



Project

## Agenda international trade forum Tradex

Date: November 1, 2023

Venue: Rixos Almaty

Target audience: SMEs, individual entrepreneurs, government agencies, diplomats.

Number of participants: 300

Participation is free with pre-registration

[www.tradex.kz](http://www.tradex.kz)

*Event host – organizer:*

*Akerkin Eraliyeva, Managing Director of the Chamber of Entrepreneurs of Almaty*

09:00-09:30

*Registration of participants.*

**Start of the franchising exhibition and consultation zone**

09:30-10:30

*Plenary session*

**Key trends in trade: challenges and opportunities**

*Moderator: Darmen Sadvakasov, Managing partner of Dasco Consulting Group*

*Speakers:*

- *Arman Shakkaliyev – Minister of trade and integration of the Republic of Kazakhstan*
- *Rustam Zhursunov – Ombudsman for the Protection of the Rights of Entrepreneurs of Kazakhstan*
- *Ayan Yerenov - Chairman of the International Chamber of Commerce of Kazakhstan*
- *Jiang Wei - Consul General of the People's Republic of China*
- *Michelle Yerkin - US Consul General*
- *Nariman Mannapbekov – Head of Mission in Kazakhstan, Asian Development Bank*
- *Azamat Osmanov – Chairman of the Board of Magnum Cash & Carry*

10:30-10:50 *Coffee break*

10:50-11:50 *Discussion session*

**Problems of logistics in new realities. How to build supply chains**

*Moderator: Yelena Mezentseva, CEO Barrus Projects LLP, FIATA Trainer, Kazakh-German University*

*Speakers:*

- *Khalid Awwan, Chairman , TCS, Pakistan*
- *Mikhail Filippov, Director of Logistics Magnum Cash&Carry*
- *Marina Kuznechevskaya, CEO Emirates, Fly Dubai*
- *Nikita Zhukov, COO PTC Cargo*
- *Oksana Sorokina, CEO 7R Logistics*
- *Kamila Togambaeva, Cargo AirAstana*

11:50-12:50 *Discussion session*

**E-commerce and marketplaces. Main players and development conditions**

*Moderator: Anna Osipova, CEO, Founders*

*Speakers:*

- *Asel Zhanasova , Chairman of the Board of Kazpost*
- *Ruslan Vladimirov, Chairman of Bankcentercredit*
- *Azamat Kabdrakhman, CEO of Moydom.kz*
- *Alua Korpebaeva, CEO of Clever market*
- *Rafal Trapka, CEO of Mastercard for Kazakhstan*
- *Azhar Rahat, Director of Operations at Satu.kz*

12:50-14:00 *Lunch break*

14:00-15:00 *Panel session*

**Development of an ecosystem for trade**

*Moderator: Tahir Aslyaliev, Partner Dasco Consulting Group*

- *Chen Hongjiang, General Representative of CCPIT in Kazakhstan  
"Activities of the Committee for the Promotion of International Trade, the Chinese International Chamber of Commerce in the Republic of Kazakhstan"*
- *Yuri Bolotov, Managing Partner Bolotov and Partners  
"Registration of trademarks"*
- *Sabit Narbaev, Head of Trade Development, USAID TCA Program  
"Consulting support for exporters"*
- *Almas Kalkaev, Regional Representative of Kazakh Export  
"Export credit support measures"*
- *Alimzhan Tokhtasunov, Regional Representative of QazTrade  
"Measures of state support for exports"*
- *Leonid Orlov, Representative of Invest Hong Kong*

*"Business Development in Hong Kong"*

- Xu Wenxiang, Director of CCIC Almaty

*"Certification of goods for export to China"*

15:00 -15:20

*Coffee break*

15:20-16:20

*Panel session*

**Franchising in an era of uncertainty**

*Moderator: Beknur Kisikov, President of the Kazakhstan Franchising Association*

*Speakers:*

- Gulbanu Maigarina, CEO of Lanzhou Company

*"Scaling a franchise business in the catering industry"*

- Akhmedzhan Kuzubaev, Head of the KDL Olymp network

*"Opportunities, problems and prospects for the development of laboratory research franchising in Kazakhstan"*

- Batyrbek Sauytbekov, CEO Coffee Original

*"Overview of the Kazakhstani coffee franchise market"*

- Botagoz Zhanbusinova, CEO "Sahar&Vosk"

- Abai Baimagambetov, "Aikune" Kazakh gymnastics franchise

- Alexander Melnikov, CEO, Basic Beauty

*"Promotion of franchises in the EAEU countries"*

16:20-17:50

**Master Class. How to create a strong franchise system**

*Organizer: Kazakhstan Franchising Association KazFranch*

- Ademy Doszhanova, CEO, KazFranch

- Victor Lyashchevsky, Chairman of the Board of the Uzbek Franchising Association

- Yuri Bolotov, Managing Partner Bolotov and Partners

18:00

**Certificates for participants**