



# Tech

 AIFC

# Why AIFC?

*AIFC offers businesses a complete and comprehensive legal platform to promote, implement and protect investments*



## TAX ADVANTAGES

0% corporate tax on financial services

## EXPAT-FRIENDLY

Single window approach to public services  
Simplified visa regime  
0% income tax



## ENABLING LEGAL ENVIRONMENT

Independent court and common law judiciary  
Fast Track Principle

## FLEXIBLE REGULATORY FRAMEWORK

Independent Regulator  
Sandbox mode  
Best practice approach





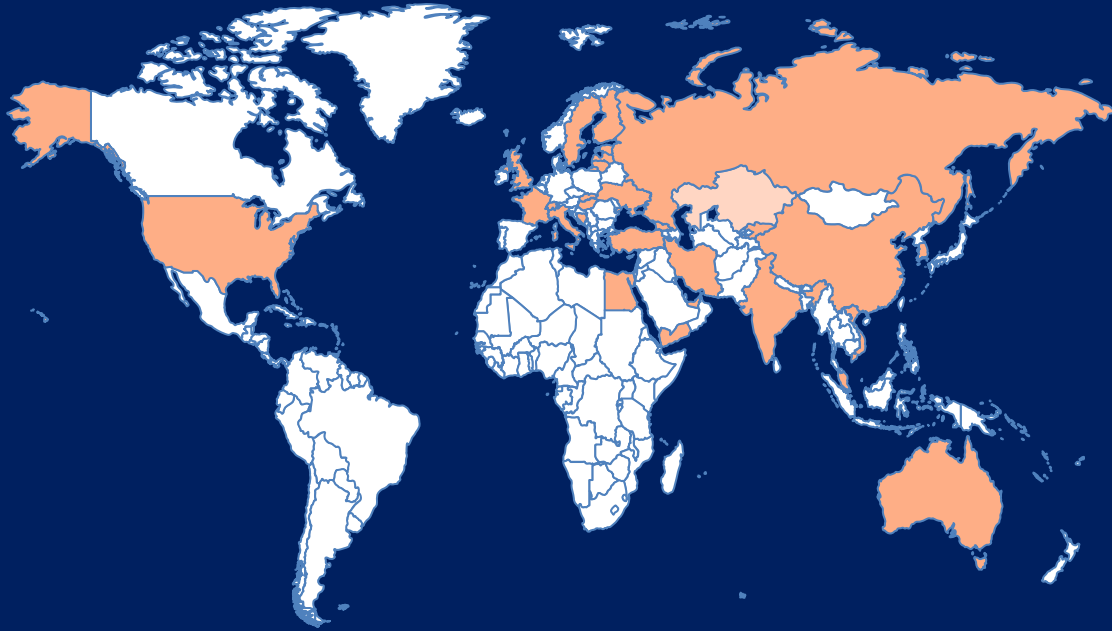
## Astana International Financial Centre

**A special legal treatment area in the capital of Kazakhstan**

established under English Law, which is applied by more than 80 percent of the business community across the world

# AIFC participants

1300+ companies from 60 countries



29 brokers

CICC · SHENWAN HONGYUAN SECURITIES HONG KONG ·  
WOOD & COMPANY FINANCIAL SERVICES · TSESNA CAPITAL  
· BCC INVEST · HALYK FINANCE · TENGRI CAPITAL ·  
FREEDOM FINANCE · KAZKOMMERTS SECURITIES



# Tech Hub

## AIFC unit created to develop:

-  Competence Center for Innovation and Financial Technologies
-  Center for Corporate Innovation and Transformation
-  E-Commerce center
-  Venture Investment Hub (Venture Rocket Eurasia)
-  Center for Testing and Piloting Innovative Financial Services – Fintech Lab Special Sandbox Mode
-  Affiliate Center for the Fourth Industrial Revolution
-  New technology industries in Kazakhstan (SatelliteTech, GovTech, Industry 4.0, CloudTech, BigTech)

# Main e-commerce stakeholders in Kazakhstan:

- ✓ Ministry of Trade and Integration of the Republic of Kazakhstan
- ✓ QazTrade Trade Policy Development Center JSC
- ✓ JSC Kazpost
- ✓ Atameken National Chamber of Entrepreneurs
- ✓ Digital Kazakhstan Association
- ✓ Business community and startups in the e-commerce industry and others



# Current status of e-commerce development in Kazakhstan

- In 2021, the size of the B2C e-commerce market is **KZT 1.3 trillion**
- Share of e-commerce in the total retail trade is **9.6%**
- Since 2022, an e-commerce school has been launched in partnership with the leading global payment company Mastercard
- Draft Law of the Republic of Kazakhstan «On Protection of Consumer Rights» ecommerce has been conceptualized
- E-commerce enterprises in Kazakhstan are exempt from income tax until 2023
- Wildberries - 9,000 thousand Kazakh entrepreneurs
- Alibaba.com - more than 4 thousand Kazakh goods and 150 companies
- Amazon - direct access to registration for Kazakh companies



## Best case of successful fintech company in Kazakhstan that became country's largest online e-commerce platform as well

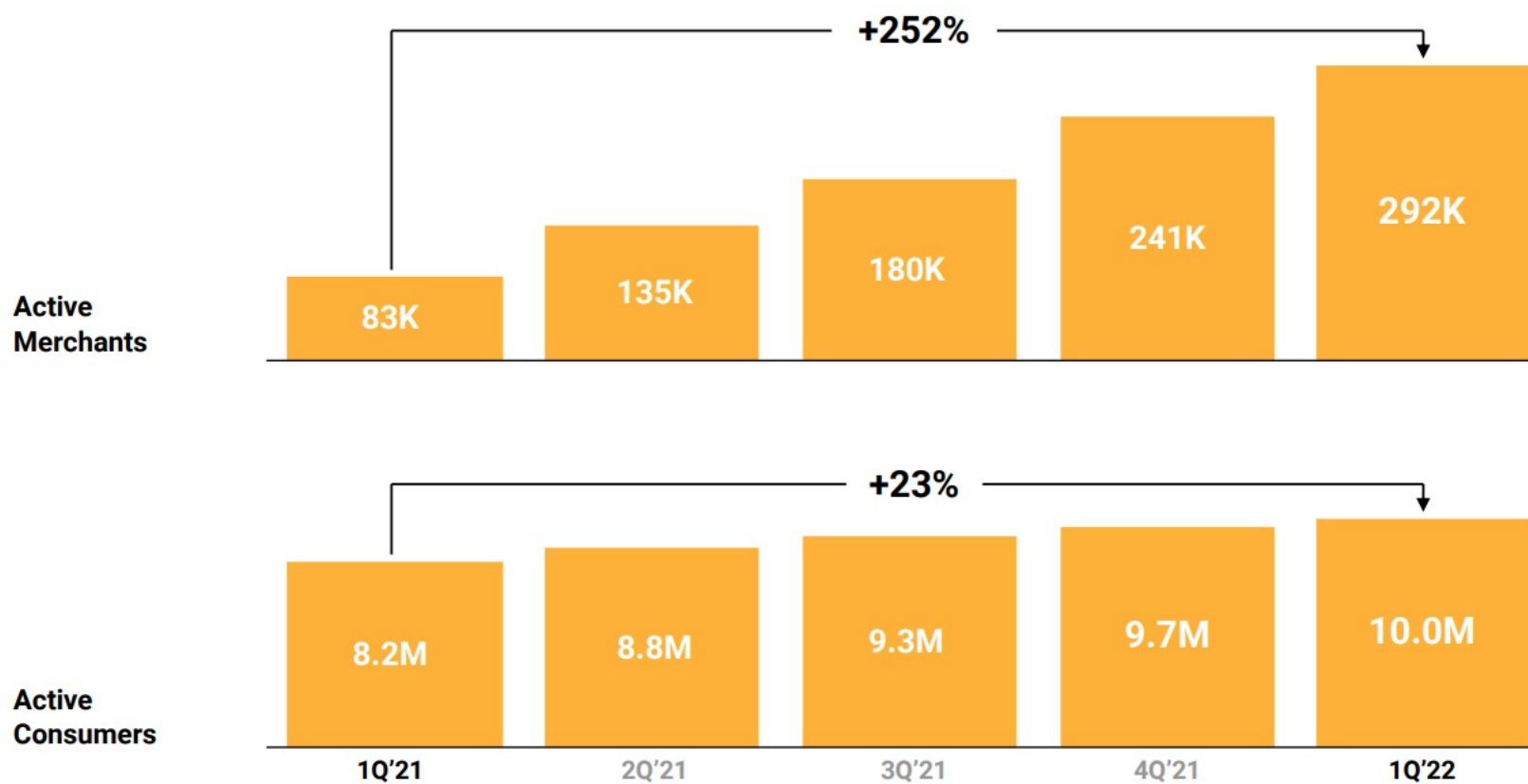
According to the last Kaspi report, the results for 1Q 2022

- Marketplace +50% GMV YoY
- mobile-Commerce GMV up 66% YoY
- e-Grocery GMV and purchases up 23x & customers up 10x YoY
- Kaspi Postomats already 9% of e-Commerce deliveries
- Kaspi Travel is already 9% of total Marketplace
- e-Commerce deliveries up 107% YoY
- Share of delivery reached 91% in 1Q22





# Merchants up 252% and consumers up 23% YoY



# Plans for e-commerce development at the AIFC site

## For government e-commerce stakeholders:

- Report/research of the e-commerce market and the potential for development of e-commerce in Kazakhstan
- Recommendations from WEF and other world experts on e-commerce & digital trade development
- Access to the WEF base through the Center for the Fourth Industrial Revolution
- Joint projects for the development of e-commerce in the country

## For business players in the e-commerce market:

- Information support for the business community concerning all existing programs for the development of e-commerce in Kazakhstan and Central Asian countries
- Meet-up and discussion meetings (on a quarterly basis) of the business community/e-commerce experts with stakeholders at the AIFC site
- Matchmaking global platforms and local domestic companies, e-commerce startups with large market placers
- Attracting international ecommerce partners to Kazakhstan

If you have any questions regarding the direction of e-commerce in AIFC Tech Hub, please contact Aigerim Alimgozhayeva

Aigerim Alimgozhayeva  
a.alimgozhayeva@aifc.kz



**Thank you!**