

UZBEKISTAN: Gulnor Art

“This is a great program for Central Asian producers, which offers comprehensive e-commerce learning and practical insights. We appreciate the significant opportunities that the program gives us to expand our cross-border sales.”

Dilshod Kodirov, Gulnor Art

SME Profile

Gulnor Art is one of 40 businesses in Uzbekistan receiving training and one-on-one coaching to sell internationally through online channels. The company is one of many businesses in Uzbekistan that were hit hard by the pandemic in 2020. These trainings have come at a timely fashion to support them with their digital transformation.

Interventions and Recommendations

The Ready4Trade project trains participating companies like Gulnor Art on how to create a website, sell through online marketplaces, use online payment solutions, develop a digital marketing strategy and understand logistics.

Gulnor Art received coaching and one-on-one advisory from Muhammadali Kalonov, one of the eight advisors trained by the project.



Coaching Mission Outcomes and Outputs

Thanks to the support received, Gulnor Art was able to better define its digital strategy and identify the relevant channels to best target its international customer base. It made improvements to its digital content and worked on developing new digital channels.

As a more digitally advanced business, Gulnor Art was invited to participate in the eBay e-lab activity and opened an eBay account which is featured on the [eBay Central Asia hub](#). In July 2021, it made its first sale to a customer based in the United States of America.

“Gulnor Art received tailored support from national and international experts. We look forward to explore more international marketplaces with Ready4Trade.”

Dilshod Kodirov, Gulnor Art
