THE NINTH CENTRAL ASIA TRADE FORUM
HORTICULTURE INNOVATION AND INVESTMENT

NOVEMBER 12-13, 2019
SHYMKEKT, KAZAKHSTAN
RIXOS KHADISHA HOTEL
# Agenda Summary

## Day 1  November 12, 2019

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| 9:30 –10:30   | Introduction  
OPENING REMARKS                  | BALL ROOM      | 3    |
| 10:30 –11:15  | PRESS CONFERENCE | NATIONAL CORNERS OPENING | COFFEE BREAK |  |
| 11:15 –13:00  | PLENARY SESSION  
A NEW AGE OF HORTICULTURE                  | BALL ROOM      | 3    |
|               | PANEL SESSION 1  
Trade Policy Discussion                     | ABAI ROOM      | 5    |
| 13:00 –14:00  | LUNCH | ATRIUM AREA, 2nd FLOOR                |  |
| 14:00 –15:30  | PANEL SESSION 2  
Incentivizing Innovation in Central Asia's Horticulture Value Chains | BALL ROOM      | 4    |
|               | PANEL SESSION 4  
Organic Production and Marketing –  
A roadmap to certification and exports     | KAZHYMUKAN ROOM | 7    |
|               | PANEL SESSION 5  
Horticulture Production: Yield, Finance and Technical Operation | ABAI ROOM      | 5    |
|               | PANEL SESSION 7  
Corporate Horticulture Presentations       | NAZARBAYEV HALL | 9    |
| 15:30 –16:00  | COFFEE BREAK                     |  |
| 16:00 –17:30  | PANEL SESSION 3  
Export Master Class                         | BALL ROOM      | 4    |
|               | PANEL SESSION 4 (CONTINUED)  
Organic Production and Marketing –  
A roadmap to certification and exports     | KAZHYMUKAN ROOM | 8    |
|               | PANEL SESSION 6  
Engaging Women in E-Trade                  | ABAI ROOM      | 6    |
|               | PANEL SESSION 8  
Air Cargo Facilitation of Central Asian Horticulture Exports | NAZARBAYEV HALL | 9    |

### Special All Day Event: ISO Training for SMES


**ORGANIZER:** CERT INTERNATIONAL 
**SEPARATE REGISTRATION AT:** [www.catradeforum.org](http://www.catradeforum.org)
AGENDA SUMMARY

DAY 2 NOVEMBER 13, 2019

OPTIONAL SITE VISITS:

AGRITEK EXHIBITION SHYMKENT NOVEMBER
13-15, 2019
EXHIBITION OPENS 10:00
OFFICIAL OPENING CEREMONY 12:00 NOON

Transfers for interested participants will be provided:

To the AgriTek Exhibition:
- From Rixos Khadisha Hotel: every hour starting from 9:30 am to 03:30 pm
- From Grand Shymkent Hotel: every hour starting from 9:40 am to 03:30 pm

To Rixos Khadisha Hotel and Grand Shymkent Hotel:
- From AgriTek Exhibition: every hour starting from 11:00 am to 04:00 pm

COLD CHAIN ROUND TABLE AND SITE VISIT TO THE CONTINENTAL LOGISTICS CENTER
9:00 - 10:45

Cold Chain Roundtable
Venue: Rixos Khadisha Hotel, 11 floor, Nazarbayev Hall
Moderator:
Ms. Larissa Kislyakova, TLP Chairman
Speakers:
- Mr. Yerlan Absatov
- Mr. Arsen Rysdauletov
- Mr. Bolat Zholdasov
- Mr. Sultan Dzhakalaev

10:45 -12:15:
Site Visit to Continental Logistics Center (with a stop at AgriTek Exhibition on return)

Estimated return time to RIXOS KHADISHA HOTEL: 13:00

PARTNERS & SPONSORS

MEDIA PARTNERS

DAY TRIP TO VISIT TOURISM SITES IN TURKESTAN – A FEE WILL BE CHARGED TO EACH PARTICIPANT
Participants pick up time:
8:00 – from Rixos Khadisha Hotel
8:15 – from Grand Shymkent Hotel
Estimated return time to Shymkent: 17:00
9:30 – 10:30  INTRODUCTION

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

OPENING REMARKS

Mr. Yerlan Aitakhanov, Akim of Shymkent City
Honorable Mr. William H. Moser, U.S. Ambassador to Kazakhstan
Mr. Azamat Askaruly, Vice Minister of Trade and Integration of the Republic of Kazakhstan
Mr. Amangeldi Isaev, Deputy Minister of Agriculture, Food Industry and Melioration of Kyrgyz Republic
Mr. Bakhodir Khalikov, Deputy Minister of Agriculture of the Republic of Uzbekistan

10:30 – 11:15  PRESS CONFERENCE NATIONAL CORNERS OPENING COFFEE BREAK

11:15 – 13:00  PLENARY SESSION: A NEW AGE OF HORTICULTURE

Moderator

Mr. Nurlan Kabishtayev, Director of Regional Chamber of Entrepreneurs Atameken of Shymkent City

Speakers

Mr. Abilseyit Rabaev, Chairman of the Board of Shymkent Social-Entrepreneurial Corporation
Presentation of Shymkent Agro-Industrial Zone
State Support to Investments and Businesses
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

13:00 – 14:00  LUNCH | ATRIUM AREA, 2ND FLOOR
14:00 – 15:30  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
Mr. Aidar Baimakhan, MCC Trade Co. KZ
Importers Innovating to Market Needs
Korzinka (TBC)
Evolving Retail Market
Mr. Makhmudjon Rakhimov, Japan Uz Trade, Director
Japanese Market Needs
Mr. Habibulla Nazarov, Dolanalik meva bogi FE
Farmer Processing Innovations for the Japanese Market
Mr. Fayzulla Kholboev, Fayzulla Kholboev FE
Farmer Production Innovations for the Japanese Market
Mr. Ulugbek Shadibaev, Urta chirchiq golden fruits LLC, Director
Establishing New Varieties

15:30 – 16:00  COFFEE BREAK

16:00 – 17:30  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 Nurbayev, C5+1 Lead, USAID CTJ

Speakers
Ms. Kateryna G. Schroeder, Agricultural Economist, Agriculture Global Practice, World Bank
New Research on New Markets for Central Asian Horticultural Exports
Mr. Oleksandr Khorev, International Export Consultant
Master Class on Export Promotion
11:15 – 13:00  PANEL SESSION 1  
Trade Policy Discussion

Discussion of trade issues relating to market access and WTO accession

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

**Speakers**
Mr. Jovan Jekic, CTJ WTO Advisor
Trade Policy and WTO Membership
Mr. Nurken Kenes, Ministry of Trade and Integration, Republic of Kazakhstan
Kazakhstan’s WTO accession: experience in numbers
Ms. Rosalind McKenzie, Senior Regional Cooperation Specialist, East Asia Department, Asian Development Bank
Strengthening Sanitary and Phytosanitary Measures in CAREC Countries
Mr. Ringolds Arnitis, Ex-Director-General of the European and Mediterranean Plant Protection Organization, International Phytosanitary Expert
Role of Phytosanitary Control in Horticulture Trade

13:00 – 14:00  LUNCH | ATRIUM AREA, 2ND FLOOR

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
Introduction to Dutch Horticulture
Mr. Cornelius Koeleman, EBRD consultant, Senior Expert Horticulture
Fruit Orchards Production

15:30 – 16:00  COFFEE BREAK
16:00 – 17:30  PANEL SESSION 6  Engaging Women in E-Trade

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

Moderator
Ms. Alfiya Musina, USAID CTJ

Speakers
Ms. Evija Pudane, Director General Cleantech Latvia
Ms. Eleonora Fayzullaeva, FAO
Mr. Odiilon Khudoyberdiev, Great Wall Consulting-regional authorized partner Alibaba GET in Uzbekistan

E-Trade Platforms: Best Global Practices and Opportunities for Women Business in CA
14:00 –15:30  PANEL SESSION 4  
Organic Production and Marketing – A roadmap to certification and exports

- Showcasing global organic production and marketing trends.
- Presenting requirements for organic certification and accreditation.
- Includes a small exhibition and B2B for organic growers, suppliers and buyers.

**Welcome speech**
Mr. Zeynulla Sharipov, Ministry of Agriculture, Kazakhstan  
Mr. Roman Kusainov, UNDP in Kazakhstan

**Moderator**
Mr. Arsen Kerimbekov

**Speakers**
Mr. Yevgenyi Klimov, The chairman of KAZFOAM  
The main trends in world production and the market for organic products  
Mr. Arsen Kerimbekov, Director of the Union of Organic Producers of Kazakhstan  
The activity of the Union of Organic Producers of Kazakhstan  
Ms. Virginia Lukšienė, Head of certification company OY “Ecoagros”, Lithuania  
EU and PRC requirements for the export of organic production, Basic requirements for the export of organic agricultural products

15:30 –16:00  COFFEE BREAK
PANEL SESSION 4 (CONTINUED)
Organic Production and Marketing –
A roadmap to certification and exports

Moderator
Mr. Arsen Kerimbekov

Speakers
Mr. Oleg Mironenko, representative of NOU – National Organic Union of Russia
Prospects for the development of the market for organic products in the Russian Federation

Mr. Vladimir Balyberdin, Marketing Director at Institute of AgroEcosystems
Creation of organic brands in the fruit and vegetable sector

Mr. Iskenderbek Aydaraliev, Chairman of the Federation of Organic Movement of Kyrgyzstan BIO – KG
Development of Organic Agriculture in Kyrgyzstan

Ms. Marina Klimova, Director of LLP “Mr.Tsoy”
Cooperation of producers of organic fruits and vegetables for processing and marketing of finished products

Mr. Andrey Strelets, The head of FP “Strelec”
Growing organic products on vermicompost
14:00 – 15:30  PANEL SESSION 7  
Corporate Horticulture Presentations

Moderator  
Mr. Marat Beksultanov, Director AgriTech Hub, Kazakhstan

Speakers  
Mr. Matthew Boulos, Director, International Business Development DTN  
Mitigation of Climate Change with DTN Technologies  
Ms. Alem Abubakirova, Program Coordinator  
Special American Business Internship Training (SABIT)  
Mr. Nigmatjon Anvarov, AgroMart.uz  
Information Technology Approach to Agriculture  
Mr. Alexander Lee, Robo Avia Tech Drones  
Mr. Tomasz Braczkowski, Spectro Light  
World’s LED illumination technologies to increase effectiveness of plants assimilation

15:30 – 16:00  COFFEE BREAK

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

Moderator  
Mr. Timur Ospanov, Almaty Intl Airport

Speakers  
Mr. Ruslan Gabbassov, Karagandy Intl Airport  
Ms. Marina Zhapabayeva, IrMa Air  
Ms. Marina Kuznechevskaya, FlyDubai  
Mr. Mehmet Yavuz Ulug, Turkish Cargo  
Mr. Igor Alkhovikh, S7 Cargo
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| 09:00 - 10:30 | **ROUND TABLE**  
Cold Chain                                                      |
| Moderator | Ms. Larisa Kislyakova, Chairperson Central Asia Transport and Logistics Partnership |
| Speakers  | Mr. Yerlan Absatov, Head of the Union of Transport Workers KAZLOGISTICS  
Mr. Arsen Rysdauletov, GCCA Kazakhstan representative  
Mr. Bolat Zholdasov, General Director, Continental Logistics MLC, Shymkent  
Mr. Sultan Dzhakalaev, MCC Trade Company, LLC, Director of South Branch |
| 10:30 - 10:45 | **BREAK**                                                          |
| 10:45 | Departure to Continental Logistics Center  
Departure point: Rixos Khadisha Hotel                                |
| 11:15 - 12:15 | **Arrival at Continental Logistics Center**                          |
| Welcome Note: | Mr. Asylbek Kultayev  
Visiting climate warehouse  
Visiting container warehouse, cranes and railway siding |
| 12:15 | **DEPARTURE TO RIXOS KHADISHA HOTEL**  
(WITH A STOP AT AGRITEK EXHIBITION)                                  |
| 13:00 | Estimated return time to Rixos Khadisha Hotel                        |