

Presentation e-Commerce Association of the Kyrgyz Republic

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President
e-Commerce Association of the Kyrgyz
Republic



Goals of the Association

- Represent the interests of online businesses in Kyrgyzstan
- Providing legal and informational support on e-commerce for members of the Association
- Introducing and establishing international standards in electronic commerce
- Helping to increase trust in online shopping
- Popularize e-commerce and encourage businesses to apply uniqueness in their business models
- Providing expertise to help online businesses expand globally
- Creating a platform for networking among members

What is e-commerce?

It is the process of performing **a commercial transaction electronically** on the Internet between a seller and a buyer.

This is the future of commerce around the world.



Why is e-commerce important?

This is a key driver of economic development, especially for SMEs

E-commerce is becoming a
new way of trading

It offers SMEs the opportunity
to do business all over the world

It can provide significant
income
from other countries

Она поднимает экономику

It's building a digital economy ready for
the future



e-commerce trends for 2021.

2.2 billion
people

\$4.92 trillion

26.9 billion
attendance

The growth of e-commerce

\$4.93 trillion

2021

\$6,74 trillion

2024

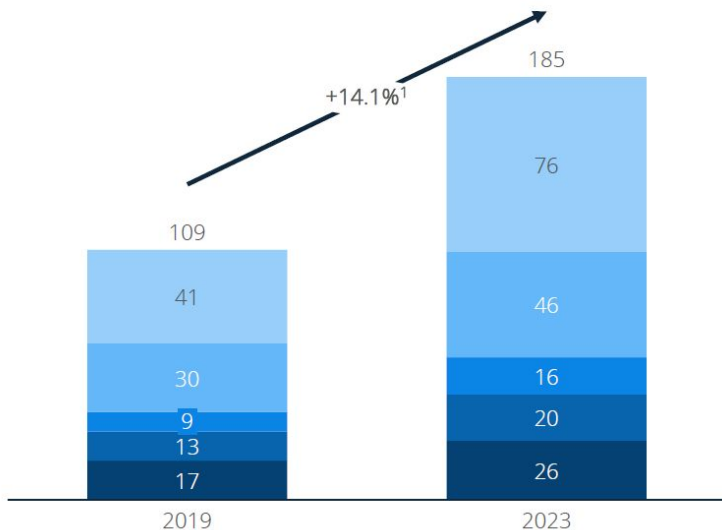


E-commerce capabilities

Kyrgyzstan

E-commerce revenues in millions of U.S. dollars

eCommerce revenues in million US\$



Cumulative average annual growth rate for 2019-2023.

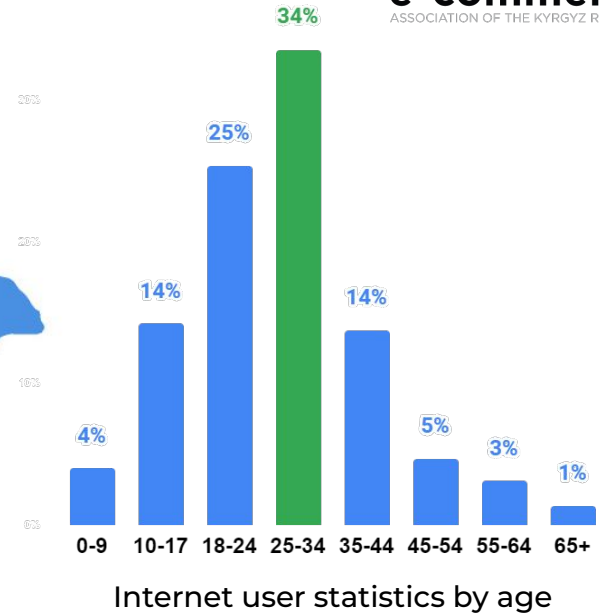


- E-commerce sales in 2019 were \$109 million
- Expected to grow at an annual rate of 14.1%, resulting in a market size of \$185 million in 2023
- The largest market segment is fashion with a market volume of \$41 million in 2019.
- User penetration is 33.6% in 2019 and is expected to reach 35.2% in 2023.
- Average revenue per user in 2019 is \$52.

2019 and is expected to hit 35.2% in 2023

- The average revenue per user (ARPU) amounts to US\$52.16 in 2019

Internet access coverage across the Kyrgyz Republic

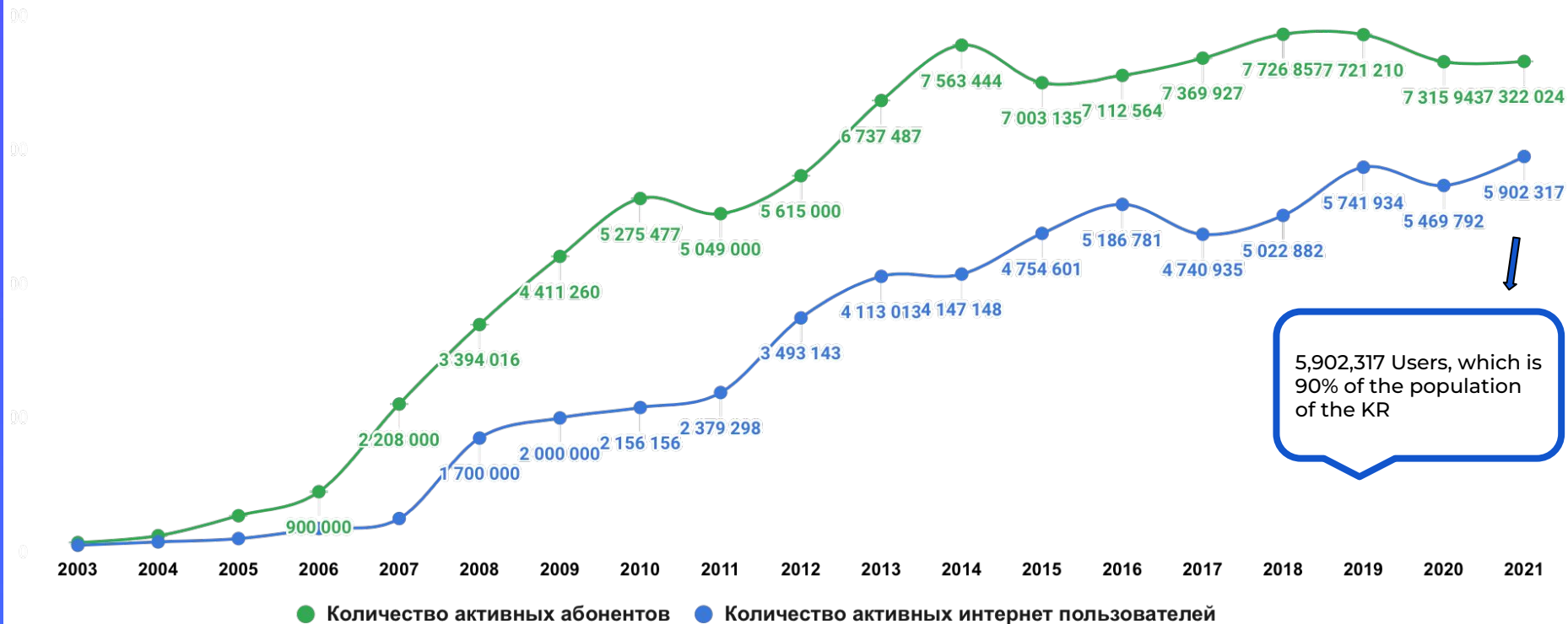


The total number of users of Internet services in the Kyrgyz Republic is 5.0 million
90% of the country's population

Data for January 2022

Dynamics of growth of Internet users

The number of active subscribers and active Internet users.



5,902,317 Users, which is 90% of the population of the KR

E-Commerce Advocacy



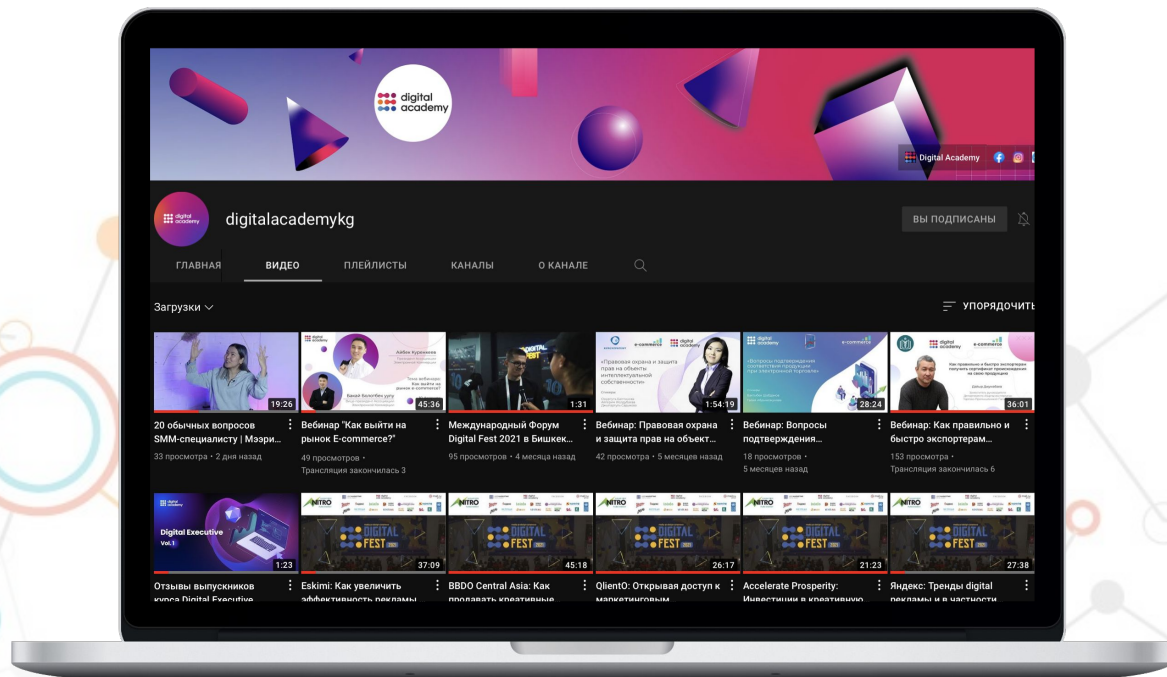
The E-Commerce Law



Special Tax Regime



E-Commerce Park



E-Commerce Park in the Kyrgyz Republic

eCommerce Park

eCommerce Association of the Kyrgyz Republic

JUNE, 2021



Objectives for the research of the e-commerce market of the Kyrgyz Republic



- Determination of market capacity, potential, dynamics
- Definition of key market drivers
- Definition of key market stakeholders, segmentation
- Definition and monitoring of key sector indicators for monitoring and strategic decision-making
- Study of international best practices
- Development of recommendations for implementing the metrics in the state statistical services (NBKR, StatCom, etc)
- Conducting of annual research of e-commerce of the Kyrgyz Republic

E-Commerce EXPO Kyrgyzstan

E-COM EXPO 2021

Открой мир возможностей электронной коммерции

30.09.2021
Hyatt Regency Bishkek

Продажа билетов:
www.ticketon.kz

Партнеры

I DO MARKETING DIGITAL AGENCY | NITRO | ПРАЖДСКОЛА ИНИЦИАТИВА ИНТЕРНЕТ ПОДДЕРЖКИ | digital academy

Спикер E-COM EXPO 2021

Тема:
Безналичные платежи. Особенности рынка Кыргызстана

Атай Соронкулов
Директор по развитию бизнеса «PayBox money»

Генеральный партнер: DemiraBank

Официальные партнеры: I DO MARKETING, NITRO, etc.

Спикер E-COM EXPO 2021

Тема:
Мировой опыт доставки Glovo Кыргызстан

Айканыш Сапаралиева
General Manager Glovo in Kyrgyzstan

Генеральный партнер: DemiraBank

Официальные партнеры: I DO MARKETING, NITRO, etc.

Спикер E-COM EXPO 2021

Тема:
Будущее современного ритейла

- Как вывести продукты в онлайн (возможные проблемы и успешные кейсы)
- Социальные сети, карты и мессенджеры как векторы роста продаж
- Тренды онлайн продаж 2021

Антон Соловьев
Директор по развитию Insales

Генеральный партнер: DemiraBank

Официальные партнеры: I DO MARKETING, NITRO, etc.

Спикер E-COM EXPO 2021

Тема:
Экосистемы для электронной коммерции

Аман Тентиев
Управляющий Партнер группы компаний Нарын

Генеральный партнер: DemiraBank

Официальные партнеры: I DO MARKETING, NITRO, etc.

Спикер E-COM EXPO 2021

Тема:
Рауонегер – вселенная возможностей. Открыта для всех. Как начать продавать на Amazon, eBay и других маркетплейсах.

Артем Сокол
Руководитель отдела партнерств в Центральной и Восточной Европе, Rauneger

Генеральный партнер: DemiraBank

Официальные партнеры: I DO MARKETING, NITRO, etc.

Спикер E-COM EXPO 2021

Тема:
amazon выход на новые рынки

Бермет Кошоева
Маркетолог, Предприниматель, Продюсер

Генеральный партнер: DemiraBank

Официальные партнеры: I DO MARKETING, NITRO, etc.

Accelerate Program 2022 for e-commerce start-ups

September 2022



CALENDAR OF ASSOCIATION EVENTS

MEET-UP

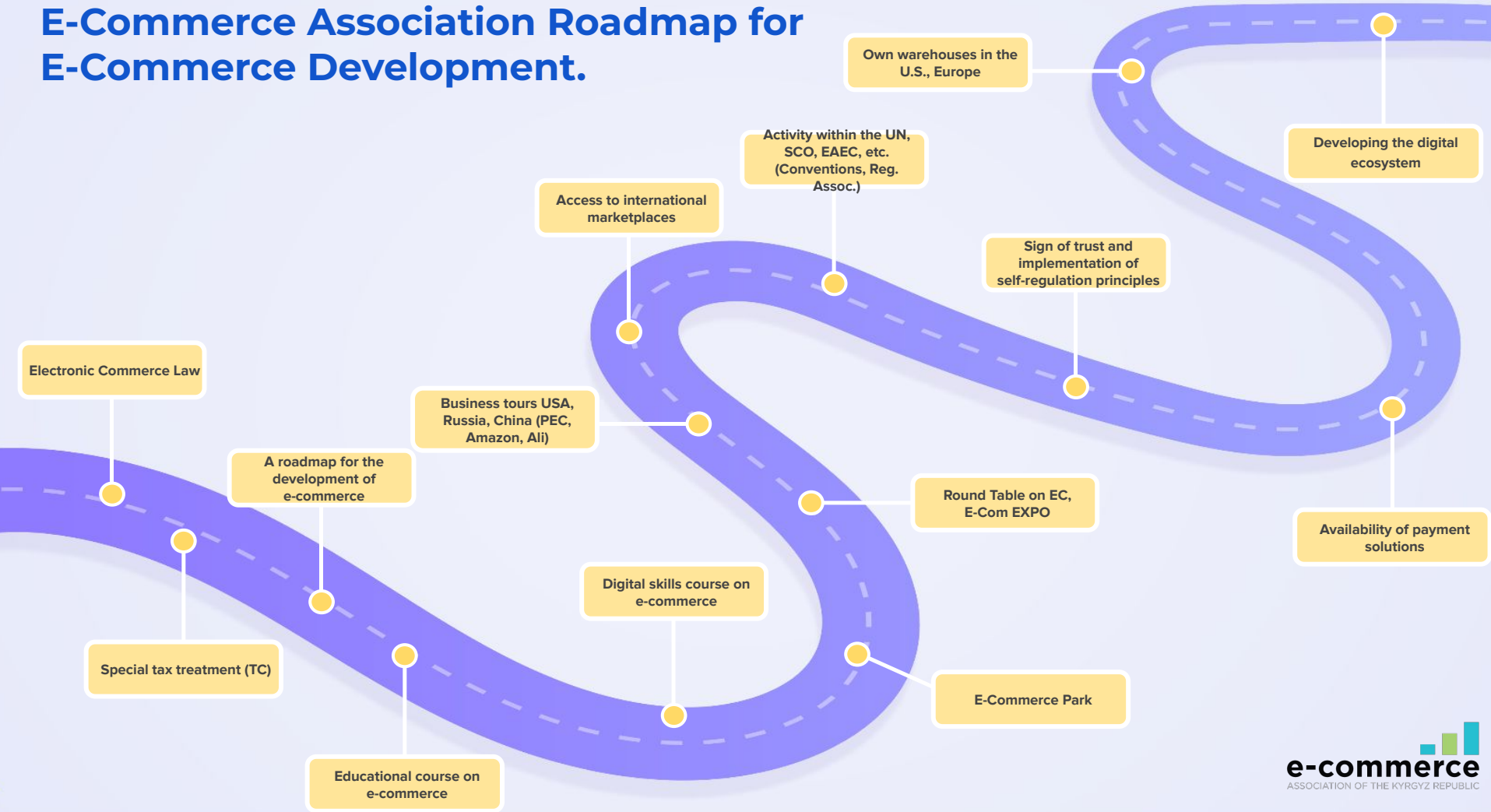
EVENTS

WEBINAR



2022 ASSOCIATION ACTIVITIES

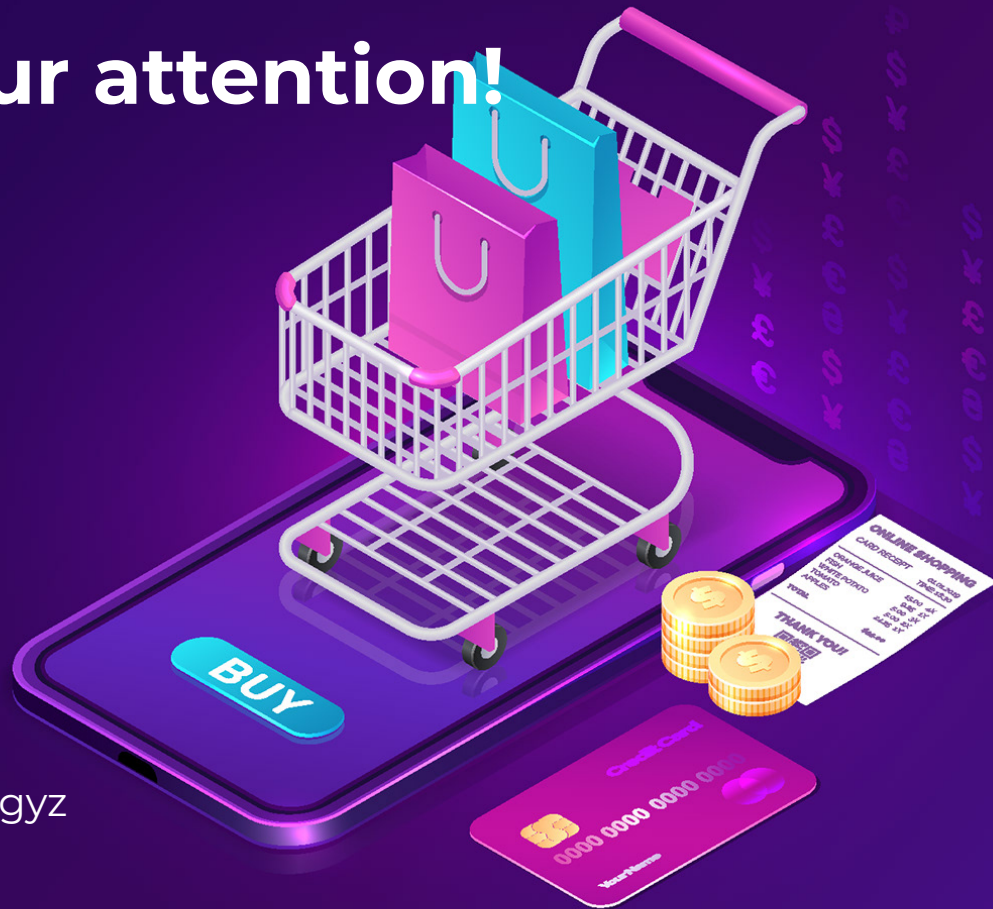
E-Commerce Association Roadmap for E-Commerce Development.



Proposals for cooperation with the association

- 1. Partnership in building an e-commerce park in the Kyrgyz Republic**
- 2. Partnership in E-commerce EXPO 2022 in the Kyrgyz republic**
- 3. Partnering in an accelerator programme for e-commerce start-ups**
- 4. Partnership in joint educational events for e-commerce market in the Kyrgyz Republic**

Thank you for your attention!



Aibek Kurenkeev

President

e-Commerce Association of the Kyrgyz
Republic

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