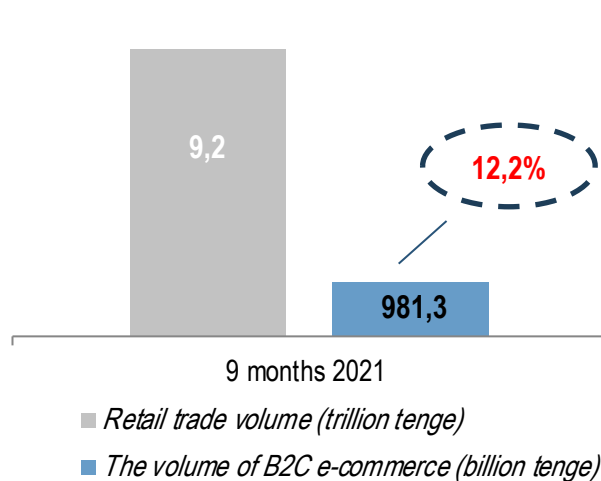
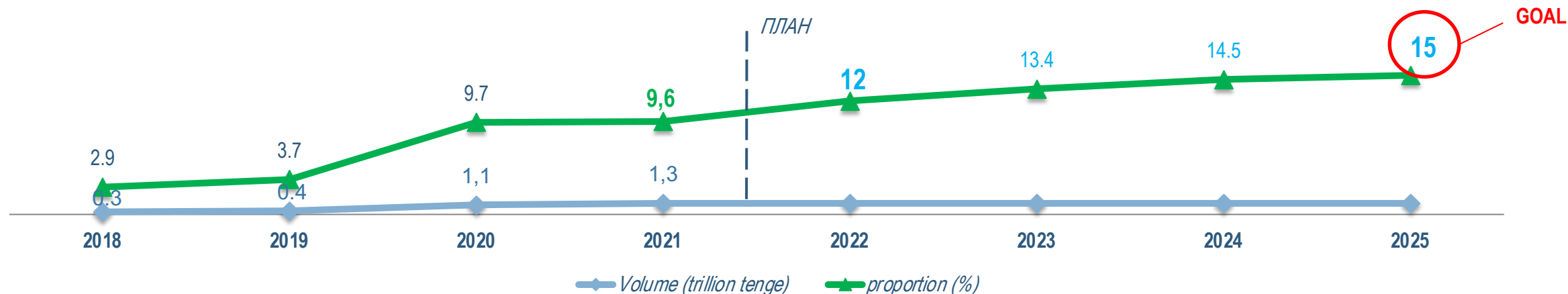




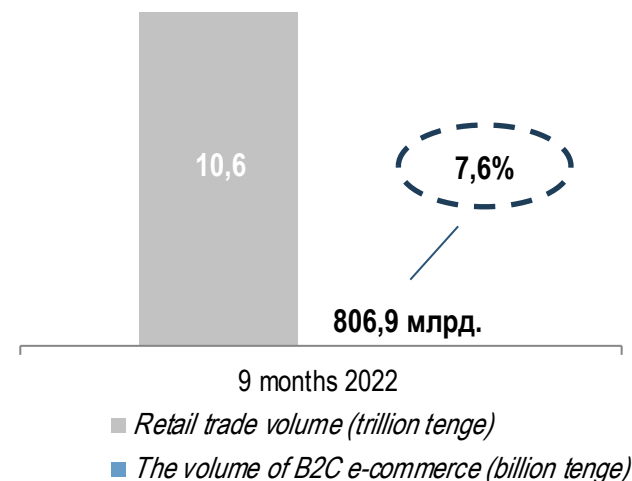
# Ministry of Trade and Integration of the Republic of Kazakhstan



Astana 2022



**Results of 2021:** 35.1 million parcels (981.3 billion tenge), of which:  
Kazakhstani Internet sites: 21.9 million parcels (904.4 billion tenge); int.  
Internet sites: 6 million parcels (76.6 billion tenge).



**9 months of 2022:** 28.7 million parcels (806.9 billion tenge), of which:  
Kazakhstani Internet sites: 23.6 million parcels (733.6 billion tenge); int.  
Internet sites: 5.1 million parcels (73.2 billion tenge).

**EFFECT**

e-commerce proportion **15%** >>>> к 2025 году



**School of e-commerce** for SME Entrepreneurs is a free online educational e-commerce platform that will help Kazakhstani entrepreneurs create and grow their business online.

**Objective of the project** - training SMEs on how to go online and expand their business through e-commerce.

**The instructional videos consist of:**

- Video tutorials on the LMS platform from ICT companies/partners;
- Short video lectures (5-7 minutes each) - 50 videos;
- Each lesson has an additional video, articles and podcasts, and special homework;
- Each main topic is followed by a knowledge test.

**Additionally:**

Podcasts and live interviews with leading experts/mentors on e-commerce, digital business, and more.



BTS·Digital



Platform launched  
in March **2022**



Trained:  
over **1500** SMEs





**Program goal:**

- direct support for promotion on the Alibaba.com B2B platform to beginners and experienced entrepreneurs in the status of "Gold supplier"



**Export geography:**

USA, China, Macedonia, Australia, UAE, Oman, countries of the EAEU and Central Asia



**Main exported goods:**

Honey, food products, small appliances, meat products, toys, oils, textiles.



**Food products from Kazakhstan** are in great demand - oils, grain products, honey and frozen packaged meat.



**Gold Supplier**

**220**

DCP received "Golden Supplier" accounts

**70**

companies this year

**7500**

Kazakhstani products on the site



**More than \$200**

Million – cumulative sales of products through the platform



MINISTRY OF TRADE AND  
INTEGRATION OF THE REPUBLIC OF  
KAZAKHSTAN



International  
Trade  
Centre

**Goal:** capacity building, advisory services and awareness raising for the development of international and intra-regional trade of SMEs through online channels

## Work done

- Selected and trained **national trainers** and **national e-commerce partners**;
- A **selection of Kazakhstani SMEs** was carried out for launching on online trading platforms;
- National trainers train and guide 40 SMEs from the textile and clothing, handicraft and agribusiness sectors.

## Expected results

- Accompanying SMEs to sell through online channels at the national, regional and international levels;
- SMEs will be provided with advisory services on access to improved logistics, payments, delivery and IT services;
- For export-ready SMEs, additional advisory services and coaching will be provided to explore their current online presence, improve their current offerings, and support their digital marketing.