

TURKMENISTAN: The case of Halk Hazyna

'My main objective was to help local SMEs follow the export-related procedures, including but not limited to certification, customs clearance and export planning, as well as to share my own experience in exporting goods from Turkmenistan. I am so glad I was able to support "Halk Hazyna" in exporting their goods for the first time through this coaching mission. We will continue to monitor with interest the results of our efforts.'

Ms. Gozel Akeeva, local ITC coach.

Overview of the Coaching Mission

Halk Hazyna is specialized in the manufacturing of premium quality, light weight plastic packages for food industry, with a special focus on dairy products. Production facility is located in Ashgabat with over 50 permanent employees. The company exports to countries in the region such as Turkey, Ukraine, Uzbekistan, Georgia with plans to expand to Europe. The company has great ambitions to grow its export operations by nurturing and promoting its own brand – Innovapak.

The timing of coaching was absolutely optimal as "Halk Hazyna" was right in the process of sending their export shipment for an important client in Turkey. It was crucial to show to the export partner abroad that the enterprise is fully equipped with necessary knowledge and can become a reliable and long term partner in the future.

Technical Recommendations

Halk Hazyna was looking for ways to arrange and structure its export procedures. As a result, the coach decided to provide a template to the company with a schematic plan describing the major steps to follow in the export process. The enterprise was encouraged to adapt the template based on its internal regulations and use it for its current and future export operations.

Halk Hazyna had a packaging problem relating to a deformation of carton boxes under the vertical load from upper packages. The coach and the SME figured out that such problem is easily solved by using special carton inserts put on the sides of boxes.



This was an efficient and very cost saving solution to the problem.

Main outcomes from the Coaching Mission

"Halk Hazyna" used the template of the export procedures plan shared by the coach and adapted it to fit the organization's specific needs. As a result, the whole succession of export operations was put under full control at each stage of the process. This allowed to create an automatic supervision system rather than controlling each step in a manual mode. This was a very relevant outcome given the current increase in the number of the SME's export shipments.

As for the use of carton inserts, it was a very cost-efficient way to tackle a problem of packaging deformation. This allowed to gain customers' high satisfaction with the safety and integrity of deliveries.

Overall, the coaching mission was crucial to help "Halk Hazyna" to acquire the right tools to benefit from a new export outlet in Turkey for their products under the brand Innovapak.

'The support of Ready4Trade - Central Asia for small and medium-sized businesses like ours is key to help us grow.'

Mr. Batyr Tanrygulyev, Director of Halk Hazyna