



BUSINESS INSIGHT

AMERICAN CHAMBER OF COMMERCE IN THE KYRGYZ REPUBLIC

IN THIS ISSUE:

The First
International
Exhibition
EXPO «Made in Kyrgyzstan»

Business meeting
with Delegation of
Ministry of Singapore

Iftar dinner held for
AmCham members
and partners

Bai-Tushum Bank
launched the
deposit campaign

Beeline 4G
in all regions of
Kyrgyzstan

Demir Kyrgyz
International Bank
receives the award

Tips from
Mr. Marketing



The First International Exhibition EXPO "Made in Kyrgyzstan"

On June 3 and 4, 2016, the American Chamber of Commerce in the Kyrgyz Republic, along with the Ministry of Economy of the Kyrgyz Republic and with the support of the leading business associations and the representatives of the country's private sector, held the First International Exhibition EXPO "Made in Kyrgyzstan". The Exhibition aimed to promote the domestic manufacturers both locally and internationally.



More than 50 companies representing industries such as agriculture, food industry, light textile industry, construction, real estate, tourism and the HoReCa, banking and financial sectors, and other service sectors, were able to present their projects, services and products and attract potential partners.

The Exhibition EXPO "Made in Kyrgyzstan" was attended by an international delegation led by the Secretary General of the European External Action Service (EEAS), Mr. Alain Le Ry, a business delegation from Switzerland, businesspersons from Japan and Kazakhstan. The Exhibition EXPO «Made in Kyrgyzstan» has become an excellent business platform for meeting local producers in person and building business partnerships on local and international levels.

Within the framework of the Exhibition, a charity ethno-concert "Hand in hand" was held on June 3, in support of children with autism. The concert program, organized together with the "Hand in Hand" Public Foundation, included a traditional musical performance, an ethno-fashion show with the participation of the children themselves, and a show by prominent national performers. As a result of holding the concert, the win-win raffle and children's artwork sale, a total of 147,700 KGS were raised and handed over to the "Hand in Hand" Public Foundation.



The Exhibition EXPO «Made in Kyrgyzstan» shall become a traditional annual event by the American Chamber of Commerce in the Kyrgyz Republic.

The American Chamber of Commerce in the Kyrgyz Republic would like to express its sincere gratitude to the General Partners of the EXPO: Kumtor Gold Company and CJSC Alpha Telecom as well as Business Development and Investment Council under the Government of the Kyrgyz Republic, Chamber of Commerce and Industry of the Kyrgyz Republic, National Alliance of Business Associations, Kumtor Gold Company, LLC Beren Kurulush, Printing Center Blitz, Public Broadcasting Corporation of the Kyrgyz Republic, Informational portal "Azattyk Media", TV Channel NBT, Namba Media, Zanoza.kg, Stylish.kg, and Financial Portal Akchabar.kg.



The official opening ceremony of the exhibition EXPO "Made in Kyrgyzstan" took place on June 3, with the participation of the Minister of Economy of KR, Mr. Kozhoshev, Head of the Economic Section of the President's Office, Mr. Kadyraliev, Ambassador Metin Kilic, Ambassador Doroshenko, Ambassador Koike, heads of business associations, and other official guests and partners.



AmCham held Iftar for its members and partners

On June 28, in honor of the holy month of Ramadan, the American Chamber of Commerce in the Kyrgyz Republic held an Iftar-dinner for its members and partners. Organization of Iftar-dinners has become a good tradition in AmCham's practice. This year, Iftar has brought together over sixty representatives of diplomatic missions and the business community.

One of the honored guests of the evening, Ravshan Aiy Eratov, opened the dinner with greetings and congratulated all guests on the holy month of Ramadan. Further, the Director of the "Religion, Law and Politics" Analytical Center, Kadyr Malikov, explained the important principles of fasting and urged everyone to commit good deeds. The General Director of Integra Engineering Group LLC, Mr. Bakyt Amanov, emphasized the positive trend of holding this type of events in the community and expressed hope for their continuation, expressing gratitude to the even organizers. Zarina Chekirbaeva, Executive Director of the American Chamber of Commerce in the Kyrgyz Republic, concluded the event by thanking the guests, congratulating them on the holy month of Ramadan, and wishing everyone peace and harmony.



The American Chamber of Commerce would like to express its deep gratitude to Coca-Cola Bishkek Bottlers and Integra Engineering Group for their incredible support and partnership.

Singapore Ministry Delegation meets AmCham members

On May 23, AmCham held a Business Luncheon with the Minister of Trade, Industry and National Development of the Government of Singapore, Mr. Koh Poh Koon, at Hyatt Regency Bishkek. The purpose of the luncheon was to discuss the topic of "EAEU-Singapore Free Trade Agreement: Economic opportunities between Singapore and Kyrgyzstan".



During the meeting, Mr. Koh talked about the strengths of the Singaporean economy, which would raise the value of exported goods, about the services offered in the international market, and Kyrgyzstan's economic opportunities. Furthermore, the participants also discussed the collaboration between the two countries' business communities in the near future. The Singapore delegation was represented by the Ministry of Trade and Industry and the International Enterprise Agency of Singapore.



Bai-Tushum Bank launched exclusive deposit campaign

The names of the first winners were announced, and on May 25, 2016, the Bank granted prizes, such as plasma TVs and smartphones. Seven people received gifts, while 10 participants chose to reject intermediate-level prizes in order to continue contending for the main prize – an apartment.

“Several months ago I opened a deposit account at Bai-Tushum Bank in Bishkek. I did it without any specific hope as to win something; my only goal was to save money. I was pleasantly surprised when the Bank’s staff called and informed me that I won a plasma TV. It turns out that I can both save money and win useful gifts for my family. I am grateful to Bai-Tushum Bank for finding opportunities to make their clients happy in such challenging times”, - Kasym Bazaraliev expresses his thanks.

We would like to remind you recall that the campaign has started on April 1, 2016, and will continue through December 15, 2016!

This means that every client, who makes a savings deposit with Bai-Tushum Bank and uses Bank’s other services, not only gets high quality service, but also receives valuable presents such as certificates for household appliances, a trip for two to Dubai and Thailand, and even an apartment in Bishkek!



To participate in the campaign you need to:

- Make a deposit of at least KGS 10,000 for a period of 12 months at 14% p.a.
- Replenish it every month
- Use Bank’s other services:
 - international remittances
 - VISA and Elcart banking cards to make purchases and pay for services
 - Bai-Tushum internet-banking transfers through GROSS and CLEARING systems
- Accumulate points and receive wonderful gifts

The offer is valid through December 15, 2016, however you can already receive presents after July 20, 2016, and September 20, 2016. The main present – an apartment – will be presented on December 20, 2016.

How to earn points?

- Each KGS 1,000 of deposit – 1 point
- If you deposit more than KGS 10,000, you get extra 0.5 points per each KGS 1,000
- If you use international remittance services, 1 point can be earned per each KGS 10,000
- If you use Bank’s internet-banking services, 1 point can be earned for each 10,000 of payments
- If you use Bank’s payment cards services, 1 point can be earned per each KGS 10,000 of non-cash payments

Participants, who chose to receive presents based on intermediate outcomes, may not take further part in the campaign. If willing, they may refuse to accept their prizes in favor of the next succeeding participant and stay in the running for prizes based on the outcomes of the next stage or to win the main prize.

All campaign participants, who accumulate KGS 50,000 and more on their deposit, will receive guaranteed

Amount accumulated on deposit	Present
50,000	Certificate for household appliances for KGS 1,500
100,000	Certificate for household appliances for KGS 3,000
Over 150,000	Certificate for household appliances for KGS 4,000

It is possible to refuse accepting the minimum guaranteed present, continue participating in the campaign, increase the deposit up to KGS 100,000 and more, and receive a gift certificate for the amount of KGS 3,000 and 4,000.

Deposits with Bai-Tushum Bank provide a simple and reliable way to save and increase funds, as well as to receive thousands of pleasant presents. New winners and new prizes await you ahead. Start saving for your dream now and become the owner of an apartment in Bishkek, a car or a voucher for a trip to Thailand or Dubai for two!

The Bank regularly conducts campaigns and activities, which promote raising financial literacy, teach family budget management and savings skills, and actively supports all the projects and initiatives that include financial education aspects. Let your money work for you by helping make your dreams come true!

For details, please visit www.baitushum.kg.



Beeline 4G – in all regions of Kyrgyzstan!

The leader of telecommunications market, the Beeline Company, has launched its 4th generation mobile network in all regions of Kyrgyzstan.

Main advantages of the 4G network (LTE) are high data transfer rate, better penetration inside the buildings, and large area coverage.

Beeline provides its clients with all the possibilities to appreciate the high quality modern data transmission technology at its true value. By the time of the launch of the new network, 4G-compatible smartphones Beeline Pro 4 came into the market at a reasonable price - 4,490 som. Besides, Beeline has doubled the amount of Internet traffic under the "VSE!" tariff line for all 4G users without raising the costs.

Beeline's CEO Yernar Nakisbekov noted: "It is important for us to empower each client to access all the progressive digital opportunities. That is why not only have we launched a large-scale construction of the LTE network in all regions of the country, but also created all the requisite conditions for bringing your mobile communication to the new level – join our 4G community, it's beneficial".

Detailed information can be found at the Company's websites: www.beeline.kg, www.4g.beeline.kg.



Demir Kyrgyz International Bank receives the award

Dear customers and partners of CJSC "Demir Kyrgyz International Bank"!

The Demir Kyrgyz International Bank is pleased to announce the receipt by Demir Bank of one of the highest awards of international importance. Demir Bank has been recognized as "The most active issuing bank in trading operations in Kyrgyzstan in 2015". The award ceremony took place on May 10, 2016, in London as part of the regular meeting of Trade Facilitation Programme (TFP). The honorary award was presented to the General Manager of CJSC "Demir Kyrgyz International Bank", Mr. L. Sevki Sarilar.



In order to expand funding opportunities of customers' foreign trade activities, Demir Bank has signed a number of cooperation agreements with the European Bank for Reconstruction and Development in the field of trade finance under the Trade Facilitation Program. Within this Program, Demir Bank financed deals with the total amount of \$360,000 (three hundred and sixty thousand US dollars).

The general criteria for selection of banks for participation in the Program were:

- Stable financial condition of the bank;
- Good corporate governance;
- Good organization of operations on financing international trade and regular exercise of these operations.

"This award once again confirms the leading position of Demir Bank in the Kyrgyz Republic in the part of the trade finance and the pursuit of Demir Bank to provide quality service to customers of the Bank for operations with any country in the world," - said the General Manager of Demir Bank Mr. L. Sevki Sarilar.



Tips from Mr. Marketing

For a long time in Kyrgyzstan, marketing was not required at all: it was good enough to create a good product, to arrange its distribution, and so much for that.

That time has passed! Many manufacturers in Kyrgyzstan are now facing the problem of losing their products' market share, and there are objective reasons for that. Undoubtedly, the reasons include the international brands entering Central Asian markets with rapid speed due to losses in the Ukraine and Russia. Such companies are equipped with large armies of experts and experience in promoting products in various countries around the world.

The next reason lies in the new standards! Consumers are becoming more and more educated, demanding from the producers maximum performance and quality for minimal cost, and in order to win this battle one needs to work hard.



1) Take care of your packaging - it should be likeable not to you and your friends, but to the audience that buys your products or your competitors' products. To know exactly what your consumers want, it is important to conduct research, and not just once year but monthly, in order to keep abreast of your market share and the new products by your competitors.

2) Research. It is important to understand where you are and what your current market situation is. This is similar to body ache – before determining the diagnosis, one must pass medical tests; and such tests for your business are research. Many businesspersons are so in love with their product, that sometimes they are unable to evaluate it impartially. To do this, you need to hire people, who will give you an independent assessment of the quality of your product.

3) Your distribution, or coverage. You can mentally draw a dividing line and immediately divide it into two areas: quantitative and qualitative distribution, which determine where you are located and whether you are right to be located there? For example, do you happen to be selling Rolls Royces in Africa, where people are suffering from shortage of water?

Companies in Kyrgyzstan began adopting the international experience and even buying franchises of well-known brands, thus announcing to the market that competition is entering a new, completely different level, where the strongest win.



AmCham Discount Program Partners 2016



MEMBERS OF THE AMERICAN CHAMBER OF COMMERCE IN THE KYRGYZ REPUBLIC



Contact us:
 +996 (312) 62 33 89, 62 33 95
pa@amcham.kg; memberservices@amcham.kg
www.amcham.kg

Address:
 Hyatt Regency Bishkek,
 191 Abrakhmanov Str., Office #123
 Bishkek, Kyrgyz Republic, 720011