

E-GATE Conference

**ELEVATING
GLOBAL ACCESS
THROUGH
E-COMMERCE
IN CENTRAL ASIA**

June 5th
Dushanbe, Tajikistan



E-GATE initiative is funded by the UK
Foreign, Commonwealth and
Development Office (FCDO)



**UK International
Development**

Partnership | Progress | Prosperity



WHAT IS THE E-GATE?

Launched in 2024, the E-GATE project is funded by the UK FCDO. EGATE aims to demonstrate the effectiveness of e-commerce for the economies of the Kyrgyz Republic, Uzbekistan, and Tajikistan by working with both governments and the private sector.

Today we will talk about it

1 Piloting companies enter international marketplaces

2 Support for e-commerce reforms, regulations, and metrics

3 Information campaigns

4 Analytics and research






WHAT WE DID?



INTERVENTION I: ONBOARDING

In May 2024, we openly selected **83 businesses of all sizes** sell their **products worldwide** on Alibaba.com by providing them **Alibaba memberships**. We also collected data before and after to see how this support helped improve market access, increase income, and create jobs.



Pilot program with Alibaba.com because it is a large global B2B marketplace, present in the region, accepts agriculture products



INTERVENTION II: TRAINING AND MENTORSHIP

We provided **over 70 events** on Alibaba training, virtual check-ins, individual diagnostics, and workshops on account management, marketing, logistics, taxes, postal services, much more.



Lack of
knowledge



Lack of
specialists



Lack of
sales strategy



Lack of
dedication



23 million
deals

20% new
jobs

WHAT WE ACHIEVED?

70+ new
markets
regional
trade



Before EGATE

After EGATE



in one year on the platform

+70
new markets

> \$23 million
new contracts

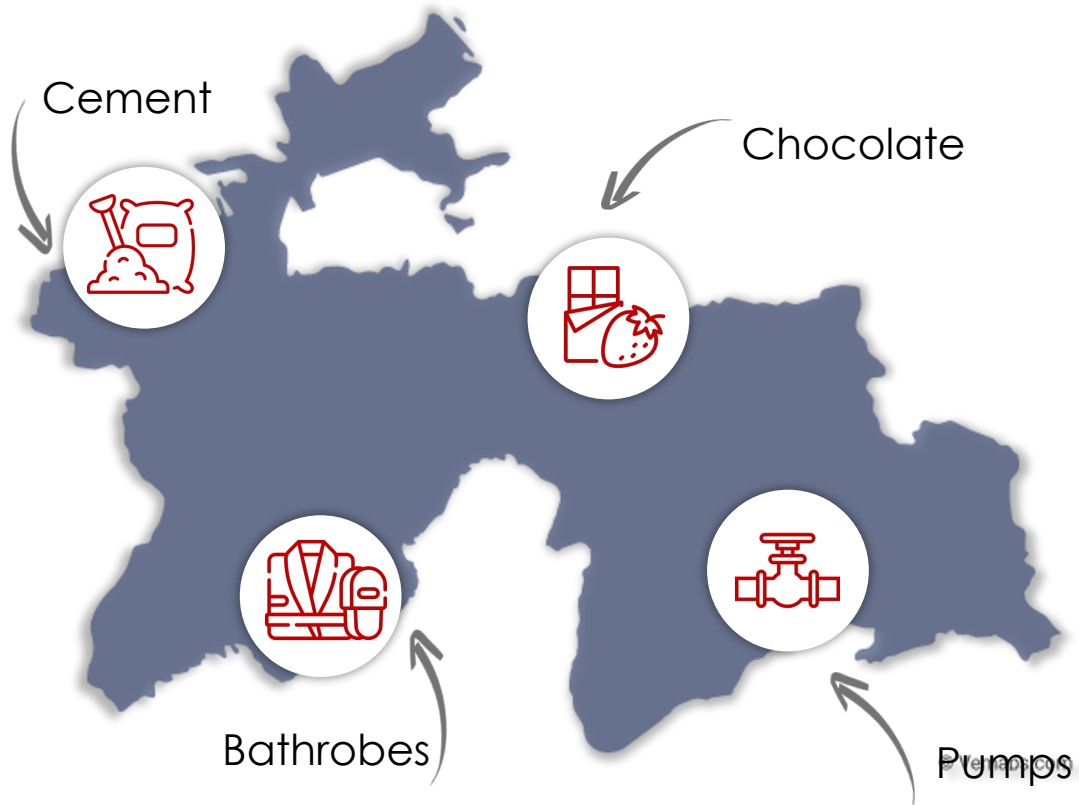
> 20%
firms created jobs

> \$23M
deals





E-GATE in Tajikistan



SA, UZ, AGH
are popular destinations

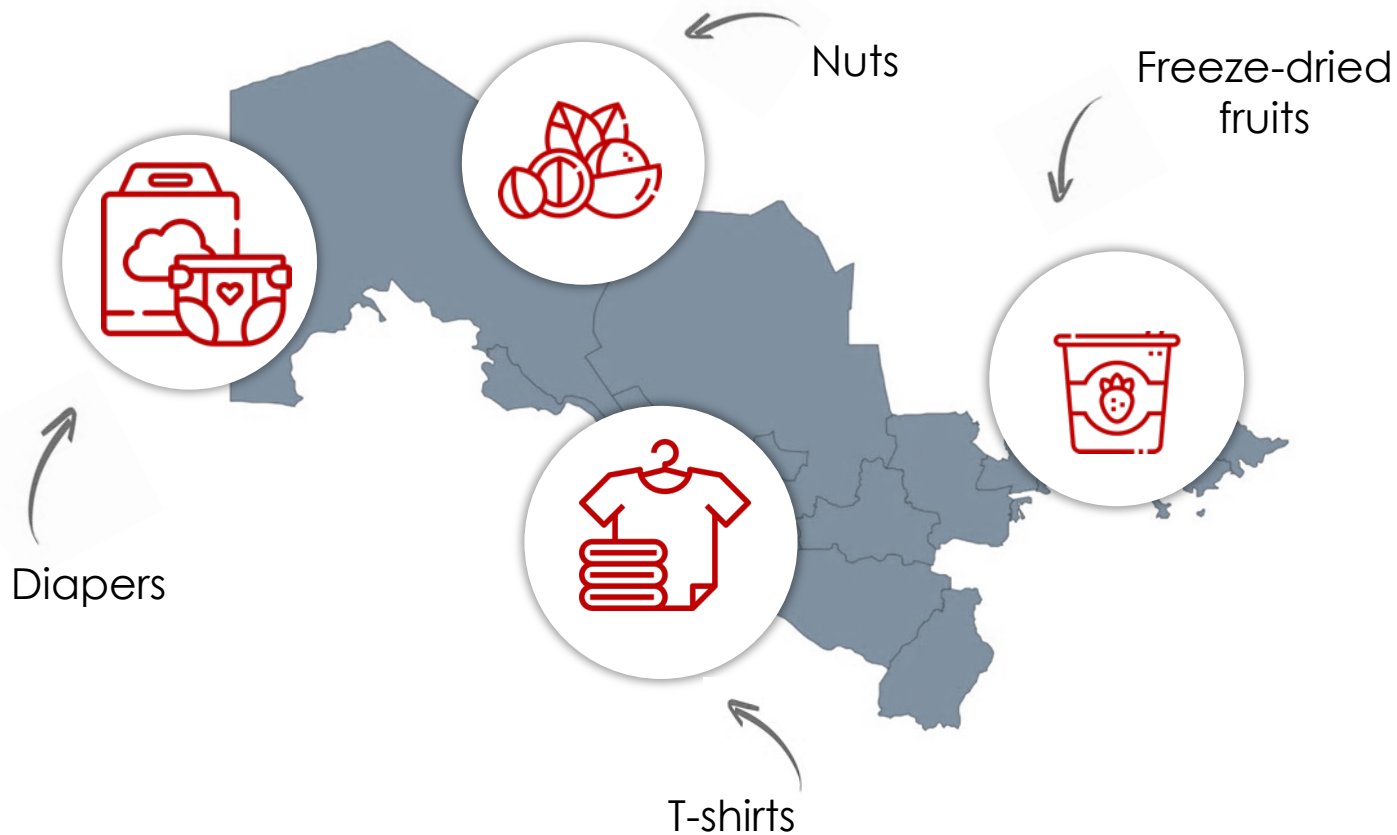
>\$16M
deals

73% firms
are in negotiations

South Africa, Uzbekistan,
Afghanistan



E-GATE in Uzbekistan



UK, UAE, NZ
are popular destinations

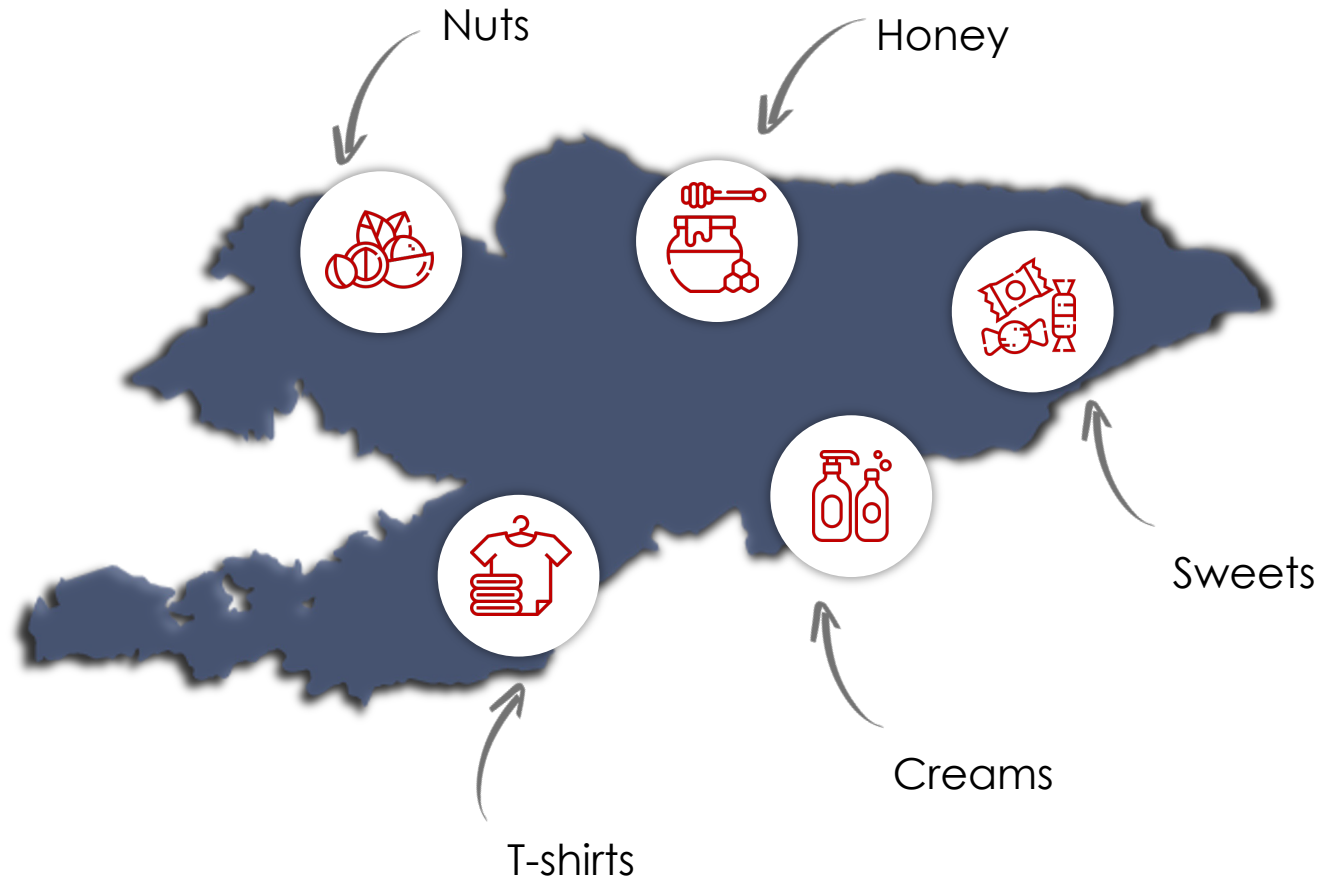
>\$5M
deals

30% firms
are in negotiations

United Kingdom, United Arab
Emirates, New Zealand



E-GATE in Kyrgyzstan



UK, France, KZ
are popular destinations

>\$1M
deals

70% firms
are in negotiations



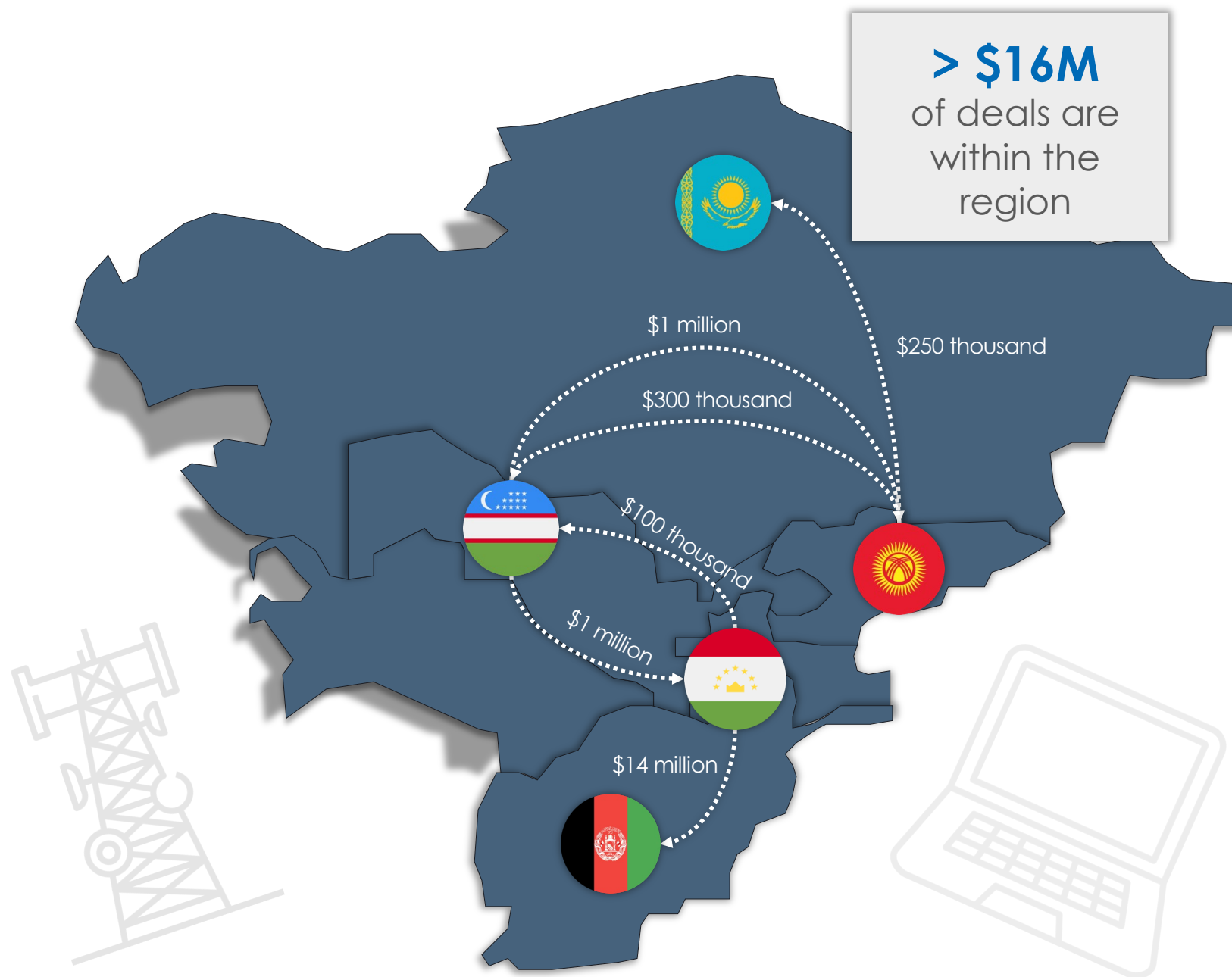
WHAT'S
NEXT?

CAPACITY BUILDING IS KEY

Subsidized
memberships
without training is
unlikely to get
success



WE WITNESS LARGER REGIONAL TRADE THROUGH E-COMMERCE





From introducing
B2B **e-commerce**
for exports, jobs,
and growth in
Central Asia



To regional
integration,
economic
growth and
building the
integrated
Central Asia
market for
exports



Earlier we had closed high-level roundtable outlining future vision



With the government commitment E-BRIDGE will build on E-GATE and scale to empower SMEs in Uzbekistan, Kyrgyzstan, and Tajikistan to export across borders by addressing logistical, regulatory, and technical barriers through practical, scalable interventions.

**Envisioned
outputs
in 3-5 years**

+500 SMEs
supported

+50-70M
new deals

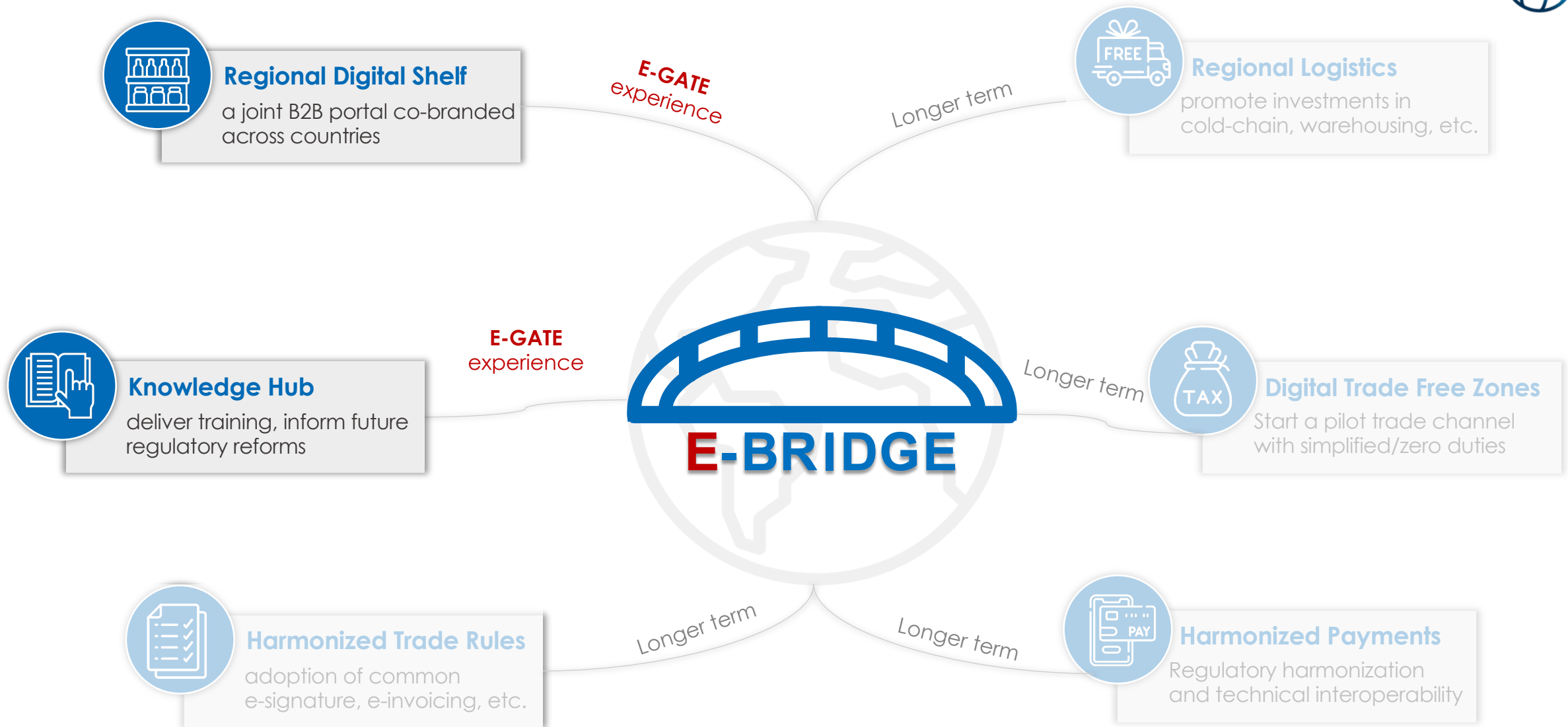
+15,000
new jobs



E-BRIDGE will be an innovative and flagship program under the upcoming large-scale regional World Bank Group Multi-Phased Programmatic Approach (MPA) titled IGNITE. IGNITE starts with E-BRIDGE through digital trade, where alignment is most feasible and impact most immediate.

Like the EU began with coal and steel, we begin with digital trade.







Regional Digital Shelf

a joint B2B portal co-branded across countries

E-GATE
experience

First E-BRIDGE pilot engagement will be focused on expanding the E-GATE pilot as a bare minimum under IGNITE MPA



Knowledge Hub

deliver training, inform future regulatory reforms

E-GATE
experience



E-BRIDGE

FROM FRAGMENTED MARKETS
TO REGIONAL INTEGRATION



Rakhmat!

Let's move
together

