

# BUSINESS INSIGHT

AMERICAN CHAMBER OF COMMERCE IN THE KYRGYZ REPUBLIC

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## The American Chamber of Commerce in the Kyrgyz Republic welcomes its new members Beta Kyrgyzstan International Inc." and CJSC Shoro.



The BETA KYRGYZSTAN INTERNATIONAL INC. Company was founded in 1996. Since the time of its foundation, the company has been selling food products of such brands as Beta Tea, Champion and Bayce – the leaders in the sale of tea products in the consumer services sector.

Taking into account their consumers' existing taste habits both in Kyrgyzstan and in other countries, Beta Tea works hard in the field of mass production of leaf, granular, and green teas.

In efforts to live up to consumer confidence to Beta's food product trade brands, which the company had earned during many years, it has established itself firmly in the field of production of various purpose food groups. Thus, in 2010, the Company introduced chocolate cream under the brand Benuta, and the following year - Beta Caffito coffee creamer and instant coffee were introduced.

Today, working to its full capacity, Beta is one of the world's leading brands offering its consumers the most suitable and acceptable prices.

[www.betatea.com.tr](http://www.betatea.com.tr)



Shoro is power!

CJSC Shoro was founded in 1992. The company works in two main directions - production of national drinks, natural and mineral waters, and their street sales in kegs during the spring-summer season. The Company's mission lies in the improvement and development of the market of high quality food products and drinks to satisfy the growing society needs.

Founded over 20 years ago during the 'perestroika' era, today Shoro Company is a flagman in business, one that managed to preserve the traditions, to achieve the leading position in the market, and to earn the trust of consumers, all of which represents an unconditional factor for business success.

[www.shoro.kg](http://www.shoro.kg)

## Bai-Tushum Bank reaffirms its international Client Protection Principles compliance certificate issued by Smart Campaign!

In May of this year, Bai-Tushum Bank has undergone an assessment by the MicroFinanza Rating independent international rating company, which officially confirmed its full compliance with SMART Campaign Client Protection Principles. Thus, Bai-Tushum fully adheres to and implements in its activities the 7 client protection principles, 30 standards, and 95 indicators established by SMART Campaign.



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**It has been 16 years of Bai-Tushum Bank building relationships with clients based on trust, respect and partnership, prioritizing their interests in its activities. Pursuant to the requirements of international Smart Campaign, the validation of SMART certification is to take place once every two years, with the assessment procedure being carried out exclusively by registered international audit firms. This is a type of social rating, which proves an organization's flawless reputation in both the Kyrgyz and international markets. The issue of Client Protection Principles compliance certificate has again confirmed the Bank's commitment to socially responsible financing and focus on the provision of products and services that meet clients' needs,- pointed out Gulnara Shamshieva, General Manager of Bai-Tushum Bank.**

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Note that in 2014, Bai-Tushum Bank became the first and only bank in Kyrgyzstan having received the international Client Protection Principles compliance certificate.

### Beeline announces a call for applications for participation in Eurasia Mobile Challenge

Sky Mobile OJSC [the Beeline brand] announces the launch of the Eurasian phase of the 2016 Eurasia Mobile Challenge in Kyrgyzstan. The challenge aims to identify young entrepreneurs from across Eurasia to come up with the industry's next big mobile solution. Eurasia Mobile Challenge is a Group initiative of VimpelCom Ltd., the international communications and Technology Company that is committed to bringing the digital world to each and every customer.

The competition is open to mobile technology entrepreneurs and startups from Armenia, Georgia, Kazakhstan, Kyrgyzstan, Russia, Tajikistan, Ukraine and Uzbekistan. Within the regional phases, entrants are tasked with creating a pioneering concept for mobile innovation, which they will present to a panel of expert judges. Judges will assess entries based on criteria including quality of innovation, relevance to the local community, scalability and originality.

To register, visit [www.eurasiamobilechallenge.com](http://www.eurasiamobilechallenge.com) and start working on the next innovation in mobile industry.

### Coca-Cola introduced in a new size of 300 ml.

On July 24, CCI Kyrgyzstan organized a sales blitz campaign in Issyk-Kul to launch the first 300ml Coke in the market, to generate new business opportunities, as well as to maintain good relations with existing customers and give corporate employees the opportunity to get a taste of how field operations work.

More than 50 employees took part in the event, which helped the sales campaign to reach out to 101 outlets within one day. Setting up the products at various sales points according to the standards and rules of the Company, the blitz team not only had a great time with the customers but also inspired all the participants to discover and implement new opportunities, develop capacity, and strive toward excellence.



## Demir Bank recognized as "The Best Bank of Kyrgyzstan 2016" by Euromoney

The first international bank in Kyrgyzstan, Demir Bank received the Euromoney Award for Excellence in "The best bank of Kyrgyzstan 2016" nomination. The prestigious award was presented to Sevki Sarilar, General Manager of Demir Bank, during the award ceremony held on July 6, 2016, in London.



Receiving this international award means being recognized on the international level, proves the quality of the provided services, and confirms the success of the Bank's activity. Every award received by Demir Bank is a credit to our customers; therefore, we always strive for improved services and continuous excellence, which help strengthen our positions on the market of Kyrgyzstan- states Sevki Sarilar, the General Manager of Demir Bank.



The International finance magazine "Euromoney" annually awards professionals in the fields of banking, finance and investment in almost 100 countries. The evaluation of the nominates encompasses the quality of services provided, and quantitative and qualitative aspects, such as management and staff professionalism, the status of the balance, and number of deals sealed for the past year.

Demir Bank has confidently maintained a stable rate of development. For more than 19 years, the Bank has been providing the Kyrgyz citizens with professional service, in full compliance with international standards.

Demir Bank is the bank for your life!

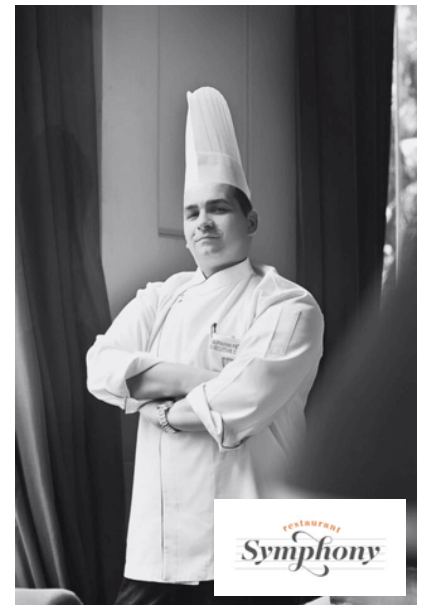
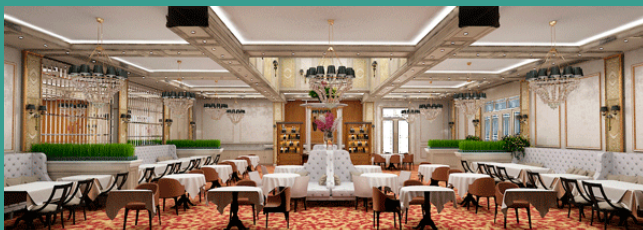
## Orion Hotel Bishkek opens its doors in September

We are pleased to announce that by mid of September 2016 the Orion Hotel Bishkek will open its doors to the public. We strive to present not only luxurious design, but also top-notch service, quality and gourmet cuisine.

Located on the lobby level, the Symphony restaurant is a designer's masterpiece that combines royal classic and modern notes of interior. The restaurant serves an extensive menu, featuring fresh and seasonal ingredients as well as imported products from Europe. Our talented kitchen orchestra with its talented conductor – Austrian Executive Chef Peter Kaufmann, delivers unique tastes of contemporary international and signature dinner menus. A carefully selected wine list is significant to please every guest's taste, the Orion Hotel Bishkek wine list will feature more than 100 different wines & champagnes. Among exclusive names from famous wine producers, we focused on a large variety of wines for every palate.

You can indulge in a large assortment of pastries and bakeries, which no doubt the best in Bishkek, hand made by our French Executive Pastry Chef Philippe Chanut. If you are looking for exceptional and tasty sweets, oven fresh bread and bakeries, we have an array of choices such as macarons, pralines, homemade ice cream and fresh cakes to take away.

We look forward to welcoming you soon at the new hotel addition in Bishkek - the Orion Hotel Bishkek!

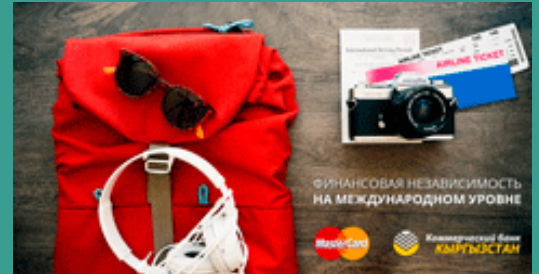


## KYRGYZSTAN Commercial Bank started issuing MasterCard cards

On July 25, 2016, KYRGYZSTAN Commercial bank started issuing cards of the MasterCard International Payment System: Maestro, MasterCard Standard, and MasterCard Gold! All cards from the MasterCard line of the Bank of Kyrgyzstan support the technology of contactless payment - Pay Pass!

The International bank card allows you to:

- Make commission-free payments at millions of locations worldwide in any currency;
- Make Internet payments;
- Withdraw Cash at ATMs worldwide;
- Travel abroad more conveniently: no need to carry cash and declare it;
- Store money safely;
- Perform automatic conversion of the price of the purchase made with the card, into the currency of the card account (whatever country you are in);
- Get discounts on goods and services at locations that serve international bankcards.



More Information about the cards is available at <http://www.cbk.kg/ru/consumer/cards/mastercard>. To have a card issued to you, you can apply at any branch of KYRGYZSTAN Commercial Bank or order the card online through the Bank's website <http://www.cbk.kg/cards>.

## FINCA Bank: "OUR TWENTIETH SUMMER"



**АКЦИЯ**  
**"НАШЕ ДВАДЦАТОЕ ЛЕТО"**  
ОТКРОЙТЕ ДЕТСКИЙ ДЕПОЗИТ "КЕЛЕЧЕК" С 20 ИЮНЯ ПО 1 СЕНТЯБРЯ И ПОЛУЧИТЕ ГАРАНТИРОВАННЫЙ ПОДАРОК ДЛЯ ВАШЕГО РЕБЕНКА



ДОПОЛНИТЕЛЬНУЮ ИНФОРМАЦИЮ ВЫ МОЖЕТЕ ПОЛУЧИТЬ ПО ТЕЛЕФОНАМ:  
КОЛЛ-ЦЕНТР МОВ. ТЕЛ: 4400 (ЗВОНОК БЕСПЛАТНЫЙ)  
ТЕЛ: 0(312) 440 440  
Лицензия НКРП №051. NR051/1

Within the framework of the events devoted to the 20th anniversary of FINCA in Kyrgyzstan, the Bank has launched a new deposit campaign. The summer promotion presents a deposit account for children "Kelechek". The bank provides an excellent opportunity to start saving for your children's future. According to the terms and conditions of the promotion, every client receives a guaranteed present for his/her child from FINCA Bank at the time the deposit account is opened. The promotional campaign will last from June, 20 through September 1.

The terms and conditions of the promotional campaign at the official website: [www.finca.kg](http://www.finca.kg)

## Intensive Training Courses for teachers by Steppe Learning KG



Every summer, Steppe Learning KG conducts a one-month intensive Teacher Training Course (TTC) introducing DynEd's pedagogy to local English teachers. This July we welcomed five highly motivated teachers from SOS Herman Gmeiner in Bishkek, Baby City in Karakol, Tuura-Suu and Temirkanat village schools in Ton region, and one parent from the Hand-in-Hand organization for autistic children.

This TTC was conducted by leading local teacher Karlygach Urmatbek kyzy and regional teacher trainer Jobel Tombado, both internationally certified by DynEd. The course focuses on improving English language proficiency, strengthening computer skills, and practice-teaching.

Special thanks goes out to the directors of the participating schools, and to Mr. Ermek Omuraliev for sponsoring the teachers' training fees. We look forward to starting DynEd English programs in these schools by September.

There are already 93 DynEd trained teachers in Kyrgyzstan, and we would love to see this number grow more! If you are interested in our TTC or would like to sponsor local teachers, please contact us at [kg@steppelearning.com](mailto:kg@steppelearning.com) or +996 556 602 229.

## Special offer from Golden Tulip Bishkek

For your August events (business and leisure), we have a special offer!

Only in August, we offer a 50% discount for renting a conference hall. The rental price, as always, includes all necessary equipment (projector, screen, flipchart and markers, laser pointer, laptop) and notebook, mineral water and a pencil for each participant.

Conferences held at the hotel serve as an indicator of serious intent, vast capabilities and high status of your meeting. At your service, there are two conference rooms of various sizes and formats for a variety of events, including banquets, cocktail parties, receptions, seminars, public presentations, trainings and conferences.



## Scholarships at ESCA – Bishkek International School: 20% to 90% fee discount!

In order to provide the best students in the country with excellent international education so that they qualify to enter the top universities worldwide, ESCA – BIS is offering merit-based scholarships.



Essential qualifications for scholarships:

- Must be a citizen or legal resident of Kyrgyzstan between ages of 10 and 17 years old when applying;
- Must pass exams in English and Mathematics set by ESCA-BIS and interview with the Head of Education (or her designee) to confirm English language skills and a positive approach to learning;
- For scholarships over 20%, must also show that the family cannot normally pay the full school fees.

Scholarship benefits:

- Up to 90% discount scholarship from the full school fee for students age 16-17 applying for the International Baccalaureate Diploma Program <http://www.ibo.org/programmes/diploma-programme/>;
- Or, 20% discount scholarships from the full school fee for students aged 10-15;
- Scholarships start from 1 September 2016 and continue until leaving ESCA-BIS at 18-19 years old, provided scholars maintain high academic and social standards while at school.

To find out more, contact Aziza Kerimova on 0706 200 200 or email [info@bis.kg](mailto:info@bis.kg).



## AmCham Discount Program Partners 2016



# MEMBERS OF THE AMERICAN CHAMBER OF COMMERCE IN THE KYRGYZ REPUBLIC



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