



BUSINESS INSIGHT

AMERICAN CHAMBER OF COMMERCE IN THE KYRGYZ REPUBLIC



IN THIS ISSUE:

2	3	4	5	6
The First International Exhibition EXPO «Made in Kyrgyzstan»	Business meeting with Mr. Tong Business Tour USA Spring '16	Contest results from Bai-Tushum Bank New Coca Cola Bishkek Bottlers General Manager #GreenBishkekChallenge from Elite House	'Smart-class' apartments from Smart Development Steppe Learning now in Karakol	ESCA – Bishkek International School Wedding Alley from Jannat Hotels and Resort LION opens a new store

Bishkek to host the First International Exhibition EXPO "Made in Kyrgyzstan"



June 3-4 июня

On June 3 and 4, 2016, the American Chamber of Commerce in the Kyrgyz Republic will hold the First International Exhibition EXPO "Made in Kyrgyzstan". The event will take place at the Kyrgyz National Drama Theatre named after T. Abdumomunov.

The purpose of the Exhibition is to present the productive capacity of domestic enterprises and to promote domestic products and services at the local and international levels. Furthermore, the plan is to attract partners and investors for cooperation with local manufacturers.

Over 50 companies producing goods and offering a variety of services in the Kyrgyz Republic will take part in the EXPO.

"We are organizing the EXPO at the high state level, with the support of the Ministry of Economy of the Kyrgyz Republic. The corporate design and promotion strategy for the event have been developed in compliance with the international standards. The exhibition is unique in its content and format - it will be attended by companies that manufacture products in Kyrgyzstan and plan to expand their business abroad. To attract partners and investors, we are promoting the exhibition at the international level and planning to invite representatives of business communities from the neighboring countries and beyond", - said the Executive Director of the American Chamber of Commerce in Kyrgyz Republic, Ms. Zarina Chekirbaeva.

The guests of the exhibition will have the opportunity to become acquainted with the latest achievements of local producers, while the participants will be able to choose a new niche for business development, to find partners, and to expand their circle of consumers.

In addition, on June 3, a charity ethno-concert "Hand in Hand" will take place in support of autistic children, to be organized jointly with the "Hand in Hand" Charity Foundation. On June 4, the business meetings and workshops will be conducted by local and international business development experts.

The First International Exhibition EXPO «Made in Kyrgyzstan» is being supported by the Ministry of Economy of the Kyrgyz Republic, the Business Development and Investments Council under the Government of the Kyrgyz Republic, the Chamber of Commerce and Industry of the Kyrgyz Republic, the National Alliance of Business Associations, Kumtor Gold Company, and MegaCom. The General Media Partners are the Public Broadcasting Corporation of the Kyrgyz Republic (OTRK) and New TV Network (NTS). Other partners include Media Azattyk, Namba Media, Zanoza, Stylish.kg, NBT, Mr. Marketing, Blitz Printing House, Asylbashev Creative Event Agency and financial portal Akchabar.kg.

If you are interested in the First International EXPO "Made In Kyrgyzstan", you may contact us at expo@amcham.kg, pa@amcham.kg or visit our website www.2016expo.amcham.kg, FB page "EXPO Made in Kyrgyzstan", Instagram page "expo2016kg".

Ambassador Kurt Tong meets with AmCham members



The Principal Deputy Assistant Secretary at the Bureau of Economic and Business Affairs, Mr. Kurt Tong met the business leaders of Kyrgyzstan at the AmCham Business Luncheon on “C5+1 and TIFA: Deepening Economic Cooperation in Central Asia” organized by the American Chamber of Commerce in the Kyrgyz Republic.

In addition to AmCham members, a head of the Commercial Service of the US Consulate General in Almaty, heads of business associations and trade representatives of the diplomatic missions attended the Business Luncheon.



The meeting on April 4, 2016 was organized to discuss the ways to enhance a spirit of cooperation and foster an open environment for international trade and investment in Central Asia. At the opening of the meeting, the PDAS Tong and the Executive Director of the Chamber, Zarina Chekirbaeva welcomed new members of AmCham and granted Certificates of Membership.

PDAS Tong was in Bishkek to lead the U.S. delegation in the C5+1 Economic and Regional Connectivity Working Group and to attend the U.S. – Central Asian Trade and Investment Framework Agreement (TIFA) council meeting.

Business Tour USA Spring'2016

The American Chamber of Commerce in the Kyrgyz Republic is organizing its second Business Tour to America, which will take place from May 12 through 22. Fifteen businesspersons from Kyrgyzstan are about to visit the country of great opportunities and a diverse culture.

managers of world famous companies, participation in two major international exhibitions of architecture, construction & design, as well as restaurant and hotel business in such global centers of economy, finance and culture, as New York, Washington, Chicago and Philadelphia.

The unique 10-day program was arranged based on the preferences of visiting businessmen, which includes exclusive business trips and meetings with top

For additional information on AmCham Business Tours, you may contact AmCham team at memberservices@amcham.kg.



Bai-Tushum Bank summarizes the results of the Savings for my Dream children drawing contest

From February to April 2016 in the course of the Global Money Week – 2016 campaign, Bai-Tushum Bank held the Savings for my Dream children drawing contest.

The key objective of the contest was to draw the attention of school-aged children to the enhancement of financial literacy, to the importance of smart money management, of setting objectives and saving money.

The contest engaged 699 children at the age of 6 to 12.18 schoolers were selected as winners with their works receiving the highest scores in the following categories: consistency of work with the declared subject, original idea and artwork.

The young talented artists received monetary presents, and some of them together with their parents decided to immediately open a Grow Big deposit for kids with the Bank, thus demonstrating their financial awareness.

We thank everyone who took part in this wonderful contest. The Bank looks forward to new contests and the names of new winners.



AmCham welcomes new General Manager of Coca-Cola Bishkek Bottlers



On April 1, 2016, Mr. Cem Kandemir joined Coca-Cola Bishkek Bottlers team as the new General Manager. Prior to re-joining the Coca-Cola family, Mr. Kandemir worked for Mey Diageo, one of the biggest alcoholic beverage companies as a Modern Trade Channel Manager in Turkey. In the period from 1992 to 2011, Mr. Kandemir worked in Sales and Marketing at Coca-Cola Icecek A.S., Turkey. Mr. Kandemir graduated in 1991 from the Middle East Technical University in Turkey, majoring in Business Administration.

We welcome Mr. Kandemir to Kyrgyzstan and wish him the best in his new role!

#GreenBishkekChallenge by Elite House

On April 5, the staff of the Elite House construction company was out planting saplings in one of the squares of Bishkek within the framework of the #GreenBishkekChallenge campaign. The main message and distinguishing characteristic of the campaign is urban greening through planting seedlings and relaying this eco-challenge to other participants.

To advance this environmental project, the challenge of further participation was relayed to the "GazpromNeftAziya" company, "NurTelekom" telephone operator, and other construction companies of Bishkek.

"We are not only building quality and luxury homes in Bishkek, but also

taking care of beautifying and greening the city. For us, it is important not only to build up the city, but also to make it comfortable for our residents. By challenging other companies, we thus hope to draw attention to the problem of high level tailpipe pollution in the city," – commented the Head of the construction company's Marketing Department, Mr. Esen Rysbekov.

The challenge has already been accepted by dozens of companies in the social network, where this message was published and the video gained over 150,000 views. The organizers hope that the relay will continue to gain momentum and will go on for many years to come.



'Smart-class' apartments in the "London" residential complex!



Sales opened in April!

In addition to low cost, 'Smart' implies another important advantage.

The "Smart Development" Company offers "smarts" with a total area from 39 to 106 sq. m., turn-key ready and with integrated appliances and partial furnishing. "Smart" apartments will appear in the new residential complex named "London" on Tokombaeva Street, with a great view of the mountains. Affordable housing is the Smart Development Company's priority today.

The advantages of Smart apartments in the London residential complex are:

- The space is used more efficiently: every square meter is utilized (the functionality of apartment layout is 40% higher than that of conventional apartments);
- Apartments are located in buildings with expanded infrastructure (in addition to shops and children's playgrounds, there are also grounds for sports, convenient underground parking, an alley for walks, a cafe, and a bank branch);
- The interior design of the apartments on a turn-key basis allows the residents not have to create unnecessary noise and disturbance for other residents, and to live comfortably or to earn extra income from leasing them out from day one;
- Stylish and mobile space, comfortable layout (the apartment itself comes with an instruction for different options of furniture arrangement to allow for optimum free space).

Complete information about this new format housing is available by phone 0700556655, 0778000088, 031 2930088 or at the office of the "Smart Development" company at 153 Panfilova Street (angle of Bokonbaeva Street).



Steppe Learning KG Expands Operations in Karakol

Steppe Learning KG (SLKG), authorized distributor of DynEd English software, brings its innovative methodology to Karakol. This month, director Ainoura Sagynbaeva and teacher trainer Karlygach Urmatbek kyzy met with 33 local teachers and held a master class to introduce them to the benefits of computer-based language learning.

Ten entrepreneurs from the hospitality and tourism sectors including the director of the Green Yard Hotel signed up for our first adults' English class. They will be

taught by Gulzat Abdykarova who recently completed DynEd's intensive teacher training course with flying colors. The goal is not only to improve their English but also to raise the quality of their customer service through the use of DynEd's Hospitality English course.

Special thanks goes to Banur Abdieva for initiating the spread of DynEd in Karakol. Stay tuned for the results of our trainings in Karakol after three months!



AmCham Discount Program Partners 2016





With the introduction of the International Baccalaureate (IB) programme throughout the school, the school is changing its name to ESCA - Bishkek International School.

The new name includes ESCA, so retaining the existing profile, whilst emphasizing that Bishkek and clearly an international school. The IB programme is not tied to any one country and is much more internationally minded than other curricula. The schools is truly the

international school in Bishkek, building on its existing broad international community, with students from over 30 countries.

This name change has been approved by the Ministry of Education, the Ministry of Justice and the International Baccalaureate Organization. It is only a change in the legal name of the school hence all contracts, licenses and other agreements with ESCA are not affected by the name change.

"We hope that you welcome this change in our profile and that we can work together over coming months to spread the word about ESCA – Bishkek International School." ESCA-International School.

The opening of the first wedding alley on the banks of a river by Jannat Resort and Hotels



An open-air registration is one of the trends in the wedding industry, which is increasingly gaining popularity every year. This is not surprising, as it is a magnificent, beautiful and touching action, which, in contrast to an official ceremony at the marriage registry office, does not place anyone into a box and does not place any restrictions!

On behalf of the "Jannat Hotels & Resorts" hotel chain, we would like to share a delightful news item.

On May 6, a grand event will be held for couples in love - the official opening of the first wedding alley on a riverbank. We would like to invite you to our celebration, which will take place at Jannat Resort on May 6, at 4:30 p.m. For those who need transportation, a free shuttle service will be available from the Jannat Regency hotel in the city to Jannat Resort hotel and back. The format of

the event includes welcome drinks, a buffet, a show program, as well as a drawing of valuable prizes. The partner of the event is Eventica, one of the leading agencies in the organization of weddings and family events.

We will be glad to see you! For more information, please call 0555 306 040.

LION opened a new store

On April 8, the LION chain of stores announced the opening of a new store, located at the intersection of Akhunbaeva and Baitik Baatyr streets. The new store is the fourth in Bishkek and the sixth throughout the country.

It has been 18 years since the foundation of the brand, which has all the while maintained the attitude of care and attention toward each buyer. The LION chain of stores continues to give warmth to each family member through their collections of shoes - simple, elegant and fashionable, combining style with modern trends; collections that are updated every new season, while maintaining the same high quality and traditionally paying great attention to detail and finish. These qualities have always been characteristic of LION and they are a special object of pride when it comes to creating an image for the buyers.

The area of the new brand shop encompasses over 300 square meters. The store offers a wide selection of men's, women's and children's shoes, as well as belts, slippers, and shoe-care products.

Skilled store consultants will help you choose the right shoes for every taste, color and size, which meet all the requirements of the buyers.

Welcome to the new LION store!



