

BUSINESS INSIGHT

AMERICAN CHAMBER OF COMMERCE IN THE KYRGYZ REPUBLIC

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BUSINESS INSIGHT

AMERICAN CHAMBER OF COMMERCE IN THE KYRGYZ REPUBLIC

SOCIAL MEDIA



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The master class on the topic “Building Effective Teams” took place within the project “Business Development and Entrepreneurship Support through Dialogue”



On October 2, 2023, a master class on the topic of “Building Effective Teams” took place as part of the project “Business Development and Entrepreneurship Support through Dialogue,” supported by the U.S. Embassy.

The event brought together middle and senior-level managers, as well as employees of major companies in Kyrgyzstan, who were interested in effectively addressing personnel management challenges and enhancing their own managerial skills.

Our speakers, Burulkan Moldobekova, the General Director of LLC “HAPPYjob” and co-founder of the HAPPYjob brand in Kyrgyzstan and Kazakhstan, along with Anna Zarembo, an HR consultant and organizational psychologist, shared valuable knowledge and experience.

The first block of the masterclass was dedicated to tools for uniting specialists into a cohesive team. We explored how leaders and managers can influence the formation of an effective team, and provided practical advice and tools to strengthen team spirit and achieve results.

The second block of the masterclass focused on dealing with conflicts and strategies for handling conflict situations. We also discussed the development levels of employees based on their qualifications and experience.

Each block concluded with a Q&A session where participants could discuss their most pressing questions and receive professional expertise from various perspectives.

We would like to express our immense gratitude to the U.S. Embassy in the Kyrgyz Republic for their support of our project aimed at the development of business and support for entrepreneurship. We also extend our heartfelt thanks to the HAPPYjob team for their assistance in organizing this meeting, the speakers for sharing their valuable knowledge, and the participants for their active engagement and commitment to personal growth.



The roundtable discussion on export control and the review of the outcomes of the Chamber's project "Business Development and Entrepreneurship Support through Dialogue" took place



On October 20, 2023, a roundtable discussion on export control and the outcomes of the American Chamber of Commerce's project "Business Development and Entrepreneurship Support through Dialogue," with the support of the U.S. Embassy, took place.

The event was attended by representatives of business associations and AmCham members from various sectors, including telecommunications, construction, financial sector, logistics, insurance, and others. Representatives from various government agencies, including the Ministry of Economy and Commerce, the Ministry of Finance of the Kyrgyz Republic, the State Customs Service, and the State Tax Service, also participated in the event.

During the first half of the event, Executive Director, Aisuluu Sydygalieva, shared the key outcomes of the project. Then, Mr. David Anderson, Political And Economic Affairs Officer of the U.S. Embassy, presented letters of appreciation to partners in the government sector. The letters expressed gratitude for their support in implementing the project.

Azamat Murataliev, Head of the Export Control Department of the Ministry of Economy and Commerce, gave a presentation on issues related to preventing illegal import/export of goods subject to export control. The State Customs Service, has been working on including



updated products in the Risk Management System (RMS) and the National Control List, based on which the Generalized System of Tariffs sends products to the authorized body and experts for identification.

It was also noted that the Ministry continuously works in collaboration with authorized government bodies and the business community of the Kyrgyz Republic to prevent illegal import/export of goods subject to export control.

At the conclusion of the meeting, the parties emphasized the importance of these projects and expressed their readiness for further productive cooperation in other projects. AmCham members expressed their gratitude for the event and expressed a desire to continue similar meetings in the future.



The Memorandum of Understanding and Cooperation between the American Chamber of Commerce and the Kyrgyz Association of Insurers has been signed



On October 18, 2023, a Memorandum of Understanding and Cooperation was signed between the American Chamber of Commerce and the Kyrgyz Association of Insurers.

The Memorandum was signed on behalf of the Kyrgyz Association of Insurers by Mr. Bakyt Sharshenaliev, President of the association. On behalf of the American Chamber of Commerce, Mrs. Aisuluu Sydygalieva, Executive Director, signed the Memorandum.

The parties discussed current issues and prospects for bilateral cooperation within the working group on fiscal policy under the IBECA (CIPE) project. The need to maintain regular contact between the organizations, exchange of experiences and information, as well as participation in joint events and working meetings, was also emphasized.

We would like to express our gratitude for the trust placed in us and look forward to the continuation of a long-term and fruitful collaboration.

The annual event “BOD Networking Night” was held



On October 11, 2023, our annual event «BOD Networking Night» took place, a much-anticipated tradition made possible with the support of the American Chamber of Commerce’s Board of Directors. This event brought together our dear members and partners.

During the event, Brant Beyer, the Deputy Political-Economic Chief at the US Embassy in Bishkek, and our Executive Director, Aisuluu Sydygalieva, had the honor of presenting membership certificates to new companies-members that have joined our Chamber. We extend a warm welcome to these new members and look forward to a fruitful collaboration ahead.

In the latter part of the evening, our guests had the opportunity to engage

in informal conversations with fellow AmCham members. This setting allowed everyone to learn more about our partners, forge strong business relationships, and simply enjoy a pleasant evening.

The primary objective of this event is to foster a community where new connections are made, effective communication flows, and valuable information is exchanged, exemplifying the essence of networking.

We thank our partner members, Forester, for providing beverages at the event.

The American Chamber of Commerce extends its gratitude to its members and partners for making this evening a delightful and memorable one.



Regional Business Tour to the United States



From October 21 to October 29, 2023, representatives of business delegations from the Kyrgyz Republic, Uzbekistan, and Tajikistan participate in the initiative “AmCham Regional Business Tour.” Organized by the AmCham Kyrgyzstan, this tour will provide participants with the opportunity to familiarize themselves with the American business approach and develop international business initiatives.

Representatives of Kyrgyz companies, such as Alliance Altyn, Amanat Asia, Helios Group Development, Jashylcha, and Kreston Bishkek, as well as representatives of Uzbek companies, including FC LLC FIRSTGROUP and TBC Bank Uzbekistan, and Tajik companies, including CJSC “Sughurtai avvalini milli,” Kamolot Tijorat



LLC, and Zamoni Navin LLC, will have the opportunity to:

- ▶ Familiarize themselves with the American business approach: Tour participants will have the opportunity to meet successful American companies, learn about their management methods, marketing strategies, and innovative approaches.
- ▶ Establish business connections: The tour will provide an opportunity to meet with American entrepreneurs, investors, and experts in various industries, which can contribute to future partnerships and investment opportunities.
- ▶ Exchange knowledge and experience: Tour participants can exchange knowledge and experience with their American counterparts, contributing to the development of professional skills and business expertise.

On October 23, 2023, as part of the Regional Business Tour in the USA, the delegation



had a unique opportunity to visit the headquarters of influential companies and global leaders in the field of innovation and technology located in Silicon Valley.

Asror Arabzhanov, co-founder of Silkroad Innovation Hub, met with a delegation and shared insights about the company and his own work experience. Asror discussed how the idea for Silkroad Innovation Hub originated and why investors haven't shown sufficient interest in investing in Central Asian countries, despite the region's vast potential. In light of this situation, rather than attempting to attract investments for each country individually, the founders decided that promoting the region as a whole would be more effective. This decision is supported by the emergence of local



accelerator programs in recent years, with local entrepreneurs showing the potential to become startup founders. Therefore, the endeavor to act as a unified region appears more promising and encouraging.

Silkroad Innovation Hub is a private initiative with the aim of promoting Central Eurasia as a unified region in the heart of Silicon Valley. Silkroad Innovation Hub serves as a significant platform for networking, knowledge exchange, and partnership development among IT professionals, entrepreneurs, and prominent leaders in the field in the region.

Sophie Alcorn, the founder of Alcorn Immigration Law located in Silicon Valley, and a leading immigration attorney in the United States, is a certified specialist in U.S. immigration and civil law, accredited by the California State Bar. Sophie provided an overview of various types of visas available to entrepreneurs and investors looking to develop their businesses in the United States. She also shared information about how she



and her team support startups, international founders, and talented individuals from around the world in the process of obtaining American visas and green cards. During the meeting, Sophie addressed questions from each delegate regarding the procedures and processes for obtaining various business visas, as well as the necessary documentation and tax obligations.

On the same eventful day, the delegation visited the Plug and Play Tech Center, a global innovation platform that aims to unite early-stage investors, startups, and major global corporations. In collaboration with platform partners, this initiative has created a unique ecosystem designed to facilitate meaningful meetings, investments in startups, and the convergence of



key stakeholders. The platform focuses on various sectors, including fintech, insurtech, branding and retail, mobility, sustainability, food and beverages, travel and hospitality, health and wellness, as well as supply chains and logistics.

Elina Aleinikova, an experienced Senior Program Manager, conducted a tour for the delegates, presenting the company's history and activities and detailing the numerous advantages associated with collaborating with Plug and Play Tech Center.

Following these informative meetings, the delegation embarked on a tour of Googleplex, the headquarters of Google Inc., located in Mountain View, California, in the heart of Silicon Valley. Google has succeeded in creating one of the most creative, stylish, and unique offices in the world of technology.



The visit concluded with an intriguing stop at the Visitor Center at Apple Park, which serves as an architectural extension of the Apple campus. Delegates had the privilege of acquainting themselves with the innovations seamlessly integrated into this facility, learning about the operation of the world's largest naturally ventilated building, and witnessing the largest solar power station ever installed at the center.

On October 24th, a series of interesting meetings were prepared for the business delegation from Central Asia.

The delegation met with Mr. Sean Randolph, Senior Director of the Bay Area Council Economic Institute. Mr. Randolph discussed the work of the Bay Area Council, an organization based in San Francisco that comprises more than 350 companies from various sectors of the economy, both locally and internationally. The primary focus of the Bay Area Council is international trade and investment, including innovation and startups.



The Economic Institute also emphasizes research and collaborates with other research centers, with an emphasis on research to promote regional development. Mr. Randolph also highlighted the role of venture capital, investments, and collaboration with government agencies.

On the same day, the business delegation met with Mr. Rodney Fong, President and CEO of the San Francisco Chamber of Commerce, and Ms. Anita Huang, Chief of Staff of the Chamber. The Chamber actively supports business and economic development in the San Francisco region through advocacy and assistance to entrepreneurial activities. They shared information about the advantages of doing business in San Francisco and provided



valuable insights to the participants.

Mr. Douglas Wallace, Director of the U.S. Commercial Service, explained how his organization helps American companies find foreign partners and bring business delegations to the U.S. He also emphasized the importance of working with technology and innovation, as well as investments.

Ms. Sandra Donzella, Deputy Managing Director of the Western Region of the U.S. Export-Import Bank, presented on the social, economic, and investment potential of the United States and the activities of the bank. EXIT Bank provides financial services not offered by private financial institutions and fills gaps in commercial and structured financing areas. The bank takes on country-specific risks and credit risks that commercial banks do not, helping connect the financing of American product imports with financing provided by other governments.

Delegation members visited the Univer-



sity of California, Berkeley, considered one of the world's top public universities. In addition to this event, they engaged in business discussions with professors from the university, including Ms. Ronda Shrader, Executive Director of the Berkeley Haas Entrepreneurship Program and Bay Area NSF I-Corps Node, Mr. Gautam Vassar, Executive Director of the Fisher Center for Business Analytics, and Ms. Rupalee Ruchismita, Director of Research at the Growing Market Center.

University professors provided information on technology, entrepreneurship, and future challenges related to artificial intelligence. They also emphasized that developing countries in Central Asia should not worry about



the impact of artificial intelligence on jobs, as there are many opportunities in agriculture and other fields.

As part of the business tour, the delegation met with Mr. Jeff Wallace, the founder of Global Kinetics, an accelerator for early and mid-stage market development for clients seeking to establish or expand their presence in the U.S. market. He is also an experienced specialist in the corporate mobility industry. Mr. Jeff Wallace is accelerator in fostering startup development, helping them find their niche and establish new connections. His presentation was filled with valuable advice on how startups should communicate and present themselves to garner interest and initiate long-term collaborations.

AmCham discussed further collaboration opportunities with Mr. Jeff Wallace and planned joint training and events where Jeff will serve as a speaker. This is an incredible opportunity for all our participants to learn more about global trends and connect to global networks.



In our last meeting, the delegation met with the founders of a company specializing in asphalt surface maintenance. Interestingly, they develop and manufacture their own machines to provide these services. The delegation discussed various aspects and innovations in road surface maintenance and learned how in-house manufacturing of machines can improve service quality.



On October 25, 2023, the delegation met with Linda Becker, who holds the position of CEO of SFMade.

SFMade is a nonprofit organization dedicated to supporting local manufacturers since 2010. The organization's mission is to promote manufacturing, drive innovation, and create quality jobs to contribute to the sustainable and diverse development of the Silicon Valley region. SFMade aims to establish a thriving ecosystem where manufacturers can operate successfully, generating jobs that benefit not only individuals but the entire community.

The organization's network today unites more than 730 local manufacturers in San Francisco, San Jose, and the East Bay of San Francisco, providing over 10,000 jobs. They strongly believe in the power of local manufacturing, and when production remains local, it works wonders. It promotes equal economic opportunities, strengthens the local economy, and adds extra energy to our already impressive community.



On October 26, 2023, as part of business visit to the United States, a delegation from Central Asia visited several key organizations, including the U.S. Department of Commerce, the Center for International Private Enterprise (CIPE), and the International Trade Administration (ITA).

The meeting with Mrs. Marisa Lago, Deputy Secretary of Commerce for International Trade, was particularly inspiring. Mrs. Lago expressed her support for women entrepreneurship and was pleased that women are leading the American Chambers of Commerce. She also emphasized the importance of networking initiatives between Central Asian countries and highlighted the significance of developing collaboration between U.S. businesses and Central Asian



countries.

During the meeting, discussions also revolved around the SOBIT program, which encompasses numerous agricultural projects. Additionally, the delegation discussed working groups related to the Commercial Law Development Program (CLDP) and agreed to continue their collaborative efforts in this direction.

The International Trade Administration (ITA), a division of the U.S. Department of Commerce, actively contributes to strengthening the competitiveness of American industry. ITA promotes global trade and investment while ensuring fair trade by strictly adhering to trade laws and international agreements. The organization focuses on improving the global business environment and provides support to American companies, helping them compete in both domestic and international markets. ITA consists of three interconnected business units: Global Markets, Industry and Analysis, and Enforcement and Compliance. These units work together to develop and



implement innovative international trade and investment policies and strategies, as well as ensure compliance with U.S. trade laws and agreements.

During the meeting with the International Finance Corporation (IFC), the delegation was thoroughly briefed on IFC's activities in Central Asia and its global initiatives. IFC, as a global bank, provides investments and offers loans on a global scale, including in Central Asian countries, with very low interest rates.

IFC actively develops and supports advisory projects, impacting the private sector and fostering business development. IFC's primary mission is to combat poverty through the support of private entrepreneurs and entrepreneurship.



During the meeting, the delegation inquired about the requirements for businesses to obtain investments and loans from IFC. IFC representatives shared information about their team's work in Central Asia, highlighting their activity and specialization in various sectors such as financial markets, infrastructure, and others.

IFC also recommended that the delegation collaborate with the American Chamber of Commerce (AmCham) to obtain information about opportunities for cooperation with IFC on the ground. This will provide additional resources and knowledge necessary for the development of businesses and investment projects in the Central Asian region.

On October 27, 2023, as part of a business tour in the United States, a delegation from AmChams met with representatives of the U.S. Chamber of Commerce and the World Bank.

The U.S. Chamber of Commerce is the world's largest non-profit lobbying organization, representing the interests of a wide range of business circles and associations in the United



States. During the meeting, possible directions for cooperation and knowledge exchange in the fields of education and cultural values were discussed. The U.S. Chamber of Commerce clarified its role as a more political institution and expressed its willingness to collaborate with local sectors. They also emphasized their educational programs, the information about which is regularly disseminated through social media and newsletters. The U.S. Chamber of Commerce mentioned their focus on lobbying efforts and their access to various government entities.

Founded on April 12, 1912, the Chamber has more than 300,000 members, 3,000 regional and state chambers affiliated with the U.S. Chamber of Commerce, and over 90 American chambers of commerce abroad.



The mission of the chamber is to «promote the progress of humanity by creating an economic, political, and social system based on the principles of freedom, encouragement, initiative, opportunity, and responsibility.»

The meeting with the World Bank included discussions regarding their assistance to the government of Kyrgyzstan and the private sector through technical projects. Current projects and the involvement of the private sector, including our delegates and their companies, were discussed. World Bank representatives mentioned their current involvement in the field of information technology and innovation, which is currently a priority area. They expressed their willingness to provide assistance in both infrastructure and technical projects, as well as advisory support.

The World Bank is an international financial organization established to provide financial and technical assistance to developing countries. Since 1947, the World Bank has financed over 12,000 development projects,



offering traditional loans, interest-free credits, and grants. On October 28, 2023, a meeting took place in Philadelphia, Pennsylvania, between a delegation from AmCham in Central Asia and representatives of the Mid-Atlantic - Eurasia Business Council.

The primary goal of the Business Council has always been to create opportunities for companies based in the Mid-Atlantic region of the United States, to strengthen their presence in Eurasia, attract Eurasian enterprises to the Mid-Atlantic region of the United States, and establish the Mid-Atlantic region as a leading partner in Eurasian-American innovative technological and entrepreneurial cooperation.

During the meeting, Val Kogan, President, Mid-Atlantic - Eurasia Business Council, shared his extensive experience and introduced the delegation to his colleagues from various business sectors.

David Briel, Deputy Secretary, Office of International Business Development,



Department of Community & Economic Development, Commonwealth of Pennsylvania, was also present. He presented the state of Pennsylvania, its achievements, and discussed the work of his team, which supports Pennsylvania companies in developing export strategies and attracting foreign direct investments.

Boris Foxman, Founder/CEO, iVenture Accounting Group, presented his company, which provides accounting and tax services worldwide using modern technologies and system integration.

Alexander Bachmanov, Science and Strategy Lead, GSK, Monell Chemical Senses Center, shared his experience in the fields of chemistry and life sciences.

During the meeting, the Central Asian delegation presented their goals and objectives, exchanged contacts, and agreed to hold business meetings and B2B meetings in Philadelphia next year.



BRAND HEALTH TRACKING RESEARCH: WHY AND WHEN TO CONDUCT A RESEARCH?

The material has been issued within the scope of commencement support for the development of the AmCham member association.

This article continues the series of materials describing methods and tools of marketing research that can be useful in business development for all AmCham members and other companies.

Brand Health Tracking (BHT) is marketing research that allows to monitor the state of a brand over time. It helps to understand how well-known the brand is, what reputation it has, what associations it evokes, and how these indicators change over time. In the process of brand tracking, brand health metrics are systematically measured and analyzed.

Why you need to track brand health

Brand tracking allows you to see the strengths and weaknesses of a brand. Constant monitoring of brand health helps:

- Identify differences from competitors that are significant for consumers;
- Present the real image of the brand in the perception of consumers;
- Study the effectiveness of advertising and marketing activities;
- Identify shortcomings in positioning and promotion;
- Improve customer service and increase customer satisfaction;
- Make the necessary changes to the marketing strategy.

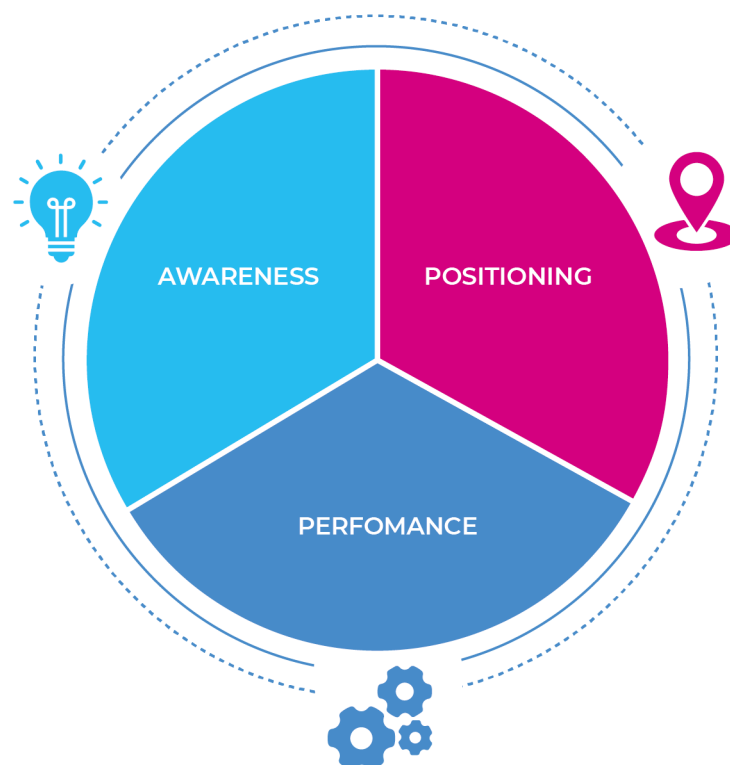
Health brand evokes positive emotions. Consumers remember the brand, distinguish it from competitors, and prefer it.

A **weak** brand does not stand out among competitors and does not attract attention.

Health tracking studies three main components:

1. Brand Awareness. How well do customers know the brand and what do they know about it?
2. Brand Positioning. How does the brand live up to its values and how does it differentiate itself from its competitors?
3. Efficiency (Brand Performance). What is the level of customer satisfaction and willingness to recommend the brand?

BRAND HEALTH TRACKING



Main components of Brand health tracking

Each component includes different criteria. We list the most common metrics:

- Brand awareness (Top of mind, spontaneous and prompted knowledge)
- Associations, image characteristics of the brand
- Reputation, brand trust
- Willingness to consider purchasing
- Purchase or use experience, frequency and volume
- Preference (favourite brand)
- Consumer loyalty – Net Promoter Score (NPS)
- Knowledge of advertising campaigns (spontaneous and prompted knowledge)

It is not necessary to include all metrics in brand tracking. The company needs to choose the metrics that will bring the greatest benefit.

What results can you get:

Based on the research results, the brand health pyramid is built. The pyramid shows how consumers interact with a brand.

There are several levels of the health pyramid:

1. Knowledge. The consumer just starts a relationship with the brand and learns about it from various sources.
2. Relevance. The buyer takes a closer look at the brand and prepares to buy the product.
3. Purchase. The client selects and purchases the product.
4. Connection. The buyer establishes connections with the brand: makes repeated purchases, and gives preference to the brand.
5. Loyalty. The buyer shows high loyalty and buys more and often. Consumer highly values the brand and is ready to recommend it to his inner circle.



The main task when building a strong brand is not to get hung up on one of the levels. It is crucial to try to maximize the percentage of people who move to the next level.

Based on the results of brand tracking, researchers formulate conclusions and recommendations and build promotion hypotheses. Based on the results of the study, the company forms a marketing strategy, plans specific events, and builds strategic goals.

How often to conduct brand tracking?

Brand tracking should be carried out regularly, at least once a year. This will allow to determine the dynamics, adjust the vector of development, or make sure that it is correct. This type of brand tracking is called continuous brand tracking.

Sometimes companies conduct wave tracking: a study of brand health metrics before and after major marketing campaigns or rebranding. It helps to determine the effectiveness of interventions/campaigns.

Overall, brand tracking is an important tool for understanding and improving brand health. It helps in making informed decisions and develop strategies that will help brand to achieve success in the market.

For any questions and advice on the brand tracking method, you can contact the M-Vector company:

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Bank of Asia CJSC at the World Savings Week



Past World Savings Week was not just an event, but a true celebration of financial literacy. It was a moment when the whole world united in recognizing the importance of managing one's savings and building a financial future. Bank of Asia actively participated in this initiative, providing its clients with unique opportunities to achieve financial independence.

For those looking for ways to grow their savings, we have offered special deposit options, from "High Interest" to "Care", so that everyone can choose the option that suits their financial goals.

High Interest Deposit with interest rate from 2% to 15% and term up to 36 months.

Accumulative Deposit with interest rate from



6% to 12% and a term of up to 36 months.

Children's Dreams Deposit with interest rate of 12% and a term of up to 60 months.

Care deposit with an interest rate from 5% to 15% and a term of up to 36 months.

We organized exciting excursions for children where they could get a glimpse into the world of finance and understand how financial institutions work. This will help them build strong financial foundations for future investments.

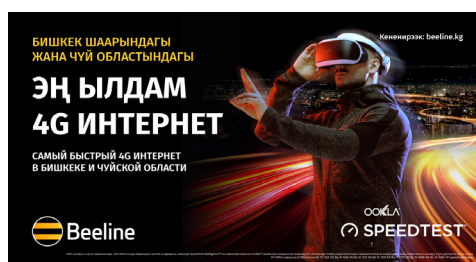
Our experts conducted exciting trainings, making financial literacy education interesting and informative. All participants received commemorative gifts to always remember the importance of saving.



And to make the week even more exciting, we organized quizzes and drawings for valuable prizes to motivate everyone to move towards achieving their financial goals.

Every year from 30 October to 05 November World Savings Week is celebrated around the world. This week symbolizes the importance of financial literacy and the ability to manage one's savings. During this period, many organizations and financial institutions actively support this global initiative by providing educational events and resources for clients and the community at large. Bank of Asia has also joined this movement by providing its clients with unique opportunities and knowledge to help everyone move towards financial independence.

Beeline's 4G — the fastest in Bishkek and the Chui oblast

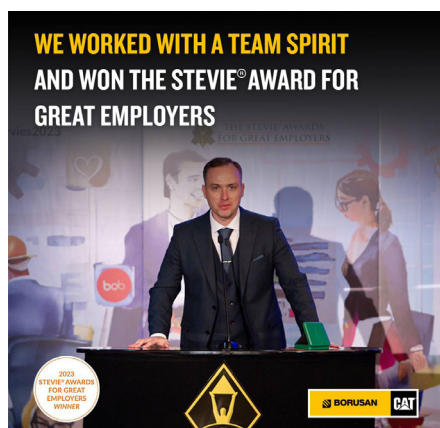


Mobile operator Beeline Kyrgyzstan provides the fastest 4G in Bishkek and the Chui oblast. This is evidenced by Ookla's analysis of Speedtest Intelligence data on median download speeds in the Chui Oblast for Q3 2023. The test results have shown that Beeline's download speed in Kyrgyzstan increased by 31% quarter-on-quarter.

The indicators are measured using the Speedtest application. This is Ookla's software that allows to assess a mobile network's data transfer speed in a specific period of time. In this case, the subscribers themselves are the researchers, and Ookla only analyzes the data received from them.

Ookla is a global leader in connectivity intelligence and network insights. The company has developed the world-renowned Speedtest and DownDetector platforms, as well as a number of comprehensive enterprise solutions. Ookla's data and tools provide operators and other companies with the critical information they need to analyze and optimize networks based on customer experience.

WE WORKED WITH A TEAM SPIRIT AND WON THE STEVIE® AWARD FOR GREAT EMPLOYERS



We are thrilled to announce that our commitment to building an Effective Learning and Sustainable Development Ecosystem, guided by our Global L&D Strategy, has been recognized on the global stage. Our project, the L&D Store - Borusan Cat Learning Experience Ecosystem, which is one of our innovative strides in the digital transformation journey within Human Resources and Development, has been honored with the bronze award in the 'HR Achievement in Learning Technology Implementation' category at the prestigious 'Stevie Awards for Great Employers.' At the ceremony held in the United States, our Global Technical Learning Leader Alexandr Pankov has received our award on behalf of Borusan Cat.

At Borusan Cat, we place technology and innovation at the forefront, not only for our team members but also for our customers and partners. We are dedicated to pioneering industry practices, and our L&D Store, an artificial intelligence-driven development platform that we implemented in 2022, is a testament to that dedication. It empowers us to create personalized development journeys and foster a culture of continuous learning and expertise sharing.

This recognition at the Stevie Awards, where over 1,000 candidates from 28 different countries participated, fills us with immense pride. We extend our heartfelt thanks to our dedicated colleagues whose contributions have played a pivotal role in achieving this significant milestone. Join us in celebrating this achievement and our ongoing commitment to innovation and excellence in HR and Development. Stay tuned for more exciting updates on how we're shaping the future of learning and development.

Congratulations to our Gold and Bronze award winners!



In line with our Global L&D Strategy to create an ecosystem that fosters effective learning and sustainability, we are thrilled to announce that our L&D Store and Sales Development Academy projects have been recognized with two prestigious awards at the Globee Business Awards 2023.

As part of our ongoing digital transformation program in Human Resources and Development, our L&D Store project won gold in the "Success in Social Collaborative Learning Utilization" category. In addition, we were deemed worthy of a bronze award in the "Success in Team Development Program" category with our Borusan Cat Sales Development Academy project, which we designed to equip our employees with the competencies of both today and the future.

Our projects developed in line with our Global L&D Strategy, which aims to build an "Effective Learning and Sustainable Development Ecosystem" won two prestigious awards at the 2023 Globee Business Awards!

Our L&D Store - Borusan Cat Learning Experience Ecosystem project, which is one of the innovative steps of our digital transformation journey in Human Resources and Development, won gold in the "Success in Social Collaborative Learning Utilization" category. We were deemed worthy of a bronze award in the "Success in Team Development Program" category with our Borusan Cat Sales Development Academy project, which we designed to equip you with the competencies of both today and the future! We would like to sincerely thank all our colleagues who contributed to this success.

Optima Bank expands its network of mobile service points in Kyrgyzstan



From October 18 till October 27, 2023, Optima Bank introduced mobile service points for the residents of Osh, Bishkek and Kyzyl-Kiya. This initiative serves to make banking services accessible and convenient for the customers without the need to visit the bank.

The customers were given the opportunity to receive consultations on all banking products and services, get Visa Instant payment cards, apply for instant TEZ CREDIT and connect to Optima24 mobile application for convenient management of their finances.

Optima Bank is still opening new mobile service points in different regions of Kyrgyzstan. Thus, from November 1, mobile service points will be presented in the cities of Osh, Bishkek and Kyzyl-Kiya.

Optima Bank is striving for innovations to make the customers' life easier and more comfortable, providing high-quality services and meeting their financial needs.

COMPANION BANK SUPPORTED THE PUBLICATION OF THE BOOK “FINANS ZHANA INVEST ESEPTER”



With the support of Kompanion Bank, 1000 copies of the book “Finans Zhana Invest Eseptер” were published, which is aimed at increasing financial literacy among the population of Kyrgyzstan. The book is unique in that it is written in simple mathematical language and complex topics are explained by the example of fairy tales and life situations. It teaches how to properly manage money.

The authors of the book are Professor, Doctor of Economic Sciences of the University of Central Asia Kydyraliev Syrgak Kaparovich, Professor, Candidate of Physical and Mathematical Sciences Manas Kyrgyz-Turkish University Urdaletova Anarkul Burganakovna and Professor, Doctor of Economic Sciences Kamchybekov Tolobek Kadyralievich.

The presentation of the book authors hold in educational institutions of the country. The book has already been familiarized with the regional educational institute in Karakol and the Manas Kyrgyz-Turkish University. The ceremony was attended by representatives of the National Bank, Companion Bank, rector, teachers and students.

“This book contains topical issues related to the calculation of interest on interesting examples, as well as examines issues through life situations”, - said Musuraliev Kubanych, Head of Financial Literacy Department of the National Bank of the Kyrgyz Republic.

Within the framework of these events, Kompanion Bank presented 30 books to the Institute in Karakol and 150 books to Manas University, which will be used by students of the University of Economics. And also the Bank plans to distribute the books in all regions of the country.

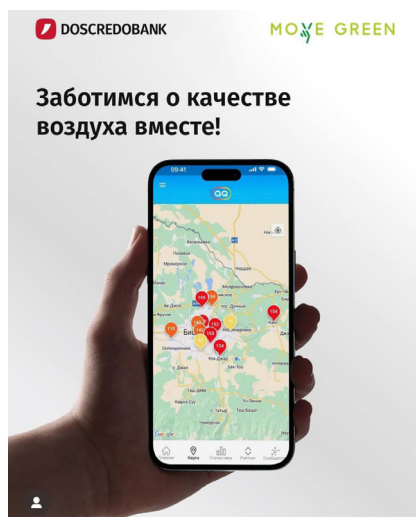
“The book will be useful and interesting for every citizen, from young children interested in finance and math to representatives of the country’s financial sector,” said Urdaletova Anarkul.

Kydyraliev Syrgak, in turn, added that the book can help guide the younger generation to confident and competent financial management, which will ultimately contribute to the economic development of the country.

It should be noted that Kompanion Bank is not only a leading financial institution in Kyrgyzstan, but also takes an active part in the formation of a financially literate society capable of making informed and responsible financial decisions for their well-being.

“Bank Kompanion is the only bank in the country that has a community support department, whose specialists actively conduct various events and programs aimed at improving financial and digital literacy of the population. This includes seminars, webinars, educational events and initiatives that enhance financial management skills,” said bank’s representatives.

Doscredobank: we care about air quality



Doscredobank continues joint cooperation with the @movegreen.kg public environmental organization, another air quality monitoring sensor was installed! This is just a part of the overall mission to control of air pollution and care for our planet.

A total of 17 air quality monitoring sensors have been installed and deployed across the country due to the cooperation with MoveGreen. These sensors allow residents of Kyrgyzstan to not only monitor the air quality in their regions, but also to track key indicators of pollutant concentrations in the atmosphere in real time.

How can we find out about air quality?

All necessary information is available in the mobile application and on the AQ.kg website.

Be aware of the current situation in your region. Join and contribute to environmental care.

Each of us can contribute to improving air quality and together we can make a big difference!

With care for nature, Doscredobank!

DOSCREDOBANK - Results of the World Savings Day



The annual international campaign, the main goal of which is to inculcate a savings culture and improve financial literacy of the population, has come to an end.

DOSCREDOBANK organized a number of events to improve financial literacy, including contests in social networks dedicated to savings and environmental conservation.

Doscredobank regularly organizes events aimed at improving the financial literacy of the population.

A month of exciting events from Forester

October became a period of large-scale events for the No. 1 distributor in Kyrgyzstan, Forester. The brands represented by Forester on the market are always actively involved in sports, public, and charitable events. Moreover, the past month was no exception.

Forester - with respect and care for older people

According to tradition, on October 1, the International Day of Older Persons, Forester, together with the organization “WWII Veterans 365,” held a charity event that provided 130 food packages from the MAKFA for veterans and home front workers. On this day, company employees took the initiative and became volunteers to help the organization.

They not only delivered food but also devoted time to personal meetings with veterans in order to express their attention and respect.

Sports events with Forester

The second month of autumn became a truly sporting period for the Forester Company and began with the skyrunning competition (fast mountain climbing) - “Raceka Trail 2023”. The race started at an altitude of 2200 meters in the Ala-Archa mountain camp, and the finish was set at the Racek hut at an altitude of 3370 meters. The participants covered 6.4 kilometers with an altitude gain of 1,170 meters. Forester, through its own brand, Crystal Drinking Water, actively supported these competitions and participants.



On October 8, the international half marathon KUZ DEMI 2023 took place, the calling card of Bishkek, where sports dreams come true. Sixty Forester employees took part in the race, which attracted more than 3,500 runners from 25 countries. The Flash Up Max brand, which is the leading brand in the distribution package of the Forester company, provided the main support for the event.



The month ended with the closing of the cycling season, organized by the NGO “Velo Friends Positive KG” and the City Hall of the capital with the support of the Flash Up Max brand. A huge number of participants, including Forester employees who shared a passion for cycling, attended the event.

On the wave of drive with Forester



On October 22, the final of the open drift championship FLASH UP DRIFT CUP took place. The main sponsor of this event was the Flash Up Max brand. First place in the competition deservedly went to the Flash Up Drift Team, and Schiel Wilhelm was recognized as the best pilot.

Forester participation in the AmCham event



At the Board of Directors Networking Night meeting, organized by AmCham (American Chamber of Commerce in the Kyrgyz Republic), which took place on October 12, Forester presented the brands Santo Stefano, SUTIL, and CRYSTAL as official welcome drinks. The company is proud that Forester's commercial director joined the event and was awarded a certificate confirming Forester's membership in the American Chamber of Commerce. This award underscored the common commitment to development and cooperation between Forester and the American Chamber of Commerce in the Kyrgyz Republic.

Central Asia TechConf 2023: Uniting Business, Education, and the IT Industry in Kyrgyzstan



The International IT conference “Central Asia TechConf 2023,” organized by A1 Project with the support of the IT community CASOUG, took place in Kyrgyzstan on October 9. This event raises important questions about the development of information technology in Central Asia.

The event was held at the prestigious Hyatt Regency Bishkek in Kyrgyzstan. This location not only provided a picturesque backdrop for the conference but also ensured a comfortable and modern space for discussions and knowledge exchange.

Central Asia TechConf 2023 brought together leading companies in Kyrgyzstan, including Alpha Telecom, Aiyol Bank, Demir Bank, Peaksoft, RSK Bank, Finka Bank, the Ministry of Finance of the Kyrgyz Republic, KyrgyzTelecom, and Nur Telecom. Their participation underscored their commitment to the development of the IT sector and collaboration with the local IT community. The conference created a unique platform for sharing expertise and stimulating cooperation between businesses and the IT industry.

The role of education in the development of information technology is noteworthy. The participation of students from the International University of Ala-Too highlights the importance of preparing future leaders in the IT field. The conference provided students with a unique opportunity to learn from global experts and expand their knowledge and skills in the field of information technology.

During the conference, prominent specialists presented on various topics. For example, Kamran Aghayev from Azercell discussed “Exadata database migration - Azercell experience,” providing a detailed look at the process of migrating Exadata databases and best practices. Yan Skasirsky talked about “New Features in Oracle Database 23c,” exploring the innovative features and technologies offered by Oracle in its latest version.

Central Asia TechConf 2023 had a significant impact on the development of the IT sector in Kyrgyzstan and more broadly in Central Asia. Knowledge exchange, the presentation of innovative solutions and developments contribute to strengthening the region's competitiveness. The success of the conference underscores the potential of Central Asia in the world of information technology and enhances business and educational connections.

The “Central Asia TechConf 2023” event in Kyrgyzstan stands out as an important development in the IT sector in the region. The partnership between business, education, and the IT industry contributes to the innovative development of the region and underscores the importance of collective efforts in achieving common goals. Furthermore, it is worth noting that A1 Project organized similar events in Tajikistan (Dushanbe), on October 12, and in Uzbekistan (Tashkent), on October 10.

MEMBERS OF THE AMERICAN CHAMBER OF COMMERCE IN THE KYRGYZ REPUBLIC

Platinum



Gold



Silver



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Honorary



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