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THE EUROPEAN UNION

The **European Union** is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms.

The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders. The **European Commission** is the EU's executive body.

The **European Commission** cooperates with five Central Asian countries: Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan both, on bilateral and regional level.

The «**Central Asia - Invest**» programme was adopted in 2007 within the Regional Strategy of the European Commission for Central Asia for 2007 – 2013.

The **purpose of the “Central Asia – Invest” programme** is poverty alleviation in Central Asian countries through private sector development. Special attention is paid to the development of small and medium sized businesses and facilitation of their gradual integration into the global economy.

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European Union Programme “Central Asia – Invest V”



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AUSTRIAN
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CANDY-V



Regional Integration and Capacity Building to Boost Agribusiness MSMEs Competitiveness and Trade Promotion in Central Asia



This project is implemented in a consortium led by
Hilfswerk International

THE PROJECT

Hilfswerk International – in cooperation with its partners AFVE, MIS, KASFPI, UPCT, REDD France, AAC and Quality Austria implements the project “Regional Integration and Capacity Building to Boost Agribusiness Micro-, Small and Middle Enterprises’ (MSME) Competitiveness and Trade Promotion in Central Asia”. The project is funded by the **European Union** within the program “Central Asia Invest V” and the **Austrian Development Agency**.



The **overall objective** of the project is to contribute to the growth and competitiveness of agribusiness MSMEs in Tajikistan, Kyrgyzstan, Uzbekistan and Kazakhstan, thus fostering the integration of Central Asian (CA) countries in the global trade.

Target groups:

Food processing MSMEs, specialised and sector-related Business Intermediary Organisations (BIOs), suppliers of agricultural products, consumers, professional associations, farm unions, association of processors and sellers.

Target area:

Tajikistan
Uzbekistan
Kyrgyzstan
Kazakhstan



The project consolidates capacities of food producing, processing and exporting MSMEs and supportive BIOs in commercial quality standards, food safety and traceability, product promotion, clustering and knowledge management. By enhancing BIOs' capacity in promoting and piloting strong marketing tools, like the Geographical Indication (GI), the project contributes to local added value, job creation and development of agro-tourism.



Strong and skilled CA BIOs will be able to provide high-quality, demand-driven and specialized business development services throughout the value chain. This will support local value chain actors to enter new markets, ensure required supply volumes, introduce integrated quality management systems, and generate premium prices, thus fostering growth of whole sector.

Special attention is paid to export promotion tools to generate a premium brand price for regional MSMEs.

Key and cross-cutting component is the **internal and external economical integration of Central Asian countries** by facilitating the cooperation among regional BIOs, private and public sector.

The project promotes the establishment of close **cooperation** between trade representatives of the **European Union and Central Asia** opening more profitable markets for producers and processors.

We believe that regional integration and a sound business environment tend to accelerate growth and thus help overcome poverty in rural areas.

THE PARTNERS

The project is implemented in cooperation with international and regional partners:



This project is part of the Hilfswerk International programme on the integration of Central Asia countries into the global economy.



Hilfswerk International is one of Austria's leading non-profit organizations for development cooperation and humanitarian aid. All our activities are designed according to the principles of sustainable development and the Universal Human Rights. Hilfswerk International works in Central Asia since 2001.