

KAZAKHSTAN: Case of Asiana Production

The company manufactures European quality products, [it] has great prospects regarding the locally manufactured beauty care products. I am sure that using all the knowledge and tools acquired, Asiana Production will be able to scale up their production, not only in Kazakhstan and Russia, but also abroad.

Ms. Marjan Jiyessova, EMCI coach, ITC

SME Profile

Asiana Production is a Kazakhstani manufacturer of depilatory products.

The SME uses European standard quality products and organic ingredients. Currently, the company is producing 20+ types of hair removal cosmetics based on unique formulae. The company also opened the MyEpil training centre, where beauty care professionals train on various sugar depilation programs.

Regarding its export potential, the company's products are featured in Russia, Kyrgyzstan, and every major city of Kazakhstan.

Domestic success and confidence from the neighbouring countries inspired Asiana Production to expand its export geography and take part in the EMC initiative.

Interventions and Recommendations

To capitalize on the company's achievements and ensure it fully benefits from exporting, Marzhan made several recommendations.

Proper labelling is essential to ensure product safety, avoid damage and spoilage during long haul transportation. Marzhan recommended displaying clear handling information on external packaging for freight operators. Namely, proper display of storage temperatures is critical in maintaining product safety.

Marjan also suggested consulting the State Revenue Department regarding the use of proper HS codes for exports. This is critical in exporting products outside the EAEU countries as correct product classification determines customs duty and tax rates in the recipient countries.



Marjan proposed using the ITC tools such as Market Access Map, Sustainability Map for market research, analysis, non-tariff regulation measures, customs duty rates.

Finally, Marjan instructed on the QazTrade compensation programs that assist SMEs with logistics costs, certification, marketing, and participation at international fairs.

Coaching mission outcomes and outputs

As for the immediate effects of the coaching missions on the company's export practices, Asiana Production has already improved the external labelling to cater for international rules of trade based on Marjan's guidance.

Further, the management will revise the HS codes to benefit from exporting products outside the Customs union to countries like Georgia and Uzbekistan.

Finally, Government's export support programmes by QazTrade prompted the company to explore the opportunities.

We learned about the QazTrade export support programs. We will be able to partially cover the costs of international expos. It's handy using ITC export planning tools, especially macmap.com. Further, thanks to ITC's R4TCA coaching, we got a chance to offer our products on Alibaba.com, which opens global opportunities for our company.

Overall, a coach is a person who comes to listen to you. We make all the decisions ourselves while the coach helps steer us in the right direction.

Bolatbek Yesmurzayev, director