

Conference

# ELEVATING GLOBAL ACCESS THROUGH E-COMMERCE IN TAJIKISTAN

**March 1, 2024**

**Dushanbe, Tajikistan**

**Hyatt Hotel**

Working languages are Tajik, Russian, English

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## Context

E-commerce is imperative. It brings traditional wholesale and retail online. E-commerce participants order goods and services online, then deliver either online or offline in a prompt manner. Over the past decade global e-commerce has been expanding at an average rate of 20 percent a year as brick-and-mortar shops have languished. In 2022, global e-commerce sales were estimated to total up to \$6 trillion worldwide having a higher value than the GDP of Germany or Japan.

In Central Asia e-commerce is starting to serve as a tool to 1) find global consumers for made-in-Central-Asia, 2) integrate and upgrade traditional supply chains, 3) achieve inclusive growth and poverty reduction by creating accessible jobs for the vulnerable groups such as women, youth, and the disabled. This is because e-commerce overrides the landlocked geography and engages the young and tech-savvy labor force in various businesses online. This is especially important for Tajikistan. On December 24, 2022, the Law “On Electronic Commerce” was adopted in Tajikistan. The Law reflects the regulation of public relations in the field of e-commerce, is aimed at protecting the rights and legitimate interests of citizens and legal entities and provides for ensuring the free operation of e-commerce.

The Conference in Dushanbe aims to bring together leading e-commerce stakeholders from Tajikistan and global peers, including firms and policymakers, international e-commerce companies and traders. It will initiate knowledge and resource exchange between SMEs in Tajikistan and the global e-commerce ecosystem; facilitate policy dialogues to build the enablers of e-commerce including digital connectivity, logistic connectivity, digital skills, payment systems, and regulatory frameworks. Eventually, the Conference will be the first concrete step in establishing productive relationships between Tajikistan and global resources, incubating enabling conditions and policy follow-ups, and unlocking investment opportunities.

## AGENDA

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| 9:00-9:30     | <p><b>Registration of the Participants</b> – Hyatt Regency Dushanbe Conference Hall</p>  |
| 9:30 – 10:00  | <p><b>Welcome</b></p> <p><b>Moderator: Ambar Narayan</b>, Manager, Poverty and Equity Global Practice in Europe and Central Asia, World Bank</p> <ul style="list-style-type: none"> <li>• <b>Sherali Kabir</b>, Minister of Industry and New Technologies of the Republic of Tajikistan</li> <li>• <b>Akhliiddin Nuriddinzoda</b>, Deputy Minister of Economic Development and Trade of the Republic of Tajikistan</li> <li>• <b>Sadi Samadzoda</b>, Director of State Unitary Enterprise "Smart City"</li> <li>• <b>Ozan Sevimli</b>, Country Manager of Tajikistan, World Bank</li> <li>• <b>Tim Jones</b>, Ambassador, British Embassy Dushanbe</li> <li>• <b>Manuel Micaller</b>, Ambassador, U.S. Embassy Dushanbe</li> </ul> |
| 10:00 – 10:10 | <p><b>World Bank E-GATE Introduction</b></p> <ul style="list-style-type: none"> <li>• <b>Chiyu Niu</b>, Economist, E-GATE Team Lead, World Bank</li> </ul>   |
| 10:10 - 11:10 | <p><b>High-Level Session: International Experience for E-commerce Success in Tajikistan</b></p> <p><b>Moderator: Obert Pimhidzai</b>, Lead Economist, World Bank</p> <ul style="list-style-type: none"> <li>• <b>Tim Song</b>, Head of Alibaba.com Global strategic partnership, Alibaba, China</li> <li>• <b>Cristina Doros</b>, Vice President, Regional Manager Central Asia and Azerbaijan, Visa</li> <li>• <b>Abdesslam Benzitouni</b>, Group Head of Communications and Public Relations, Jumia</li> <li>• <b>Nikolay Seleznev</b>, Chief Strategy and Business Development Officer, Uzum Group, Uzbekistan</li> </ul>   |

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|               | <ul style="list-style-type: none"> <li>• <b>Andrei Kutukov</b>, VP and General Manager, EMEA EAST, Infrastructure Solutions Group, Lenovo</li> <li>• <b>Sergey Dukelskiy</b>, Coordinator, Sustainability and Financial Services – Policy, Regulations and Market Directorate, Universal Postal Union</li> </ul>   |
| 11:10-11:25   | <p><b>Demo Session 1</b></p> <p><b>Moderator: Nasibakhon Aminova</b>, Executive Director, National Association of Small and Medium Business Tajikistan</p> <ul style="list-style-type: none"> <li>• Demo 1: <b>Siyovush Salikhov</b>, Head of the department for work with corporate clients of Alif Bank OJSC</li> <li>• Demo 2: <b>Feerooz Zainidini</b>, Head of the e-commerce department of CJSC Babilon-M</li> </ul>   |
| 11:30 – 12:30 | <p><b>Session I/Logistics for Ecommerce</b></p> <p><b>Moderator: Aizhan Beiseyeva</b>, Regional Transport and Logistics Specialist at Trade Central Asia, USAID</p> <ul style="list-style-type: none"> <li>• <b>Fredrick Omamo</b>, Programme Manager E-Commerce and Market Development - Postal Operations Directorate, Universal Postal Union</li> <li>• <b>Maria Kadantseva</b>, Alibaba service partner in Central Asia</li> <li>• <b>Yasmine Abdel Karim</b>, Founder, YFS Logistics, Egypt</li> <li>• <b>Nasibakhon Aminova</b>, Executive Director, National Association of Small and Medium Business Tajikistan</li> <li>• <b>Alex Skorniakov</b>, Head of Sales, YallaHub, UAE</li> </ul> |
| 12:30 – 13:30 | <b>Lunch</b>   |
| 12:30 – 13:15 | <p><b>Press Event: MOUs Signing</b></p> <ul style="list-style-type: none"> <li>• National Association of Small and Medium Businesses of Tajikistan and the Association of Sellers of Uzbekistan</li> <li>• E-commerce Participants Association of Tajikistan and the Association of E-commerce of Uzbekistan</li> </ul>  |

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|               | <ul style="list-style-type: none"> <li>• Association of Microfinance Organizations of Tajikistan and the FinTech Association of Uzbekistan</li> <li>• National Association of Small and Medium Business Tajikistan, Citizens' Internet Policy Initiative and Public organization Office of Civil Liberties</li> </ul>  |
| 13:30 – 13:45 | <p><b>Demo Session 2</b></p> <p><b>Moderator: Muhammadi Ibodulloev</b>, CEO, Citizens' Internet Policy Initiative</p> <ul style="list-style-type: none"> <li>• Demo 3: <b>Kamoliddin Ulmasov</b>, CEO, Obbo.tj</li> <li>• Demo 4: <b>Nasima Bahramova</b>, Founder and General Director of «Mavsim and K” LLC</li> </ul>   |
| 13:50 – 14:50 | <p><b>Session II/Digital Skills for E-commerce</b></p> <p><b>Moderator: Pulod Amirbekov</b>, Country Director, Accelerate Prosperity</p> <ul style="list-style-type: none"> <li>• <b>Tazeen Fasih</b>, Lead Economist and Program Leader, World Bank (online)</li> <li>• <b>Eklavya Bhave</b>, Head of Asia, Coursera (online)</li> <li>• <b>Ekaterina Rashidova</b>, Head, Association of Sellers, Uzbekistan</li> <li>• <b>Sitora Sattorova</b>, Babilon Academy Lead Trainer, Tajikistan</li> <li>• <b>Aziza Shuzheeva</b>, Chairman of the Board of TechnoWomen NGO, Head of Digital Transformation, Kazakhstan</li> <li>• <b>Lucy Haine</b>, Department of Business and Trade, UK (online)</li> </ul> |
| 15:00 – 16:00 | <p><b>Session III/Payments and FinTech International Experience for E-commerce</b></p> <p><b>Moderator: Farukh Sultonov</b>, Country Officer, IFC</p> <ul style="list-style-type: none"> <li>• <b>Amira Karim</b>, Public Policy and FinTech Lead, Amazon, Singapore (online)</li> <li>• <b>Abdesslam Benzitouni</b>, Group Head of Communication &amp; Public Relations, Jumia</li> </ul>   |

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|               | <ul style="list-style-type: none"> <li>• <b>Mayara Trindade Yano</b>, Senior advisor at the Competition and Financial Market Structure Department Central Bank of Brazil (online)</li> <li>• <b>Cristina Doros</b>, Vice President, Regional Manager Central Asia and Azerbaijan, Visa</li> <li>• <b>Otabek Nasirov</b>, Deputy General Director, FinTech Association of Uzbekistan</li> <li>• <b>Shirin Kochumova</b>, IE Director of Hili Tilsmat Company in Turkmenistan</li> </ul>   |
| 16:00 – 16:30 | <b>Coffee Break</b>  |
| 16:30 – 17:30 | <p><b>Session IV/Bridging Digital Divides for E-commerce</b></p> <p><b>Moderator: Zuhra Halimova</b>, International Expert</p> <ul style="list-style-type: none"> <li>• <b>Andrei Kutukov</b>, VP and General Manager, EMEA EAST, Infrastructure Solutions Group, Lenovo</li> <li>• <b>Merali Bodurshozoda</b>, Head of Department on Planning and Secretariat, Agency of Innovations and Digital Technologies under the President of the Republic of Tajikistan</li> <li>• <b>Ozodkhon Davlatshoev</b>, General Director of CJSC “Indigo Tajikistan (Tcell)”</li> <li>• <b>Jakhongir Shukurov</b>, Head of Strategic Development, Ministry of Digital Technologies, Uzbekistan</li> <li>• <b>Muzaffar Agzamov</b>, Chairman, E-commerce Association, Uzbekistan</li> <li>• <b>Prasanna Lal Das</b>, Global Expert, World Bank</li> <li>• <b>Vahan Hovsepyan</b>, External Relations Officer, Caucasus and Central Asia, RIPE NCC</li> </ul> |
| 17:30 – 17:45 | <p><b>Closing</b></p> <ul style="list-style-type: none"> <li>• <b>Ozan Sevimli</b>, World Bank Country Manager, Tajikistan</li> </ul>  |
| 17:45 – 19:45 | <b>Dinner and Networking</b>   |