THE NINTH CENTRAL ASIA TRADE FORUM
HORTICULTURE INNOVATION AND INVESTMENT

NOVEMBER 12-13, 2019
SHYMKENT, KAZAKHSTAN
# AGENDA SUMMARY

**DAY 1  NOVEMBER 12, 2019**

<table>
<thead>
<tr>
<th>TIME</th>
<th>NAME</th>
<th>ROOM</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:30 –10:30</td>
<td>INTRODUCTION</td>
<td>BALL ROOM</td>
<td>3</td>
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<td>OPENING REMARKS</td>
<td>BALL ROOM</td>
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<td>10:30 –11:00</td>
<td>PRESS CONFERENCE</td>
<td>NATIONAL CORNERS OPENING</td>
<td>COFFEE BREAK</td>
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<td>11:00 –11:30</td>
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<td>PLENARY SESSION</td>
<td>BALL ROOM</td>
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<td>A NEW AGE OF HORTICULTURE</td>
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<td>PANEL SESSION 1</td>
<td>ABAI ROOM</td>
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<td>Trade Policy Discussion</td>
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<td>PANEL SESSION 2</td>
<td>BALL ROOM</td>
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<td>Incentivizing innovation in Central Asia’s</td>
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<td>horticulture value chains</td>
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<td>Horticulture Production: Yield, Finance</td>
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<td>NURSULTAN HALL</td>
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<td>Corporate Horticulture Presentations</td>
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<td>COFFEE BREAK</td>
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<td>PANEL SESSION 3</td>
<td>BALL ROOM</td>
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<td>Export Master Class</td>
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9:00 –18:00 CERT academy  

**SPECIAL ALL DAY EVENT: ISO TRAINING FOR SMES:**  
CHANGING MANAGEMENT SYSTEM”  
(SHYMKENT GRAND HOTEL, SAUKELE ROOM)  
ORGANIZER: CERT INTERNATIONAL  
Separate Registration at [www.crtadeforum.org](http://www.crtadeforum.org)
AGENDA SUMMARY

DAY 2 NOVEMBER 13, 2019

OPTIONAL SITE VISITS:

AGRITECH EXHIBITION
SHYMKTEN NOVEMBER
13-15, 2019
EXHIBITION OPENS 10:00 AM
OFFICIAL OPENING CEREMONY
12:00 PM NOON
Transfers for interested participants will be provided:
1st transfer:
• 9:30 am – from Rixos Khadisha Hotel
• 9:40 am – from Grand Shymkent Hotel
2nd transfer:
• 10:00 am – from Rixos Khadisha Hotel
• 10:10 am – from Grand Shymkent Hotel
3rd transfer:
• 12:00 pm (Noon) – from Rixos Khadisha Hotel
• 12:10 pm — from Grand Shymkent Hotel

COLD CHAIN ROUND TABLE (RIXOS KHADISHA HOTEL) AND SITE VISIT TO THE CONTINENTAL LOGISTICS CENTER
9:30am - 12:00pm
Cold Chain Roundtable
Moderator:
• Ms. Larissa Kislyakova,
  TLP Chairman
Speakers:
• Mr. Yerlan Absatov
• Mr. Arsen Rysdauletov
• Continental Logistics MLC, Shymkent

12:00 -14:45 pm:
Site Visit to Continental Logistics Center (with a stop by AgriTek Exhibition on return)

DAY TRIP TO VISIT TOURISM SITES IN TURKESTAN – A FEE WILL BE CHARGED TO EACH PARTICIPANT
Participants pick up time:
• 8:00 am – from Rixos Khadisha Hotel
• 8:15 am – from Grand Shymkent Hotel
Estimated return time to Shymkent: 17:00

PARTNERS & SPONSORS

MEDIA PARTNERS
9:30 – 10:30  INTRODUCTION

Mr. Javier Piedra, Deputy Assistant Administrator, USAID/Asia Bureau

OPENING REMARKS

Ms. Gulmira Issayeva, Vice-Minister of Agriculture (TBC)
Honorable Mr. William H. Moser, U.S. Ambassador to Kazakhstan (TBC)
Mr. Yerlan Aitkhanov, Akim of Shymkent City (TBC)
Mr. Umirzak Shukeyev, Akim of Turkestan oblast (TBC)
Mr. Yakup Beris, Permanent Representative of the United Nations in Kazakhstan (TBC)

10:30 – 11:00  PRESS CONFERENCE NATIONAL CORNERS OPENING COFFEE BREAK

11:00 – 11:30  NATIONAL CORNERS

11:30 – 13:00  PLENARY SESSION:
A NEW AGE OF HORTICULTURE

Moderator
Nurlan Kabishtayev, Director of Regional Chamber of Entrepreneurs Atameken
of Shymkent city

Speakers
Representative of Shymkent Akimat
Presentation of Shymkent Agro-Industrial Zone. State Support to Investments and Businesses (TBC)
Mr. Marat Beksultanov, Director, AgriTech Hub
Remote Sensing for Accurate Agriculture Water Use Planning
Mr. Bahodir Ganiev, ADB Consultant and Senior Advisor, Center for Economic
Development, Tashkent, Uzbekistan
Shymkent-Tashkent-Khujand Economic Corridor: Rationale, Vision, Opportunities and Challenges
Mr. Cornelius Koeleman, EBRD
Comparative Analysis of Fruit Orchards in the Commonwealth of Independent States
PANEL SESSION 2
Incentivizing innovation in Central Asia's horticulture value chains

Moderator
Mr. Aziz Khakimov

Speakers
Mr. Brian Kiger, AVC Chief of Party
Shifting Mindsets to Customer Needs
Aidar Baimakhan, MCC Trade Co. KZ
Importers Innovating to Market Needs
Korzinka (TBC)
Evolving Retail Market
Makhmudjon Rakhimov, Japan Uz Trade, Director
Japanese Market Needs
Habibulla Nazarov, Dolanalik meva bogi FE
Farmer Processing Innovations for the Japanese Market
Fayzulla Kholboev, Fayzulla Kholboev FE
Farmer Production Innovations for the Japanese Market
Ulugbek Shadibaev, Urtachirchiq golden fruits LLC, Director
Establishing New Varieties

PANEL SESSION 3
Export Master Class

Promoting Central Asian products to new export markets in Europe, East Asia, and the Middle East:
• effective promotion tools for SMEs;
• export marketing strategies;
• seasonality of high-value crops;
• checklist of import requirements.

Moderator
Mr. Sabit Narbayev

Speakers
Ms. Kateryna G. Schroeder, Agricultural Economist, Agriculture Global Practice, World Bank
New Research on New Markets for Central Asian Horticultural Exports
Mr. O. Khorev, International Export Consultant
Master Class on Export Promotion
11:30 – 13:00  PANEL SESSION 1  
**Trade Policy Discussion**

Will lead a discussion of trade issues relating to market access and WTO accession

**Moderator**
Mr. Jovan Jekic, CTJ WTO Advisor

**Speakers**
Ms. Rosalind McKenzie, Senior Regional Cooperation Specialist, East Asia Department, Asian Development Bank
**Strengthening Sanitary and Phytosanitary Measures in CAREC Countries**

14:00 – 15:30  PANEL SESSION 5  
**Horticulture Production: Yield, Finance and Technical Operation**

**Moderator**
Mr. Azim Gaibulin, EBRD Associate, SME Finance and Development

**Speakers**
Mr. Azim Gaibulin, EBRD
**SME Finance and Development Toolkit**
Mr. Jan Enthoven, EBRD Consultant, Senior Expert
**Financing and operating greenhouse production**
Mr. Cornelius Koeleman, EBRD consultant, Senior Expert Horticulture
**Fruit Orchards Production**

16:00 – 17:30  PANEL SESSION 6  
**E-Trade & Women Cooperatives**

Tools available for rural women to use e-commerce and social media to overcome the tyranny of distance

**Moderator**
Ms. Alfiya Musina

**Speakers**
H.E. Ambassador of Canada in Kazakhstan, Mr. Nicholas Brousseau
Ms. Evija Pudane, Director General Cleantech Latvia
Ms. Eleonora Fazulalba, FAO
Ms. Anna Mori, International Trade Center, SheTrades Lead Q&A with case studies
14:00 – 15:30 **PANEL SESSION 4**
Organic Production and Marketing – A roadmap to certification and exports

- Showcasing world's organic production and marketing trends.
- Presenting requirements for organic certification and accreditation.

**Moderator**
Mr. Zeinulla Sharipov (MoA)

**Speakers**
Mr. Yevgeniy Klimov
Mr. Arsen Kerimbekov
Ms. Virginija Lukšienė
Mr. Vladimir Balyberdin
Mr. Iskanderbek Aidaraliyev
Mr. Maksud Buzrukov
Ms. Marina Klimova
Mr. Andrey Strelec

16:00 – 17:30 **PANEL SESSION 4 (CONTINUED)**
Organic Production and Marketing – A roadmap to certification and exports

**Moderator**
Mr. Arsen Kerimbekov

**Speakers**
Mr. Yevgeniy Klimov
Mr. Arsen Kerimbekov
Ms. Virginija Lukšienė
Mr. Vladimir Balyberdin
Mr. Iskanderbek Aidaraliyev
Mr. Maksud Buzrukov
Ms. Marina Klimova
Mr. Andrey Strelec
14:00 – 15:30  **PANEL SESSION 7**  
**Corporate Horticulture Presentations**

**Moderator**  
Mr. Marat Beksultanov, Director AgriTech Hub, Kazakhstan

**Speakers**
DTN/AGRIN (TBC)  
Mr. Richard Spooner, Representative of Valmont Industries in Kazakhstan  
Ms. Alem Abubakirova, Special American Business Internship Training Program Coordinator  
Mr. Murod Khusanov, Online Trade Tools, OSCE  
Robo Avia Tech Drones (TBC)

16:00 – 17:30  **PANEL SESSION 8**  
**Air Cargo Facilitation of Central Asian Horticulture Exports**

**Moderator**  
Mr. Timur Ospanov, Almaty Intl Airport

**Speakers**
Ruslan Gabbassov, Karagandy Intl Airport  
Marina Zhapabayeva, IrMa Air  
Marina Kuznechevskaya, FlyDubai  
Mehmet Yavuz Ulug, Turkish Cargo  
Alexander Ushnurcev, S7 Cargo  
Madina Ahmejanova, KTZ Express