

Opening

Hugh Riddell, Country Manager, World Bank Kyrgyz Republic



Hugh Riddell is a UK national and senior World Bank official with extensive experience across Africa, Central Asia, and fragile and conflict-affected states. He most recently served as Country Manager for Malawi (2020–2024), where he led the response to a multi-dimensional crisis and oversaw a doubling of IDA financing. Prior roles include Country Manager in Somalia, where he re-established the Bank's presence and supported the country's path to debt relief under the HIPC initiative. Earlier, he managed the Afghanistan Reconstruction Trust Fund and worked on infrastructure finance after transitioning from investment banking. He holds a BA from Oxford and an MA from Johns Hopkins University.

Mars Jyldyzev, the Head of the Trade Policy Department at the Ministry of Economy and Commerce of the Kyrgyz Republic



Mars Jyldyzev is the Head of the Trade Policy Department at the Ministry of Economy and Commerce of the Kyrgyz Republic. He holds a degree in Management from the Kyrgyz–Russian Academy of Education (2013) and a law degree from the Academy of the Ministry of Internal Affairs of the Kyrgyz Republic (2018). In his role overseeing trade policy, Mars Jyldyzev is responsible for shaping state initiatives related to exports, international trade regulations, WTO obligations, and the implementation of trade-facilitation

measures like the “single window” system. He frequently represents the ministry at high-profile events, including UN- and World Bank-backed conferences on e-commerce and regional trade development

Nicholas Bowler, British Ambassador to the Kyrgyz Republic



Nicholas Bowler is a British Ambassador to the Kyrgyz Republic since 2023. Before becoming the UK Ambassador to the Kyrgyz Republic, he worked as a Head to the UK Programmes in Ukraine. In addition, earlier he worked in various positions and countries, Mr. Bowler worked as a Team Leader for Governance and Security Occupied Palestinian Territories, Deputy and Acting Development Director for Central Asia, Governance Adviser in Kabul, Evaluation and Program Manager in London. He has BSC in Political Science from the University of Birmingham and MSC in Development Studies from the School of Oriental and African Studies.

Speakers Bios

HIGH-LEVEL SESSION

MODERATOR:

Aibek Kurenkeev, President, Association of E-commerce of the Kyrgyz Republic



Aibek Kurenkeev is an expert in the field of digital economy and fintech, with experience in managing the largest telecom operator in the country. Works on the integration of financial technologies into the e-commerce ecosystem and the development of digital services in Kyrgyzstan.

SPEAKERS:

Urmat Tekirov, Director of the Center for Export Development and Promotion “Kyrgyz Export” under the Ministry of Economy and Commerce of the Kyrgyz Republic



Urmat Takirov is a seasoned expert in trade development and export promotion in Kyrgyzstan. He currently serves as the Director of the Center for Export Development and Promotion “Kyrgyz Export” under the Ministry of Economy and Commerce of the Kyrgyz Republic. With extensive experience in facilitating international trade, Mr. Takirov supports Kyrgyz exporters through market analysis, capacity building, and the promotion of international standards. Prior to this, he led the “Aid for Trade” project at UNDP Kyrgyzstan, focused on inclusive growth and green value chains with funding from the Government of Finland. He is also a strong advocate for regional economic integration and mechanisms for trade settlements in national currencies. His leadership contributes significantly to strengthening Kyrgyzstan’s position in global markets.

Daria Sukhodolova, Director, Lalafo Kyrgyzstan



Daria Sukhodolova is the Director of Lalafo Kyrgyzstan, the largest classifieds platform operating in Kyrgyzstan and Azerbaijan, with expansion to Serbia, Greece, and Ukraine. She also co-founded the Central Asian Communications Festival Red Jolbors, which has grown from a small local event into a flagship annual gathering for regional marketing and PR professionals. With over a decade of experience in marketing, advertising, and



internet-based business development, Daria has delivered more than 300 training sessions on e-commerce, online promotion, and business launch. Her leadership at Lalafo has steered its transformation, notably on topics such as artificial intelligence for improved user convenience.

Zalina Enikeeva, Research Fellow at the Institute of Public Policy and Administration of University of Central Asia



Zalina Enikeeva is a Research Fellow at the Institute of Public Policy and Administration at the University of Central Asia (UCA), with a strong background in economic policy and regional trade. She has worked with organizations such as the World Bank, GIZ, and UNESCAP, and has collaborated with leading universities including Oxford and the Higher School of Economics. In 2024, she served as a Visiting Research Fellow at the CAREC Institute, where she conducted research on cross-border e-commerce between Kazakhstan, Kyrgyzstan, and China.

Chubak Temirov, Deputy Director, High-Tech Park of the Kyrgyz Republic

Chubak Temirov is the Deputy Director of the High Technology Park (HTP) of the Kyrgyz Republic, where he plays a pivotal role in advancing the country's digital economy. With over five years of experience in the IT sector and three years in sales, he actively engages in recruiting international and local IT companies to join the HTP, providing consultancy on residency, tax incentives, and business development. Temirov holds a Bachelor's degree in Business Administration from the American University of Central Asia and a Master's

degree in Supply Chain Management and Logistics from the University of East Anglia, UK. His prior experience includes roles in sales and project management within local IT firms, as well as internships at Amazon UK and Marks & Spencer. He is also a passionate advocate for digital skills education, having led initiatives in data analytics training in collaboration with European partners.

Vladimir Denisov, CEO, Apicore.one, Kazakhstan



Vladimir Denisov is a seasoned expert in e-commerce with over 20 years of business experience, including more than 15 years dedicated to digital trade. He is the CEO of Apicore.one, a SaaS B2B automation platform connecting suppliers, dealers, and marketplaces across Kazakhstan, Uzbekistan, and Kyrgyzstan. He also co-founded iLab, a leading Kazakhstani web integrator in the e-commerce space. As Head of the Trade Committee at IT CEO CLUB, Vladimir has contributed to numerous digital retail initiatives. His portfolio includes the development of major online stores such as Mechta.kz, Technodom.kz, and more than 50 others. He is the co-creator of tools like Optimage.pro, iLabshop.kz, and Eshop.kz. An active speaker and trainer, he specializes in interface research and developed a methodology for interface conversion optimization based on scenario-driven design.

Dinara Kazieva, Founder, Association of Sellers of Kyrgyzstan



Dinara Kazieva is an entrepreneur and analyst actively engaged in e-commerce through online marketplaces. She is the co-founder and President of the Association of Marketplace Sellers (AMS), an organization that supports sellers across various digital platforms. In addition, Dinara leads a consulting firm, DiAs Company,

which provides services in the field of e-commerce. She began her work in e-commerce in 2022. In 2023, together with other active sellers, she co-founded the association in response to the growing need for seller engagement in shaping regulations and national legislation in this emerging sector in Kyrgyzstan.

PANEL I: LOGISTICS FOR E-COMMERCE

MODERATOR:

Gaukhar Ospanova, Private Sector Specialist, World Bank



Gaukhar Ospanova is a Private Sector Development Specialist with the World Bank Group's Finance, Competitiveness & Investment Global Practice (FCI). She has extensive experience supporting private sector growth through initiatives aimed at improving the investment climate, developing small and medium-sized enterprises (SMEs), advancing science commercialization, and implementing supplier development programs. Gaukhar has contributed to projects across Central Asia, including Kazakhstan, the Kyrgyz Republic, Tajikistan, Turkmenistan, and Uzbekistan. She holds a Master of Public Administration from the University of Delaware. Prior to joining the World Bank, Gaukhar served as a Program Coordinator for a United Nations Development Programme (UNDP) project focused on promoting employment.

SPEAKERS:

Nursultan Ashikeyev, Lead Specialist of the Trade Policy and WTO Division, Trade Policy Department, Ministry of Economy and Commerce of the Kyrgyz Republic



Nursultan Ashikeyev is the Lead Specialist in the Trade Policy and WTO Division, within the Trade Policy Department of the Ministry of Economy and Commerce of the Kyrgyz Republic. In this capacity, he plays a key role in the development and implementation of the country's trade policies, including coordination of WTO-related obligations, trade facilitation initiatives, and international trade negotiations aimed at supporting export growth and economic integration.

Yevgeny Pak, Head of the Main Directorate for Customs Control Organization, State Customs Service under the Ministry of Finance of the Kyrgyz Republic



Evgeny Pak is a Colonel of the Customs Service and currently serves as the Head of the Main Directorate for Customs Control Organization at the State Customs Service under the Ministry of Finance of the Kyrgyz Republic. In this role, he is responsible for overseeing the coordination and implementation of customs control procedures across the country's border checkpoints, contributing to the effective regulation of cross-border trade and compliance with national customs policies.

Marsel Salakhunov, President of the Association of Cross-Border Electronic Commerce and Logistics of the Kyrgyz Republic



Marsel is a President of the Association of the Cross-Border Electronic Commerce and Logistics of the Kyrgyz Republic. The mission of the association is to promote the development and integration of cross-border e-commerce and logistics, creating favorable conditions for business and strengthening economic ties between the Kyrgyz Republic and other countries.

Igor Golubev, Deputy Chairman, Association of International Freight Carriers of the Kyrgyz Republic



Since 2023, he has been a member of the Advisory Council under the State Customs Service of the Kyrgyz Republic. Since 2023 Deputy Chairman of the Transport and Logistics Committee at the Chamber of Commerce and Industry of the Kyrgyz Republic. Since 2022, Deputy Chairman of the Association of International Freight Carriers of the Kyrgyz Republic. Since 2020, Development Director of Astrum TEK LLC. Since 2019 Kyrgyz Republic Coordinator for Transport and Logistics Partnership of Central Asian Countries. Since 2019, he has been a member of the TFA Council (Trade Facilitation Council under the Ministry of Economy of the Kyrgyz Republic). Since 2018 he has been a member of the working group on TFA under the Ministry of Economy of the Kyrgyz Republic. Since 2017, Deputy Chairman of the Independent Trade Union of Truck Drivers of the Kyrgyz Republic. Since 2017 he has been General Director of NPVD Trans LLC.

Yunus Zairov, Chairman of the Logistics Committee, Association of E-commerce of the Kyrgyz Republic



Yunus Zairov is the founder and CEO of ISCO Group, a seasoned logistics expert with years of hands-on experience in freight transport and delivery services. He currently serves as the Chairman of the Logistics Committee of the E-Commerce Association of the Kyrgyz Republic, and is a member of the board of both the Association of Customs Brokers and the Association of International Freight Forwarding. In these roles, Zairov plays a strategic part in advancing logistics standards, digitalization, and cross-border delivery frameworks essential to Kyrgyzstan's growing e-commerce ecosystem.

Chyngyz Alkanov, owner of Alkan Bazar

Chyngyz Alkanov is the founder and head of Alkanov Group – a holding company that includes major assets such as “Alkan Bazaar” (the country's largest light industry market), the “MegaMaster” construction hypermarket, the “Monolit” business and trade center, and the “BusinessTransService” customs terminal. Logistics leadership – spearheaded the “BusinessTransService” project, a modern customs terminal serving freight from Europe and Turkey; secured financing from the EBRD of about \$1 million for its development. Initiator and investor of the Global Hab international logistics center near Bishkek (Chui Region), a \$21 million project featuring certified temperature-controlled warehouses, pharmaceutical zones, and high-paying jobs.

Emma Savitskaya, Director, Dary Tyan-Shanya LLC



Emma is a director of a leading honey export company in the Kyrgyz Republic. Dary Tyan-Shanya LLC was established in 2010 and currently is the largest company producing and exporting environmentally friendly and natural beekeeping products in the Kyrgyz Republic. The firm exports to 30 countries.

Meerim Asanly, Co-owner, textile factory "DILIM Collection", Individual Entrepreneur



Meerim is a co-owner of a textile factory and a brand "DILIM Collection". She sells her products in B2C marketplaces Wildberries and Ozon. From 2024 she coordinates the firm's account on the Alibaba B2B platform.

DEMO SESSION

MODERATOR:

Jypara Ajkanova, EGATE Coordinator in Kyrgyzstan, World Bank



Jypara Ajkanova is a Consultant at the World Bank and E-GATE coordinator for the Kyrgyz Republic. She has over 7 years of experience at the World Bank specializing in e-commerce and regional development. Before becoming a Consultant she worked as a Program Assistant with the Poverty and Equity, Macroeconomy Trade and Investment, Environment and Natural Resources, and Energy and Extractives departments of the World Bank. She holds Master's Degree in International Relations from the International University of Japan and Diploma Degree in Education from Bishkek Humanitarian University.

SPEAKERS:

Shakhzod Yovkochev, Co-Founder of AIFU Tech Co., LTD in Uzbekistan & Alibaba Official Partner

Shakhzod is an IT project management expert and EdTech entrepreneur with a background in business and



technology from Westminster International University, the Graduate School of Management in Saint Petersburg, and Babson College. He began his career in the automotive sector with Volkswagen Group, helping to establish key dealership networks in Uzbekistan. He later transitioned into software development, where he led the creation of top national platforms in learning management and student recruitment. As the founder of several successful educational institutions, he plays a prominent role in driving Uzbekistan's digital and educational transformation.

Wang Guowen (Steve), Chairman Aifu Tech Co., Ltd in Uzbekistan & Alibaba Official Partner



Mr. Wang has served for two decades as Director of the International Institute of Education at Heilongjiang University, leading efforts in international education, student exchange, and cross-border cooperation. With deep experience in industry-education integration, he is developing an innovative talent training model centered on Alibaba's platform and resources. Through tailored programs, his initiative—Aifu—aims to build a pipeline of cross-border e-commerce professionals in Central Asia equipped with digital skills, global perspective, and hands-on experience to support sustainable industry growth.

Tamara Tolstunova, Manager, Honey Artel Ltd.



Tamara Tolstunova is a Manager at Honey Artel company, she joined the company 5 years ago. The company works since 2010 and produces, manufactures and sells more than 100 tons of the premium class honey from Kyrgyzstan, as well as the important bee products such as: propolis, bee-bread, bee-pollen and other products. The company exports its products to Russia, Kazakhstan, Japan, and Middle East. Tamara's main tasks at work is optimization of work processes and work with the personnel. Since 2024 she is managing the company's account at the Alibaba platform. Tamara holds bachelor's degree in Journalism from Bishkek Humanitarian University.

Nurjan Sultanova, E-Commerce Manager, Tabarman LLC



Nurjan joined Tabarman in early 2024 as E-Commerce Manager, particularly she works with Tabarman's account in Alibaba.com platform. Tabarman is an International Academy of Cross-Border Electronic Commerce and Logistics. The company provides trainings for new sellers as well as sells products in such marketplaces as Wildberries, Ozon, and Alibaba. Nurzhan is responsible for Tabarman's Alibaba account. She holds bachelor's degree in Design from Kyrgyz State University of Construction and Architecture.

Raima Esenova, General Director, Raima LLC



Raima has more than 15 years of experience in textile industry. She is an entrepreneur and a seller in such marketplaces as Wildberries, Alibaba, OZON. She has a bachelor's degree in accounting.

Jyldyz Kudainazarova, Director, Satarman LLC



Jyldyz is an entrepreneur and a seller in such marketplaces as Wildberries, Alibaba and OZON. She is also a cofounder of a construction and refurbishment company Richant. Host of R. Kiyosaki's game about financial literacy Cashflow. Psychologist. Before becoming an entrepreneur, she worked as an accountant in Qatar Airways in Doha, Qatar and several commercial banks in the Kyrgyz Republic.

PANEL II: FINTECH FOR E-COMMERCE

MODERATOR:

Fatima Eshimbekova, Operations Officer, IFC



Fatima Eshimbekova has over 20 years of experience in the financial sector, including work in both the private sector and international institutions. As a project leader at the International Finance Corporation (a member of the World Bank Group), she has successfully implemented a number of regional projects, including improvements to financial infrastructure and the development of digital financial services. She currently serves as the Project Lead for the IFC initiative “Innovations in the Financial Sector in Central Asia.”

SPEAKERS:

Nazokat Rashidova, Chief Executive Officer, Freedom Payments



Nazokat Rashidova, born on November 2, 1985, in Tashkent, is the Chief Executive Officer of JSC "Freedom Payments" since January 2024. She holds a degree in Telecommunications and a Master's degree in Information Security from the Tashkent University of Information Technologies named after Muhammad al-Khwarizmi. Prior to her current role, she served as Product Manager at "Freedom Payments" from 2022 to 2023. Her earlier experience includes leadership positions at LLC "Coscom" TM Ucell in Tashkent, where she was Head of the Department for New Project Development and Client Base Expansion (B2B) from 2021 to 2022, Head of the Department for Subscriber Acquisition Activities (B2B) from 2019 to 2021, and Head of the Business Solutions and Pricing Department (B2B) from 2015 to 2019.

Zhanara Aitanova, Director, LLC «Dab LTD»



Head of the textile factory with 50-80 employees. Textile factory works for almost 15 years and sells in such marketplaces as Wildberries, Amazon, Alibaba. Currently, she is working on expanding the business and entering international marketplaces.

Damira Abdurakhmanova, Acting Chairman of the Management Board of Interbank Processing Center



Damira has many years of experience in banking and finance, as well as deep expertise in electronic payments and digital financial services, she has established herself as a recognized leader in the financial industry. Her professional path is marked by a significant contribution to the development of modern technologies in the banking infrastructure. Since 2023, she has been working in the Closed Joint Stock Company Interbank Processing Center. Currently, he is the Chairman of the Management Board of CJSC Interbank Processing Center. She actively participates in specialized seminars, forums and international conferences, where she represents not only the organization, but also promotes the interests of the entire financial sector of Kyrgyzstan, making a significant contribution to the formation of the country's digital future. Her merits were marked by



certificates of honor from the State Committee for National Security of the Kyrgyz Republic and the Union of Banks of Kyrgyzstan.

Adilet Sulaimanov, Co-Founder, Bithub.kg



Adilet is a dedicated technology executive who has successfully led a high-tech engineering consulting firm and now specializes in building blockchain technology, incorporating CRM and AI solutions. As a strong leader, my focus is on creativity and determination to deliver optimal results in the dynamic world of technology. From 2022 Adilet is a Co-founder and Hean Chef of Bithub.kg.

Ulan Kanybekov, Head of Mobile Financial Services Department, Megapay



Ulan Kanybekov is the Head of the Mobile Financial Services Department at MegaPay (part of МЕГА/АФТП Компания). As a seasoned fintech professional, he leads projects related to the MegaPay mobile application and spearheads initiatives in digital payment solutions. He has represented the company as a key speaker at industry events such as EXPO, where he discussed the evolution of mobile financial services and the expansion of digital payment frameworks in the Kyrgyz market .

Esen Sagynov, Founder, CTO Finik



Esen Sagynov is the Founder and Chief Technology Officer at Finik and Mancho, and also serves as CTO of Quickpay. With nearly two decades of software engineering experience—including senior roles at NAVER (South Korea) and Amazon (Canada)—he leads the development of fintech and digital payment systems in Kyrgyzstan. Educated at the American University of Central Asia and KDI School of Public Policy & Management, he holds advanced degrees in software engineering and business, and has become a key voice in the country's tech and startup ecosystem.