



CAREC Digital Trade Fair

19 April 2024, Astana

CONCEPT AND PROGRAM

Participants: Representatives of trade, digital and ICT ministries; private sector; DPs

Organizers: Astana Hub and ADB

Venue: Astana Hub (Event Hall, 1st floor)

Master of Ceremony: Madi Tazhikenov, Head of International Relations and Investment Office, Astana Hub

Astana Hub is one of the most dynamically developing IT technology parks in the Central Asian region. Since its launch in 2018, around 558 start-ups have gone through acceleration and incubation programs. More than 1,300 Kazakhstan and foreign IT companies have received official Astana Hub residential status (tax preferences 0% on VAT, CPN, IPN, et al.), allowing them to reinvest their savings into developing their projects.

Marketplace. Technology start-ups catering to domestic and international markets and companies participating in e-commerce/digital trade or operating digital marketplace will be invited to showcase their work through demo screens, banner ups, flyers, videos, etc., displayed in designated hall sections.

[Around 10 participants will set up a desk outside the meeting room. See Appendix 1]

Innovation Spotlight. In this session, selected entrepreneurs (leaders from successful start-ups, accelerators, e-commerce firms, and digital marketplace operators) will present their solutions and innovative business models to support digital trade, their role in digital transformation and sustainable/green transition, and the support they need to realize their full potential.

Participants can use the following guiding questions: *"Advancing Digital Trade Solutions for Start-ups"*

1. Innovation and Technology: "What innovative technologies or approaches do you employ to enhance the digital trade ecosystem, and how does it compare or integrate with existing infrastructures?"
2. Impact and Value Proposition: "What tangible benefits does your product/service offer to key stakeholders in the digital trade space, including governments, businesses, and consumers, and how do you measure the impact of your solution?"
3. Scalability and Adaptability: "Given the diverse economic landscapes across the CAREC region¹, how is your solution adaptable to different markets within the region, and what is your roadmap for scaling across these varied environments?"
4. Regional Integration and Expansion: "How does your solution foster cross-border collaboration in Central Asia, and what strategies do you have to overcome regional

¹ The CAREC Program covers Azerbaijan, People's Republic of China, Georgia, Kazakhstan, Kyrgyz Republic, Mongolia, Pakistan, Tajikistan, Turkmenistan, Uzbekistan.

challenges such as varied regulatory environments, language barriers, and diverse market dynamics?"

Moderator: **Arndt Husar**, Senior Public Management Specialist, Climate Change and Sustainable Development Department, ADB

[Following a moderated panel format, around 5-10 start-ups will share their solutions and experiences using the guide questions above (see Appendix 2). The moderator will ask follow-up questions and invite discussants to provide perspective, then open Q&A with the audience. We have invited investors, venture capitalists, government officials, and other private sector stakeholders as discussants (see Appendix 3).]

Venue: Event Hall, 1st floor

Government/Business Matching and Networking. Opportunities for national technology parks and promising enterprises to meet with government, venture capitalists, investors, and business partners across the CAREC region—to learn from their technologies and experiences, identify potential business partnerships, and expand access to new markets.

[The list of attendees will be shared, see Appendix 4. Participants can prearrange/request for meeting with other participants through online sign up. Contact persons: Muhammad Muddassir Naveed (mnaveed.consultant@adb.org) and Madi Tazhikenov (m.tazhikenov@astanahub.com). Time and space will be allocated in the venue.]

Program:

CAREC Digital Trade Fair	
8:00	Departure from St. Regis <i>(Kabanbay Batyr Ave., 1 Nura district)</i>
9:00	Arrival at Astana Hub <i>(Mangilik El Avenue 55/8)</i>
09:00-10:00	Tour of the premises and visit marketplace (in batches)
10:00-11:30	Presentation by Astana Hub Innovation Spotlight <i>"Advancing Digital Trade Solutions for Start-ups"</i>
11:30-11:40	Coffee Break (set up room for meet-up and networking)
11:40-onwards	Government/Business Matching and Networking
12:15	Cocktail Lunch (2 nd floor above the Event Hall)
14:30	Travel back to St. Regis

Tour of Astana Hub

	Group 1 ● <i>(non-Russian speaking)</i>	Group 2 ● <i>(Russian speaking)</i>	Group 3 ● <i>(non-Russian speaking)</i>
Astana Hub coordinator	Markhabat Zeinegabidenova	Aray Saudanbay	Alma Tapayeva
ADB coordinator	Muddassir, Irene	Irakli, Aiken	Naveed, Yen
Participants	AZE, PRC, MON, PAK	GEO, KGZ, TAJ, TKM, UZB	DPs, Others

Translator	Yes	No	Yes
Astana Hub Tour Itinerary	<ol style="list-style-type: none"> 1.Alem School 2.First Floor 3.Second Floor 4.Third Floor 5.Event Hall (presentation about Astana Hub) 	<ol style="list-style-type: none"> 1.First Floor 2.Alem School 3.Third Floor 4.Second Floor 5.Event Hall (presentation about Astana Hub) 	<ol style="list-style-type: none"> 1.Second Floor 2.Third Floor 3.First Floor 4.Alem School 5.Event Hall (presentation about Astana Hub)

Appendix 1: Start-ups and Companies in the Marketplace (Approx. 10 Parties)

Start-up Name	Sector	Country	Contact
Alibaba.com	E-Commerce	People's Republic of China	Alibaba.com
Forest Hero	ClimateTech	Kazakhstan	https://kz.linkedin.com/company/forest-hero
Desoto	AI edtech	Kazakhstan	https://uichallenger.web.app/
i-Line.kz	E-Commerce platform	Kazakhstan	i-Line.kz
Smart Satu	E-Commerce B2B Marketplace	Kazakhstan	https://launch.smartsatu.com/
CityPay	BlockChain, Crypto	Georgia	www.citypay.io
Tastamat	Last Mile Delivery	Kazakhstan	https://tastamat.kz/

Appendix 2: Start-ups in the Innovation Spotlight (Approx. 10 Startups)

Start-up Name	Sector	Country	Contact
Diagnostic at home LLC	MedTech	Kazakhstan	https://www.mydnd.ru/
SolGlow Innovations	Agritech	Kazakhstan	https://solglowinnovations.mydurable.com/?pt=NjU1ZjM2YmU2ZWZzZjYxY2U5OGZjMWQxOjE3MTE1MzcyODluMTAzOnByZXZpZXc=
BetterFuture Group	E-Commerce platform	Uzbekistan	https://betterfuture.uz/
Logizi	Logistics/ Delivery supply chain	Kazakhstan	LOGIZI moving in the app store or Google play
Jasaim Blockchain	Blockchain	Kazakhstan	Jasaim.kz

Appendix 3: List of Investors, Venture Capitalists, Government, and other Private Sector Discussants

- Assel Abdrakhmanova, Director for Government Engagement in Central Asia, Mastercard
- Irakli Kashibadze – CEO Future Laboratory
- Abay Absamet – CEO BGlobal Ventures
- Magnaibaatar Tsendsuren, Deputy Chief Executive Officer, Mongolia National Chamber of Commerce and Industry
- Wenjuan Li, Marketing Lead for Global Potential Countries, Alibaba.com

Appendix 4: List of Participants at the CAREC Digital Trade Fair – Government/Business Matching

Irakli Arjevanidze - Ibccs.tax

Kendrick White – Vice Rector AlmaU

Sarvar – University of West Minister

Qi Qi - Shanghai Taovation

Rui Zhang - Zhejiang Gongshang University

Xiaowen Wan - Yuxin Consulting