

BUSINESS INSIGHT

American Chamber of Commerce in the Kyrgyz Republic

AmCham launched four working committees:

- The Committee on Enterprise Development and Investment;
- The Committee on Innovation, Digital and Information Technologies;
- The Committee on Strengthening Relations between Kyrgyz and International Businesses;
- The Construction Committee.



Contents

- 03** • The presentation by Joe Dumoulin, Chief Technology Innovation Officer at Verint, on the topic of “Artificial Intelligence in Business”
 - AmCham became a Permanent Member of the Supervisory Board of the Business Ombudsman’s Institute of the Kyrgyz Republic

- 04** • AmCham launched four working committees
 - AmCham is pleased to announce the start of a Discount Program for 2019

- 05** • AmCham Seventh Innovative Business tour to Silicon Valley

- 08** • Meeting of the Business Development and Investment Council under the Government of the Kyrgyz Republic as part of the Digital Transformation Forum
 - Retreat session of Business Development and Entrepreneurship Council under the Speaker of the Parliament of the Kyrgyz Republic

- 09** • AmCham Company Tour to Sky Mobile (Beeline) New Headquarters
 - Launch of AmCham Mentors Club Project

- 10** • Bai Tushum Bank signed a loan agreement for USD 2 million with the Russian-Kyrgyz Development Fund
 - Holidays at Hyatt Regency Bishkek
 - Third UK Trade Mission to strengthen business partnership between Great Britain and the Kyrgyz Republic

- 11** • Karakol to host Spring Fair 2019
 - Orion Hotel is delighted to introduce its new Executive Chef Fernando Galbiati and his new menu

- 12** • Kant TSP LLC has completed the stage of preparation for the construction of a new production line in the south of Kyrgyzstan
 - Mutlu Ocak was appointed as General Manager of CJSC Coca-Cola Bishkek Bottlers

- 13** • Round table dedicated to realization of the potential of creative industries by the Central-Asian Corporation for the Development of the FEZ

- 14** • World Class Bishkek presents a new format of Aqua fitness
 - The concert by Maxim Vengerov in Bishkek on May 3, 2019

The presentation by Joe Dumoulin, Chief Technology Innovation Officer at Verint, on the topic of “Artificial Intelligence in Business”



On January 15 2018, AmCham in the Kyrgyz Republic organized a presentation by **Joe Dumoulin, Chief Technology Innovation Officer at Verint, on the topic of “Artificial Intelligence in Business”** in the new office of Sky Mobile company (TM Beeline).

The presentation gathered around fifty participants from different industries including telecommunications, construction, banking, accounting and many more.

Mr. Dumoulin addressed the advantages and pitfalls of NLP and ML in a business environment and how to optimize the use of AI tools for business. He also stressed the importance of creating a useful AI group within a company, how to deploy AI, and how to manage to people that create and maintain the AI.

In the nearest future, AI will transform many different jobs. Executives and senior business leaders need to understand what AI can do for the company, begin developing AI strategy and make appropriate resource allocation decisions. As for the employees, ongoing education is needed to keep up-to-date with evolving AI technology.

We sincerely thank Mr. Dumoulin for the interesting presentation, all participants for taking an active part and the US Embassy in the Kyrgyz Republic for its invaluable support.

The American Chamber of Commerce in the Kyrgyz Republic became a Permanent Member of the Supervisory Board of the Business Ombudsman’s Institute of the Kyrgyz Republic.

The Decree of the Government of the Kyrgyz Republic dated December 31, 2018 No. 647 “On the authorized person for the protection of the rights of business entities (Business Ombudsman)” was adopted. In line with the project of EBRD (European Bank for Reconstruction and Development), **the Business Ombudsman is a special and authorized person to protect the rights, freedoms and legitimate interests of business entities.** The Business Ombudsman will have its own secretariat, which will consider appeals and complaints from entrepreneurs.

The position of Business Ombudsman can be held by any citizen. The Ombudsman will be elected every five years.

The structure of the institution of Business Ombudsman includes the creation of the Supervisory Board as the highest governing body of the BO, which shall determine the strategy and oversee the activities of the BO, including through making key decisions.

The Supervisory Board shall consist of authorized representatives of 3 parties:

Party 1 - Government of the Kyrgyz Republic;

Party 2 - International organizations;

Party 3 - Business associations.

Party 3 permanently included 5 business associations, including the American Chamber of Commerce, IBC, JIA, Chamber of Commerce and Industry, Association of Markets, Trade and Sphere Enterprises.

The first meeting session of the Business Ombudsman was held on March 7, 2019.

AmCham launched four working committees



The American Chamber of Commerce in the Kyrgyz Republic is pleased to announce the launch of three committees:

- the **Committee on Enterprise Development and Investment**,
- the **Committee on Innovation, Digital and Information Technologies**,
- the **Committee on Strengthening Relations between Kyrgyz and International Business**;
- the **Construction Committee**.

The first meeting of the **Committee for Enterprise Development and Investment** was held on January 30, 2019. The



Committee was established to promote the development of market economy of the Kyrgyz Republic through the creation of favorable conditions for private business, free development of business and its effective infrastructure, and the establishment of sustainable business ties between the business circles of the Kyrgyz Republic.

The first meeting of the **Committee on Innovation, Digital and Information Technologies** was held on January 31, 2019. The committee was established to promote the understanding and popularization of digital and information technologies, the development of partnerships with government regulators and to conduct regular training to improve skills and share experiences.



The first meeting of the **Committee to strengthen ties between the Kyrgyz and international businesses** took place on February 1, 2019. The Committee was established to promote the development of market economy of the Kyrgyz Republic, free business development, and the establishment of sustainable business ties between the business circles of the Kyrgyz Republic and foreign countries.

Construction Committee's main goal would be to support and assist entrepreneurs in the construction industry through networking, both locally and globally. The first meeting of the committee will take place on March 7.

AmCham Discount Program 2019

American Chamber of Commerce in the Kyrgyz Republic is pleased to announce the start of AmCham **Discount Program for 2019**.

The American Chamber of Commerce in KR Discount Program gives AmCham member-companies a unique opportunity to promote their products/services within the business community. It also provides great savings opportunities for all AmCham members.

AmCham member-companies' representatives can pick up the discount cards at AmCham KR office (address: 191 Abdрахmanov Str., office 123)

The number of cards issued for every AmCham member-company is indicated in the table below:



The detailed overview on the discounts offered by participating companies can be found here: www.amcham.kg/en/discount-program/

Seventh Innovative Business tour to Silicon Valley



On February 2, AmCham business delegation from Kyrgyzstan arrived in one of the most exciting cities in the US – San Francisco, where **AmCham 7th Innovative Business Tour to Silicon Valley**, one of the flagship programs of the American Chamber in the Kyrgyz Republic, had begun.

Day 1 in San Francisco was devoted to the cultural program introducing the most famous and visited sightseeing places such as the Golden Gate Bridge, Pier 39, Lombard Street, Union Square and Twin Peaks.

Day 2 started in Palo Alto city with one of the founders of **AmBar** Mr. Stas Khirman, the largest Russian-speaking business network of entrepreneurs, investors, engineers, lawyers and other professionals, who shared insider information about the ecosystem of the Silicon Valley and Bay area and the nature of development of startups in the Valley. The business delegation members



were interested in differences between startups vs. companies, venture capitalists and platforms connecting the above-mentioned parties.

From there, the group headed to visit the office of **Airbnb**, a privately held global company operating an online marketplace and hospitality service. Some interesting facts about Airbnb: Despite being the largest accommodation provider, Airbnb owns no real estate. The company works in 190 countries, signed tax agreements with 275 governments, with the most popular international city as Vancouver. **Currently the company is worth at least 38 billion dollars!**

From there, the delegation moved to **Lyft**, an on-demand transportation company primarily providing ride-hailing services and based in San Francisco, California. Participants had a chance to visit Lyft's headquarters office, learn about the corporate culture, current projects and how Lyft is impacting the lives of people. Currently, 23 million people use Lyft's services; in 2018 over 1 billion rides were given by Lyft. Over 1.4 million people drive for Lyft.

On Day 3, the delegation drove back to Palo Alto, a birth place and headquarters of many famous companies such as Hewlett-Packard, Xerox, Apple, Facebook, VMware, Tesla Motors and others. This beautiful city, also known as a historic center of the Silicon Valley, is also a home for Stanford University. **Stanford University** is one of the world's top three universities, has one of the largest university campuses in the US and nicknamed the "billionaire factory". It is said that if Stanford graduates formed their own country it would boast one of the world's

largest ten economies. Our delegation took a tour around the campus and met with Executive Business Education manager Akniet to learn more about Stanford's system of producing the brilliant minds of the world and its invaluable contribution to the development of the Silicon Valley and the world in general.

Following the tour at Stanford, our group visited the **Tesla Center** and had a great opportunity to test-drive a latest Tesla model. Tesla is accelerating the world's transition to sustainable energy with electric cars, solar panels and integrated renewable energy solutions.

After Tesla, our group traveled 10 minutes to get to **Google's Headquarters** for a tour and to learn more about Google, a multinational technology company that specializes in Internet-related services and products and investing in internet search, cloud computing and ad technologies. The participants learned more about the Company, new products and ambitious future plans. Our partner Nazik talked about the corporate culture, the Waze app that she is currently working on, and how Google improves the lives of people across the world. The delegation called it a day by a visit to Apple Headquarters' store.



After four days in San Francisco, our delegation flew to Seattle, Washington, which is also called the "second Silicon Valley", where the head offices of world famous companies like Amazon, Microsoft, Starbucks, Boeing, Costco, Pakcar, Expedia Group, Nordstrom, and others, are located.

On the fifth day, our delegation visited the headquarters of **Amazon**. It is an American company, the largest in the world in terms of turnover among those selling goods and services via the Internet and one of the first Internet services focused on the sale of real consumer goods. currently the company has

major focus on e-commerce, cloud computing and artificial intelligence. Our business delegation had a wonderful opportunity to see the working space of employees and learn about the company's current projects. An employee of the company and our partner Sayragul spoke about the project she is working on - Alexa. Amazon's Alexa, or commonly known as just Alexa, is a virtual voice assistant who helps put on your favorite music, controls smart houses, receive information, news, weather and more.

After the tour of the head office, our group visited **Amazon Spheres** (a \$4 billion project): the three glass "spheres", built so that Amazon employees can take a break from meetings, emails, reports and deadlines and just walk through the jungle enjoying the noise of the waterfalls and a pleasant breeze of tropical wind. After the "Spheres", our delegation visited the Amazon Go store. The **Amazon Go** stores of the future are stores store without cash and queues. Amazon Go stores are unique stores that use the world's latest technology through which a customer can buy goods without a queue or using a cash register. Our group had the opportunity to make purchases in this unique store.



the motivational tools used to motivate the employees. **In 2018, Microsoft regained the title of the most valuable company in the world, valued at 851 billion dollars, ahead of Apple in 847 billion dollars.**

make a great contribution to the development of the university. In 2017, the Bill and Melinda Gates Foundation donated a grant of \$279 million to the University of Washington to continue and expand the innovative programs that measure global health. Over the past two decades, the total amount allocated to the university by the family and the Gates Foundation amounted to \$1.25 billion, not counting the amount of over \$100 million in gifts to the University from Microsoft, co-founded by Bill Gates. And this is the contribution of just one company to the university.



After Amazon, our team headed to **Microsoft** headquarters, where we were met by Microsoft employees and our friends Dinara, Aidai, and Azamat. During the tour, our group had a great opportunity to visit the newest building on campus, ride the Microsoft bus to get around between the buildings, see employees' workplaces, see and test the company's latest products and services, visit tree houses in the Microsoft village with embedded technologies that serve as a meeting place and a more relaxed work environment, as well as to dine at the Microsoft cafeteria. The most important thing is that our delegation learned about the latest events in the company and about

Located just nine blocks from the very first **Starbucks Pike Place store**, our group visited the first Starbucks Reserve roaster in a busy Seattle area. Starbucks was founded in Seattle in 1971 and today is the most popular coffee house in the world, operating in 76 countries. As of 2018, the company operates 28,218 branches worldwide, of which more than 3,300 are located in China. Some interesting facts about Starbucks: At any Starbucks you will see basically two types of tables: round and rectangular. Round tables are supposed to help customers feel at home. There is also a rule that they must open a store 10 minutes prior to the announced opening time and leave the doors unlocked for 10 minutes after the announced closing time. Interesting statistics: 20% of the regular customers visit Starbucks about 16 times a month. Our delegation tasted coffee from a large assortment of menus and fresh pastries, and also made purchases in the store.

Our last stop of the day was at the **University of Washington**, namely at the Foster School of Business, where our group met with the professor and our dear friend Vitaliy Nishanov. Vitaliy Kudduzovich is from Kyrgyzstan, but now he teaches strategic management, marketing and other courses at UW. Vitaliy Nishanov spoke about the University, the School of Business, student life and alumni contributions to his alma mater, as well as personal stories of teaching business classes at an American university. **The University of Washington is ranked 13th in the world and entered the top 3 among state universities.** State companies and its graduates



Seattle is home to the largest global aircraft manufacturer, the **Boeing Company**, an American multinational corporation that designs, manufactures, and sells airplanes, rotorcraft, rockets, satellites, and missiles worldwide. It is interesting to know that it is the largest exporter in the United States by the dollar value. Our group visited the biggest Boeing factory in the world located in

Everett, 30 minutes from Seattle. Our group took a 90-minute tour of the Boeing Everett factory where they could see the 747, 767, 777, 787 Dreamliners, as well as the newest 777X being assembled right before their eyes.



The Guinness World Records list the Boeing Everett factory as the largest building in the world by volume at 13.3 million cubic meters.

After watching an aviation movie in a modern theater – “Past, Present and Future” - the participants were afforded the best views of numerous planes and futuristic robots. The view from the rim of the platform is

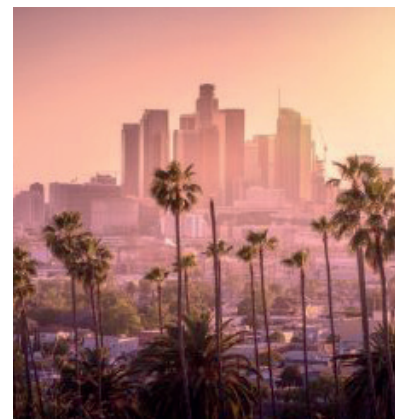
unparalleled in the rest of the world for technology and innovation on a grand scale. Some interesting statistics we learned during the tour: the newest plane 777X will start flying in 2020; currently there is an order placed for 220 units of 777Xs. The Boeing factory in Renton produces 737s, the most popular plane in the world, with production of 50 planes per month! If you decide to purchase a Boeing plane, plan to spend from 89 million to 420 million dollars and you still have to wait for the next 7 years to get your plane! Our tour to Boeing officially concluded our official part of the Innovative Business Tour.

After the snowy Seattle, our group headed to sunny and warm **Los Angeles**, the City of Angels as translated from Spanish. Los Angeles is the largest city in the state of California and the second largest city in the United States. Los Angeles is one of the world’s largest entertainment centers in the field of cinema, theater, music, literature and television. The city has the headquarters of such well-known corporations as Twentieth Century Fox, Paramount Pictures, The Walt Disney Company, Warner Bros., Sony Pictures Entertainment and Columbia Pictures, DreamWorks and many other representatives of the significant industries of the economy.

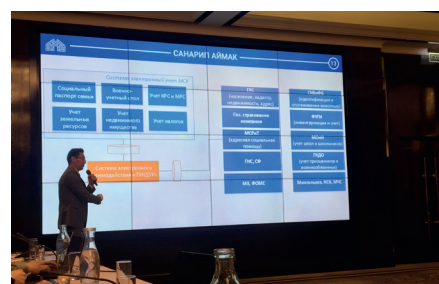
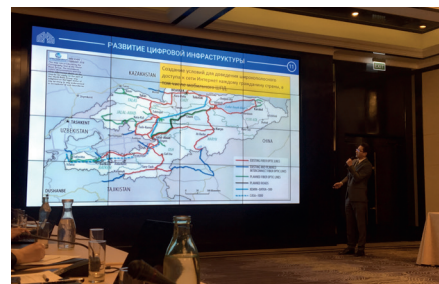
Despite the tight schedule in Los Angeles, our group managed to visit the “Hollywood Walk of Fame”, which stretched across Los Angeles for as many as 18 blocks, where participants could find the hand and foot prints of their

idols. After the “Walk of Fame», our group headed to the southern slope of Mount Hollywood, where they enjoyed the view of the Pacific Ocean and the center of Los Angeles and the famous brand of the city - the big white letters spelling out “Hollywood” on the hills. We spent the afternoon at Rodeo Drive in the Los Angeles area of Beverly Hills. The cultural program was concluded in Santa Monica, one of the most beautiful resort suburbs of Los Angeles, which is famous for its magnificent beach along the Pacific coast. The group had the opportunity to walk along the Ocean Avenue and Santa Monica’s 100-year-old wooden pier, which stretches 300 meters into the ocean and has an amusement park, restaurants, and shops.

As we complete our 7th Innovative Business Tour to the Silicon Valley, we look forward to our future meetings in this unique place of the world.



Meeting of the Business Development and Investment Council under the Government of the Kyrgyz Republic as part of the Digital Transformation Forum



On February 26, 2019, a meeting of the **Business Development and Investment Council under the Government of the Kyrgyz Republic** was held as part of the **Digital Transformation Forum**. One of the speakers during the Forum was Pro-bono Adviser to the President of the Kyrgyz Republic, Director of the Implementation Department of the Digital Central Asia - South Asia: Kyrgyz Republic” Project under the State Committee for Information Technologies and Communications of the Kyrgyz Republic, **Mr. Dastan Dogoev**. Mr. Dogoev spoke regarding the tasks of implementing the Digital Transformation Concept “Digital Kyrgyzstan 2019-2023”.

Ms. Nuriya Kutnaeva, Director of the State Enterprise “Center for Electronic Interaction” under the State Committee of Information Technologies and Communications of the Kyrgyz Republic, spoke about connecting business structures to the system of interdepartmental electronic interaction “Tunduk”.

The representatives of business associations gave suggestions and comments on the participation in the digital transformation process.

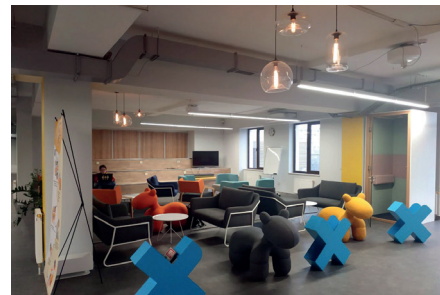
Retreat session of Business Development and Entrepreneurship Council under the Speaker of the Parliament of the Kyrgyz Republic



From February 22 to 24, **Business Development and Entrepreneurship Council under the Speaker of the Parliament of the Kyrgyz Republic** held its retreat session at Supara ethno-complex to determine the annual agenda for 2019 and discuss the Council’s sustainability.

AmCham Kyrgyz Republic Executive Director Zarina Chekirbaeva raised a question of modernization of Free Economic Zones (FEZ) and harmonization of contradictions in legislation related to development of FEZ. The issue has been included in the annual agenda.

AmCham Company Tour to Sky Mobile (TM Beeline) Headquarters



On February 27, as part of AmCham Company Tour project, the American Chamber of Commerce organized a tour to the new head office of Beeline at 115 Ibrahimov Street.

During the tour, the representatives of AmCham companies met with the company's Acting Director General Akmal Malayev and Financial Director for the Eurasia Region Murat Kirgoz.

The Head of Beeline's Strategic development service, Nurtai Abilgaliyev, spoke about a number of platforms available to customers.

1) Electronic payment platform - **Balance.kg**. With Balance.kg you can pay for utilities; home Internet, TV; cellular communication; Online Games; movie tickets; air tickets; loans and more.

2) **Aya Master** is a platform for services (for purchasing and selling services). The Personal Beauty Assistant Aya for beautify professionals will replace the log of appointments and will help make appointments for clients online, without disturbing you during procedures or outside normal working hours.

3) **Leti.kg** - a platform for purchasing air tickets for all destinations (payment is made via the Balance.kg platform, UMAI, Elsom electronic wallet, cash in offices, VISA bank card).

4) **Beeshop.kg** - Beeline marketplace in Kyrgyzstan. You can purchase phones, tablets, laptops, accessories, and more, with an official warranty.

5) **Beeplay.kg** is an application in the Play Store for online viewing of foreign and Russian TV shows.

Ainura Koshoeva, Head of Human Resources and Organizational Development Service, spoke about SkyX, the company's new and unique office. The name Sky X means Sky is unlimited. According to Ms. Koshoeva, the two floors of the company represent the company's 2-level organizational structure. The "open space" setting provides efficient work, cross-functionality, flexibility and comfort for employees.

We sincerely thank the #bee_dreamteam team for the warm welcome and hospitality.



Launch of AmCham Mentors Club project



In early March, the American Chamber of Commerce has launched the **AmCham Mentors Club Project**. The project is implemented with the support of the US Embassy in the Kyrgyz Republic.

The goal of this project is to improve the quality of training of young cadres through effective interaction of top managers of leading companies in Kyrgyzstan with the best graduates of the FLEX (Future Leaders Exchange) program.

The top managers of the following companies act as project mentors: Sky Mobile (Beeline TM), Grata Law Firm, World Class Bishkek, Coca-Cola Bishkek Bottlers, Kyrgyz Investment and Credit Bank, Hyatt Regency Bishkek, SOS Children's Villages Kyrgyzstan, Companion Bank, Green Light, International Finance Corporation, Kyrgyz Concept, Baker Tilly Bishkek, Bank of Asia, Bai Tushum Bank and other leading companies.

The interaction occurs through the formation of "mentor-mentee" pairs and their regular meetings, as well as the student's internship at mentor's company. During the project implementation period, networking events and trainings from local and international trainers are planned.

More events and seminars from AmCham Mentors Club will be posted soon.

Bai Tushum Bank signed a loan agreement for USD 2 million with the Russian-Kyrgyz Development Fund



These funds will be used to provide loans to small and medium-sized businesses, for instance, for the purposes of acquisition and upgrading of equipment, technical equipment, their reconstruction and modernization, as well as acquisition of technologies.

The priority support sectors include the agro-industrial complex, garments, textile, processing, mining and metallurgical industries, tourism, medicine and transport infrastructure.

The Banks believes that partnership with the RKDF will be fruitful and effective.

Further details at: www.baitushum.kg/en/ and +996 312 905 805

Holidays at Hyatt Regency Bishkek

Weekend Getaway

A weekend in Hyatt Regency Bishkek for country residents. This special package includes accommodation in a deluxe room, evening snacks in the Regency Club, American breakfast and late check-out.

8,000 som for two people per night, including taxes.

For reservations, please contact at 0312661234 or send an e-mail to bishkek.regency@hyatt.com



Third UK Trade Mission to strengthen business partnership between Great Britain and the Kyrgyz Republic

On March 11 – 14, 2019, a delegation of thirteen UK companies, led by British Expertise International met with governmental institutions, businesses, and international organizations in Bishkek. The mission aims to establish win-win relationships in education, business and finance, infrastructure, tourism, media and IT sectors.

Mission members are Bloomberg, Cambridge Assessment, EURO IT group, Mayphil IPG UK, IMC Worldwide, Roughton International, Stephen Austin and Sons, Beautiful Destinations, Future Skills Commission, Integras Technologies, Lintelligent, Crown Agents. These companies bring international best practice and expertise including the provision of E-Government, data management solutions, supply chain, fund management, education, consultancy and policy development, delivery of engineering solutions, high-end solutions in media and IT, and others.

The mission program included networking reception, calls on government, B2B meetings and UK-KG Business forum on 12 March at the Orion Hotel Bishkek (starts at 09:30).

Her Majesty's Ambassador to the Kyrgyz Republic Robin Ord-Smith said, "As the 5th largest economy in the World, the UK has a long

and proud history as a great trading nation and investment partner. As we leave the EU, British companies are seeking to boost trade and investment relationships with old friends and new allies. This trade mission, comprising companies with global expertise across a range of sectors, enabled our missioners to meet Kyrgyz companies, institutions and government and build strong, mutually beneficial links that will support economic development in both our countries".

For further information, contact: events.ukinkyrgyzstan@fco.gov.uk or +996 312 303637



A WORLD OF OPPORTUNITIES

UNITED KINGDOM - KYRGYZ REPUBLIC
TRADE MISSION
11-14 MARCH 2019



Karakol to host Spring Fair 2019

In the run-up to this year's spring field works, **Karakol will be hosting an agricultural fair on March 16, 2019.** The fair will bring together farmers of the Issyk-Kul region, entrepreneurs engaged in agricultural processing, and representatives of the tourism sector.

The Spring Fair 2019 will be hosted by Kompanion Bank. The purpose of the event is to strengthen market ties between buyers and sellers of agricultural products, as well as to facilitate the development of tourism in the region.

The participants of the Fair will have a chance to sign agreements with potential buyers and get free consultations from the Bank's agronomists and veterinarians. The program of the Fair will include the following activities: exposition of pedigree cattle, products of nurseries and agro pharmacies, as well as an entertainment show.

The event will take place from 10 am to 2 pm in front of Kompanion Bank's office at 10 Orozov Street.



KOMPANION BANK

Orion Hotel is delighted to introduce its new Executive Chef Fernando Galbiati and his new menu



The menu was created based on the philosophy that the success of our style of cooking depends on the very best ingredients being treated in the simplest way to enhance their natural flavors. All dishes are prepared to order "a la minute" and nothing is pre-cooked.

You can taste the dishes from our new menu every day at Symphony Restaurant, Orion Hotel, from 6 pm onwards.

Further details at +996 312 55 66 66.

Address: 21 Erkindik Ave.

Kant TSP LLC has completed the stage of preparation for the construction of a new production line in the south of Kyrgyzstan



On February 21, a solemn ceremony of laying the “time capsule” into the foundation of the future plant for the production of roofing slate (CCC sheets*) was held in Kyzyl-Kiya town of Batken region.

The construction of the plant is planned to be completed in the 3rd quarter of 2019. The new line will produce more than 3 million sheets of roofing slate per year and create 130 new jobs for the region. The launch of the line will make roofing slate more affordable to the residents of the southern region of Kyrgyzstan, as well as will allow exporting products to Uzbekistan and Tajikistan.

The event was attended by: shareholder Tanvir Aftab, CEO of Kant TSP Sanjar Kaparov, Authorized representative of the Government in Batken region Abish Halmurzaev, Mayor of Kyzyl-Kiya Ermekbai Topchubek, and the elders of the town.

Kant TSP brings time-tested, reliable roofs!

*CCC-sheets - chrysotile cement corrugated sheets

Mutlu Ocak was appointed as General Manager of CJSC Coca-Cola Bishkek Bottlers



Mutlu Ocak has been assigned to General Manager position to Coca-Cola Bishkek Bottlers in February 2019.

He started his professional career in CCI (Coca Cola Icecek) from the position of Supply Planning Manager. He has been assigned to Group Procurement Director in 2012. In that role, he has successfully restructured strategic procurement department and achieved substantial amount of savings both for direct and indirect spend categories. After his spectacular results in many positions, Mutlu Ocak was promoted to Supply Chain Director for Turkey operations in 2015. In this role, he continued to deliver profound business results and carried out strategic and innovative improvements in Supply Chain of CCI Turkey.

Mutlu Ocak is a graduate of Istanbul Technical University, Department of Mechanical Engineering and holds MS in Engineering Management in Old Dominion University in Virginia. He has MBA degree in College of William & Mary, Virginia.

Round table dedicated to realization of the potential of creative industries by the Central-Asian Corporation for the Development of the FEZ



On February 21, 2019 the Central-Asian Corporation for the Development of the FEZ, in partnership with the Ministry of Economy of the Kyrgyz Republic and the American University in Central Asia, held a round table dedicated to realization of the potential of creative industries and the creation of domestic products with high added value.

The event was attended by entrepreneurs, representatives of creative industries, the media, innovative enterprises, creative groups, architects, and international organizations.

Based on the results of the round table, an Alliance of Creative Industries was formed, with the aim to realize the POTENTIAL of NEW POINTS GROWTH of the ECONOMY AND CULTURE OF KYRGYZSTAN. The Creative Industries Alliance comprises more than 20 organizations from various sectors, representing both entrepreneurs and creative industries.

Participation in the Alliance is open to all interested parties and is free of charge.

The experts of the round table declared the great potential of Bishkek to become the cultural capital of Central Asia and the rich cultural heritage of Kyrgyzstan, capable of preserving the uniqueness and self-identity of the Kyrgyz people. During the round table, new specialties were mentioned that are in demand in the modern labor market, including Art Managers, who contribute to the formation of high value added of domestic products and services. No less interesting was the discussion related to the dynamic development of brands at the international level and the high degree of importance of the role of culture and creativity in building a strong national brand of the Kyrgyz Republic.

On the outcome of the round table, a Resolution was adopted that called on government bodies, entrepreneurs, and the creative class to combine their resources and efforts to form new national products

with high added value and to monetize the cultural heritage and works of the national culture. In particular, the Resolution outlined the following tasks for joint activity:

1. Strengthening inter-sectoral and interdisciplinary elements in education and working life.
2. To develop and introduce into practice a system of personnel training based on interdisciplinary cooperation and the involvement of interested parties, including the business community.
3. To support the creative class in development, providing flexible and open access to new knowledge, international practices, technologies, infrastructure and equipment.
4. To involve key representatives of the creative class of regional and country scale in the joint solution of the problems of creative industries on a systematic basis.
5. To develop a comprehensive and inclusive government policy for the development and realization of the potential of creative industries, based on the needs of the creative class.
6. To identify and develop the regional specialization of creative industries in the country.
7. Attracting foreign talents and companies successfully operating in creative industries.
8. To develop the role of cities and regions as targeted growth platforms for creative industries.
9. Branding of products produced by creative industries of Kyrgyzstan.
10. To develop the services of creative industries as an export oriented product.
11. To provide an attractive infrastructure for domestic and foreign talents in creative areas.
12. To build a cluster of innovative and creative industries in Bishkek and Osh.

Further details at centralasiafez@gmail.com and +996 312 55 11 85

World Class Bishkek presents a new format of Aqua fitness



For the first time in Kyrgyzstan, a revolutionary innovation that extends the boundaries of fitness and gives the opportunity to conduct training in various areas on the water – a **certified AquaFlat program**.

What is #AQUAFLAT?

The essence of this unique technique is doing exercises while balancing on a special raft.

What is the innovation of #AQUAFLAT?

The program makes the trainings more effective and complex due to the need to maintain balance. This way you develop coordination, balance, flexibility, strength and agility. Constant dynamics and concentration allow you to achieve the maximum effect of the classes. A certified trainer will teach you how to control your whole body and will greatly enhance your physical fitness.

Who was #AQUAFLAT created for?

Functional trainings using a raft were designed for people with various levels of fitness. The raft has a wide surface which allows people of different weight categories to train. Due to its design, the raft is perfectly kept afloat, is non-slip and absolutely safe.

World Class - your personal guide to the world of fitness.

Further details at www.worldclass.kg and +996 554 97 99 77

The concert by Maxim Vengerov in Bishkek on May 3, 2019



One of the greatest musicians of our time, one of the best violinists of all time and nations, a winner of numerous awards and regalia, **the most sought-after performer Maxim Vengerov gives a concert in Bishkek!** The maestro arrives in Kyrgyzstan at the invitation of the musical “School of Talents”, and on May 3, 2019, he will perform on the stage of the Kyrgyz National Opera and Ballet Theater named after A. Maldybaev, with the National Symphony Orchestra.

Maxim Vengerov’s tour schedule is filled through 2024, but as an exception for the “School of Talents” he managed to find time to visit the capital of Kyrgyzstan. The fans of high art have the rare opportunity to enjoy the play of the great violin virtuoso and to hear the sounds of the Stradivarius violin live!

Undoubtedly, the concert of maestro Vengerov will be one of the most significant events in the cultural life of Kyrgyzstan – it is not frequently that world-class musicians like Maxim Vengerov visit our country.

The concert will be conducted by the no less famous violinist, conductor and teacher, President of the “Music Mundi” festival, Founder and Rector of the “Music Mundy School” (where Maxim Vengerov is a visiting professor), Professor of the Brussels Conservatory, Guest Professor of the Talent School Leonid Kerbel.

Concert tickets can be purchased at Kyrgyz Concept.

Further details at +996 702 189 214

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