# FAQ

## 1. What is export and where to start?

Export is the process of selling goods or services outside a country in order to make a profit on foreign markets. You should start your export activity by analyzing your own readiness: evaluate whether you have a competitive product, whether you are able to scale production, and whether you are ready to adapt to the requirements of the foreign market. Then, identify the country or regions to enter, study their trade conditions, target audience needs, logistics, duties, certification barriers, and find potential partners. Only after that, proceed to the registration of documents and preparation of products for delivery.

## 2. What documents are needed for export?

The basic package of documents of the exporter includes:Export contract with a foreign par tner.

- Invoice.
- Packing list.
- Certificate of origin.
- Transport documents (CMR, bill of lading, air waybill, etc.).
- If necessary — phytosanitary, veterinary, sanitary certificates, certificates of conformity and safety.

**It is also recommended to maintain an internal export register and an archive of accompanying documents.**

## 3. Do I need to register as an exporter?

Separate registration of export activities is not required if your company already has a legal registration. However, depending on the country, you may need to:

- Customs registration (for example, EORI in the EU).
- Obtaining a license to export certain goods.
- Notification to the statistical and currency control authorities.

**For exports from Kyrgyzstan, it is important to make sure that the product does not fall under restrictions or permits.**

## 4. How do I choose the target market for export?

The choice of the target market is based on several criteria:

- The presence of a steady demand for your product.
- Trade conditions (availability of agreements, duties, restrictions).
- Logistics availability and transportation costs.
- Competitive environment.
- Legal requirements for import, certification, and packaging.

**Use sources such as ITC Trade Map, UN Comtrade, sales representative reports, marketing research, and international B2B platforms.**

# FAQ

## 5.Whatisthe HS code and how to determine it?

The HS code — commodity nomenclature of foreign economic activity) is an 8-10-digit classifier used by customs authorities to determine the characteristics of goods, the duty and the need for certification. It affects:

- Customs payment rates.
- Documentation requirements.
- Possible import/export restrictions or bans.

**You can determine the HS code through the product description, reference books, databases, or with the help of customs brokers.**

## 6. What are the packaging requirements when exporting?

Packaging plays a key role in cargo safety and trust in the product. It should:

- Ensure the safety of products during transportation.
- Comply with international standards (for example, ISPM 15 for wooden containers).
- Have the correct labeling: country of origin, weight, storage conditions, expiration dates, logos, barcodes.
- Be adapted to the language and requirements of the importing country.

**Incorrect packaging can lead to fines, delays at the border, or even import bans.**

## 7. What do the terms FOB, CIF, DDP mean and how do I choose them?

These are the terms of delivery under the Incoterms 2020 rules. They determine who is responsible for transportation, insurance, and tolls. Examples:

- FOB (Free On Board) — the seller delivers the goods on board the ship at the port of shipment.
- CIF (Cost, Insurance, Freight) — the seller pays extra for freight and insurance.
- DAP (Delivered At Place) — the seller delivers the product to the specified location.
- DDP (Delivered Duty Paid) — the seller pays all duties and delivers the goods to the customer's door.

**The choice depends on your resources, willingness to take risks, and your partner's expectations.**

## 8. Do I need to translate documents?

Yes. Most countries require documentation in at least English. The following must be transferred:
Invoice.
Contract.
Packing lists.
Certificates.
Presentation materials.

When working with a specific country, it is better to use its language (for example, German for Germany, Arabic for Saudi Arabia). All translations of legally relevant documents must be performed by professional translators.

# FAQ

## 9.Howdo I find a reliable logistics company?

- Choose a logistician who has experience working with your destination and type of cargo. Pay attention to:
- Presence of a representative office in the destination country.
- Terms of cargo liability.
- Transparency of billing and insurance.
- Ability to track cargo online.

**To search, use specialized platforms (for example, Freightos, Flexport, TELS, ShipHub), recommendations from chambers of commerce, business associations, and customer reviews.**

## 10. What support measures are available for exporters?

In Kyrgyzstan, exporters can receive support from:

- Ministries of Economy and Commerce (information, suppor t).
- Kyrgyz Agency for Export and Investment Promotion.
- International organizations (GIZ, ITC, USAID).
- Chamber of Commerce and Industry.
- Logistics subsidy and certification programs.

**Grant competitions, accelerators and educational programs aimed at increasing the export potential are also regularly held.**

# FAQ

## 1.Howtoprepare for international negotiations?

Preparation begins with an analysis of a potential partner: study their website, reports, social networks, reviews, and history on the platform, if it is used (for example, Alibaba, Kompass). Prepare a clear, unique sales offer (USP) — it should distinguish your product from the competition.

**Prepare your presentation, price list, catalog, and translated materials in advance. Conduct a meeting rehearsal, especially if several employees are involved. Assign a "presenter" who will manage the dialog, and an "observer" — the one who captures the details.**

## 2. What should I bring to the negotiations?

Minimum set:

- Catalog or booklet about the company (in English and, preferably, in the partner's language).
- Examples of packaging, photos and videos of products
- Translated price list.
- Business cards (with double-sided printing).
- Certificates and licenses (copies).
- Test samples (if relevant).
- A plan or draft of the contract.

**If the meeting is held online, check the equipment, background lights, and communications in advance. It's best to use Zoom or Google Meet with a screen demo.**

## 3. How to build a negotiation structure?

The negotiation structure is divided into three key parts:

- Before negotiations: Make contact, exchange questions, agree on the agenda, and hold a short "small talk" (in some cultures, this is a mandatory part). During: Introduce yourself
- and the company, outline the purpose of the meeting. Keep the information short and emphasize the benefits. Listen and ask clarifying questions. Use materials (catalogs, calculations, case studies). Record key agreements. After: Confirm the results of the
- meeting with an email. Send the promised materials and ask them if they are ready to move on. After 3-5 days, let me know.

## 4. How to proceed at an international exhibition?

**Participation in the exhibition is a project. Divide it into stages:**

- Preparation: register 3-4 months in advance, set goals (contracts, meetings, awareness), prepare a stand, materials, and logistics. Choose your staff. During: work on the stand in a
- shift. Always stand, smile, and say hello first. Ask open- ended questions: "What segment do you work in?", " What products are you interested in?" After: process your contacts as soon as you return — send emails, suggestions, and update your CRM. Create a report
- and review with the team.

# FAQ

## 5.Whatshould I write in the follow-up after the meeting?

**Follow-up is the key to developing relationships. Structure:**

- Thank them for the meeting.
- Please remind us what you were talking about.
- Send materials: catalog, price list, links, and sample emails.
- Suggest the next step: "Are you ready to consider a contract?" or "Let's schedule an online meeting next week."
- Please specify when it is best to contact us again.

**Example:** “Dear Mr. Smith, thank you for your interest in our products during the Frankfurt exhibition. Please find attached our catalogue and quotation. We will be happy to provide additional details and samples at your request. Looking forward to hearing from you.”

## 6. How to conduct negotiations with representatives of other cultures?

**This is especially important when working with Asia, the Middle East, Europe, and Latin America:**

- China, Japan-show respect, don't interrupt, make pauses. Don't rush to a decision. Avoid pressure.
- Turkey, United Arab Emirates-start with a discussion outside of business. Welcome more warmly. Do not impose, give space.
- Europe-clearly, without excessive emotionality. Documents, structure, and deadlines.
- Central Asia-personal relationships and trust are important. Openness, but with respect for formalities.

Learn the minimum standards of behavior: greetings, visual contact, attitude to time, and the appropriateness of gifts.

## 7. What are the most common mistakes that newcomers make at trade shows and negotiations?

- Lack of training and goals.
- Lack of translated materials.
- Use of complex terms or slang.
- Relying on casual dating without a plan.
- Silence after a meeting — no follow-up.
- Neglect of language and cultural barriers.

## 8. What digital tools should I use to prepare for negotiations and exhibitions?

- CRM systems: for recording appointments and contacts (HubSpot, Zoho, Bitrix24).
- Canva / Figma: for the design of presentations and catalogs.
- Google Sheets/ Notion: checklists and preparation tables.
- LinkedIn / Kompass / Yellow Pages: for finding partners.
- Mailchimp: for sending emails based on the results of negotiations.

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## 9.Whatshould I do if my partner doesn't get in touch after negotiations?

After 3-5 days, send a reminder with the question: "Did you manage to get acquainted with our materials?" or "Do you have any additional questions?"

**A week later — another letter. If there is no response, please call or write to the messenger. Then put the contact in "low priority", but come back to it in 1-2 months with updates.**

# FAQ

## 1.Whatisanexport contract and why is it needed?

An export contract is a legal document that defines the terms of delivery of goods or services between an exporter and a foreign partner. It protects both parties, formalizes agreements, and avoids disputes. Without a contract, many foreign partners do not consider cooperation at all.

**The contract is particularly important when participating in tenders, obtaining export financing, insuring the transaction, as well as in case of disputes in customs or arbitration.**

## 2. What sections should be included in the export contract?

**A typical export contract includes the following sections:**

- Introduction (Preamble) — who makes the contract with whom.
- The subject of the contract is what is being delivered.
- Quantity and specification — how much and in what form.
- Price and currency — total amount and payment procedure.
- Terms of delivery-according to Incoterms.
- Packaging and labeling — technical details.
- Delivery dates — exact or approximate.
- Payment terms — prepayment, letter of credit, etc.
- Guarantees, complaints — rights in case of marriage.
- Force majeure — what to do in case of unforeseen circumstances.
- Dispute resolution-arbitration, contract language.
- Other conditions — copies, electronic versions, jurisdiction.
- Signatures of the parties.

## 3. What language is the contract written in?

Usually — in English, unless otherwise agreed. In some cases, it is available in two languages (Russian and English, English and Spanish etc.). It is important to determine which version takes priority in case of discrepancies (for example, "In case of discrepancies, the English version should prevail").

**If the contract is in a foreign language, order a professional translation and internal legal expertise.**

## 4. What risks does the company bear without a contract?

The absence of a contract may result in:

- Inability to collect the debt.
- Disputes about product quality and delivery dates.
- Customs delays due to non-compliance of documents.
- Refusal of insurance payment.
- Loss of trust on the part of international partners.

**The contract is your protection tool in any non-standard situation.**

# FAQ

## 5.Howdo I choose the right Incoterms terms?

Incoterms 2020 — international rules that define:
- Who will arrange the delivery.
- Who bears the risks at each stage.
- Who pays for insurance and customs.

Examples::
- EXW (Ex Works) — the buyer picks up the goods from the seller's warehouse.
- FOB (Free On Board) — the seller responds before loading on the ship.
- CIF (Cost, Insurance and Freight) — the seller also insures the cargo.
- DDP (Delivered Duty Paid) — the seller responds before delivery to the buyer's door.

The choice depends on the logistics competence, the desire to control the process and calculate the price.

## 6. How do I ensure payment security?

Use proven mechanisms:
- 100% prepayment — in the early stages or for unstable markets.
- Letter of credit is a secure form of payment through a bank.
- Partial prepayment + payment by shipment is a flexible option.
- Post-payment — only with reliable counterparties, preferably with export insurance.

**Make sure that the contract says: who pays bank fees, in what currency, at what exchange rate, and the transfer period.**

## 7. How do I record fines and liability?

The contract must include provisions on penalties for:
- Late delivery.
- Non-compliance of the product with the requirements.
- Refusal of payment.
- Violation of the privacy policy.

**Also write down the procedure for returning the product, liability for defects, and actions when identifying inconsistencies.**

"In case of late delivery, the Supplier shall pay a penalty in the amount of 0.5% of the total contract value for each day of delay, but not more than 10% in total."

## 8. What should I do if a partner offers their own contract template?

**Ask them to translate the document into a language you can understand. Check carefully:**
- How are the risks distributed?
- Who is responsible for logistics?
- What are the terms of payment and guarantees?
- Are there any sanctions in place?

You can use your own template as a base and negotiate trade-offs. Do not agree "blindly" — the lawyer must check the terms, especially according to international standards.

# FAQ

## 9.Whoshould sign the export contract?

Person who has the right to sign: director, authorized representative, authorized representative. Make sure that the signature is accompanied by a seal( if used), full name, and date. For electronic versions, a signature with email confirmation and a scan are allowed, unless otherwise specified in the terms and conditions.

## 10. How can I adapt the contract for different countries?

**Consider:**

- The language and legal system of the country.
- Certification and labeling requirements.
- Delivery time and logistics.
- Features of taxation and currency transactions.
- Packaging standards and documents required for import.

Sometimes individual countries (for example, the EU, China, and the United Arab Emirates) require localization of the form, document form, and even text specifics (for example, mentioning ISO, Halal, and Organic standards).

# FAQ

## 1.Whatareaccompanying documents and why are they needed?

Accompanying documents are a package of official documents that accompany an export shipment of goods and allow it to pass through customs, confirm the origin, destination, safety and compliance with the requirements of the importing country.

**Without the correct set of documents, fines, cargo delays at the border, or refusal of reception by the client are possible.**

## 2. What documents are included in the standard export package?

**Minimum list:**

- Invoice — a commercial invoice.
- Packing list — a list of cargo by location.
- Contract — if required by customs.
- Certificate of origin-confirms the country of manufacture.
- Transport documents — CMR, Bill of Lading, Air Waybill (AWB).
- Phytosanitary / veterinary certificates — if necessary.
- Certificates of conformity / analysis / quality — at the request of the buyer or importing country.
- Export declaration — issued through customs.

Additionally, you may need to: invoices for services, insurance documents, licenses, permits, powers of attorney, transport requests.

## 3. What is the difference between an invoice and a packing list?

**Invoice — a document that contains:**

- Name of the seller and buyer.
- Date and account number.
- Product descriptions.
- Quantity and price.
- The total cost.
- Terms of delivery and payment.
- Payment currency.

**Packing List — a more technical document:**

- List of places (boxes, pallets).
- Gross/net weight.
- Package dimensions.
- The contents of each box.

The Packing List does not contain any financial information, but it is mandatory for transportation.

## 4. What is CMR, Bill of Lading, AWB and what is their difference?

These are the shipping invoices:

- CMR — used for road transport. Signed by the driver, shipper, and carrier.
- Bill of Lading — sea waybill. It can be a document of title, i.e. it replaces the right of ownership.
- AWB — Air Waybill) - waybill for air transportation. It is used as confirmation that the cargo has been accepted for shipment.

**All these documents are mandatory for passing the border and are the basis for completing customs procedures.**

# FAQ

## 5.Howdo I get a certificate of origin?

Certificate of Origin is issued by:
- In the Chamber of Commerce and Industry.
- Through government agencies (depending on the country).

The certificate can be of Form A (GSP — preferences), general form, or within the framework of agreements (for example, the EAEU, CIS, China — Kyrgyzstan).

**Required:**
- Contract.
- Invoice.
- Documents confirming local production (availability of raw materials, processing process, packaging).

## 6. What are the quality certificates?

- ISO 9001-General quality management.
- HACCP / ISO 22000-Food safety.
- Organic / Halal / Kosher — for specific markets.
- Certificate of analysis — laboratory confirmation of the composition.
- Veterinary / phytosanitary — from specialized inspections.

It is important to find out the requirements for documents from the buyer and at the customs office of the importing country in advance.

## 7. What is an export declaration and who submits it?

The export declaration is submitted to the customs authorities of the exporting country (in Kyrgyzstan-through ASICUDA or customs brokers). Submission is required for export to countries outside the EAEU.

For registration, you need:
- Contract.
- Invoice.
- Transport documents.
- HS code.
- Certificates.

**The exporter can submit it himself, but usually it is done by a customs representative.**

## 8. How are accompanying documents issued when exporting services?

When exporting services (for example, IT, marketing, consulting), the structure is simpler:
- Service agreement.
- Invoice for services rendered.
- Report of completed works (optional, based on internal accounting).
- Information about the cost of export services (if required for reporting purposes).

Documents are most often submitted electronically. Certificates are not required, but it is important to confirm the fact of providing services (correspondence, reports, screenshots, links).

## 9. What should I do if the buyer requests notarization of documents?

Some countries (especially Arab countries, Latin America, and Africa) require legalization of:
- Notarization.
- Apostille (if the country is in the Hague Convention).
- Consular legalization — through the Ministry of Foreign Affairs and the Embassy.

Please specify your requirements in advance, as the procedure may take up to 10 business days.

# FAQ

## 1.Whatisexport marketing and how does it differ from domestic marketing?

Export marketing is a set of actions aimed at promoting a product or service abroad, taking into account the specifics of the foreign market. Unlike internal marketing, it requires accounting for:

- Language and cultural differences.
- Differences in needs and preferences.
- Customs, certification, and logistics barriers.
- Rules for advertising, packaging, and trading in another country.

Export marketing often involves not just selling, but adapting the brand, design, prices, arguments, and even product characteristics.

## 2. How to start export promotion?

**Start with market analysis:**

- Study the needs and behaviors of your target audience.
- Evaluate your competitors: who is already selling, through what channels, and with what offer.
- Study the price range and demand level.
- Define communication channels: where and how customers search for and choose a product.

Then tailor your packaging, website, presentation materials, and communication to your target market. Be sure to translate your key content.

## 3. How do I choose my promotion channels?

**Channels depend on the sector:**

- B2B (wholesale trade): LinkedIn, industry exhibitions, B2B platforms (Alibaba, Europages), mailing lists, webinars, chamber of Commerce catalogs.
- B2C (retail): social networks (Instagram, TikTok), marketplaces (Amazon, eBay, Ozon Global), partner networks.
- Services: website, SEO, expert publications, online conferences.

Usually a combination of 2-3 channels is used. It is important to test which of them lead to high-quality leads.

## 4. What marketing materials are needed for export?

Basic set:

- Universal commercial offer — briefly about the company, USP, advantages, contacts.
- Product catalog - with photos, descriptions, characteristics, and prices.
- Presentation — for online meetings and exhibitions.
- Video materials — product, process, and case demonstrations.
- Website or landing page — adapted to the country: language, units of measurement, visual style.

All materials must be translated, adapted to the culture and preferences of the target audience, and have a high-quality visual style.

# FAQ

## 5.WhatisaUSP and how to formulate it?

A Unique sales offer (USP) is a short statement that answers the question: "Why should the customer choose you?"

**Good USP:**

- Unique (unlike others).
- Based on real-world benefits.
- Linked to the client's needs.

Example:
Don't say "We have a quality product" in the abstract.
That's right: "100% natural product with EU Organic certification and a freshness guarantee of up to 6 months - without the use of preservatives."

## 6. How to adapt packaging and visual materials for foreign markets?

**Please note:**

- Language: translate the name, description, and label.
- Standards: Follow the requirements for weight, barcodes, dates, and symbols.
- Design: preferences may vary (in China they like bright colors, in Germany they like minimalism).
- Materials: Check the plastic restrictions, biodegradability and environmental requirements.

Also, the packaging must be transport-resistant and have dimensions that meet logistical requirements.

## 7. What should I do at the exhibition from the marketing point of view?

- Before: announce your participation (via the website, social networks, email), invite potential clients, prepare materials and an interaction plan.
- During: work actively, collect contacts, show the product, and present the company based on the USP.
- Afterthat: make an email newsletter, make personal offers, update your CRM, and analyze the results.

**Think about the visual identity of the stand: logo, slogan, design, photo and video materials.**

## 8. How to evaluate the effectiveness of export marketing?

Use quantitative and qualitative metrics:

- Number of leads and meetings.
- The cost of attracting a single contact.
- Conversion to a trade.
- The number of subscribers, views, and downloads.
- Feedback from partners and customers.
- The level of repeated requests.

Itisimportantto conduct analytics and adjust your strategy every 3-6 months.

# FAQ

### 9.Whatmistakes do companies make in export marketing?

- They copy materials from the domestic market without adapting them.
- Do not allocate USP.
- Overestimate the effectiveness of a single channel.
- They use bad translations.
- They neglect the visual part.
- They don't do a systematic analysis of the results.

### 10. What tools help with export marketing?

- Canva, Figma — for design.
- Mailchimp, Sendinblue-email newsletters.
- Zoho, HubSpot, Bitrix24-CRM and analysis.
- Google Analytics, SimilarWeb — web analytics.
- Pexels, Unsplash — free high-quality photos.
- ITC Trade Map, Kompass, Alibaba — for market research.

# FAQ

## 1.Thecustomer refuses the cargo after shipment

**Reason: incorrect understanding of conditions, disagreements on quality, delay or change in demand.**

**What to do:**

- Contact the client immediately, find out the reason.
- Check the Incoterms terms and conditions — who bears the costs and risks.
- If the product is not accepted, try to redirect the cargo or sell it through another partner (especially at trade shows).
- Document the incident: letters, acts, photos.
- If possible, use export risk insurance.

**Prevention**

- Order confirmation in writing (including specifications and terms).
- Examples, samples, and photos before sending.
- Post-control at key stages of shipment.

## 2. Products are delayed at customs

**Common causes:**

- Lack or error in documents (mismatch of weights, descriptions).
- Violation of sanitary, phyto-or technical standards.
- Doubts about the cost or origin of the product.
- The product was subject to additional testing.

**What to do:**

- Contact the broker and determine which document has raised questions.
- Immediately provide explanations or missing papers.
- Request an official explanation from customs (if the issue is not resolved).
- Prepare a message to the client explaining the delay.

**Prevention:**

Work with an experienced customs broker.
Checking all HS codes, weights, and names.
Control of all translations and titles in the documentation.
Working out the" time buffer " in logistics.

## 3. Cargo damage in transit

**What to do:**

- Take photos and videos of damage.
- Draw up a report together with the carrier (CMR, bill of lading, damage report).
- Notify the client and the insurance company.
- In case of significant damage, offer compensation or resupply (if possible).

**Prevention:**

- Cargo insurance (especially for long routes or sea transportation).
- Use of strong, moisture-proof and transport-resistant packaging.
- Control of cargo fixation on pallets.
- Instructing movers and logisticians.

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## 4.Thecustomer does not pay upon completion of delivery

**Reasons:**

- Financial problems, bankruptcy.
- Failure to understand the terms of the agreement.
- A dispute over quality.
- Deliberate fraud.

**Prevention:**

- Minimum partial prepayment.
- Detailed contract with payment terms and sanctions.
- Checking the client's reputation before the transaction.
- Commercial risk insurance.

**чWhat to do:**

- A written reminder with all your bank details and deadlines. Correspondence via the legal
- department. Checking the possibility of filing
- a claim or applying to arbitration (if specified in the contract). If you have export risk insurance, start the compensation
- procedure.

## 5. The product does not meet the customer's expectations

**Typical situations:**

- The color, size, shape, and taste do not meet expectations.
- The client interpreted the information differently.
- Error in production or packaging.

**What to do:**

- Compare the samples provided earlier with the current batch.
- Offer partial compensation or refund (depending on the volume).
- Double-check the quality control processes.

**Prevention:**

Photo documentation of the batch before shipment.
Work according to approved specifications.
Use of samples and their confirmation in correspondence.
Final control of the batch (including by third-party auditors).

## 6. Problems with the return of foreign currency earnings

**Possible causes:**

- The client sent the payment to the wrong account.
- The bank delays payment due to compliance checks.
- Violation of currency legislation.
- Error in documents.

**What to do:**

- Contact the bank and check the status of the transaction.
- Check SWIFT and other confirmations.
- Specify the banking details specified by the client.
- Submit reports on currency transactions in accordance with the NBKR regulations.

**Prevention:**

Work only with verified payment channels.
Providing the client with accurate and official banking details.
Maintaining a currency log / recording operations

# FAQ

### 7.Productreturnor complaint

**What to do:**

- Accept the complaint in writing, specify the essence and documentary evidence.
- Analyze whether the case is guaranteed.
- Decide whether to refund, resend, compensate, or refuse.
- Document the decision (act of settlement, additional agreement).

**Prevention:**

- The terms of refund and complaint are specified in the contract.
- Limited review time (for example, no later than 10 days after receipt).
- Photo recording during acceptance (in agreement with the client).

### 8. Problems with the exhibition: samples or materials did not arrive

**Reasons:**

- Delay at the border.
- Loss in a temporary storage warehouse.
- Errors in documents.

**What to do:**

- Contact the freight forwarder and exhibition organizer immediately.
- Prepare a plan " B " — digital materials, printouts, videos, business cards.
- Record a video presentation if the samples didn't arrive.

**Prevention:**

Sending with a margin of time (30-45 days in advance).
Using courier services with tracking.
Preparation of duplicate materials in digital form.

# PRACTICAL TIPS FOR EXPORTERS

## 1. Build your export step-by-step, not covering everything at once

It is better to start exporting from one direction. Even if you think that the product is universal and suitable for 20 countries, start with two or three, study them carefully, build processes, and only then scale. This will reduce costs, simplify management, and allow you to focus on quality.

**Tip::**
Makeasmall trial delivery, study the reactions, gather feedback, and adapt the product if necessary.

## 2. Work ahead of schedule — prepare documents and materials in advance

In practice, time decides a lot. An exhibition, mission, or buyer's request may come unexpectedly, and you won't have time to prepare. Therefore:

- **Have an export contract template.**
- **Catalog and presentation in English;**
- **Prices in EXW, FCA, and FOB formats.**
- **Photo and video materials.**
- **Basic certificate package.**

## 3. Keep in touch even with" silent " partners

Many entrepreneurs stop interacting if there is no response after the first meeting. However, in international practice, the transaction cycle can take from 3 to 12 months.

**Tip:**

- Enter the CRM or Excel contact table.
- Make reminders in 2, 4, or 6 weeks.
- Send us updates: new certificates, packaging, participation in the exhibition.
- Even a "silent" contact can become the first buyer in six months.

## 4. Create value, not just sell

Customers value not only the price, but also convenience, transparency, and willingness to adapt. This is especially important when competing with Asian markets.

**How to show the value:**

- Prepare personalized KPIs.
- Respond quickly and politely.
- Offer options: different packaging, delivery, and volumes.
- Focus on history, uniqueness, and origin.

## 5. Use the power of visual content

Text is good, but photos, videos, and infographics are especially important in negotiations. Especially for physical products, where appearance matters.

**Minimum for starting:**

- Product photo on a white background.
- Photos in the interior or in the hands of the consumer.
- Photo of the package.
- 30-60 second video.

## 6. Participate in events even without a booth

It happens that participation in an exhibition as an exhibitor is expensive. But that doesn't mean you shouldn't go.

**What you can do without a stand:**

- Walk around the pavilions with business cards and samples.
- Make appointments in a cafe or business area.
- Distribute compact materials (booklet, sticker, business card).

**This approach often brings in as many contacts as a stand.**

## 7. Think through logistics and risks in advance

**What is important to clarify:**

- Possibility of cooling or temperature control;
- Availability of insurance;
- Storage conditions at border crossings;
- Terms of customs clearance.

Not always the first transport is the best. It is better to spend 2 days comparing routes and conditions than to lose a cargo or a customer.

## 8. Adopt the "final check" habit

**Before sending any important document or presentation, please check:**

- Names and logo.
- Prices and units of measurement.
- Language and errors.
- Compliance of packaging and certificates;
- Correct banking details.

**Even a small error (such as incorrect code) can lead to delays, fines, or distrust.**

## 9. Write down your agreements in writing

**An oral agreement is not considered a ground in international practice. Even if you discussed everything on Zoom — attach the results with an email.**

*Post-meeting email Template:*
Dear [Имя],
Thank you for the productive discussion. To summarize our agreements:
– You are interested in 3 SKUs at EXW prices;
– We agreed on delivery by end of June;
– Samples will be shipped next week.
Please confirm or let us know if anything requires correction.
Best regards,
Your name

## 10. Analyze failures as well as successes

**Every rejection, broken contract, or negative feedback is a source of growth. Write down not only successful cases, but also problematic ones:**

- Why didn't you buy it?
- Where did the communication fail?
- How did the client respond?
- What could have been done differently?

Periodic error analysis makes exporting more stable and professional.

# RESOURCES AND USEFUL LINK EXPORTERS

Systematic work in export requires not only knowledge, but also constant access to up-to-date information. This section contains key resources, platforms, services, and organizations that will help you navigate legislation, certification, logistics, marketing, and partner search.

## 1. Government agencies and platforms of Kyrgyzstan

| Resource | Description | Link |
|---|---|---|
| **Ministry of Economy and Commerce of the Kyrgyz** | Republic Foreign Trade policy, export reports, support for exporters | mineconom.gov.kg |
| **State Customs Committee of the Kyrgyz Republic (State Customs Service)** | Customs procedures, HS classifiers, electronic declaration | customs.gov.kg |
| **IEC Export Promotion Center** | Support services, training, promotion, business missions | export.gov.kg |
| **National Bank of the Kyrgyz** | Republic Currency regulation, export receipts, reporting | nbkr.kg |

## 2. International organizations and support projects

| Organization | Opportunities | and Website |
|---|---|---|
| **of the ITC (International Trade Centre)** | Manuals, standards, and online export | courses |
| **intracen.org UNDP Kyrgyzstan** | Grants, trainings, digitalization of SMEs | www.undp.org/kyrgyzstan |
| **GIZ** | Support for sector clusters and exporters | giz.de |
| **CCI France Kyrgyzstan** | Access to the French and EU market, business networking | ccifk.org |
| **Sales offices of the Kyrgyz** | Republic Search for partners and events abroad | mfa.gov.kg |

# RESOURCES AND USEFUL LINKS FOR KYRGYZ EXPORTERS

## 3. Platforms for finding customers and distributors

| Platform | Format | Note |
|---|---|---|
| **Alibaba** | B2B marketplace | Requires English, it is possible to participate in the paid |
| **Tradekey program** | B2B platform | Focus on Asia and the Middle East |
| **Kompass** | Business directory | You can register as a supplier |
| **ExportHub** | Marketing and catalogs | Suitable for small manufacturers |
| **LinkedIn** | B2B network | Personalized work with importers, distributors |

## 4. Courses and training materials

| Platform / Organization | Subject | Link |
|---|---|---|
| **edX, Coursera** | International Trade, Logistics, Negotiations | edx.org, coursera.org |
| **Export Academy UK** | Complete training programs for exporters | great.gov.uk |
| **Kyrgyz Export Academy** | Local seminars and intensive courses (at the Export Promotion Center) | export.gov.kg |
| **ITC SME Trade Academy** | Free Online Export Courses | learning.intracen.org |

## 5. Logistics, labeling and settlement tools

- **HS Code Search — to determine the HS code:** hs.codes **Incoterms 2020 Guide-International**
- **Trade rules:** iccwbo.org **Track-Trace — tracking traffic:** track-trace.com **SeaRates-Freight cost**
- **calculator:** searates.com **Google Translate + DeepL - translations of KP and emails (we**
- **recommend editing them manually) Canva / Pitch / PowerPoint-creating visual**
- **presentations and KPIs Google Forms / Notion / Excel — fixing feedback, logistics, CRM at the start**
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# RESOURCES AND USEFUL LINKS FOR KYRGYZ EXPORTERS

## 6.Certificationandstandards

Internationaland nationalstandards are particularly important for the export of products. Below are key certification resources:

| Standards / Organizations | That give | Website |
|---|---|---|
| **the ISO Website (International Standards)** | Quality, safety, ecology | **iso.org** |
| **Organic Certification (EU, USDA, COR)** | Access to premium markets | **Through** |
| **Halal, Kosher certification agencies** | Muslim and Jewish markets | **Through** |
| **GFSI (Global Food Safety)accredited centers** | Food safety standards | **mygfsi.com** |

**Tip:**

start with local certification, but know the requirements of the target market in advance.

## 7. Support for financing and insurance

| Institute / Program | Opportunities | Website |
|---|---|---|
| **of the Russian-Kyrgyz Development Fund** | Concessional Lending to Exporters | rkdf.org |
| **Kyrgyz-Hungarian Fund** | Export Finance | https://hkdf.kg/ |
| **SME Bank / KICB / Optima Bank** | Export lending, leasing | on request |
| **GARANT / insurance companies** | Commercial supply insurance | local agents |
| **of EDB, IFC, ADB** | Projects and investment platforms | international structures |

## 8. Useful templates and examples

- **Export contract template — structure,wording, risks.**
- **Catalog with an example of a KP (commercial offer) — examples of universal, price, and image content.**
- **Checklists — preparation for negotiations, exhibitions, shipments, and logistics.**
- **Customer Feedback / Analysis forms — Google Forms or Word forms.**
- **Presentations by sectors-agro, honey, clothing, IT.**