



The project is funded by the European Union

Central Asia Invest Programme

Project Update August-September 2014

Development of the Fruit and Vegetable Processing Sectors in Kyrgyzstan and Tajikistan (DFVP)

The project is implemented by British Expertise (UK)

in partnership with

Association of Food Industry Enterprises (Kyrgyzstan)

and

National Association of Small and Medium Businesses (Tajikistan)

October 2014

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1. Introduction

The project **“Development of the Fruit and Vegetable Processing Sectors in Kyrgyzstan and Tajikistan (DFVP)”** is being implemented in the framework of Central Asia Invest Programme III funded by the European Union.

There are three implementing partners of the project: British Expertise (BE), UK (non-profit organisation, the Applicant), The Association of Food Industry Enterprises (the former title as presented in the Full Application Form was “Association of Fruit and Vegetable Enterprises”, the Association changed its name in early 2014 to better reflect new membership), Kyrgyzstan (non-profit organisation, Partner) and the National Association of Small and Medium Businesses of Tajikistan, (non-profit organisation, Partner).

The contract for the project was signed on 1 January 2014 which is considered as the start of the Inception Phase.

The project is a follow-up on the previous project implemented in the framework of Central Asia Invest II by British Expertise in partnership with BIG (NGO “Business Intellect Group”, Kyrgyzstan) in Kyrgyzstan in 2011-2012. The approach to build on results achieved in Kyrgyzstan and to transfer the experience from Kyrgyzstan to the South of Tajikistan remains valid and will be reported during the course of the project implementation.

Important features of the approach developed at the stage of project design are “good coordination among all project partners involved”, “logical sequence of the activities” and “careful reviewing of the activities and flexible adjustments answering the most outstanding needs of the beneficiaries” remain valid and are being applied.

As the project Inception Phase Report was extended by two months, covering months 1-5 of the project implementation, and in order to synchronise internal project reporting with originally proposed quarterly-based project updates (as stated in the Inception Report), this internal project update, as well as the previous one, is written on a bi-monthly basis.

The next project update report will be written on a quarterly basis and will cover months 10-12, to be followed by Annual report.

In line with this approach, the present internal Project Update Report describes activities carried out during this reporting period (months 8-9), major challenges occurred during the reporting period, deviations from the planned schedule (if any) and planning for the next reporting period. Five annexes to the report present all major information and details of the work undertaken during the reporting period.

The Project considers the Work Plan, adjusted during the Inception Phase, as the basis for project implementation and the present report reflects project progress in line with this adjusted Work Plan.

2. Activities carried out during the reporting period

The following activities have been implemented or are on-going during the reporting period:

Activity group 1: project launch, team mobilisation and work plan finalization

All activities planned for this activity group have been completed.

Activity group 2: Target group selection and needs assessment

During the reporting period all tasks of this activity groups were finalized. Although major work of this activity group was undertaken in the previous reporting period (months 6-7), the focus of the beginning of this reporting period was on finalizing the selection of target groups for Tajikistan - SMEs from the South (the project's target region) which have confirmed their participation in the project and took an active part in the project's capacity building session in September 2014 (see further section of the report for more details).

Participation of SMEs in the capacity building session in Tajikistan has allowed slight adjustment of needs assessment for marketing training and market research. It has formed a final basis for the start of market research in Tajikistan (see activity group 3 for more details).

Activity group 3: Analysis of internal and regional/international market opportunities in the SME F&V processing sector

Activities 3.1 and 3.2 started in month 7 in Kyrgyzstan and are actively underway in the reporting period in close cooperation between the project international and local marketing experts.

As stated in the previous Project Update, for Tajikistan, based on a thorough needs assessment, it has been decided to focus the market research on development of an F&V processing sector database in the South region of the country since this information does not currently exist at a national level. The analysis of internal, regional/international markets will follow and will be based on database results' analysis (see section 3 below for details). The work is currently underway in cooperation between international and national marketing experts in Tajikistan. The detailed database template has been developed and is being used for the research.

Activity 3.3 has been completed in both participating countries – all needs and opportunities in marketing have been summarised and analysed for further capacity building and consultations on request basis. The final analysis has been placed on the websites of both Project Partners.

Activity group 4: Capacity building for BIOs in management, business and other client-oriented tools and techniques (ToT)

Activity 4.1 has been completed including analysis of needs for the UK study tour.

Preparations for the UK study tour are actively underway and the final draft programme has been developed. Further slight adjustments are still possible but all major arrangements and meetings are already fixed. The final draft UK study tour programme is presented in Annex 4 of this report. The candidates for the study tour have been selected consisting of both project partners and selected SMEs from Kyrgyzstan and Tajikistan (pilot SME "Dessert" from Kyrgyzstan" and pilot SME "Aqua Juice" from Tajikistan).

Capacity building in management started in month 9 (as planned) in the framework of the second session of the project capacity building programme (see annex 3 – Marketing expert's report for details).

Activity group 5: Capacity building in food safety

The focus of project activities in this activity group has been on preparation, organisation and delivery of the second capacity building session in HACCP. Annex 1 presents the

detailed agenda of the second project's capacity building session carried out on 15-18 September in Bishkek, Kyrgyzstan and on 22-24 September in Dushanbe, Tajikistan. Annex 2 presents the detailed report of the project Food Safety expert on the second capacity building session. Participants' feedback analysis is incorporated in the report.

Activity group 6: Capacity building in marketing

Based on the detailed needs assessment undertaken in the previous reporting period (activity group 2), the focus of project activities in this activity group has been on preparation, organisation and delivery of the second capacity building session in HACCP. Annex 1 presents the detailed agenda of the second project's capacity building session carried out on 15-18 September in Bishkek, Kyrgyzstan and on 22-24 September in Dushanbe, Tajikistan. Annex 3 presents the report of the project marketing expert on the second capacity building session. Participants' feedback analysis is incorporated in the report.

Activity 6.2 - "Studying of successful marketing strategies of participating target groups and using them for capacity building as best practices" was started up in the previous reporting period but further detailed analysis has showed either absence or unwillingness of capacity building programme participants to share their marketing strategies or strategic planning elements. Therefore, relevant examples of similar SMEs working in similar conditions in other countries have been used and will be further used for case studies unless the trainees will become more open. However, during the training session participating SMEs provided examples of various elements of their marketing activities contributing to the learning process.

Overall, the second session was widely attended and highly appreciated by participating SMEs and BIOs in both countries.

In Kyrgyzstan, 8 BIOs, 19 SME representatives and 10 representatives of other relevant organizations took part in the second capacity building session. Around 30% of participants were represented by two persons thus demonstrating great interest and commitment to study and apply HACCP in practice. Moreover, 3 trainees (SMEs) from Tajikistan were invited to Bishkek to take part in the capacity building programme as it included field visits to advanced SMEs and the seminar on new types of F&V processing equipment for relevant Asian enterprises.

In Tajikistan, 3 BIOs, 7 SME and 6 representatives of other relevant organizations (Tajik Standart, Tajik Technological University) took part in the second capacity building session.

Activity group 7: Advisory services to F&V processing SMEs

A successful seminar on new types of F&V processing equipment was held on 15 September 2014 in Bishkek (activity 7.2). The companies invited represented the best international equipment providers with representations in Kyrgyzstan and Central Asia (see annex 1 for details). It was highly appreciated by all trainees. All materials and contact details of invited equipment companies were provided to trainees.

In addition to two pilot SMEs selected in Kyrgyzstan for direct support in food safety and marketing aspects on request basis (activity 7.3) in the previous reporting period, two pilot SMEs have been selected in Tajikistan. These are (1) F&V processing SME "Aqua Juice" and (2) F&V processing SME "Kurgan-Tubinskiy Food Enterprise" located in the South of Tajikistan. Both pilot SMEs have been selected on the basis of criteria developed during the Inception Phase and have signed letters of commitment to participate in the project as pilot SMEs and to fulfil project requirements reflected in the selection criteria (see annex 5). This activity was extended from the previous reporting period (months 6-7) to the current one and have been completed.

Field visits to the pilot SME "Dessert" and to one of the participants of the project capacity building programme - SME "Aylana" (the best tomato paste producer in Kyrgyzstan) (activity 7.4) were organized by the project for all training participants aimed at studying

the elements of HACCP already in place and further steps needed for its introduction (see Annex 2 for details).

The work is on-going with two pilot SMEs in Kyrgyzstan (activity 7.5). To date the following work has been undertaken in Kyrgyzstan in close cooperation with the project Food Safety expert and volunteers from BIOs participating in the project capacity building programme:

Pilot SME Dessert:

A list of proposals regarding improvement of food hygiene in "Dessert" was prepared by the Project and sent to this pilot SME. Food hygiene is a key element in each food processing enterprise and success of HACCP highly depends on how effective are activities of enterprise in hygiene maintenance. Approximately 30% of proposals have been already implemented by "Dessert" in the fields of utensils, washstands and control of pests.

The management of "Dessert" has adopted the plan of activities to implement the above mentioned proposals. Most of these activities are planned for implementation until the end of 2014. Some of the actions need reconstruction of premises and production lines and the deadline for these activities is the end of 2015.

"Dessert" has prepared pre-requisite programs as part of the HACCP introduction process. They have been reviewed by the Project and proposals regarding their improvement provided to this pilot enterprise. The project prepares proposals regarding additional five pre-requisites programs which are required by ISO 22002-1 standard "Prerequisite programmes on food safety -- Part 1: Food manufacturing".

"Kaindy-Kant":

Drafts of five out of fifteen pre-requisite programs which are required by standard ISO 22002-1 have been prepared by a pilot enterprise. The project provided proposals for amendments to these drafts and "Kaindy-Kant" is currently making changes to these documents. Two key standard operational procedures have been prepared and are under review by the project.

On the request of one of the most active participants of the project capacity building – SME "Kirbi" producing potato chips (the leading company in this sub-sector in Kyrgyzstan occupying 60% of the market share), the project experts visited this SME with a view to adding it to the list of pilot SMEs. This issue is currently under consideration and will depend on the commitment of the management and full correspondence to criteria developed by the project for pilot SMEs (see annex 2 for more details).

Activity group 8: Exchange of best practices and experiences

All preparations and arrangements for exchange visits South-North of Tajikistan have been made which will take place during the next reporting period. It is aimed at gaining experience by participating SMEs from the south of Tajikistan from the more advanced and export-oriented north. The participation of Kyrgyz SMEs from the south of Kyrgyzstan which keep close business links with the north of Tajikistan is also envisaged. This exchange visit is organized with the support of Hilfswerk Austria International actively working in the north of Tajikistan and is seen as an example of cooperation between relevant donor-funded projects and CAI projects in particular (activity 8.1).

As mentioned above, exchange visits to the pilot SME "Dessert" and participating SME "Aylana" took place for all training participants during the reporting period. It was accompanied by practical exercises aimed at gaining experience in "internal Auditing" needed for HACCP introduction. Three trainees from Tajikistan took an active part in it (activity 8.3).

Activity 8.4 is on-going: all arrangements have been made for the participation of Kyrgyz Partner in Saint Petersburg (Russia) - "Peterfood", and for the participation of Tajik Partner in food exhibition in Kazakhstan "World Food Kazakhstan".

Activity group 9: Support to relevant legislation/regulations development in Kyrgyzstan and Tajikistan

Although a review of all legal updates in food safety field undertaken in months 4-5 has allowed the formulation of precise topics for legal input in Kyrgyzstan, and activity 9.3 started up in the field of development of "methodological recommendations on Production Control System based on HACCP principles" in close cooperation with the project Food Safety expert, this activity had to stop at the beginning of the reporting period because of rapid change in the external policy environment in Kyrgyzstan. However, HACCP introduction is a key priority in the regulations of the Customs Union and Kyrgyzstan has now a clear and declared intention to join it by January 2015. Therefore the project intervention will be continued as soon as a new task will be formulated based on the most relevant needs (see section 3 below for details).

In Tajikistan, as stated in the Inception Report, the exact tasks for activity 9.4 will be specified in the next reporting period following the forum of the business/SME community with the President of Tajikistan (to be held in Dushanbe on 15-16 October 2014).

A part of legal input has been already carried out following a justified request of the Project Partner in Tajikistan: answering the need of SMEs/entrepreneurship community, the Manual for entrepreneurs (which includes important issues related to SME registration, taxation, export operations etc.) has been prepared with the financial support of the project (activity 9.4). The process of development and publishing process was coordinated by NASMB, the Project Partner in Tajikistan. It is important to mention that such a manual has never published in Tajikistan before and therefore serves as a practical and useful tool for protection of national producers/SMEs including F&V sector.

Activity group 10: Promotion, dissemination and visibility actions

These activities are on-going with regular information sharing with all relevant stakeholders (activity 10.2). It is being regularly updated on the websites of both project partners thus creating a web platform of real value for information sharing. All training materials, project's and experts' reports, press releases, photos etc. are being regularly updated.

Visibility items produced earlier continue to be disseminated to the relevant stakeholders.

The project's second capacity building session held in September 2014 was widely attended by mass media. The following agencies provided wide coverage of the project events, either in TV news or in the internet:

- 1) Bishkek post.kg (internet agency): <http://bpost.kg/news/malyy-i-sredniy-biznes-nacelivaetsya-na-mezhdunarodnye-standarty-proizvodstva>;
- 2) Independent Bishkek TV: showed TV news about DFVP project training, on 15 September 2014, in news block;
- 3) TV Channel "ELTR" (State National TV): showed TV news about DFVP project training, on 15 September 2014, in news block;
- 4) Radio/TV programme "AZATTIK"
- 5) Kyrgyz telegraph Agency- <http://kyrtag.kg/news/detail.php?ID=300702>;
- 6) "Top News kg": <http://www.topnews.kg/news/view/vtoroj-trening-po-pishchevoj-bezopasnosti>.

The project information is regularly reflected in the bi-monthly Information Bulletins being issued by the Project Partner in Kyrgyzstan.

The project took an active part in the EU CAI Networking meeting held in Dushanbe, Tajikistan on 24-25 September 2014.

Activity group 12: Project management

All activities of this activity group are on-going.

Activity 12.3, "Project database development and update" is being permanently updated. Regular contacts and Skype conferences are being maintained among all project partners and experts involved. Internal reporting and internal monitoring are on-going. Feedback from all participating stakeholders is being collected and analysed.

3. Deviations from the planning schedule

Some activities described below have been slightly re-scheduled/adjusted in order to make them fully accordance with the updated needs of the project target groups. Justification of all changes is presented for each activity and/or activity group concerned. All other activities not mentioned in this section of the report are being implemented as planned.

Activity group 3: Analysis of internal and regional/international market opportunities in the SME F&V processing sector

The work started in the South of Tajikistan on database development (as a part of local market research) in the previous reporting period was planned to be carried out in parallel with regional and international market research. However, the initial work undertaken showed considerable gaps in information in F&V processing SMEs' products, input suppliers, markets and volumes of production which has implications on potential regional and international market opportunities. Therefore, it has been decided in consultation with the Project Partner in Tajikistan and marketing experts to carry on market research on more continued basis - "step by step" - from database development and its analysis (once completed) to analysis of local, regional and international market opportunities based on detailed picture received from the finalized database. Such an approach is in favour of the project target groups - F&V processing SMEs in the South of Tajikistan as the results of the market research will give a clear vision on practical opportunities to be used. Moreover, this approach is in line with "flexibility" approach emphasised by the project since the start.

Activity group 7: Advisory services to F&V processing SMEs

Activity 7.1a - Support to establishing and improving contacts with input suppliers for value chain development (Tajikistan): as stated in the Inception Report, the project focus on the South region of Tajikistan was by definition a challenging task and this concerns the whole value chain development process in F&V processing sector there. The current process of database development as a part of market research in Tajikistan will show the picture of input suppliers for the Southern F&V processing SMEs and, once it is completed, the project intervention in establishing contacts with input suppliers will be the most relevant. Therefore, this activity will be carried out in Year 2 in line with flexibility approach.

Activity group 9: Support to relevant legislation/regulation development in Kyrgyzstan and Tajikistan

The project Inception report emphasises a flexible approach to be applied. This particularly concerns activities 9.3 and 9.4 in terms of time schedule and their exact formulation. The aim of project flexibility is to make a legal project input the most needs-based and valuable for the target groups and final beneficiaries. Therefore the project is doing its best to maximise the adaptation of its input in legal field in both countries involved in order to ensure the most valuable elements of Public-Private Partnership (PPP), as legal inputs are closely linked with cooperation between the government and businesses (in this case - F&V processing SMEs).

As stated in section 2, legal input in Kyrgyzstan had to be postponed. An urgent decision to join the Customs Union taken by the Government of Kyrgyzstan in July 2014 has had serious implications on F&V sector in general and on F&V processing SMEs in particular. All technical regulations developed by Kyrgyzstan in 2013 and 2014 (which have a direct linkage with food safety and HACCP) have now to be cancelled as the country needs to follow the Customs Union's regulations starting from January 2015. A corresponding draft Law about the cancellation of all locally developed technical regulations has been developed by the Government. Uncertainty with further steps in this direction means that the project legal input has to be postponed until clear tasks for food industry's SMEs are formulated by the Government. It is expected to establish the new legal input for Kyrgyzstan in the next reporting period and this will be duly reported.

As mentioned above, a part of legal input for Tajikistan will also be formulated in the next reporting period.

As a consequence of the above situation, a seminar on presentation of legal advice/input from the project planned for December 2014 will take place in 2015 (activity 9.5). The precise formulation of this activity might be further adjusted if necessary.

4. Challenges experienced during the reporting period

No major challenges were experienced during the reporting period. However, few minor challenges are worth mentioning, namely:

- Studying of successful marketing strategies of participating target groups and using them for capacity building as best practices" was started up in the previous reporting period but further detailed analysis has showed either absence or unwillingness of capacity building programme's participants to share their marketing strategies or strategic planning elements. Therefore, relevant examples of similar SMEs working in similar conditions in other countries have been used and will be further used for case studies unless the trainees will become more open.
- Low interest in support offered by the project in marketing aspects is observed among pilot SMEs in Kyrgyzstan so far. The lack of a well-structured approach to marketing is a common challenge experienced by enterprises participating in the project. Another reason is seen in the lack of openness of SMEs in marketing aspects and reluctance to share any marketing-related data generally and to the project experts in particular. The rather late selection of pilot SMEs in Tajikistan is also explained by the same reason. It is believed that close consultations and capacity building will improve this situation.
- The postponement of a well-formulated and fixed legal input in Kyrgyzstan is seen as a slight challenge for the project as it means deviation from the project planning and a need to formulate another task in consultation with the Project Partner and relevant stakeholders. The external environment where rapid changes have occurred (see section 3 for details) remains uncertain and the project has to adjust its legal input to make it the most needed in the current circumstances.

5. Planning for the next reporting period

The major focus of activity during the next reporting period (months 8-9, August-September 2014) will be on:

- ⇒ **Activity group 3:** Analysis of internal and regional/international market opportunities in the SME F&V processing sector: the focus will be on database development for F&V processing SMEs in the South of Tajikistan and finalization of market research in Kyrgyzstan based on priorities identified earlier through needs assessment.
- ⇒ **Activity group 4:** Capacity building for BIOs in management, business and other client-oriented tools and techniques (ToT): this activity will be continued in session 3 of the project capacity building programme. The UK study tour will take place from 19 to 24 October and its feedback will be analysed and discussed.
- ⇒ **Activity group 5:** Capacity building in food safety will be continued through preparation, organisation and delivery of the third capacity building session in HACCP (to be held in later November – early December 2014). It will include practical exercises, case studies and analysis of "homework" following field visits to selected SMEs in the framework of the previous capacity building session.
- ⇒ **Activity group 6:** Capacity building in marketing will be a part of training session 3 of the project capacity building programme (to be held in later November – early December 2014). In addition to training topics selected jointly with trainees it will include degustation panel and a workshop with leading supermarkets of Kyrgyzstan

aimed at improving/establishing marketing linkages between them and F&V processing SMEs participating in the project. Meetings with input suppliers are also preliminarily planned.

- ⇒ **Activity group 7:** Advisory services to F&V processing SMEs: this activity will be actively continued with pilot SMEs in Kyrgyzstan and will be launched in Tajikistan with two selected pilot SMEs. Field visits by experts to selected pilot SMEs are also planned.
- ⇒ **Activity group 8:** Exchange of best practices and experiences: exchange visit South – North is planned in Tajikistan for October 2014 with participation of Kyrgyz delegates.
Participation in two relevant exhibitions is planned for November 2014: “Peterfood”, Russia (for Kyrgyz partner) and “World Food Kazakhstan” for Tajik partner. A broad distribution of relevant exhibitions’ materials and contacts is envisaged, as well as presentations for all project capacity building programme participants.
- ⇒ **Activity group 9:** Support to relevant legislation/regulations development in Kyrgyzstan and Tajikistan: these activities will be formulated/re-formulated (for Kyrgyzstan) and launched.
- ⇒ **Activity group 10:** Promotion, dissemination and visibility actions: this activity is on-going and will be continued.
- ⇒ **Activity group 12:** Project management: this activity will be continued. The next Steering Committee meeting/Annual Conference is planned for early December 2014 (to be held in Bishkek).

Annex 1: Agenda of the 2nd capacity building session (Kyrgyzstan and Tajikistan)

Annex 1a: Kyrgyzstan

Central Asia Invest Programme III

Development of the Fruit and Vegetable Processing Sectors in Kyrgyzstan and Tajikistan (DFVP) project

Agenda

2nd capacity building session 15 – 18 September 2014

Bishkek, Kyrgyzstan
“Dostuk” hotel

Time	Topic	Speaker/trainer
15 September		
9:00 – 10:45	<u>Seminar on marketing</u> : quality management in marketing system	Natalya Kozak/ Marketing expert (British Expertise)
10:45 – 11:00	Coffee break	
11:00 – 13:00	<u>Seminar on marketing</u> : label/marketing as one of the main elements of food products quality management. Requirements to label/marketing of food products in the Customs Union	Natalya Kozak/Marketing expert (British Expertise)
13:00 – 14:00	Lunch	
14:00 – 18:00	Seminar on new types of equipment for F&V processing SMEs	
14:00 – 15:30	Eco Product Asia, official distributor of: <ul style="list-style-type: none"> • "Vorán Maschinen GmbH" – F&V processing equipment (Austria); • "Smurfit Kappa Group" – packing equipment including "Bag-in Box" (Ireland); • "Speidel" - F&V processing equipment (Germany) 	Dastan Omuraliev, Eco Product Asia
15:45 – 16:45	"TransAgroService" – equipment for food processing (Poland)	Iminzhan Daliev
16:45 – 17:00	Coffee break	
17:00 – 18:00	"EXPO-SERVICE LLC" - European equipment for F&V and concentrated juices processing	Waldemar Azelborn
16 September		
9:00 – 9:15	Meeting at Dostuk hotel by all capacity building programme participants	
9:15	Departure to the pilot SME "Desert"	
10:30 – 13:00	Field visit to the pilot SME "Desert": meeting with the management; acquaintance with new equipment; HACCP elements in place; laboratory, current work on HACCP introduction	
13:00 – 14:00	Lunch	

14:00	Departure to “Ailana” SME	
14:30 – 15:45	Field visit to the pilot SME “Desert”: meeting with the management; acquaintance with new equipment; HACCP elements in place; laboratory, current work on HACCP introduction	
16:00	Return to Bishkek	
17 September		
9:00 – 10:45	<u>Seminar on management:</u> Use of TOWS analysis at an enterprise/SME in the planning process	Natalya Kozak/Marketing expert (British Expertise)
10:45 – 11:00	Coffee break	
11:00 – 12:45	<u>Seminar on management (continuation):</u> Practical exercise on development of SWOT-TOWS matrix analysis at an enterprise level	Natalya Kozak/Marketing expert (British Expertise)
12:45 – 13:00	Filling in feedback questionnaires by participants (marketing and management seminars)	
13:00 – 14:00	Lunch	
14:00 – 15:45	<u>Seminar on food safety/HACCP:</u> ISO 22000 Standard, part 1	Gennadii Kuznetsov/ Food Safety expert (British Expertise)
15:45 – 16:00	Coffee break	
16:00 – 18:00	HACCP practical training	Gennadii Kuznetsov/ Food Safety expert (British Expertise)
18 September		
9:00 – 11:00	<u>Seminar on food safety/HACCP (continuation):</u> ISO 22000 Standard, part 2	Gennadii Kuznetsov/ Food Safety expert (British Expertise)
11:00 – 11:15	Coffee break	
11:15 – 12:45	HACCP practical training	Gennadii Kuznetsov/ Food Safety expert (British Expertise)
12:45 – 13:00	Filling in feedback questionnaires by participants (food safety/HACCP)	

Annex 1b: Tajikistan

Agenda

2nd capacity building session 22-24 September 2014

Dushanbe, Tajikistan

Time	Topic	Speaker/trainer
22 September		
9:30 – 10:45	<u>Quality Management Centre (QMC), Tajikistan:</u> North-South experience sharing: implementing food safety/HACCP at F&V processing SMEs, marketing development – success stories from the North of Tajikistan	Mirzoravshan Qobilov, QMC
10:45 – 11:00	Coffee break	
11:00 – 13:00	<u>Hilfswerk Austria International in Tajikistan:</u> North-South experience sharing in the areas of projects implemented; success stories; cooperation with other donors, current initiatives, challenges; lessons learnt, mistakes to be avoided; recommendations for F&V SMEs from the South areas of North-South cooperation in F&V processing sector	Umed Aslanov, Head of Mission in Tajikistan
13:00 – 14:00	Lunch	
14:00 – 15:45	<u>Seminar on marketing:</u> Substance and tasks of marketing	Natalya Kozak/ Marketing expert (British Expertise)
15:45 – 16:00	Coffee break	
16:00 – 17:45	<u>Seminar on marketing:</u> Marketing strategies	Natalya Kozak/ Marketing expert (British Expertise)
23 September		
9:00 – 10:45	Practical exercises on planning of marketing activities (SWOT analysis)	Natalya Kozak/ Marketing expert (British Expertise)
10:45 – 11:00	Coffee break	
11:00 – 12:45	Continuation: Practical exercises on planning of marketing activities (SWOT-TOWS analysis)	Natalya Kozak/ Marketing expert (British Expertise)
12:45 – 13:00	Filling in questionnaires by participants (marketing)	
13:00 – 14:00	Lunch	
14:00 – 15:45	<u>Seminar on food safety/HACCP:</u> ISO 22000 Standard, part 1	Gennadii Kuznetsov/ Food Safety expert (British Expertise)
15:45 - 16:00	Coffee break	
16:00 – 18:00	HACCP practical training	Gennadii Kuznetsov/ Food Safety expert (British Expertise)

24 September		
9:00 – 10:45	<u>Seminar on food safety/HACCP (continuation):</u> ISO 22000 Standard, part 2	Gennadii Kuznetsov/ Food Safety expert (British Expertise)
10:45 – 11:00	Coffee break	
11:00 – 12:45	<u>Seminar on food safety/HACCP(continuation):</u> HACCP practical training	Gennadii Kuznetsov/ Food Safety expert (British Expertise)
12:45 – 13:00	Filling in feedback questionnaires by participants (food safety/HACCP)	

Annex 2: Food Safety expert's report on the 2nd capacity building session with participants' feedback analysis

REPORT ON MISSION No 2 From 15.09.2014 to 25.09.2014

Gennadiy Kuznetsov, Project Food Safety Expert

I. SUMMARY

1. Workshops on HACCP in Bishkek and Dushanbe were carried out successfully. Practical training consisted of visits to two enterprises (one of which is the project pilot SME) and practical group work in Kyrgyzstan and Tajikistan. This is confirmed by positive feedback received from all participants in both countries.

2. A combination of practical and theoretical training components with emphasis on practical training will be used in future capacity building sessions since this approach is in line with the expectations of participants and will increase their level of knowledge which will in turn enable them to develop, implement and use HACCP systems or the Food Safety Management System (FSMS) in accordance with ISO 22000 and ISO 22002-1 standards.

II. SECOND TRAINING SESSION IN BISHKEK, 16-18 SEPTEMBER, 2014.

1. Visits to relevant fruit and vegetable processing (F&V) processing SMEs in Kyrgyzstan - "Aylana" (the project capacity building programme participant) and "Dessert" (the project pilot SME), Kara-Balta town, 16 September 2014.

All workshop participants took part in the field visit to enterprises "Aylana" and "Dessert" on September 16, 2014.

"Aylana" is the biggest and the most famous producer of tomato paste in Kyrgyzstan certified in accordance with ISO 22000 standard.

The purpose of the visits was to conduct "mini-inspections" of these enterprises in food safety aspects with the following tasks:

- to give participants practical experience in assessing the implementation of pre-requisite programs (one of the major conditions of HACCP introduction);
- to provide participants with inspection skills.

All participants received inspection forms and were requested to fill in these forms while conducting "mini-inspections" as a part of the training process. These forms were further used during the training session for practical exercises.

2. Summary of the HACCP workshop, 17-18 September, 2014.

The workshop was attended by representatives from:

- F&V processing SMEs;
- BIOs (Business Intermediate Organizations) - companies specialized in providing consultancy services to these enterprises;

As well as representatives of:

- relevant international technical assistance projects;

- government regulatory bodies;
- relevant high academic institutions.

The second part of the day (17.09.2014) and the first part of the day (18.09.2014) were dedicated to HACCP training. It was initially planned that each day would consist of a practical and a theoretical part. But it was decided after consultation with participants that both days should be dedicated to practical training.

This training consisted of two parts. The first one was devoted to the preparation of an inspection report based of forms which were filled in during visits to two SMEs on 16 September 16 2014. Participants made hazard analysis to prepare HACCP plan during the second part of the practical training. This analysis was carried out for the production of apple juice.

3. Summary of participants' replies on questionnaire regarding workshop.

Appendix 1 shows the summary of responses from participants to the questionnaires that were filled in after the seminar. The questionnaire contained a request to rate the workshop on the following questions using a five-point scale:

- whether the seminar was useful;
- content of the seminar;
- atmosphere of the seminar;
- style of seminar conducting;
- hand-outs

as well as comments on these issues.

All participants positively commented on the usefulness of the workshop, the style of its conduction, the atmosphere and hand-out quality. One person noted that his/her expectation was not met.

4. Work done between 1st and 2nd missions and some additional activity during this 2nd mission.

List of proposals regarding improvement of food hygiene in "Dessert" was prepared and sent to this pilot enterprise before the second mission (September 2014). Some proposals have been already implemented by "Dessert".

On kind invitation of the management of one of the training participant - SME "Kirbi", the project team visited this company. "Kirbi" produces potato chips and is the biggest producer of this product in Kyrgyzstan. Project visited the production site and its construction site where "Kirbi" plans to build a new plant in accordance with Good Manufacturing and Good Hygiene Practice. The project Food Safety Expert provided some advises to the management of the company regarding improvements of hygiene of the existing plant and concerning design of the new plant to be build.

5. Plans for the next stage of training.

For the next stage of the project capacity building programme it is planned to visit pilot SMEs, to conduct workshops on regarding ISO 22000 and ISO 22002-1 standards, which are the most modern international instruments based on the principles of the HACCP system. Practical training is also planned.

As for the work with pilot SMEs - provision of advice regarding preparation of pre-requisites programs is foreseen.

III. SECOND TRAINING SESSION IN DUSHANBE, 23-24 SEPTEMBER, 2014.

1. Summary of the HACCP workshop held on 23-23 September, 2014.

The workshop was attended by representatives from:

- enterprises engaged in the processing of fruits and vegetables;
- companies that specialize in providing consultancy services to these enterprises;
- international technical assistance projects;
- government regulatory bodies;
- higher education institutions.

This workshop consisted of two parts. The first one was dedicated to theoretical training. Workshop conductor started with the review of the main themes of the previous workshop because approx. 30% of participants haven't attended this workshop (SMEs mainly) and implementation procedures of HACCP system were further discussed with the participants.

The rest of the workshop was aimed at preparation of HACCP plan for production of the mountain onion "Anzur". This product could be named as "Tajik Specialty" and has a good potential for export.

3. Generalization of participants' replies on questioner regarding workshop.

Appendix 1 shows a summary of the responses of the participants to the questionnaires that were filled in after the seminar. The questionnaire contained a request rate on the following questions using the five-point scale:

- whether the seminar was useful;
- content of the seminar;
- atmosphere of the seminar;
- style of seminar conducting;
- hand-outs;

as well as comments on these issues.

All participants positively commented on the usefulness of the workshop, the style of its conduction, the atmosphere and the hand-out quality.

4. Additional activity during 2nd mission.

Food Safety Expert visited SME "Aqua Juice" which produces different non-alcoholic drinks including compotes. Some advises regarding improvement of hygiene of these products production have been provided to SME's Director.

On the basis of this visit and the previous visits during the 1st mission, taking into account management's commitment, two SMEs have been selected as pilots for the project - "Aqua Juice", Dushanbe, and "Kurgan-Tube Food Works", Kurgan-Tube (South of Tajikistan).

5. Plans for the next stage of training.

For the next stage of training it is planned to conduct workshops on ISO 22000 and ISO 22002-1 standards, which are the most modern international instruments based on the principles of the HACCP system. Practical training is also planned.

As regards work with pilot SMEs, provision of advice on preparation of pre-requisites programs is foreseen.

ANNEX 1

Generalized replies of HACCP workshop participants, Bishkek

17-18 September, 2014

The total number of responders – 21.

1. The workshop was for me:

Very useful - 14 people

Quite useful - 6 people

Interesting, but not useful - 1

Not useful - 0

Comment (participants` style and punctuation are preserved): "Instructive, interesting, a lot of it was new to learn for me," "had a lot of interesting, useful" (2 persons).

2. Please rate on a five-point scale

A) content of the workshop:

"5" - 15 people

"4" - 5 people

"3" - 1

"2" - 0

Comment (participants` style and punctuation are preserved): N/A.

B) atmosphere of the workshop:

"5" - 14 people.

"4" - 6.

"3" - 1

"4" - 0

Comment (participants` style and punctuation are preserved): "Excellent," "very friendly", "thank you very much, very informative seminar"(3 persons).

C) style of conducting:

"5" - 15 people

"4" - 4 people

"3" - 1

"2" - 0

Comment (participants` style and punctuation are preserved): "Interesting, obtainable" (1 person).

D) workshop materials:

"5" - 14 people

"4" - 5 people

"3" - 0

"2" - 0

Comment (participants` style and punctuation are preserved): "materials are sufficiently" (1 person).

3. Please rate on a five-point scale for workshop`s topics:

Practical training:

"5" - 15 people

"4" - 4 people

"3" - 0

"2" - 0

Comment (participants` style and punctuation are preserved): "practical training is very, very, very interesting", "A lot of useful things received from the workshop" (2 persons).

4. How did the workshop meet your expectations? To what extent and why?

Comment (participants` style and punctuation are preserved):

1. "No. A lot of unnecessary conversations not related to the case. Do not let yourself being constantly interrupting".
2. "Yes".
- 3 "It was interesting, informative. Expectations were met. Thank you".
4. "A lot of useful information".
5. "More than I expected. Especially I liked the tour to enterprises and the practical work".
6. "Thank you for the seminar. Each time, more and more I learn something new".
7. "All very interesting and competently! Well done! We wish you health, success and peaceful sky! Come and visit us often!"
8. "My expectations have been met in full. Seminars are informative, expert gives exhaustive answers to all your questions".
9. "I have received in-depth knowledge. I am grateful for participation in this seminar".
10. "Yes, it was very interesting with regard to the implementation of HACCP standards across the state. I hope that the government will introduce HACCP requirements for all food businesses".
11. "OK!".
12. "Thank you very much! I really liked how the seminar was held, workshops are useful for my work".
13. "Thank you very much. The workshop was very useful, clear. Grateful to all participants. With the lecturer I get more and more knowledge".
14. "Justified".

ANNEX 2

Generalized replies of HACCP workshop participants, Dushanbe

23-24 September, 2014

The total number of responders – 13.

1. The workshop was for me:

Very useful - 6 people

Quite useful - 7 people

Interesting, but not useful - 0

Unhelpful - 0

Comment (participants` style and punctuation are preserved): "Because without knowing all the requirements of ISO 22000 and Food Safety HACCP one could face great challenges - this training for me was quite useful", "workshop was very useful for me", "seminar was very useful", "relatively interesting examples; but there were no video materials", "very interesting practical training", "Timely Seminar for oblast producers"(6 persons).

2. Please rate on a five-point scale

A) content of the workshop:

"5" - 6 people

"4" - 7 people

"3" - 0

"2" - 0

Comment (participants` style and punctuation are preserved): "Acquainted with process of Anzur onion ", "very useful", "way to conduct a seminar is great. Unfortunately only few participants from processing enterprises, which could bring examples from their experiences," "timely availability", "timely availability", "The trainer was well prepared, reports were exiting and affordable" (6 persons).

B) atmosphere of the workshop:

"5" - 6 people

"4" - 7 people

"3" - 0

"4" - 0

Comment (participants` style and punctuation are preserved): "The room is cosy, but slight difficulty with the equipment (PC); it was much better with the equipment in the previous session" (1 person).

C) style of conducting:

"5" - 11 people

"4" - 2 people

"3" - 0

"2" - 0

Comment (participants` style and punctuation are preserved): "Much better: At the beginning we remembered previous topics of the training and gradually moved to the current theme of the training" (1 person).

D) hand-outs:

"5" - 9 people

"4" - 2 people

"3" - 2 people

"2" - 0

Comment (participants` style and punctuation are preserved): "That's better that all training materials have been copied to the flash cards but unfortunately not all of the participants have computers (personal laptops)" (1 person).

3. Please rate on a five-point scale for workshop topics:

Subject: "ISO22000 Standard":

"5" - 6 persons

"4" - 5 people

"3" - 0

"2" - 0

Practical Training:

"5" - 10 people

"4" - 2 people

"3" - 0

"2" - 0

Comment (participants` style and punctuation are preserved): "theme of the seminar was adequate with a method of conducting by qualified specialist" (1 person).

4. How did the workshop meet your expectations? To what extent and why?

Comment (participants` style and punctuation are preserved):

1. "Yes, after the workshops a lot has become clear to me, and on almost all questions I had I found answers. Thanks to a group, which coped with the task. "

2. "Thank you! Material for practical training is very useful and necessary in our work".

3. "Yes."

4. "Yes! It helped me to learn about a lot of information, meet with enterprises and be able to answer and convey to my students. "

5. "Yes. The seminar was held at the proper level. Provided materials for workshop topics were interesting".

6. "I have learned a lot from this workshop, my expectations were met."

7. "Yes. Thank you very much! "
8. "The seminar was simple examples available on the company's products, general expectations were met."
9. "It was an excellent seminar, we liked it. Thank you so much for the seminar providence".
10. "Yes, a lot for processing of vegetables and fruits from this training mastered."
11. "Justified, hope for further cooperation and the implementation and application of lessons learned."
12. "It was clear, understandable. Thank you."

Annex 3 Marketing expert's report on the 2nd capacity building session with participants' feedback analysis (Kyrgyzstan and Tajikistan)

**Report on the results of training in marketing
September 15-18, 2014
Bishkek, Kyrgyzstan**

The training participants included 19 representatives from the Fruit and vegetable (F&V) processing enterprises (SMEs); 8 representatives from Business Intermediate Organizations (BIOs) (companies providing consultation services to SMEs) and 7 representatives of other organizations, including the Training and Practical Centre of Food and Processing Industry in Kyrgyzstan (Razumkov State Technical University), the Centre for Standardization and Metrology (Kyrgyzstandard) and the Department of Consumer Protection at Bishkek City Council. The training participants were selected in compliance with criteria developed by the project at earlier stage.

Two presentations on marketing and one presentation on management were developed for this training.

The training participants were introduced to three presentations – “Labelling as one of the main elements of food product quality management”; “Customs Union requirements towards food products labelling” and “Quality management in marketing system”.

The first two presentations were dedicated to the study of the law of Kyrgyzstan Republic (KR) "KR technical regulations on "Food product labelling", The Customs Union's (Russian, Belarus and Kazakhstan, CU) requirements towards food product labelling, CU technical regulations for juice products manufactured from fruit and vegetables and clarifications on terms and definitions used by the CU legislation for processed F&V products.

The second presentation on marketing was focused on issues related to the study of quality systems for food products, including quality systems used in the CU; a significant part of the presentation was dedicated to the issue of quality management within food enterprises.

Training in management included study of the topic "Use of SWOT-TOWS¹ analysis for company planning".

The presentations on marketing and management were evaluated by the training participants in a questionnaire.

¹ A SWOT analysis is a strategic planning tool that involves listing a company's strengths, weaknesses, opportunities and threats, or SWOT. A TOWS analysis involves the same basic process of listing strengths, weaknesses, opportunities and threats as a SWOT analysis, but with a TOWS analysis, threats and opportunities are examined first and weaknesses and strengths are examined last. After creating a list of threats, opportunistic, weaknesses and strengths, managers examine ways the company can take advantage of opportunities and minimize threats by exploiting strengths and overcoming weaknesses.

The results of the questionnaires were processed and analysed. The table below provides a brief assessment analysis of the presentations on marketing by separate topics:

Topic	Number of participants, who specified topic as an interesting one	In % of total number of participants having filled in the questionnaire
Labelling as one of the main elements of food product quality management. Customs Union (CU) requirements towards food product labelling.		
Law of Kyrgyzstan Republic (KR) "KR technical regulations on "Food product labelling"	14	45
Food product labelling in CU	16	52
CU technical regulations for juice products manufactured from fruit and vegetables, terms and definition	16	52
Quality management in marketing system		
Quality systems for food products	11	35
Quality system in CU	14	45
Quality management	12	39
Use of SWOT-TOWS analysis for company planning		
Check lists for conducting SWOT-analysis	13	42
TOWS-matrix	13	42
Practical assignments	13	42

Thus, it is possible to make a conclusion that, the training participants were interested in receiving information on Customs Union technical regulations and requirements. This is quite understandable since Kyrgyzstan is due to become a CU member as of 1 January 2015. At the same time, food enterprises, including food cannery firms, are not yet ready for this step. Proposals put forward by the training participants contain almost the same requirements: more detailed study of the issue of food products labelling, including practical training on creation, labelling design complying with CU and local requirements. In addition, the topic "Use of SWOT-TOWS analysis for company planning" was proposed to the training participants. As the topic was new for all participants it was taken up with interest.

While filling in the questionnaires, the participants specified the topics, and the information they would like to receive during the following training sessions. Topics varied considerably, but the majority of the participants wanted to receive the following information blocks in the future:

- a. Raw material quality and marketing.
- b. Requirements towards raw materials, ready products and packaging quality in the Customs Union (cannery products).
- c. Practical exercises on food product labelling including label development in line with CU and KR requirements.

In addition, the next training session will include testing of products produced by the project participants/SMEs (degustation panel).

Prepared by Natalya Kozak/Marketing expert (British Expertise)

7 October 2014

Report
On results of the training session in marketing
September 22-24, 2014
Dushanbe, Tajikistan

The training participants included 7 representatives from the fruit and vegetable (F&V) processing enterprises (SMEs) and 8 representatives from the companies involved in the provision of consulting services to small and medium enterprises – Business Intermediate Organizations (BIOs). The training participants were selected in compliance with the criteria, which have been developed by the project.

Training materials on marketing were developed for this training session, which had to introduce training participants to the basic principles of marketing, identify the participants' interest in this topic, as well as to receive information on the training participants' needs.

In particular, two presentations were developed – "Introduction to marketing" (marketing objectives, functions, marketing environment) and "Efficient marketing tools". During the presentations the participants were introduced into the history of marketing development as a science, main marketing principles, marketing environment. During the presentations the detailed characteristics of industrial marketing functions were provided. In particular, management and control functions, sales, innovation and production, analytical functions. Special attention was given to the provision of information on main tools of efficient marketing (branding, packaging, market information, price and commodity).

The marketing information provided was evaluated by the training participants through filling in a questionnaire.

Questionnaires results have been processed and analyzed. The table below provides a brief analysis of evaluation of presentations on marketing by separate topics:

Topic	Number of participants, who specified topic as an interesting one	In % of total number of participants, who have filled in the questionnaire
Introduction into marketing, including		
Functions of industrial marketing	5	33
Marketing environment	3	20
Marketing system	7	47
Marketing planning		
Company mission	3	20
SWOT-analysis of a company	9	64,3
Determination of company objectives	7	47
Development of marketing plans	7	47
Use of SWOT-TOWS analysis for company planning		
Check lists for conducting SWOT-analysis	8	53
TOWS-matrix	9	60
Practical assignments	9	60

Thus, it is possible to conclude that the majority of the participants, in particular, representatives of BIOs providing consulting services to SMEs, are well aware of basic principles of marketing. At the same time for the majority of training participants information about marketing planning, company SWOT-analysis (64% of all interested participants), as well as the development of objectives and company marketing plans (47%) was new and presented interest. During the presentations the cases containing samples of food and processing industries in Ukraine have been demonstrated.

In addition, the topic "Use of SWOT-TOWS analysis for company planning" was proposed to the training participants. This topic turned out to be new for absolutely all participants and due to this fact all suggested issues were taken up with interest by all training participants. The level of interest from the aspect of various aspects (data presented in the table above) varied from 53% to 60%.

While filling in the questionnaires, the participants specified the topics, information about which they would like to receive during the following training sessions. Topics vary considerably, but the majority of the participants would like to receive the following information modules in the future:

- a. Market competition.
- b. Efficient tools of marketing.
- c. Organization of marketing management.
- d. Conducting marketing research, including by the company itself.
- e. Quality management in marketing system.
- f. Interaction between the partners for receiving high quality product.
- g. Business planning within a company.

During the next training session, the participants' comments will be considered; in addition, the second training will include testing of products produced in the southern part of Tajikistan (degustation panel).

Unfortunately, for the first training session, pilot project SMEs had not yet been selected. There are two reasons which in the Trainer/Marketing expert's view explain this situation: firstly, only a company manager can take a decision on company's participation in the project activities, but there were almost no company managers among the training participants; secondly, the companies were not ready and had concerns related to the financial and human resources necessary for the development and introduction of marketing strategy.

Prepared by Natalya Kozak/Marketing expert (British Expertise)

7 October 2014

Annex 4: Draft Programme of the UK study tour

DFVP UK Study Tour

19-24 October 2014

Delegates:

- **Matluba Uljabaeva**, Head of National Association of Small & Medium Businesses, Tajikistan
- **Davlatali Boyakov**, Head of "Aqua Juice" SME and Head of Zieratshoh Corporation, Tajikistan
- **Dilbar Alimzhanova**, Head of Association of Fruit & Vegetable Enterprises, Kyrgyzstan
- **Duishenkul Ahmetov**, Director of "Desert" SME

Interpreter (English and Russian):

Aleksandr Mitrofanov



Sunday 19 October

Arrive London, transfer to **Ibis Hotel**, 47 Lillie Rd, Earls Court, London SW6 1UD, phone +442076100880.

Kyrgyz delegates arrive **10:05** on Turkish Airlines (TK 1979), LHR (Heathrow) **Terminal 2**.
Tajik delegates arrive **11:15** on TransAero (UN 333), LHR (Heathrow) **Terminal 1**.

Meeting up: the interpreter will have a sign displaying the names of the delegates. He will meet Kyrgyz delegates at Terminal 2 (at the arrival gate after customs) first and will then go with the Kyrgyz delegates to meet the Tajik delegates at Terminal 1 (at the arrival gate after customs) and will accompany all delegates to the hotel.

Dinner can be taken together or individually, with or without the interpreter, at the discretion of the delegates.

Monday 20 October

British Expertise, 10 Grosvenor Gardens, London SW1W 0DH (www.britishexpertise.org)

1000 Introduction to British Expertise; organisation, membership, events, lobbying
(Nigel Peters, DFVP Project Director; Peter Lindsay, Chairman of CATBIG)

1100-1300 Presentations to include:

- Campden BRI (Food & Drink Safety, Quality, Efficiency & Innovation), Richard Leathers, Quality Management Systems Specialist. www.campdenbri.co.uk

- Food & Drink Exporters Association (slides presentation delivered by Nigel in absence of the Director)
- Food Development Company, Romania case-study (Jim Turnbull, Director)
- Booth Smith Food Technology, (Brian Smith, Director)
- Landell Mills, Michael Parker, Regional Director
- Cardno Emerging Markets

1300 Lunch

1400 CATBIG (Central Asia & Trans-Caucasus Business Information Group) open meeting. A wide range of companies will be invited to meet the delegation. It is suggested each member of the delegation gives a short presentation about their organisation/company, Powerpoint slides preferred if possible. The meeting will also include:

- Presentations by the Embassies of Kyrgyzstan (rep. tbc) and Tajikistan (Asliddin Rakhmatov, Counsellor) in London
- European Bank for Reconstruction & Development – support for SMEs in Kyrgyzstan and Tajikistan, Masaru Honma, Director for Central Asia. www.ebrd.com

1600 Return to Hotel

Dinner can be taken together or individually, with or without the interpreter, at the discretion of the delegates.

Tuesday 21 October

Visits to Food Processing Companies in Essex, eastern England

By Train from London Liverpool Street Station, 0938 arriving Kelvedon 1027, taxi to Wilkins of Tiptree.

Scott Goodfellow, Director, Wilkins of Tiptree, Colchester, Essex CO5 0RF. www.tiptree.com

Thursday Cottage (part of the Wilkins Group), Trewlands Farm, Tiptree, Colchester, Essex CO5 0RF www.thursday-cottage.com

Leave Tiptree taxi back to Kelvedon leaving on the 1554 train arriving Liverpool Street Station at 1644.

Dinner can be taken together or individually, with or without the interpreter, at the discretion of the delegates.

Wednesday 22 October

Check out of London hotel. Train to Cardiff, Wales

Leave London Paddington Station 0945 arriving Cardiff Central 1146.

Check in to hotel:

IBIS CARDIFF CENTRE, Tyndall Street, CF104BE CARDIFF, Phone: (44) 02920458131

Afternoon:

Mark Horsman, Director, Fruitapeel, Lantrisant, CF72 8LF www.fruitapeel.co.uk

Dinner with Welsh Government Food and Drink experts

Overnight: Ibis Hotel in Cardiff

Thursday 23 October

Visit to:

ZERO2FIVE Food Industry Centre,
Cardiff Metropolitan University,
Llandaff, Cardiff CF5 2YB

www.zero2five.org.uk

Tour and discussion led by David Lloyd, Director. Support to companies in the food business in both a technical and operational capacity.

Afternoon: travel by train back to London.

Leave Cardiff Central Station at 1555 hours, arrive London Paddington Station at 1802 hours.

Dinner can be taken together or individually, with or without the interpreter, at the discretion of the delegates.

Overnight: London Gatwick Airport (A23 Airport Way), North Terminal, Longbridge Way, Gatwick Airport, Crawley, West Sussex, RH6 0NX, Tel: 0871 527 8406

Friday 24 October

Return to Kyrgyzstan/Tajikistan

Tajik Delegates depart Gatwick (terminal N, North) at **0700** on TransAero (UN7401)

Kyrgyz Delegates depart Gatwick (terminal N) at **1235** on Turkish Airlines (TK 1966)

Contact details:

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Annex 5: Letters of commitment from pilot SMEs (Tajikistan)

Annex 5a: Letter of commitment from "Aqua Juice" SME

<p>ҶУМҲУРИИ ТОҶИКИСТОН ҶАМЪАЯТИ ДОРОИ МАСЪУЛИЯТИ МАҲДУДИ "АКВАДЖУС" ш. Душанбе п. Сино 1</p>		<p>РЕСПУБЛИКА ТАДЖИКИСТАН ОБЩЕСТВО С ОГРАНИЧЕННОЙ ОТВЕТСТВЕННОСТЬЮ "АКВАДЖУС" г. Душанбе р. Сино 1</p>
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№ 5/001
"17" Октябрь 2014 г.

ПРОЕКТ ЕВРОПЕЙСКОГО СОЮЗА
Развитие сектора переработки овощей и фруктов
в Кыргызстане и Таджикистане

Настоящим письмом сообщаем, что предприятие "ООО.Акваджус" заинтересовано принять участие в реализации проекта Европейского Союза в рамках программы Центральная Азия Инвест 2014-2015 как пилотное предприятие.

Понимая, что успешность проекта во многом зависит и от его партнеров с таджикской стороны, обязуемся:

1. Обеспечить участие персонала в учебе, которую будут предоставлять технические консультанты программы в соответствии с согласованным календарным планом.
2. Обеспечить участие персонала в разработке и внедрении системы НАССР (или ее элементов) и укрепления маркетинга.
3. В рамках финансовых возможностей предприятия обеспечить выполнение мероприятий, необходимых для разработки и внедрения системы НАССР (или ее элементов) и маркетинга.
4. В рамках проведения учебы по системе НАССР допускать в производственные и вспомогательные помещения представителей других предприятий, участвующих в реализации проекта, а также допускать (с учетом заранее согласованных ограничений) распространение документов предприятия по системе НАССР, разрабатываемых во время этой учебы.

 Директор ООО. Акваджус  Бояков ДГ

Республика Таджикистан, 734000, г. Душанбе, ул. Рахмона Набиева, 1
Факс/Тел.: (992 37) 31-19-77 Моб.: (992 918) 78-55-15, (992 918) 50-99-11 E-mail: tajovatskoh_corp@mail.ru
Р/сч. 20202972314030017655, В/сч. 20206840714030017655, К/сч. 20402972714031, МФО 350101403, ИИН 040022061
в ОАО "Агроинвестбанк" г. Душанбе

Annex 5b: Letter of commitment from pilot SME "Kurgan-Tubinskiy food enterprise"

ЧАМИЯТИ САҲХОМИИ ШАКЛИ
КУШОДАИ «КОМБИНАТИ
ХУРОКВОРИИ ҚУРҒОНТЕППА»



АКЦИОНЕРНОЕ ОБЩЕСТВО
ОТКРЫТОГО ТИПА «КУРГАН-
ТЮБИНСКИЙ ПИЩЕКОМБИНАТ»

код 1/10-14

«17» октября 2014 г.

ПРОЕКТ ЕВРОПЕЙСКОГО СОЮЗА
Развитие сектора переработки овощей и фруктов
в Кыргызстане и Таджикистане

Настоящим письмом сообщаем, что предприятие АО ОТ «Курган-Тюбинский ПищекOMBинат» заинтересовано принять участие в реализации проекта Европейского Союза в рамках программы Центральная Азия Инвест 2014-2015 как пилотное предприятие.

Понимая, что успешность проекта во многом зависит и от его партнеров с таджикской стороны, обязуемся:

1. Обеспечить участие персонала в учебе, которую будут предоставлять технические консультанты программы в соответствии с согласованным календарным планом.
2. Обеспечить участие персонала в разработке и внедрении системы НАССР (или ее элементов) и укрепления маркетинга.
3. В рамках финансовых возможностей предприятия обеспечить выполнение мероприятий, необходимых для разработки и внедрения системы НАССР (или ее элементов) и маркетинга.
4. В рамках проведения учебы по системе НАССР допускать в производственные и вспомогательные помещения представителей других предприятий, участвующих в реализации проекта, а также допускать (с учетом заранее согласованных ограничений) распространение документов предприятия по системе НАССР, разрабатываемых во время этой учебы.

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