



Information Bulletin

Issue # 1/011

(January – March 2011)

1. Introduction to ITC's Market Analysis Tools and market Research, role of Foreign Direct Investment



Within the ITC efforts to improve local capacity of identifying export market potentials two-day seminar training was conducted on ITC's Market Analysis Tools, Market Research and FDI by ITC's market analyst, Mr. Gregory Sampson, for 16 participants (9 male and 8 female) representing trade promotion organizations and institutions including trade associations, universities, sector and industry organizations, and government representatives involved in trade policy-making and negotiations. Among them were representatives from: Russian Slavonic University, Academy of Management under the President of Kyrgyz Republic, Antimonopoly Agency, Ministry of Economic Regulation, International Business Club, Central Asian Free Market Institute, Chamber of Commerce and Industry, Training and Consulting companies, local experts, "Legprom" and other sector Associations.

All participants got introduced with market analysis tools by registering on ITC's website where they had an access to all database, statistics and charts on trade flows, world market and investment. With given exercises participants used these databases to independently analyze world trade for chosen product, identify attractive markets, importing and exporting countries, and its value, screen global market, identify trade regimes and rules for chosen product and country, and finally

In this issue:

1. Introduction to ITC's Market Analysis Tools and Market Research, role of Foreign Direct Investment
2. "Fashion Industry"- Competition between designers
3. Training "How to develop Fashion Collection"
4. Visit of Kyrgyz specialists to Tajikistan
5. SPS related activities
6. 8th Meeting of the Committee on Accreditation of conformity assessment bodies
7. Partnership - Meetings

analyze sectors which have a potential to attract investment, after which all participants were divided in to several groups to present their findings and analysis.

As a follow up on the ITC Trade Date Tools at which representative of Chamber of Commerce and Industry participated, a meeting was requested by Mr. Nurlan Musuraliev, the head of the project "Strategy development of Chamber of Commerce and Industry" to discuss the possibilities to conduct such training for members of the chamber.

1

2. "Fashion Industry"- Competition between designers



ITC provided its assistance in conducting competition of cloth designers of Kyrgyzstan «Fashion industry» which was organized on 27th February 2011 within the framework of the fifth International exhibition-fair "Fashion Industry. Products and equipments 2011" in the Sports Palace named after Kojomkul.

ITC provided two consultants for the organization of this event, one for logistical part and other for organization of the competition between designers who was ITC national consultant Ms. Damira Aitykeyeva. 39 people took participation in the competition, which represented students and graduates from universities, independent professional designers and designers from clothing companies and light industry enterprises. The judges of this competition were from Holland, Moscow and Kyrgyzstan, among them were international consultants on design, creative directors and leading designers. All participants got the certificate on participation and the winner got the free trip to Moscow for the Fashion Assembly in April 2011.

3. Training "How to develop Fashion Collection"

Training on "How to develop fashion collection" was conducted on 4th February 2011 for project beneficiaries by Mr. Bakyt Toulparov - ITC national consultant, in which participated 8 people. The main purpose of the training was to give information on how to develop fashion collection, how to make it more commercial, identify consumers' expectations and how to produce collection for mass-market. Also, participants got introduced with new fashion trends for spring/summer 2011 and fall/winter 2011-2012. Whole training information was taken from trend books, fashion magazines, look books which in total include 26 books and magazines.



This training will help companies to prepare for Moscow fashion fair which will be held in Fall 2011.

4. Visit of Kyrgyz specialists to Tajikistan



In the framework of the International Trade Centre Kyrgyz delegation consisting of designers, pattern makers and representatives of universities visited Tajikistan from 20th to 24th February 2011.

The main objective of the visit was to increase local capacity of Kyrgyz consultants on design, textile and clothing by introducing them to Tajik textile and clothing companies to share experiences, and facilitate possible cooperation between them.

On the first day of the visit a roundtable was organized at the Ministry of Energy and Industry, with participation of the relevant ministries and textile and clothing companies.

During the mission, Kyrgyz delegation also visited several textile and clothing companies in Dushanbe and Khujand and conducted meetings with professors and students of the Technological University of Tajikistan.

The Trade Promotion Program in Tajikistan intends to organize a similar exchange visit of Tajik textile and clothing companies to Kyrgyzstan in the future.

5. SPS related activities

New ITC national consultant on SPS has started her work with the SPS sector stakeholders. A matrix on existing types of

activities of the ministries and agencies on food safety regulations in Kyrgyzstan was developed and being completed for understanding of existing functions, identification of possible duplications or blanks, preparation of suggestions on strengthening or redistribution of the ministries functions in the area of food safety.

Also, reports on Mr. Gujadhur's mission conducted in November 2010 and his recommendations were translated into Russian and sent to stakeholders.

6. 8th Meeting of the Committee on Accreditation of conformity assessment bodies

KAC conducted 8th Meeting of the Committee on Accreditation of conformity assessment bodies with participation of Deputy Minister of Economical Regulations Mr. Oleg Pankratov on 25th February 2011. On the meeting following issues were discussed:

- Review and approval of the KAC annual report on work done for 2010 presented by KAC director Mr. Urmanbetov.
- Review and approval of KAC work plan for 2011 and strategic plan of KAC development for 2011-2013.
- Issue of KAC separation from MER and review of payment conditions for KAC specialists discussed by Mr. Pankratov.

7. Partnership - Meetings

Jan. 20 - ITC National Programme Manager met with the Minister of Economical Regulations, Mr. Tashbaev and the head of business support unit Ms. Asanova to introduce the Programme goals and activities and plans for 2011 to the new Minister.

Jan. 20 - ITC National Programme Manager participated at the coordination RT conducted by GIZ to discuss the progress of TBT and QM related work in the country and how GIZ can address this in its new strategy.

Feb. 22 - ITC National Programme Manager together with management of the Kyrgyz Accreditation Center met with USAID Regional Trade Liberalization and Customs Project to seek legal advice on the way forward with returning to KAC independent status.

March 15 - ITC National Programme Manager met with Mr. Nurlan Musuraliev, the head of the project "Strategy development of Chamber of Commerce and Industry" to discuss the possibilities to conduct ITC's Market Analysis Tools for members of the chamber and other possible cooperation.

Jan. 20 - Meeting with deputy minister of Economical Regulations Mr. Ponkratov to get update on the status of granting independent status to KAC.

Jan. 3 - Meeting with the head of the business and industry department of the Ministry of Economical Regulation, Ms. Asanova on the scope of the ITC second market study.