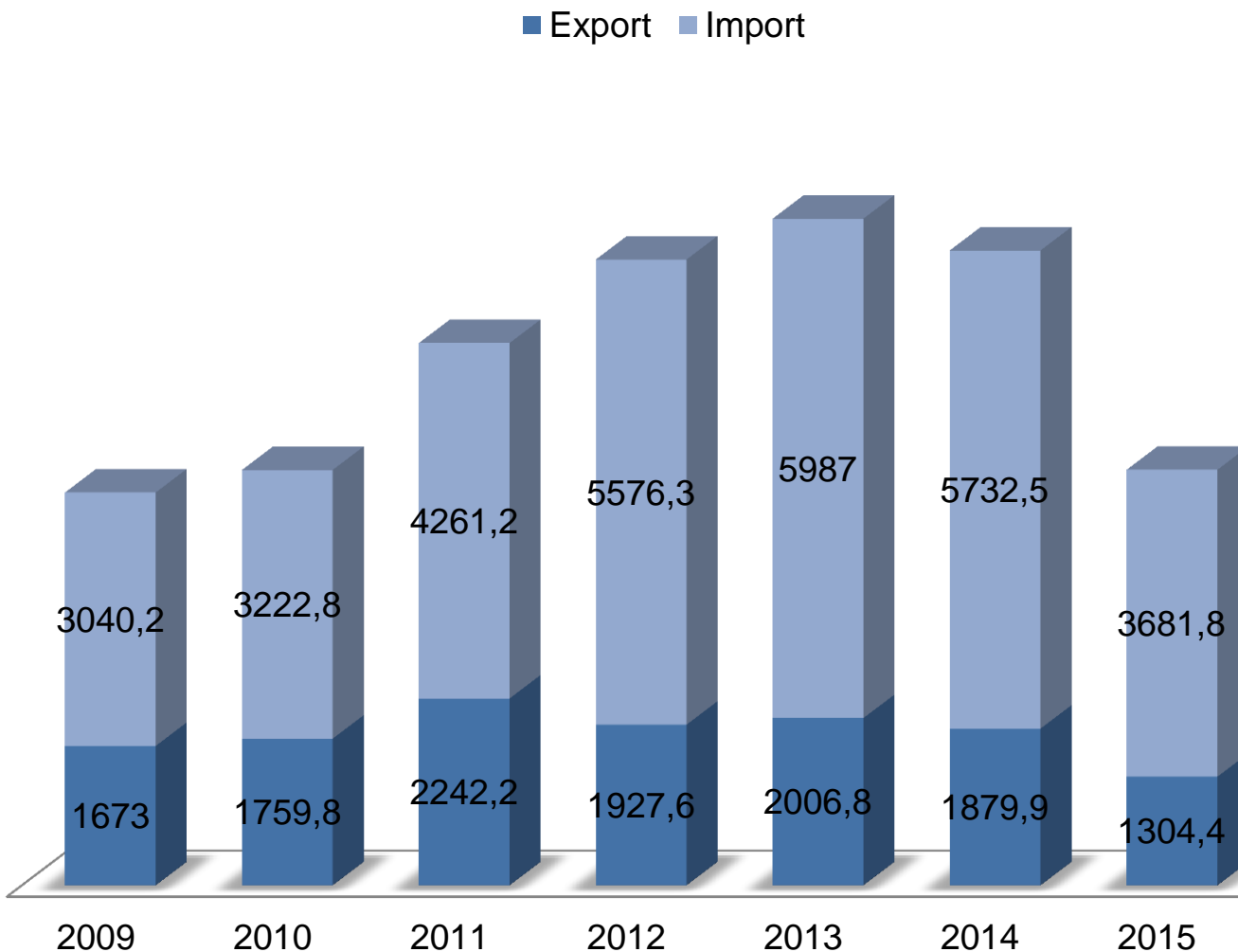
Mission of the SWC is to “become the leading Central Asian TPO in export information & promotion, and e-customs, supporting export growth through its trade network in Kyrgyzstan and overseas priority markets”.

Organization structure



Current situation of the Kyrgyz Republic's in international trade

Current situation of export 2009-2015 (mln., \$)



Current situation of the Kyrgyz Republic's in international trade

There are three main export industries in the Kyrgyz Republic

Precious metals (Gold)



Fruit and vegetable products

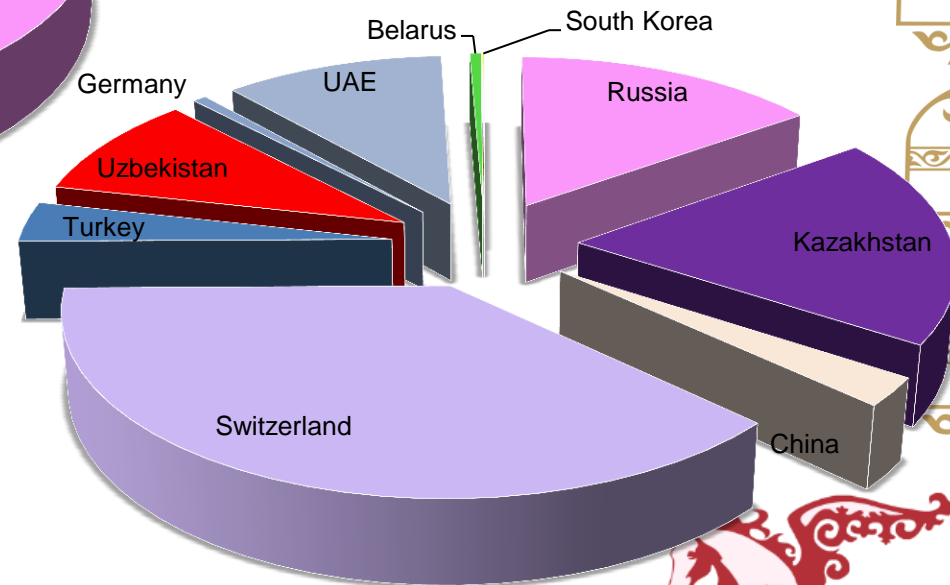
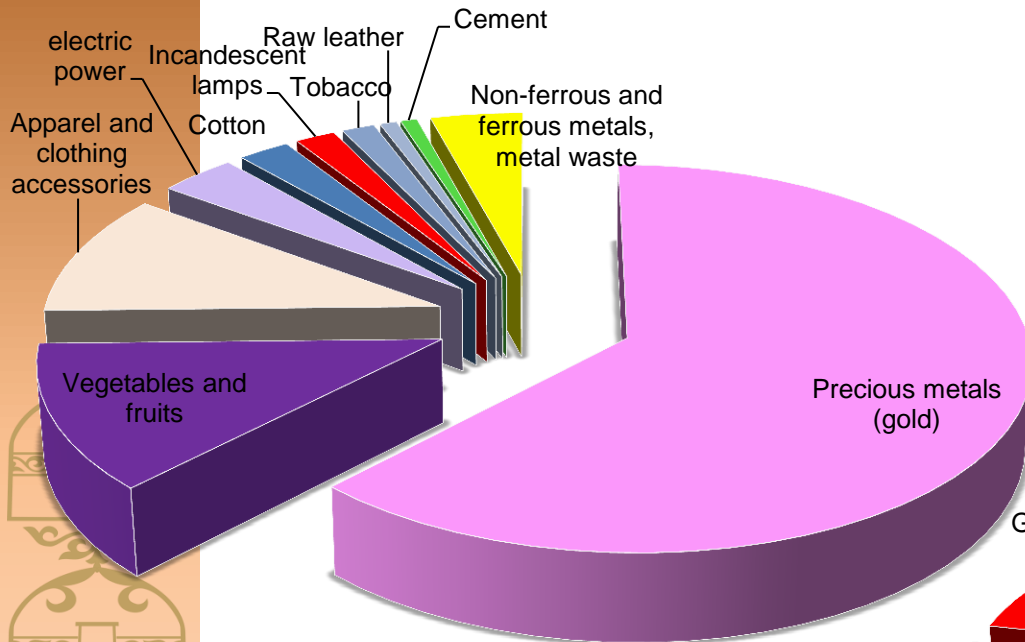


Apparel and clothing accessories



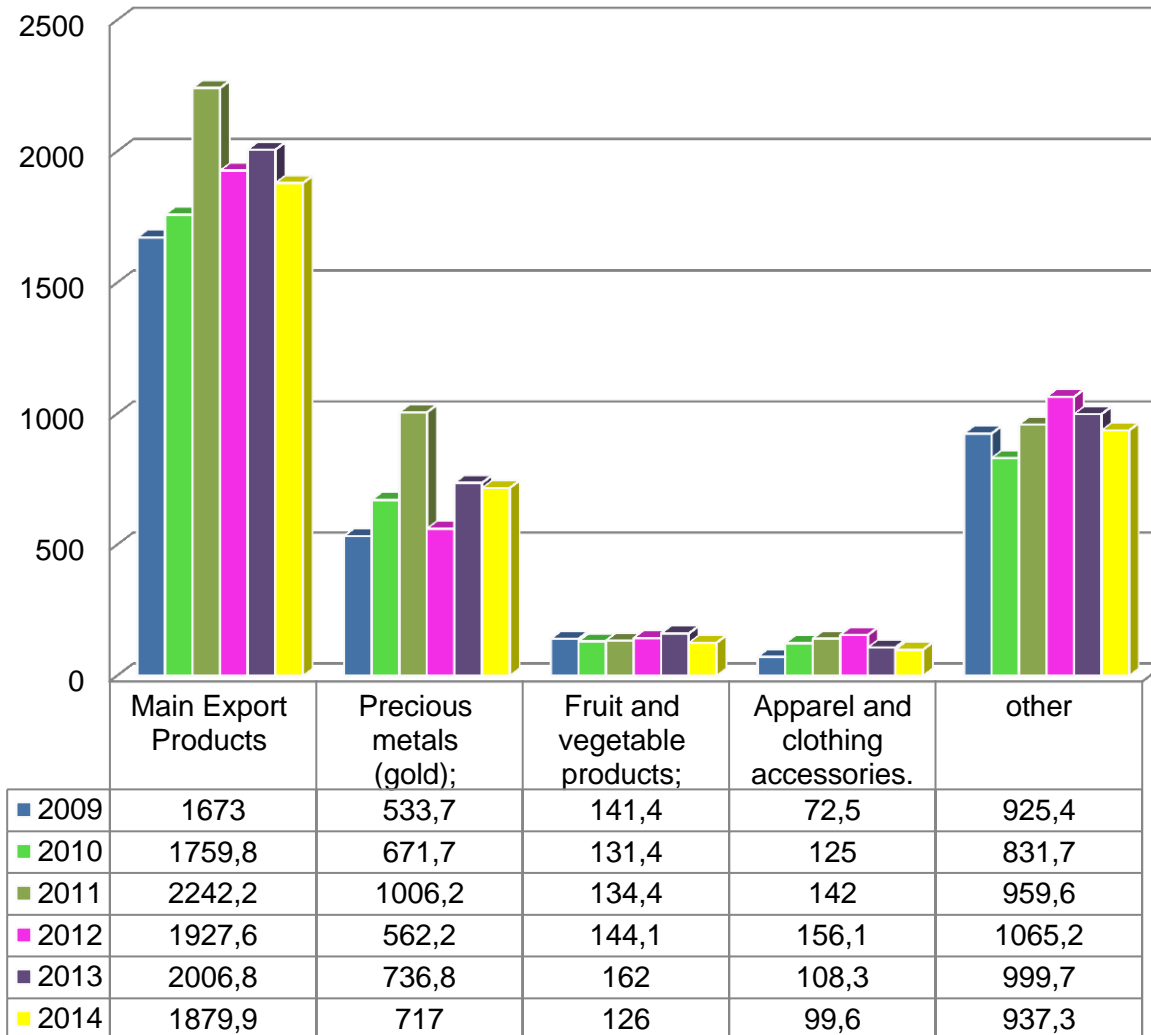
Current situation of the Kyrgyz Republic's in international trade

Main trade products and partners



Current situation of the Kyrgyz Republic's in international trade

Dynamics of export of major products for the period 2009-2014 (mln. \$)



There are three main export industries in the Kyrgyz Republic



- 1). Precious metals (Gold);
- 2). Fruit and vegetable products;
- 3). Apparel and clothing accessories.

Main products



Dairy products



Honey

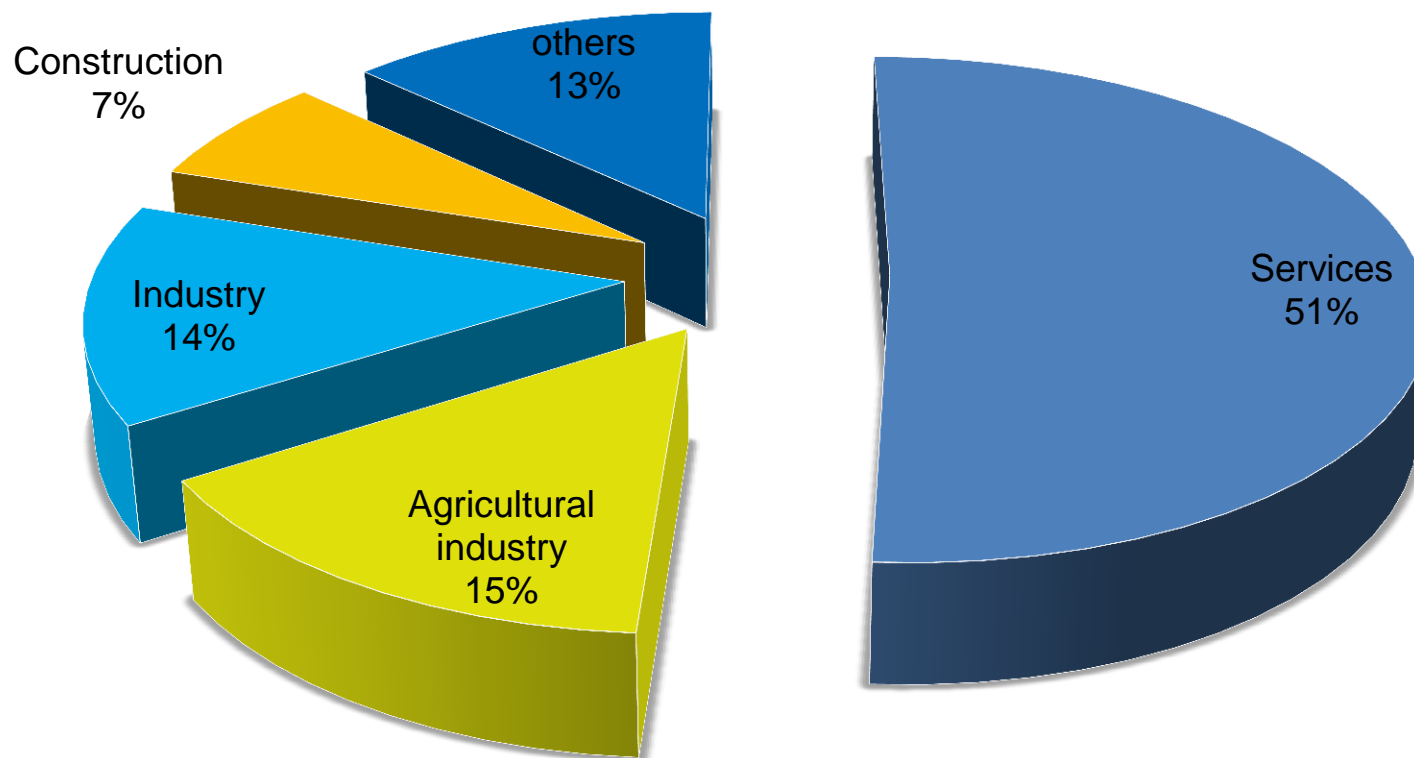


Potatoes, onions, garlic and leeks (fresh or chilled), cabbages and cauliflowers, carrots and turnip, dried vegetables, shelled (bean);



Edible fruit, nuts, apples, apricots, dried fruit.

Structure of GDP



SWOT analysis in terms of International trade

positive factors

negative factors

Internal situation

Strength

- Readiness of SME for development;
- The SWC staff speak English and can work in foreign source;
- Interaction with the donor organizations and their support.

Weakness

- Absence of specialized Export Promotion Agency;
- Test centers are not accredited in EU countries;
- Logistics services are expensive;
- Lack of experience on export promotion;
- Absence of foreign trade representatives abroad;
- The Kyrgyz Republic is landlocked country;
- The most companies are SME and standards (HACCP, ISO are still not implemented).

External situation

Opportunities

- Membership in WTO;
- Membership in Eurasian Economic Union;
- Status GSP + ;
- Close to big market: China;
- Revise the role of SWC as TPO.

Threats

- Reducing the share of exports in connection with the entry into the Eurasian Economic Union and increasing of imports;
- Instability of exchange rate;
- Rise of the role of TPO in neighbor countries;
- Ban on export of the products to neighbor countries.

Current trade promotion activities of SWC

- ❑ Ministry of Economy of the Kyrgyz Republic, SWC and Chamber of Commerce of the Kyrgyz Republic are in charge of trade promotion in the Kyrgyz Republic.
- ❑ On March 31, 2015 was adopted Plan of Government of the Kyrgyz Republic on Export Development 2015-2017
- ❑ The Plan is based on five priority sectors aimed at exports:
 - 1) Dairy industry;
 - 2) Meat industry;
 - 3) Sewing industry;
 - 4) Fruit and vegetable sector;
 - 5) Sector of bottled water.
- ❑ Appointment and work with representative of SWC in Moscow.
- ❑ Trade Information Services
- ❑ Export Promotion Services

Success export practices

- ❑ www.jetro.go.jp
- ❑ International exhibition “World food Kazakhstan” in Almaty (November 2015)
- ❑ Representative in Moscow (constantly).
- ❑



Current Issues about trade promotion activities

Meat is restricted to export in Russia Federation and Republic of Kazakhstan;



Local laboratory are not accredited in EU countries that's why certificates are not recognized



Terms of payment



Low volume of production



Current Issues about trade promotion activities

- Inappropriate packaging;
- Not competitive price;
- Weak skills in search of trade information regarding foreign markets;
- Weak skills in marketing research;
- Foreign language is as a barrier.

Future plan of Actions

- ❑ Working on creating Export and Investment Promotion Agency;
- ❑ Search and expand new foreign markets (according to current situation);
- ❑ Find and appointment of foreign trade representatives abroad;
- ❑ Provide works with potential and existing local exporters concerning export information and promotion activities;
- ❑ Implementation of bank's tools (payment);
- ❑ Training programs on enhance of capacity in export information and promotion.



THANK YOU!

