

KAZAKHSTAN: Case of Billion Filters

"BILLION FILTERS is an ambitious company that manufactures products unique for Kazakhstan but does not fully realize its export potential. Thanks to coaching from ITC, the company received the necessary knowledge to optimize expenses, reduce costs and enter new export markets."

Mr. Alikhan Kanapiya, ITC EMCI coach

SME Profile

BILLION FILTERS is the only manufacturer of polypropylene filters in Kazakhstan.

The company produces 340,000 filters annually, supplying around 2 million people with clean sediment-free water. Rapidly expanding, the company has captured the domestic market and is ready to expand abroad.

With the support of the Ready4Trade project, BILLION FILTERS became the first filter manufacturer in the CIS countries to trade on Alibaba.

Ambitious as ever, the company strives to enhance the quality of packaging, optimize logistics and supply chain to become more export-worthy.

To reap the benefits of the EMC initiative implemented by the ITC and funded by the EU, BILLION FILTERS invited Alikhan Kanapiya to conduct coaching.

Interventions and Recommendations

BILLION FILTERS produces unique filters for the Kazakh market and also exports them to Kyrgyzstan and Uzbekistan. To avoid damage to goods in transit and also to save on packaging costs Alikhan proposed to replace the logistics packaging from cardboard to plywood.

Alikhan suggested using the following ITC trade facilitation tools: TradeMap (<https://www.trademap.org/>), Market Analysis Tool (<https://marketanalysis.intracen.org/en>) and Market Access Map (macmap.org).

Further, he proposed to consider state support, including information support from "Atameken" regarding the ST KZ rules of origin; cooperation with KazakhExport in hedging against potential non-payment risks while exporting.



Coaching mission outcomes and outputs

The company has already started to implement the proposed improvements. Specifically, 'BILLION FILTERS' purchased plywood to improve the outer packaging. The resulting reduction of the occurrences of transportation-related damage has recently been minimized.

Throughout the coaching, Alikhan highlighted the importance of networking and using cooperation with state organisations to support the expansion of sales markets.

Thanks to the information received, the company signed a contract for export to Macedonia. In the future, the company plans to enter the EU market, and the knowledge gained on the sustainable packaging requirements and the necessary documentation will definitely help 'BILLION FILTERS'.

We considered all the recommendations on logistics and customs clearance. Thanks to the coaching, we learned about the possibility to recoup transportation expenses. Alikhan also told us about the government-supported financial instruments, such as L/C, etc. We will definitely be using the L/Cs in our export operations, which would help us increase volumes of exports. Inspired by the EMCI, we also plan to establish the production of carbon filters for chlorine removal outside the country in the near future.

Toktalyk Ziyekenov, founder, BILLION FILTERS