



# BUSINESS INSIGHT

AMERICAN CHAMBER OF COMMERCE IN THE KYRGYZ REPUBLIC



## TAZA KOOM

Presentation of "Taza Koom"  
High-Tech National Project

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## Editor's Note



Dear friends,

The April issue of Business Insight reports on the numerous events and activities undertaken by AmCham in the past month - the presentation of Taza Koom (Transparent Society) national project by Mr. Sapar Isakov, head of Kyrgyz President's Administration, completion of a 12-hour intensive workshop "Managing Corporate Image and Reputation", an interview with the Commercial Counselor to the Turkish Embassy in the Kyrgyz Republic Mr. Cagatay Ozden on the future economic support for Kyrgyzstan, a company tour to four most modernized factories of AYU Holding and Elite House construction company and, last but not the least, the first ever AmCham Bowling Cup, which saw 12 member-companies battle it out for the title.

In the present issue, there are articles based on recent hot topics - from digitalization of government services to provide a swifter, easier and more effective service, importance of ongoing capacity building of business, and current and upcoming investments coming to Kyrgyzstan from Turkey.

AmCham strives to be innovators in serving as a bridge and connector between all opportunities and its members. Enjoy reading!

**Zarina Chekirbaeva**  
Executive Director

### Presentation of "Taza koom" (Transparent Society) High-Tech National Project

As per the initiative of the American Chamber of Commerce in the Kyrgyz Republic, presentation of the "Taza koom" (Transparent Society) High-Tech National Project, aimed at achieving 'smart' country growth and introducing information technology into the life of the society, took place on April 18th, 2017 at Orion Bishkek Hotel, with the participation of the Head of the Administration of the President of the Kyrgyz Republic, Mr. Isakov Sapar Djumakadyrovich.

The purpose of the presentation was to inform the business community about the project and about the important role of the business community in its implementation, as well as an exchange of opinions about the project.

"Taza Koom" Project is the main component of the National Sustainable Development Strategy through 2040. Its goal is to continue building an open and transparent state, to improve the quality of citizens' life, and enhance the conditions for doing business in the Kyrgyz Republic.

The presentation was attended by company executives representing such sectors as food industry, construction and real estate, tourism (HoReCa), banking and financial services, consulting and legal services, and information technologies, as well as representatives of the international community.

The American Chamber of Commerce in the Kyrgyz Republic would like to express its gratitude to Mr. Isakov, his team, and all participants of the presentation.

The event was supported by the British Embassy in the Kyrgyz Republic and Orion Hotel Bishkek.



## Intensive-workshop "Management of Corporate Image and Reputation"

On April 4, AmCham KR finalized the "Management of Corporate Image and Reputation" Intensive Workshop organized and conducted together with the Bishkek School of Public Relations and with the participation of leading Media Trainers, Gulnura Toralieva, Jyldyz Kuvatova, and Dina Maslova.

12-hour Intensive Workshop consisted of 4 components:

- **PR as a key management skill**

This workshop presented the strategic approaches to selection of tools and channels for both internal and external communications of a company. In addition, the trainer shared case studies of the most successful PR campaigns using new traditional tools, such as press releases, press conferences, infographics, press cafes, press lunches, PR data, success stories, ratings and others. The most appropriate media channels for the dissemination of information and for the public relations were introduced as well.

“

It was very interesting to listen to the trainers, who gave practical advice and shared their personal experiences with us.

Many thanks!!!

Meerim Beishembayeva  
FlyDubai

- **Communication Strategies**

Participants discussed the basic research methods in communications, the role and structure of strategic documents in PR; carried out practical exercises on key messages, goals, objectives and policies of the communication strategies; and developed budgets for PR campaigns and events, as well as promotion of strategy in the company and outside of it.

- **Media Relations**

As part of the training, participants received tips to build better relationships with journalists, as well as to prepare interviews with the media. Preparation of media events, writing press releases, dissemination of information through media channels were discussed during the seminar.

- **Government Relations**

Participants were taught about the basic mechanisms of interaction with government institutions, the strategies for building a system of productive relationships with government authorities, the decision-making levels, and influences on the processes of decision-making, building effective co-operation, and ensuring the operation of joint projects.

Upon completion, participants received Certificates of Completion.



“

"In today's competitive market, Corporate Image and Reputation are a company's biggest asset – one that makes it stand out from the crowd and gives it a competitive edge. And it is the responsibility of each company's employee to be a bright ambassador of the company's brand and reputation. Therefore, I have decided for myself that it is not only the PAC's duty; however, HR has to develop and instill into the company the right mindset.

Hence, no doubt that this workshop was very useful in drawing the picture of today's media world of Kyrgyzstan and in equipping us with the right skills that are going to be applied in our work."

Asel Beishekeeva  
Coca-Cola Bishkek Bottlers



We thank companies-participants - **Aviabileti.kg, Beeline, Bank Kompanion, Food Dream, Coca-Cola Bishkek Bottlers, Kyrgyz Investment and Credit Bank, FINCA Bank, Shoro, Steppe Learning, and FlyDubai.**



### TURKEY WILL CONTINUE TO SUPPORT KYRGYZSTAN'S ECONOMIC RECOVERY

Turkey was the first country to recognize the independence of Kyrgyz Republic on 16 December, 1991. Diplomatic relations were established on 29 January 1992. The Embassies were reciprocally opened in Bishkek and Ankara in 1992.

Over the last 24 years so much has been done in terms of achieving sustainable economic development in the country. For the first time in the region, Kyrgyzstan has become a member of the World Trade Organization (WTO) and a pioneer in transformation to the free market economy among the CIS countries. Turkey will continue to support Kyrgyzstan's aspirations for integrating into the world trade system.

Sharing common historical, linguistic and cultural ties, Turkey and Kyrgyzstan have special ties and relations. Turkey has signed more than 100 agreements and cooperation protocols with Kyrgyzstan in various fields such as education, culture, trade, economy, transportation, communication, military and defense. Economic and trade have been the major pillars of bilateral relations.

Frequent high-level visits between Turkey and Kyrgyzstan have provided us valuable opportunities to expand the areas of cooperation on economic and trade-related bilateral, regional and international issues. Entrance of Kyrgyzstan to the Eurasian Economic Union (EEU) in 2015 has changed many parameters which would create a major trade deviation effect for the disadvantage of the third countries. However, surprisingly even after that Turkish companies have been

showing greater interest in trading and investing in the country. This is likely due to the fact that they consider Kyrgyzstan as an opening door to the EEU and to the potential markets of neighboring countries (Uzbekistan, China, Tajikistan etc.)

Economic relations between Turkey and Kyrgyzstan have been developing rapidly. It is evident that significant progress has been achieved in the fields of trade, transportation, aviation and processing industries, retail sector, education and finance.

In 2016 trade volume between the two countries amounted to 410 million USD, increasing by 10.5 % compared to the previous year. It is necessary to note that for the first time in the history of bilateral trade, the import volume has exceeded one hundred million US dollars. Our target is to reach a trade volume of 1 billion USD by the next three years. Turkish investments take the sixth place in the country and are considered to be the most diversified and penetrated investments from the public's point of view. According to the statistics of Kyrgyzstan, the total value of Turkish direct investments between 1995 and 2015 (for the first 9 months of the year) has reached around 483.7 million US dollars. Today, nearly 500 Turkish companies are actively operating in Kyrgyzstan.

In the future, Turkey will continue to support Kyrgyzstan's economic recovery by all means.

**Çagatay Özden**  
**Commercial Counselor to the Turkish Embassy**  
**in the Kyrgyz Republic**

AmCham Company Tour: AYU Holding



On April 15, 2017, the American Chamber of Commerce in the Kyrgyz Republic organized a Company Tour for AmCham members to four enterprise sites of AYU Holding – ARTEZIAN, AYU spirit factory, Ak-Saray farm, and Bear Beer Company.

The Tour kicked off at cold drink production factory "Artezian", which produces natural potable water and national drinks, as well as cheese. After the "Artezian" tour, participants visited one of Kyrgyzstan's most impressive plants – the "AYU" Plant. Participants learned that the distribution of the company's products is not limited by the national market but includes large-scale exports to many countries of the world, such as the US, China, Turkey, Vietnam, and Kazakhstan.

“AYU Company Tour on April 15 was a novel experience for me. As usual, the coordination/management of Zarina and her team, and the facilitation and hospitality of the Company management were superb, which made it an ever memorable experience for me. I will recommend such tours in the future, as well as a wider participation.

Thanks, AmCham Team!

Muhammad Amin  
National Bank of Pakistan

The new and advanced technologies are actively implemented at the distilling plant. "AYU" company is the only company in Kyrgyzstan that uses platinum, gold and silver filters.

The third venue on the list was "Ak Saray" cattle farm. "Ak Saray" Farm focuses on harvesting grains and other crops, breeding of cattle, sheep, horses and exotic animals such as ostriches, peacocks, and ponies.

The Tour was concluded at the famous "Bear Beer" Company, which produces and sells soft drinks and beer. The 70% of its production includes soft drinks, natural carbonated and non-carbonated water, ice tea, rye beer, oxygenated water, while the remaining 30% includes production of beer sold under "Topoz" trademark. Our tour participants were highly impressed by the highly innovative equipment and technology used, as well as the impeccable cleanliness inside the factory and its surroundings.

We would like to express special thanks to Mr. Nurlan Abdrazakov, the General Manager of Bear Beer Company, and Mr. Latif Halilov, Assistant Vice-President of Production and Equipment, for a wonderful tour and incredibly warm reception! We wish them success and prosperity in their business!

“

The AY Holding company tour was very informative, interesting and useful. We visited several facilities owned by the Holding, which included vodka and alcohol factories, an agricultural farm, as well as a local beer and soft drink production plant. Thanks to the Director's and other employees' hospitality and tireless willingness to answer any of our questions, we learned a lot about the production process, the challenges in selling products and other details of the work of local producers. Observing such people, who work tirelessly to raise our economy, strengthens the faith in the bright future of our country.

The event was held at a very high level. We hope such tours will be held as often as possible. Thank you for the opportunity to participate and to learn something new!

Sharipa Djumabekova  
Deloitte & Touche LLC

**The First AmCham Annual Bowling Cup - 2017**

The First AmCham Annual Bowling Cup - 2017, held on April 27 among AmCham members, was a huge success. We would like to thank every player and every team from the bottom of our hearts - Alfa Development Company ("ALFA"), Aviability.kg ("Ayaks"), Bank Kompanion ("Alga, Kompanion!"), Beeline ("Beeline"), Coca Cola Bishkek Bottlers ("Coca Cola Bowlers"), DemirBank ("Dream Team"), Elite House ("Elite House"), FINCA Bank ("Let's Strike"), KFC Kyrgyzstan ("Food Dream"), Kumtor Gold Company ("Gold Diggers"), Plasmform Company ("Plasform") and Sonora ("Sonora") - for bringing their positive energy and vibe and creating the most exciting atmosphere.

Based on the final results:



Demir Kyrgyz International Bank earned the "Best Team" title, with the maximum number of points (1172)!  
 2nd place - Kompanion Bank (1171)  
 3rd place - "Elite House" Construction Company - (1150)  
 4th place - Kumtor Gold Company - (1146).

"The Best Player" of the Tournament title goes to Dastan Bekturov from



Coca-Cola Bishkek Bottlers with 285 points.

We express our sincere gratitude to our General Partner - Beeline Company, and personally to the General Director Yernar Nakisbekov and partners - Coca-Cola Bishkek Bottlers and "Bear Beer" - for their valuable prizes and incredible support!

*Until Next Bowling Tournament...*

**AmCham Company Tour: Elite House Construction Company**

On April 29, 2017, the American Chamber of Commerce in the Kyrgyz Republic organized a company tour for its members to the Elite House.

The tour began with a visit to the Head Office of Elite House, acquaintance and an extensive presentation on the company's activities by its Founder and CEO, Mr. Timur Faiziev. Tour participants learned in more detail about the innerworkings of the company, its corporate culture, the construction materials being used, as well as the Holding's short-term and long-term goals. The tour ended with a group photo and presentation of special gifts from the hosting party.

We would like to express deep gratitude to the General Director of Elite House, Mr. Timur Faiziev, and Communications Advisor to the General Director, Ms. Tatiana Shahin Bailo, for the wonderful tour and warm welcome! We wish them continued success and prosperity in business.



**AmCham Discount Program Partners 2017**



### CCI Kyrgyzstan held the Annual Environmental Debate Tournament #JashylCup2017

On April 22 and 23, CCI Kyrgyzstan, together with Environmental Youth Movement "MoveGreen" and the Republican Debate Center, held the Annual Environmental Debate Tournament #JashylCup2017.

Today, environment-related problems are forcing the entire mankind to reconsider its user attitude toward the nature and to think about what will happen if nothing is done about it.

We are convinced that by building the capacity of our youth, by teaching and investing in it, it is possible to achieve significant results and nurture a new generation of people involved in the process of ensuring sustainable development.

240 Students from 7 state universities of Kyrgyzstan took part in the debate tournament. The tournament was timed to coincide with the International Earth Day.

The participants debated on various topics related to environmental protection, jointly finding ways to solve environmental issues in Kyrgyzstan.

At the end of the tournament, students received seedlings, which they plan on planting in one of the orphanages and a nursing home. They also decided to search for companies that process waste materials and to turn over to them plastic bottles for recycling.



ELITE HOUSE  
ESTABLISHED 1992

### Elite House: Launching the construction of a new residential complex "Milan"

The Elite House Construction Company announces the launch of construction of a new residential complex. 10-storey residential complex of "Comfort +" class will be built in the Italian architectural style. It was given a laconic name - "Milan". The location of the object has been especially chosen at numerous requests from the customers - in the "Yujnaya Magistral" neighborhood (Sukhe Baator St. above Tokombaev St.).

Additional advantages - environmentally clean area, developed infrastructure, convenient apartment layout, the availability of children's playgrounds and thoughtful security systems. The Milan complex is the ideal place for a family residence.

The construction of the complex is planned to commence in the second quarter of 2017. Deferred payment for up to 18 months, the price starts at \$750 per sq. meter.

For phone inquiries, dial 0559 99 99 99.



### KICB Lucrative interest rates and conditions on loans in Euro from KICB

*Your idea – our resources!*

If your business operates in the Eurozone or your money flows are carried out in Euros Euro loans offered by KICB will undoubtedly be beneficial for you. Given the newly unfolding trends in the business sector, our bank is offering you lucrative interest rates and conditions on loans in Euro.

*What fields of business are most preferable for the Euro loans?*

Euro loans are the best option for fixed and working capital investments. Our bank is sensitive to its clients' preferences and needs and therefore offers equal opportunities both to small and medium, as well as large businesses. But of course, the greatest benefit of the Euro loans will be enjoyed by the business fields that presume settlements in that currency (import/export to/from the Eurozone). Borrowing in Euros will help them avoid the risks of the negative dynamics of the exchange rate.

*Repayment schedule*

Repayment is based on the investment plan and client's preferences. KICB offers 3 repayment schedule options a client can choose from: annuity, equal installments and flexible repayment option.

*Interest rates*

From 7% per annum depending on the loan term and amount.



## Kompanion Bank held events to raise financial literacy of schoolchildren

A Global Money Week was held in Kyrgyzstan, during which Kompanion Bank sponsored an intellectual quest game, as well as conducted a number of training activities for schoolchildren in five regions of Kyrgyzstan.

From April, the Bank staff held open days and financial literacy classes for students in Bishkek, Osh, Karakol, Isfana, Nookan and Toktogul. A total of 12 schools and about 300 pupils of grades 9-11 took part in the Bank-organized events. Students learned about the operation of the financial institution, became acquainted with banking services and talked with specialists about the importance of saving and proper management of personal finances.

Also, within the framework of the Global Money Week in Bishkek, a quest game on increasing financial literacy was held, in which around 50 schoolchildren aged 12 to 16 took part. Participants had to pass several educational stations and solve fascinating financial tasks.



For each correct answer the children received play money called "bilims", which could be exchanged for real prizes at the final auction - certificates for opening deposit accounts for 3,000, 4,000 and 5,000 som, table financial games, and bookstore gift certificates.

In 2017, the Global Money Week was held in more than 100 countries under the auspices of the International Community of Financial Education for Children and Youth (Child and Youth Finance International). In Kyrgyzstan, the event is conducted under the coordination of the National Bank of the Kyrgyz Republic with the assistance from state bodies, public and international organizations and commercial banks.



## FINCA Bank delivered financial literacy trainings during the Global Money Week

Almost a thousand people were trained in financial literacy by FINCA Bank in April, during the Global Money Week in Kyrgyzstan.

During lessons within the "Journey to the world of finance", the trainers taught children and adults about personal budgets, savings, financial goals and how to reach them, how to account and plan income and expenses, what kinds of savings exist, the types of bank deposits; they also gave examples, shared recommendations, discussed the options

of earning money for teenagers, and talked about many other interesting things.

In total, 36 trainings were delivered across the country. 876 schoolkids participated in 32 of them and 107 adults participated in four trainings. Thus, the total number of participants comprised 983.

It's noteworthy that trainings were also held at three orphanages and the Child Protection Center in Bishkek.



## The Opening of Baskin Robbins by "Food Dream"

In coming days of holidays in May, company "Food Dream" is glad to announce a new opening ... Yes! Yes! It is Baskin Robbins! A world leader of variety sorts of Premium Ice cream. We are waiting for you in trade center "Detskiy mir". Address: Chuy avenue 147/4.



## Exquisite meals in the Symphony Restaurant at the Orion Hotel Bishkek

Amaze your loved ones with an exquisite meal at the Symphony Restaurant at the Orion Hotel Bishkek. Our new A-La-Carte menu created by our Executive Chef Martin Braecker with Mediterranean influence will not leave you unhappy. All dishes are perfectly paired by excellent wines from around the world. Take a well-deserved break, and enjoy your time spent at magnificent Symphony restaurant. For reservations and more detailed information, please contact us at +996 312 55 6666.



## Travel Emirates

### Flydubai Airline was named "Best Low-Cost Airline serving the Middle East"

April 23, 2017, Flydubai Airline was named "Best Low-Cost Airline serving the Middle East" at the 2017 Business Traveler Middle East Awards held in Dubai. Voted by readers of the magazine, the distinction reflects FlyDubai's comprehensive regional network, evolving business model and its role in creating trade and tourism flows in previously

underserved markets. FlyDubai currently has a network of 93 destinations in 44 countries and carried 10.4 million passengers in 2016, which marks a 14.4% increase compared to the previous year. Ken Gile, Chief Operating Officer at FlyDubai, represented FlyDubai at the awards ceremony and is pictured with the award.



### Scholarships to study at Bishkek International School

Bishkek International School provides scholarships for the best students in the country in order to give them an excellent education so that they qualify to enter top universities worldwide.

This year the school is announcing 50% to 90% discount scholarships from the school fee for 16-17 year old students applying for International Baccalaureate Diploma Program (students of grade 10-11 in local schools). And 50% to 90% discount scholarships from the school fee for 14-15 year old students applying for Cambridge IGCSE (students of grade 8-9 in local schools).

For more information please call 0 706 200 200 or email at admissions@bis.kg.



### Peace Corps in the Kyrgyz Republic: Education in the USA – dreams come true!

A total of 13 students taught by Peace Corps Volunteers were accepted into the FLEX program this year and will begin attending an American high school in the fall. These students come from various oblasts throughout Kyrgyzstan and have been attending English clubs, summer camps, trainings, and sports activities lead by Peace Corps Volunteers. FLEX Alumni often return home inspired to share their new experiences and make a profound and positive impact on their home countries and communities.

Every year dozens of high school students from Kyrgyzstan get the opportunity to spend an academic year in the United States through a program called FLEX. The program allows students to experience American culture and further develop their English skills by living with an American family. To be accepted into this program, a student needs to have strong English language abilities and pass 3 rounds of a highly competitive competition.



# WELCOME ABOARD!

## Constant Leaf Tobacco

During Soviet times, Kyrgyzstan was a leading tobacco producer, growing some 76,000 tons of leaf annually.

In the new millennium, the figure dropped to between 35,000 tons and 40,000 tons per year, with more than 70 companies participating in the market. Over the years, these companies started leaving for a variety of reasons, and the annual volume of tobacco production decreased to 5,000 tons.



In February 2015, the last leaf dealer announced the end of its activities in the country, due to a lack of demand for Kyrgyz Dubek tobacco 44-07 in the world market.

In February 2017, however, Constant Leaf Tobacco (CLT) restarted growing tobacco in Kyrgyzstan. For crop year 2017, the firm officially announced an ambitious farmer-development program, along with new projects for the production of oriental Izmir varieties.

"The program's key points are sustainability in growing tobacco, improving yields and quality," said Seyit Ahmet Gulec, co-founder of CLT. "The company's agronomists and field technicians regularly meet with our contracted growers to educate them on tobacco practices as well as monitor them for compliance with our tobacco policies."

CLT empowers more than 7,500 farmers with their families. Some 500 small businesses, including transporters and loaders, expand the seasonal labor forces. The company also supports its farmers financially. Growers receive cash advances, tobacco inputs and other materials, such as fertilizers and nylons.

## SilkOffRoad Motorcycle Travel Club

SilkOffRoad Motorcycle Travel Club is the pioneer of motorcycling tourism in Central Asia. For over 15 years, we have been engaged in organizing motorcycle tours across Kazakhstan, Kyrgyzstan, Uzbekistan, Turkmenistan and Tajikistan, including Pamir. SilkOffRoad organize a variety of tours, such as adventure touring tours, off-road enduro tours, historical tours on retro "Ural" sidecar-motorcycle, custom tours, jeep tours, ATV tours, baggy tours encompassing the most beautiful places, incredible paths, historical sights and customs of local people.

Central Asia is open for everyone!

<[www.silkoffroad.kg](http://www.silkoffroad.kg)>

The Izmir tobacco project comprises two districts, eight villages, 41 farmers, 22 hectares and 20 tons of contracted tobacco for the first crop year.

"The project will be a good opportunity for Kyrgyz farmers to appear again in the world tobacco market," said Gulec. "When we tried to grow Izmir tobacco in Adiyaman, in the south of Turkey, no one believed that it was possible to get high volume and quality. Today, leading tobacco dealers are competing to purchase Izmir tobacco in the region. Now we restart a similar project in Kyrgyzstan, and I believe that growing Izmir tobacco in Kyrgyzstan is going to be better than in Adiyaman."

CLT performs all its operations in the Osh Fermentation Plant, which comprises more than 20,000 square meters of warehouses and has a daily production capacity of 60 tons. This puts it in line with international standards to provide worldwide service of semi-oriental Dubek 44-07 and oriental Izmir tobacco varieties for multinational and national cigarette manufacturers and traders. The company directly employs 65 permanent and 523 seasonal staff. It is one of the largest taxpayers in Kyrgyzstan and a good corporate investor.

In total, the company supports more than 40,000 people. "We feel like we are in our mainland," said Cagdas Saylak, managing partner of CLT. "Our relationships with local authorities and the Kyrgyz people have always been excellent. CLT aims to make a great contribution to the Kyrgyz community and economy by creating new opportunities and taking care of the environment. Our collaborative approach with government authorities is a unique opportunity for reorganizing the tobacco sector in the country."

A fierce opponent of child labor, CLT works hard to eradicate child labor from tobacco fields. The company's headquarters and factory are in Jany Aryk village, Osh, Kyrgyzstan.



AmCham  
**MOTO&SUV ADVENTURE TRIP**  
to the nomadic pathways  
of the Tien-Shan  
May 26-29, 2017  
MOTO&AVTO TYP  
по тропам кочевников Тянь-Шаня  
26-29 мая, 2017  
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