



BUILDING EFFICIENT REGULATORY FRAMEWORK TO PROMOTE CUSTOMER-FRIENDLY E-COMMERCE SECTOR IN CENTRAL ASIA

PAVEL SHUST, IFC CONSULTANT

IN PARTNERSHIP WITH



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO



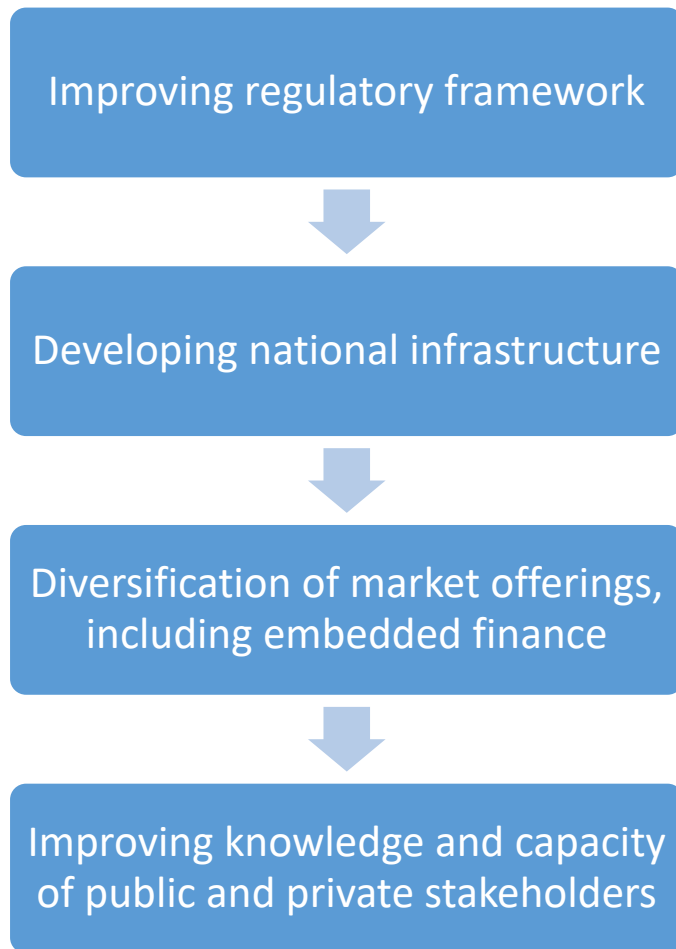
IFC

**International
Finance Corporation**
WORLD BANK GROUP

Creating Markets, Creating Opportunities

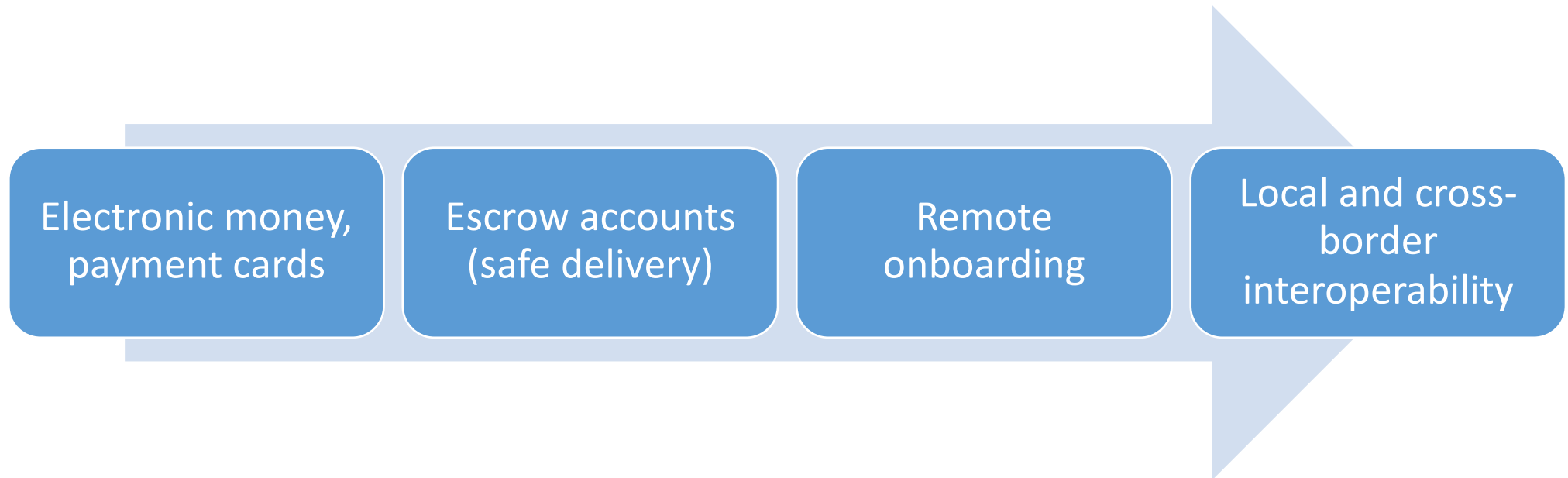
12 May, 2022

What we do – supporting development of embedded finance



Pillar I – Availability and Access

- Making sure that consumers and merchants have access to efficient, convenient payment instruments and services appropriate for their needs



Pillar II – Lower costs for merchants and consumers

- Efficient competition is a key to cheaper and more customer-friendly solutions

Promotion of Open Banking policies that support free exchange of data and sharing infrastructure

Making use of FPS to its fullest potential supports widening of digital payments and services

Supporting development of added value products/services (agent networks, cash management, etc.).

Pillar III – Capacity and Awareness

- Increasing trust towards cashless payments both for merchants and consumers

E-signature regulation to ensure trust and enforceability of contracts

Financial literacy and awareness for the consumers

Regulation supporting frictionless experiences (agent banking, online onboarding)

Thank You

Get in touch with us

Zarina
Odinaeva

Senior Financial Sector Specialist

+ 1 202 876 6275
zodinaeva@ifc.org

Fatima
Eshimbekova

Financial Sector Specialist

+996 558 990 915
feshimbekova@ifc.org

Nargis
Podchoeva

Operations Officer

+1(202) 492 52 67
npodchoea@ifc.org

Pavel
Shust

Digital Finance Specialist

+7 906 271 0450
pshust@ifc.org

Jose M.
Moreno de Barreda

Digital Finance Specialist

+34 630 065 249
jmorenodebarreda@ifc.org