



**The project is funded by the European Union**

## **Central Asia Invest Programme**

### **Project Update**

**January-March 2015**

### **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)**

**April 2015**

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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 Tajikistan and in particular, southern 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.

This Project Update, as well as the previous one, is written on quarterly basis and covers months 13-15 of project implementation.

In line with this approach, the present internal Project Update Report describes activities carried out during this reporting period (months 13-15) plus three days of month 16 (the final days of the 4<sup>th</sup> capacity building session prepared and carried out during the reporting period), major challenges occurred during the reporting period, deviations from the planned schedule (if any) and planning for the next reporting period (months 16-18). Four annexes to the report present major information and details of the work undertaken during the reporting period.

During this reporting period, an internal interim evaluation of the project was carried out by the project team. It is aimed at self-assessment of the work already done and analysis of challenges occurred during the project implementation. In order to achieve all stipulated results and objectives to a maximum possible extent in a sustainable way, recommendations will be provided for self-improvements for the remaining project period.

The Project considers the Work Plan, adjusted during the Inception Phase, as the basis for project implementation and the present report reflects the 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**

All activities planned for this activity group have been completed.

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

An analysis of internal and external markets (activities 3.1 and 3.2) completed in Kyrgyzstan during the previous reporting period, was commented by the project trainees and were taken into consideration by the project international and local marketing experts in the final e-version of market research.

The presentation of market research undertaken combined with market opportunities for SMEs was carried out by the end of reporting period by local market analyst, followed by a questions and answers section.

Activity 3.1 (Carrying out analysis of internal market in F&V sector of Tajikistan) has started in Tajikistan through a detailed study of marketing initiative group's needs. It was decided in consultation with the Project Partner that the second stage of market research should be focused on a newly established marketing group. In fact its needs are quite typical and therefore the results of the research are fully applicable for other relevant SMEs from the South of Tajikistan. Specific TOR have been developed for this task and work had already started by the end of this reporting period.

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

Activity 4.1 has been started with detailed study of selected BIOs' and SMEs' needs for the forthcoming study tour to Poland (to be held in month 20).

Capacity building in management, business client-oriented tools and techniques started in Year 1 is being continued (activity 4.2). It has formed an integral part of the third capacity building sessions in marketing implemented during the reporting period (see annex 4 – 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 fourth capacity building session in HACCP in both participating countries. Annex 3 presents the detailed report of the project Food Safety expert on the fourth capacity building session. Participants' feedback analysis is incorporated in the report. As indicated in the feedback from training participants from the previous training session, the fourth training session in food safety included video materials/case studies, as well as practical exercises on internal audits based on visited SME "Top Notch" (see below for more details).

### **Activity group 6: Capacity building in marketing**

The focus of project activities in this activity group has been on preparation, organisation and delivery of the 3<sup>rd</sup> capacity building session in marketing. Annex 5 presents the report of the project marketing expert on the 3<sup>rd</sup> capacity building session and other marketing activities undertaken within the reporting period. Participants' feedback analysis is incorporated in the report.

The third marketing training session held during the reporting period included a lot of practical exercises on market research and labelling development in line with the requirements of the Customs Union and new local legislation. Examples of participating SME labels were used to maximise the evidence of typical mistakes (activity 6.2 - "Studying of successful marketing strategies of participating target groups and using them for capacity building as best practices"). During the training session, participating SMEs provided examples of other various elements of their marketing activities contributing to the learning process.

The sessions on marketing included sections on market opportunities (activity 6.6). These issues were also reflected in the presentation on market research results held in the end of the reporting period in Bishkek.

In Tajikistan, particular emphasis was made on the initiation of the marketing group and its start-up activities (see further sub-sections of the report and Annex 4 for more details).

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

In month 13 (30 January 2015) the meeting between input suppliers, potential market operators and F&V processing SMEs participating in the project was held in Khatlon region, southern Tajikistan, with project support (activity 71b). The event was attended by other relevant international donor-funded projects, local authorities and media. The report on the seminar (in Russian) has been placed on the NASMB website.

The work is on-going with two pilot SMEs in Kyrgyzstan on HACCP (activity 7.5). During the reporting period the following work has been undertaken in Kyrgyzstan in close cooperation with the project Food Safety expert:

- **Pilot enterprise "Dessert":**

Reconstruction of production premises aimed at specific hygiene improvements and creation of adequate conditions for raw materials storage was carried out following the recommendations of the project expert.

Development of all basic programmes, as well as a few methodologies envisaged by ISO 22002-1 standard, are in the process of finalizing.

All documents and records needed for ISO 22002-1/ISO 22000 standard have been reviewed in order to prepare finalization plan (what still needs to be done for the whole package of HACCP documents/measures).

- **Pilot enterprise "Kaindy-Kant":**

A hygiene improvement plan has been developed for production and its implementation has started. Development of all basic programmes, as well as a few methodologies envisaged by ISO 22002-1 standard, are in the process of finalisation.

In the marketing field, advisory services have been the most active during the reporting period.

Seven labels of participating SMEs ("Dessert", "Organic" and "Tursunbaev") have been commented and detailed recommendations have been provided to modify them in line with the new requirements of the local market and the Customs Union.

During this reporting period, active advisory work started with SMEs in Tajikistan in marketing field: with "Aqua Juice" - new labels are being developed with the project support in line with the requirements of the Customs Union). 32 existing labels were commented by the project marketing expert including 23 labels – in all details. This is in line with the SME's marketing approach to re-do all labels in accordance with market requirements.

Renovation of processing workshop was started at "Kurgan-Tubinskiy food factory" in line with HACCP requirements. Still more time is needed for both SMEs to start practical work on the development and introduction of HACCP.

### **Activity group 8: Exchange of best practices and experiences**

An exchange visit to Kyrgyzstan for one selected representative of Tajik Technical University/project trainee was organized during the reporting period (activity 8.1). It was aimed at meeting colleagues at the Technical University of Kyrgyzstan (the fourth capacity building session in food safety and the third capacity building session in marketing was organized during reporting period at the Training Centre for advanced qualification of the Technical University of Kyrgyzstan, with modern food laboratories and mini-production lines equipped in full accordance with HACCP principles), exchange of experiences and gaining experience in academic tools and techniques for students of relevant specialities. The results of this exchange visits were summarized in the report (in Russian), submitted to the management of the Tajik Technical University and placed on NASMB's website. The outcomes of this visit are already being used by the participating teacher for lectures and practical training courses for students.

A field visit to SME "Top Notch", which produces mineral water, with all major HACCP elements in place, was organized for all participating SMEs (including the representative of the Tajik Technical University) in Kyrgyzstan (activity 8.3). This visit was used for training purposes (for internal/academic audit on food safety).

A follow up on participation in the international exhibition "Peterfood" implemented in Year 1 by the Kyrgyz Project Partner has been organized (activity 8.4). The project has supported the development and placement in the Belarussian international food magazine "Product BY" of an advertisement of the Trade House "Vkus Solnza ("The taste of Sun"), which is in the structure of the Association of Food Enterprises/Project Partner (the Association is one of the key shareholders of the Trade House). It was organized for the first time and it is expected that this first step will be followed up and help to develop new export opportunities for relevant SMEs with Belarus (no export relationships with this country exist as yet).

Preparations for the study tour to Poland have started (activity 8.5): all participants from both countries have been identified in close consultation with both Project Partners. From Tajikistan, there will be three SMEs (two pilot SMEs and "Sharob" SME/the most active member of the project marketing initiative group) and the head of the group, a member of Khatlon consulting council/consultant.

From Kyrgyzstan, there will be representatives of two pilot SMEs, the most active BIO's representative ("Prom Test") and the local field project coordinator from the Project Partner. Preparation of the study tour programme has started.

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

In Kyrgyzstan, the process of development of methodological recommendations on introducing HACCP system at food industry enterprises in Kyrgyzstan is actively on-going in cooperation between the international food safety expert and the local expert. This work will hopefully be finalized in the end of the next reporting period (see sections 3 and 4 for more details).

In Tajikistan, another round of consultations at national level has again resulted in re-formulation of the legal input from the project. This input has now been fully agreed and established with the Ministry of Economy following a letter sent by the project and is included in the scope of activities of the working group aimed at approximation of the Tajik legislation to the requirements of WTO. The project input is now formulated as "Development of the draft technical and economic justification of reforming the system of food safety" (activity 9.4). NASMB is a member of this working group and it is expected that the project work done on this legal topic will be very helpful for an active start-up of legislation adaptation process and will strengthen lobbying activities of NASMB. Work on the chosen topic has started.

## **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 and experts' reports, press releases, photos etc. are regularly updated.

Visibility items produced earlier continue to be disseminated to the relevant stakeholders. The market research publication was added to the items' list in the end of Year 1 of the project implementation is continued to be disseminated to interested stakeholders.

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

Press-releases have been produced covering project events in both participating countries in line with EU requirements (in Russian and in English for Kyrgyzstan and in Russian, English and Tajik for Tajikistan). As a result, information on the project's forthcoming capacity building sessions was published in "Vecherniy Bishkek" newspaper (the most popular newspaper in Kyrgyzstan) and, following this publication, numerous SMEs and consulting firms expressed their wish to join the project's capacity building courses in food safety and marketing. Most of the requests were accepted by the project.

An event organized by NASMB in Khatlon region at the end of January (a seminar with input suppliers and market operators for participating SMEs) was broadly attended by local media and other relevant donor-funded projects. A report on this event (in Russian) was placed on NASMB's website. In addition, regular information on all project's activities is also being placed by NASMB on Facebook.

## **Activity group 12: Project management**

All activities of this activity group are on-going.

The project database is being permanently updated in both countries (activity 12.3). Regular contacts and Skype conferences are being maintained among all project partners and experts involved. Feedback from all participating stakeholders is being collected and analysed.

The reporting mechanism is well established. The project's Interim report covering Year 1 of the project implementation was prepared in month 13 (January 2015) in line with EU requirements and was approved by the Delegation of the European Union (EUD) in Kyrgyzstan (activity 12.5).

Internal reporting and internal monitoring are on-going (activity 12.6). As a part of this process, during the current reporting period an internal interim project review/evaluation was carried out by the project team in both countries involved. For this purpose, detailed questionnaires to all project trainees in both countries were developed to reflect the status of indicator achievement as per the project logframe, its intermediate status of work towards achievement of stipulated objectives, as well as some challenges faced by the project and proposed ways of their mitigation. Interviews with the Project Partners, participating stakeholders and international donor-funded projects took place during the reporting period. The report will be finalised and submitted to the EUD for information.

A coordination meeting involving all relevant donors' projects (IFC, EU, GIZ, Helvetas, UNDP) was organized at the very end of the reporting period (1 April 2015) in Bishkek. It was aimed at presentation of work in progress with selected pilot SMEs shared among relevant projects a year ago, exchange of views on current challenges and opportunities for SMEs in food processing sector of Kyrgyzstan. All parties involved acknowledged good approach and progress made by the DFVP project.

### **3. Deviations from the planning schedule**

No major deviations occurred during the reporting period. One activity described below has been slightly re-scheduled in order to make it fully consistent with the priorities of the Government of Tajikistan. All other activities not mentioned in this section of the report are being implemented as planned.

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

The legal input for Tajikistan has been re-formulated again in cooperation with the Ministry of Economy of Tajikistan. Although it was planned to start working on "Analysis of correspondence of the key legal acts of Tajikistan to the technical regulation of the Customs Union "On food safety"" (activity 9.4) in cooperation with the working group established under the Ministry of Finance, the activities of this working group are still pending. Therefore, the newly formulated legal input agreed with the Ministry of Economy is now "Development of the draft technical and economic justification of reforming the system of food safety". This concerns reforming of state agencies responsible for food safety. This input was highly supported by the Ministry of Economy, as this is in line with WTO requirements. The state programme on adaptation of legislation to WTO for Tajikistan (as Tajikistan is a new member of WTO) has been adopted and the working group under the Ministry of Economy is in charge of these issues. NASMB is a member of this working group and it has been finally agreed on the most appropriate and needed project's legal input as a contribution to this working group's activities.

Therefore, the formulation of activity 9.4 has been slightly adjusted, with a slight delay because of this adjustment, but is currently actively underway and will be facilitated during the next reporting period.

Activity 9.3 ("Development of methodological recommendations on introducing HACCP system at enterprises of food industry of Kyrgyzstan") is taking more time than estimated since several particularities have come up during the development of this document.

This is first of all connected with complexity of the document under preparation and its uniqueness (most of background information has to be translated into Russian from English, as there are no Russian versions of needed background documents). Moreover, the balance is required between the detailed information of the document and clear and understandable description of conditions for selection the most effective food safety management system by SMEs. The key task is to make the document the most helpful for SMEs for HACCP system development and implementation.

Therefore, implementation of this activity is extended to months 16-18.

As a result, activity 9.5 ("Seminar(s) on presentation of legal advice support provided aimed at protecting national producers") will be implemented in months 16-17, in the framework of the next capacity building sessions in Tajikistan and Kyrgyzstan.

This is in line with the project flexibility approach and other activities are not affected by these deviations.

### **4. Challenges experienced during the reporting period**

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

- The postponement of a formulated legal input in Tajikistan pending the approval of the Ministry of Economy and/or the Ministry of Finance reported during the previous quarter was continued during the present reporting period. However, by the end of month 15, this approval was received and the project work on legal input has been included in the activities of the working group established under the Ministry of Economy where NASMB will participate. Therefore, this work has started and will be facilitated during the next reporting period.

- As stated previously, an understanding of the importance of introducing HACCP is growing among project participants in Tajikistan but the process is still quite slow. Time and efforts are needed to overcome this challenge and the project is doing its best to use all possible tools to convince participating SMEs of the necessity to start this process gradually, before it will be urgently required by local legislation and/or external markets. Those SMEs which have already started working with the Customs Union member countries (Russia in particular) already face challenges with the absence of HACCP as a key obstacle for export operations. It is believed that this understanding will grow together with enlargement of market opportunities for SMEs from the southern Tajikistan and the project is providing support to this process.
- Field visits to more advanced SMEs which have major HACCP elements in place are seen as an important tool to show the process of its introduction and the evidence of HACCP advantages. During this reporting period, such a visit was organized to the SME "Top Notch" which produces mineral water. However, during this field visit preparation stage, the management of "Top Notch" did not allow BIOs/consulting firms to visit their enterprise explaining that they could not receive such a number of people (it was planned for all participants of the project's capacity building programme). This resulted in a number of complaints from participating BIOs' side. However, this problem was duly explained and understood.

## 5. Planning for the next reporting period

The major focus of activity during the next reporting period (months 16-18, April-June 2015) 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 finalizing the second stage of market research on Tajikistan (research of the local market) being implemented for the marketing initiative group in line with the particular TOR developed for this purpose. Regular updating of the database developed for F&V processing SMEs in the framework of the first stage of market research in Tajikistan) in the South of Tajikistan will be continued.
- ⇒ **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 4 on marketing in the framework of the next (final) session of the project capacity building programme. Identification of BIOs' needs for the forthcoming study tour to Poland (planned for month 20) will be continued and will be reflected in the final study tour's programme (to be finalised in month 18).
- ⇒ **Activity group 5:** Capacity building in food safety will be continued through preparation, organisation and delivery of the 5<sup>th</sup> (final) capacity building session in HACCP (to be held in month 18 in Kyrgyzstan and at the very beginning of month 19 in Tajikistan). It will include practical exercises and case studies. Active work is planned for the development of a course in Food Safety Management System (FSMS) for BIOs/academic institutions (activity 5.6). Preparations and planning of activity 5.7 (International certification of trainers in food safety/HACCP (ToT)) will be carried out.
- ⇒ **Activity group 6:** Capacity building in marketing will be continued through the preparation (based on participants' feedback), organisation and delivery of the 4<sup>th</sup> (final) capacity building session (to be held in month 18 in Kyrgyzstan and at the very beginning of month 19 in Tajikistan).
- ⇒ **Activity group 7:** Advisory services to F&V processing SMEs: this activity will be actively continued through permanent work with pilot SMEs in Kyrgyzstan and will

be on-going in Tajikistan with two selected pilot SMEs and marketing initiative group established with the project support in the South of Tajikistan (Khatlon region). Further contacts are planned with input suppliers. If the workload in the peak of the agricultural season will allow input suppliers to attend the seminar with F&V processing SMEs, such a seminar will be organized by the project in Kyrgyzstan.

Field visits to both pilot SMEs are planned for Kyrgyzstan (by experts and if possible, by all project trainees). Field visit to the pilot SME Kurgan-Tubinskiy food factory is also planned for Tajikistan.

- ⇒ **Activity group 8:** Exchange of best practices and experiences: Exchange visit Tajikistan-Kyrgyzstan is planned in the framework of the 5<sup>th</sup> capacity building session in food safety: management of the pilot SME "Aqua Juice" will be invited to joint capacity building sessions and field visits in Kyrgyzstan. It is also planned to organize a seminar in Kyrgyzstan aimed at exchange of practical experiences in HACCP introduction among relevant SMEs supported by other donor-funded projects (activity 8.3). Active preparations and planning of the study tour to Poland will be carried out (activity 8.4).
- ⇒ **Activity group 9:** Support to relevant legislation/regulations development in Kyrgyzstan and Tajikistan: these activities have been formulated for both participating countries and will be finalized. Due to the complexity of the legal document in Kyrgyzstan (which is under preparation by the project experts), the final stage of its development might be extended to month 19 although the project will do its best to finalize this input within the next reporting period. Seminar(s) on presentation of legal advice support provided aimed at protecting national producers (activity 9.5) are planned in both countries.
- ⇒ **Activity group 10:** Promotion, dissemination and visibility actions: this activity is on-going and will be continued (activities 10.1-10.3).
- ⇒ **Activity group 12:** Project management: this activity will be continued on a permanent basis. The next project Steering Committee meeting is planned for 2 July 2015, to be held in Bishkek, Kyrgyzstan with the participation of the Project Partner from Tajikistan.

## Annex 1: Agenda of the 4th capacity building session (Tajikistan)

### 24-26 March 2015 4th capacity building session

#### Dushanbe, Tajikistan

Time	Topic	Speaker/Trainer
<b>24 March</b>		
<b>9:00 – 10:45</b>	<u>Training in marketing:</u> Quality management in marketing systems	Natalya Kozak/Marketing Expert (British Expertise)
<b>10:45 – 11:00</b>	Coffee break	
<b>11:00 – 13:00</b>	<u>Training in marketing (continuation):</u> Marking as one of the key elements of quality management of food products. Marking requirements to food products in the Customs Union	Natalya Kozak/Marketing Expert (British Expertise)
<b>13:00 – 14:00</b>	Lunch	
<b>14: 00 – 16:00</b>	Brief information on results of the meeting with input suppliers and market operators held in Khatlon region (30 January 2015) <u>Training on marketing:</u> practical training on labelling development	Natalya Kozak, Zafar Alizoda, Khatlon meeting participants
<b>16:00 – 16:15</b>	Coffee break	
<b>16:15 – 17:45</b>	<u>Seminar on marketing:</u> packaging and its role in marketing	Natalya Kozak
<b>17:45 – 18:00</b>	Filling in feedback questionnaires by participants (marketing)	
<b>25 March</b>		
<b>9:00 – 12:00</b>	Study visit to "Aqua Juice" pilot SME	All participants
<b>12:00 – 13:00</b>	Lunch	
<b>13:00 – 15:00</b>	<u>Food safety/HACCP training:</u> ISO 22 000 standard	Gennadii Kuznetsov/ Food Safety Expert (British Expertise)
<b>15:00 – 15:15</b>	Coffee break	
<b>15:15 – 17:30</b>	HACCP practical training	Gennadii Kuznetsov/ Food Safety Expert (British Expertise)
<b>26 March</b>		
<b>9:00 – 10:45</b>	<u>Food safety/HACCP training:</u> ISO 22 000 standard	Gennadii Kuznetsov/ Food Safety Expert (British Expertise)
<b>10:45 – 11:00</b>	Coffee break	
<b>11:00 – 13:00</b>	HACCP practical training	Gennadii Kuznetsov/ Food Safety Expert (British Expertise)
<b>13:00 – 13:30</b>	Filling in questionnaires on interim project results	Inna Bayda Project Coordinator (British Expertise)
<b>13:30 – 14:15</b>	Lunch	
<b>14:15 – 15:30</b>	Meeting of the marketing initiative group	

## Annex 2: Agenda of the 4th capacity building session (Kyrgyzstan)

### 30 March - 1 April 2015 4th capacity building session

#### Bishkek, Kyrgyzstan

Conference room of Training and Practical centre of food and food processing  
"Technologist" under the Kyrgyz State Technological University

Time	Topic	Speaker/Trainer
<b>30 March 2015</b>		
<b>13:30 – 16:30</b>	Study visit to SME "Top Notch" for participating SMEs	<u>Meeting place:</u> Manasa ave. 101/ (crossing Ivanitsina str.)
<b>31 March</b>		
<b>9:00 – 10:45</b>	<u>HACCP/food safety training:</u> ISO 22000 Standard	Gennadii Kuznetsov/ Food Safety/HACCP Expert (British Expertise)
<b>10:45 – 11:00</b>	Coffee break	
<b>11:00 – 13:00</b>	HACCP practical training	Gennadii Kuznetsov/ Food Safety/HACCP expert (British Expertise)
<b>13:00 – 14:00</b>	<b>Lunch</b>	
<b>14:00 – 16:00</b>	<u>HACCP/food safety training:</u> ISO 22000 Standard	Gennadii Kuznetsov/ Food Safety/HACCP Expert (British Expertise)
<b>16:00 – 16:15</b>	Coffee break	
<b>16:15 – 17:45</b>	HACCP practical training	Gennadii Kuznetsov/ Food Safety/HACCP Expert (British Expertise)
<b>17:45 – 18:00</b>	Filling in feedback questionnaires by participants (food safety/HACCP)	
<b>1 April</b>		
<b>9:00 – 10:45</b>	<u>Training in marketing:</u> Interaction between logistics and marketing	Natalya Kozak/Marketing Expert (British Expertise)
<b>10:45 – 11:00</b>	Coffee break	
<b>11:00 – 13:00</b>	<u>Training in marketing:</u> Methods of product marketing	Natalya Kozak/Marketing Expert (British Expertise)
<b>13:00 – 14:00</b>	<b>Lunch</b>	
<b>14:00 – 16:00</b>	<u>Training in marketing:</u> Practical training: development of promo action	Natalya Kozak/Marketing Expert (British Expertise)
<b>16:00 – 16:15</b>	Coffee break	
<b>16:15 – 17:00</b>	Presentation of market research results	Roman Pogojev/ Market Analyst (Project Partner/AFVE, Kyrgyzstan)
<b>17:00 – 17:15</b>	Filling in feedback questionnaires by participants (marketing and management seminars)	

## **Annex 3: Food Safety Expert's report on the 4<sup>th</sup> capacity building session with participants' feedback analysis**

### **REPORT ON MISSION No 4**

**From 22.03.2015 to 04.04.2015**

**Gennadiy Kuznetsov  
Project Food Safety Expert**

#### **I. KEY RESULTS AND CONCLUSION**

1. Workshops on HACCP were successfully carried out in Bishkek and Dushanbe. Positive replies of all participants confirm this statement.

2. A combination of practical and theoretical components with emphasis on practical training will be used in the next mission since this approach meets the expectations of participants and provides an acceptable level of knowledge, allowing them to develop, implement and use the HACCP system or the Food Safety Management System (FSMS) in accordance with ISO 22000 and ISO 22002-1 standards.

#### **II. MISSION TO TAJIKISTAN**

##### **1. Summary of the HACCP workshop (Dushanbe, 25-26 March, 2015).**

The workshop was attended by representatives from:

- F&V processing small and medium enterprises (SMEs);
- Business Intermediate Organizations (BIOs) providing consultancy services to these SMEs;
- international technical assistance projects;
- government regulatory bodies;
- high academic institutions.

The two-day workshop consisted of four parts:

- visit of the pilot enterprise "Aqua Juice";
- discussion of this visit in the classroom;
- preliminary examination and discussion of replies on examination questions;
- discussion on certain provisions related to implementation of ISO 22000 standard, in particular - the main differences and similarities of three programs of food hazard control in the standard: Pre-requisite Programs, Operational Pre-requisite Programs and HACCP plan.

Training videos were used in accordance with requests from participants made during the previous training sessions. These videos showed positive examples of food hygiene implementation requirements as well as some negative ones. These negative examples were the subject of detailed discussion during the training session.

##### **2. Summary of participants' replies on questionnaire regarding workshop.**

Appendix 1 shows a summary of the participants' responses to the questionnaire which was filled in after the workshop. The questionnaire contained a request to answer the following questions using a five-point scale:

- whether the workshop was useful;
- content of the workshop;
- atmosphere of the workshop;
- style of workshop implementation;
- hand-outs;

- any comments.

and also to propose what they would like to hear/discuss during the next training.

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

### **3. Plans for the next stage of training.**

It is planned for the next stage of training (to be held in June-July 2015):

- visits to the SMEs which use FSMS or some elements of FSMS;
- to discuss what participants saw during these visits in order to strengthen and deepen theoretical knowledge;
- to continue conducting workshops on standards ISO 22000 and ISO 22002-1;
- to conduct an examination for the purpose of participants' selection for an additional week of advanced training, which will be held in late July 2015 by TUV Ukraine company (as a result of which, successful participants will receive international certificates as ISO 22000 trainers).
- 

### **4. Work undertaken between 3rd and 4th missions.**

Several training materials concerning different aspects of HACCP development and implementation have been sent to trainees and were highly appreciated by them.

## **III. MISSION TO KYRGYZSTAN**

### **1. Summary of the HACCP workshop (Bishkek, 30-31 March 2015).**

The workshop was attended by representatives from:

- F&V processing small and medium enterprises (SMEs);
- Business Intermediate Organizations (BIOs) providing consultancy services to these SMEs;
- international technical assistance projects;
- government regulatory bodies;
- high academic institutions.

The training took place in Bishkek in a unique (for Central Asia) Training and Practical Centre of the food processing industry "Technologist" at Kyrgyz State Technical University (KSTU), which is named after Razzakov. The participants visited the Centre and its mini ("model") food-processing production lines, established in accordance with HACCP principles.

The two-day workshop consisted of five parts:

- field visit to the enterprise "Top-Notch", which produces bottled water;
- discussion of this visit in the classroom with trainees;
- visit to the Training and Practical Centre of the food processing industry "Technologist" at KSTU, Bishkek;
- preliminary examination in HACCP and discussion of replies on examination questions;
- discussion about certain aspects of implementation of ISO 22000 standard, and in particular the main differences and similarities of three programs of food hazards control in the standard: Pre-requisite Programs, Operational Pre-requisite Programs and HACCP plan.

Training videos were used in accordance with requests of the participants made during the previous training sessions. These videos showed positive examples of the food hygiene requirements' implementation and also some negative ones. These negative examples were the subject of detailed discussion during the training session.

## **2. Summary of participants' replies on questionnaire regarding workshop.**

Appendix 2 gives a summary of participants' responses to the questionnaire which was filled in after the workshop. The questionnaire contained the following questions using a five-point scale:

- whether the workshop was useful;
- content of the workshop;
- atmosphere of the workshop;
- style of workshop implementation;
- hand-outs;
- comments on the above issues.

The questionnaire also included a question on participants' suggestions on what they would like to hear/discuss during next training.

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

## **3. Work undertaken between 3rd and 4th missions.**

Several training materials concerning different aspects of HACCP development and implementation were sent to trainees and were highly appreciated by them.

LLC "Ecoproduct Asia", which produces juices, approached the project in March 2015 with a request to assist them in finalization of FSMS based on ISO 22000. The project provided all training materials to this SME, as well as advice on the documents already developed.

Assistance was provided to the pilot SME "Dessert" regarding preparation of pre-requisite programs required by ISO 22 002-1 standard, as well as several documents required by ISO 22000 standard.

Assistance was provided to the pilot SME "Kaindy-Kant" on the following matters:

- creation of a plan of food hygienic conditions improvement;
- preparation of Pre-requisite programs required by ISO 22002-1 standard, as well as several documents required by ISO 22000 standard.

## **4. Plans for the next stage of training.**

The following activities are planned for the next stage of training (to be held in June-July 2015):

- visits to the SMEs which use FSMS or some elements of FSMS;
- to discuss field visits' results in order to strengthen and deepen theoretical knowledge on HACCP;
- to continue conducting workshops on standards ISO 22000 and ISO 22002-1;
- to conduct an examination for the purpose of participants' selection for an advanced training to be delivered by TUV Ukraine (to be held in late July 2015) aimed at international certification of successful trainees as "ISO 22000 trainers".

Regarding the work with pilot SMEs, further provision of advice on preparation of documents, envisaged by the ISO 22000 standard, is planned.

## **IV. PARTICIPATION IN MEETING OF INTERNATIONAL TECHNICAL ASSISTANCE PROJECTS (BISHKEK, 3 MARCH 2015).**

The Food Safety Expert took part in the donor coordination meeting with representatives of international technical assistance projects which deal with the development of the agro-industrial sector of Kyrgyz Republic. He briefly described the current status of DFVP project implementation in terms of training and implementation of HACCP system at pilot SMEs. He stressed that one of the basic problems of food enterprises of Kyrgyzstan and Tajikistan is inadequate level of food hygiene requirements implementation and attention of international technical assistance should be focused on support to resolve of this problem.

**Summary of 13 replies of HACCP workshop participants  
Dushanbe  
25-26 March, 2015**

**1. The training was for me:**

- **very useful - 12 persons;**
- **is quite useful - 1 person;**
- **interesting, but not useful – 0;**
- **not helpful – 0.**

Comment (participants` style and punctuation are preserved):

"Very good training for studying of various relevant materials", "A lot of things I did not know, here I have understood them", "A lot of things I did not know where I saw", "In this training, I have learned a lot of activities regarding HACCP system", "Over the entire period of the training I learned a lot, but I would like more visual aids, practical exercises, exchange of experience", "very useful training. Especially practical. Because we conduct our audits of the HACCP system, ISO 9001. We need such specific training", "This time it was a lot of practical work, which was very helpful for proper preparation of documents, thank you", "Some of the elementary questions that are faced in manufacturing plants, not taken into account, but the training gives clues to solve the problems", "useful, because I conducted audit and saw all with my own eyes", "Got a lot of useful materials that can be used in professional work", "I think the training topics were very necessary especially for representatives of the enterprises which process vegetables and fruits".

**2. Please rate on a five-point scale****A) content of the workshop:**

- **"5" - 11 persons;**
- **"4" - 2 persons;**
- **"3" - 0;**
- **"2" - 0.**

Comment (participants` style and punctuation are preserved):

"Good. The content of the training is satisfactory", "Good training; I also like the events", "Good training. We would like such a training to be held more often", "show clips, advanced engineering technology, labour productivity, capacity, footprint and equipment", "The content of the training is satisfactory. A lot of new things learned. Particularly I like materials that contain video and photos", "Very helpful, fully explained", "Training was interesting, easily understood", "Training materials will be useful and applicable during theoretical lessons for students` specialty "Standardization and Certification".

**B) atmosphere of the workshop:**

- **"5" - 9 persons;**
- **"4" - 4 persons;**
- **"3" - 0;**
- **"4" - 0.**

Comment (participants` style and punctuation are preserved):

"The atmosphere is good", "I liked it", "Good, everyone feels comfortable", "All together, the sessions were interesting", "The atmosphere is good, we can say the best! The dialogues, discussions, group work - it's a great atmosphere!", "It was a serious working atmosphere", "Comfortable, cosy, equipping. Training is easily understood", "Cheerful, friendly", "The atmosphere of the training is good, friendly", "Friendly atmosphere and all pedagogical aspects were presented".

### **C) style of conducting:**

- "5" - 9 persons;
- "4" - 4 persons;
- "3" - 0;
- "2" - 0.

Comment (participants` style and punctuation are preserved):

"Good", "Good style", "Good style, all can be understood", "Excellent! Thank you, Gennadiy Kuznetsov, from the start of training you touched us to work and to conduct HACCP audits in a right manner", "Professional", "Professional!"

### **D) workshop materials:**

- "5" - 11 persons;
- "4" - 2 persons;
- "3" - 0;
- "2" - 0.

Comment (participants` style and punctuation are preserved):

"Excellent", "Showed several useful videos," "Showed video, it was very useful. There is so much to learn", "Training materials were very useful and understandable", "Great! Educational", "Materials useful and convenient for further use", "Finally, a dream came true, video strengthens the knowledge on this subject", "Video is very revealing. Now it is possible to carry out a mini audit with students", "All training materials are relevant particularly video material needed for practical classes".

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

#### **"ISO22000 Standard":**

- "5" - 7 persons;
- "4" - 4 persons;
- "3" - 2;
- "2" - 0.

#### **Practical Training on HACCP:**

- "5" - 12 persons;
- "4" - 0 persons;
- "3" - 1;
- "2" - 0.

Comment (participants` style and punctuation are preserved):

"The training was very useful for studying», "Thank you, no comments", "Materials regarding standard were prepared briefly and clear", "Materials on the ISO 22000 are clear and useful. Practical training on HACCP was interesting and wonderful".

### **4. What would you like to hear/discuss at the next training?**

"Time management, personnel management, planning", "Manager in management", "More information I want to know about the HACCP system", "Manufacturing processes of vegetables and fruits", "If possible - more practical training on HACCP and ISO 22000", "Formalization of inconsistencies, audit of HACCP and ISO 22000", "Market research, business planning, quality management system in marketing", "Purification and handling of equipment, and one example of a product that was not consistent with the HACCP standard", "Materials on the Customs Union (customs system), the expected results, positive and negative sides. Overall, I was pleased about what Gennadiy has presented. He is a "man-encyclopaedia". "Many thanks to all organizers of this project", "Basic requirements for bio-vigilance and bio-terrorism".

**Generalization of 24 replies of HACCP workshop participants, Bishkek  
30-31 March, 2015**

**1. The workshop was for me:**

- **Very useful - 13 persons;**
- **Quite useful - 6 persons;**
- **Interesting, but not useful – 0;**
- **Not useful – 0.**

Comment (participants` style and punctuation are preserved):

"Trailers are very useful for learning the material", "It was practical training which contributes to greater understanding of the material," "very useful for me, a cognitive training. It is a pity that I am involved in the 4th seminar only", "Materials are easily understood, updated, reasonable. Exchange of experience between food enterprises are organized on a high level", "Training was very useful for me. I learned a lot about modern standards, requirements and methods of management of food production on it. I remembered and refreshed information regarding HACCP program from the university", "I received a lot of information on this training that I hope will be useful in my further work", "This is of current importance! Because it is a requirement of this situation", "useful information for me personally used in the future", "not just general nuances and concepts were useful. Training regarding ISO 22000 has been deepened", " Thank you for this training!!!"

**2. Please rate on a five-point scale**

**A) content of the workshop:**

- **"5" - 18 persons;**
- **"4" - 5 persons;**
- **"3" – 0;**
- **"2" – 0.**

Comment (participants` style and punctuation are preserved, (1 person) :

"It is advisable to organize field visits to SMEs for all participants ", "It is difficult to make an assessment because I learned about the training too late and did not attend the previous ones", "practical tasks were very interesting", "Training for me was informative and I learned a lot of useful information on ISO 22000 and HACCP", "liked videos. It could be a little more. Own shortcomings are immediately visible. And analysis helps to solve and to find ways to address them", "very well sorted out by the example of a company that is the best training", "I learned so much. Especially regarding implementation of HACCP in the production", "Training is very informative and across-the-board", "loved it, visited the enterprise where saw work of enterprise", "Training materials are easily understood, useful", "useful "parsing" of enterprise in accordance with the standard paragraphs", " More practical examples".

**B) atmosphere of the workshop:**

- **"5" - 21 persons;**
- **"4" - 3 persons;**
- **"3" – 0;**
- **"4" – 0.**

Comment (participants` style and punctuation are preserved):

"Friendly, but sometimes, small groups of trainees interfere in the work of the trainer and our understanding of materials", "Formed a single cohesive team", "Friendly atmosphere", "The atmosphere is very good. The team works in unison. Everyone works with great interest", "Colleagues and teachers are all friendly", "Very good, operative. All participants actively participate in the discussions", "The atmosphere is friendly and warm", "Working

environment, all participants are friendly and actively take part in the seminar", "The group mainly consists of trained professionals, that's why conducting of training is interesting", "Active, friendly. With great enthusiasm and love to own work".

### **C) style of conducting:**

- **"5" - 19 persons;**
- **"4" - 5 persons;**
- **"3" - 0;**
- **"2" - 0.**

Comment (participants` style and punctuation are preserved):

"More case studies, which are closer to the conditions of our country", "I always like practical lessons that interconnects theoretical", "easy and easily understood", "professional", "held in a very clear and understandable manner ", "professional", "Professional! The theoretical material is combined with practice", "The training was easily understood. Accessible and understandable", "it is desirable for lecturer to focus on himself, because many were distracted and did not listen".

### **D) workshop materials:**

- **"5" - 17 persons;**
- **"4" - 6 persons;**
- **"3" - 0;**
- **"2" - 0.**

Comment (participants` style and punctuation are preserved):

"In the hand-outs it is desirable to specify the addresses of web sites where you can find explanations and examples of their application", "difficult to answer", "more slides or videos," "a very interesting and complete", "materials are informative and detailed", "very easily understood and useful", "Theme of the project of current importance, provides only a positive effect", "material has been distributed, but it wasn't used for work and wasn't discussed for some reasons".

## **2. Please rate on a five-point scale for workshop`s topics:**

### **"ISO 22000 Standard":**

- **"5" - 16 persons;**
- **"4" - 6 persons;**
- **"3" - 0;**
- **"2" - 0.**

### **Practical Training on HACCP:**

- **"5" - 16 persons;**
- **"4" - 6 persons;**
- **"3" - 0;**
- **"2" - 0.**

Comment (participants` style and punctuation are preserved):

"It is advisable to take practice examples of companies that are involved in the training. In this case the results of trainings' practical work will be more useful", "4" for standard ISO 22000: I do not really know, for me it was not very clear; regarding HACCP - everything is fine", "Training materials on ISO 22000 are clear, interesting and accessible", "Topics are relevant and interesting", "Training materials on ISO 22000 are easily understandable and useful", "Friendly seminars", "I can't estimate the theoretical part as I wasn't involved. I learned too late about the training".

#### **4. What would you like to hear/discuss at the next training?**

Comment (participants' style and punctuation are preserved):

"Difficulties in documents' preparation for HACCP plan and ways to resolve them. Problems in implementing HACCP system in small businesses and recommendations for their prevention/elimination", "More practical training in implementation of ISO 22000 and HACCP", "More practical trainings", "I would like to listen the training once again, since I learned about this training too late, I would like to study from the very beginning", "More seminars in the field. This is very useful", "Very useful field trips to enterprises", "I would like to hear the combination of the national legislation with international standards ISO 22000, HACCP, 9000 etc.", "All new things about HACCP", "Evaluation of the implementation and confirmation of compliance with ISO 22000, HACCP principles at an enterprise", "New standards for food safety management system (FSMS): FSSC 22000 – differences with ISO 22000, and other FSMS", "I would like to discuss practical case studies of ISO 22000 implementation": "1) Problems in the implementation of ISO 22000/HACCP; 2) How to implement HACCP with minimum costs; 3) International donors' assistance for the standards' implementation".

**Annex 4: Marketing expert’s report on the 3<sup>rd</sup> marketing capacity building session with participants’ feedback analysis (Kyrgyzstan and Tajikistan)**

**REPORT ON MISSION No 3**

**Natalya Kozak  
Project Marketing Expert**

**MISSION TO TAJIKISTAN**

**Dushanbe, March 24-26 2015**

The 3rd series of marketing training sessions were attended by the representatives of small and medium enterprises (SMEs)/food processing enterprises and companies providing consultation services to them/business intermediate organizations (BIOs).

The training course’s participants have been introduced into the following presentations:

- "Quality management in marketing systems",
- "Labelling as one of the main components in management of food product quality",
- "Requirements for food product labelling in the Customs Union",
- "Packaging and its role in marketing".

The topics of presentations included the following aspects: (1) systems of quality management at an enterprise; (2) the main requirements of the Republic of Tajikistan and the Customs Union to food product labelling specified in the technical regulations of the Republic of Tajikistan dated October 14<sup>th</sup>, 2014, No. 642, dated from January 3<sup>rd</sup>, 2014 No.29; regulations of the Customs Union TP TC 023/2011, TP TC 021/2011, TP TC 005/2011.

Special attention was given to information on types of packaging, advantages and drawbacks of separate types of packaging, as well as perspective types of packaging which may be used in the food canning industry.

In addition, practical workshops have been conducted on the design of labelling for apple juice. The training participants were split in four groups; each group presented own vision of labelling information component in compliance with technical regulations requirements.

After completion of the training sessions, the participants filled in questionnaires and evaluated information received.

The questionnaire results have been processed and analysed. The table below presents a brief analysis of the training presentations on marketing by the training participants by topic:

<b>Topic</b>	<b>Number of training participants who have evaluated the topic as an interesting one</b>	<b>% of total number of training participants who have filled in the questionnaire</b>
<b>Topic: "Labelling as one of the main components in quality management of food products",</b> <b>Topic: "Requirements to food products’ labelling in the Customs Union"</b>		

Food product labelling in the Customs Union	7	58
Technical regulations for juice products made of F&V	10	83
<b>Topic: "Quality management in marketing system"</b>		
Systems of food product quality	11	92
Quality system in the Customs Union	6	50
Quality management	8	67
<b>Topic: "Design of labelling for food products"</b>		
Workshop was useful	11	92
Workshop was interesting	7	58

Thus, on the basis of questionnaire results, it is possible to make a conclusion that the majority of topics were interesting and useful for the training participants. The training participants have identified the practical workshops on labelling design, quality systems for food products, and technical regulations for juice products made of fruit and vegetables (F&V) as being particularly relevant.

In addition, the first official meeting between the marketing group members from Khatlon region was organized after completion of all sessions of the capacity building programme. A draft agreement on the creation of a marketing group consisting of four food processing SMEs from Khatlon region has been developed for this meeting. On March 26<sup>th</sup>, 2015 the agreement was signed by the representatives of "Kurgan-Tiubinskiy food processing factory", "Sharob" Ltd., "Navbakhor – 2013" Ltd. and production cooperative "Bekhbudy". The agreement is aimed at efficient development of these SMEs/marketing group members, their successful promotion on the internal market of Tajikistan and access to external markets, including the Customs Union's market. Zafar Alizoda, the representative of the Consulting Council of Khatlon region and consultant working for a few F&V SME (the Head of the marketing group) has been selected as a Head of this marketing group.

The companies agreed to focus the marketing group start-up operation, as a first stage, on resolution of the following issues:

- Design of a unified brand;
- Production of certain ranges of products under the unified brand;
- Material and technical provision of companies, including provision with packaging, raw materials, other inputs;
- Work with raw material suppliers, i.e. F&V producers;
- Improvement of production technologies;
- Search for new markets for products;
- Design and printing of labelling for products under the unified brand;
- Conducting advertisement campaigns.

Also, during the meeting, several versions of brands and slogans were proposed to participating SMEs. At the request of the project marketing expert, the results of questionnaires developed for the marketing group in January 2015 per project marketing expert were analysed. The questionnaires were developed with the purpose of identification of problems/challenges which might appear as a result of the marketing group creation and the proposed ways to mitigate them.

The companies have expressed the following key problems:

- The lack (or insufficient amount) of "privileged" credits with lower interest rates;
- The lack of storage facilities, cooling facilities for storing raw materials and ready products;
- Bad and instable access to energy resources;

- Bad quality of packaging and weak labelling;
- The lack of highly qualified specialists (marketing, technologists etc);
- Limited demand for ready products in the region and very limited access to the market of Dushanbe and other regions;
- The lack of raw materials;
- Outdated technologies.

After discussion of the above mentioned problems, the meeting's participants identified those which could be resolved due to the newly created marketing group. On an initial basis, this concerns packaging and labelling, identification of a range of products which are in demand and more focus on a certain range of products/sub-sectors; production under a single brand and with use of maximum unified technology; work with raw materials suppliers as regards quality and quantity of raw materials supplied; determination of the requirements towards grades of vegetables supplied. The head of "Aqua Juice" company, invited to participate in the meeting, offered the meeting participants a new option with regard to the purchase of quality glass jars.

The meeting participants agreed on the terms and tasks of the future joint work of the marketing group.

The fact that the marketing group members need information on market research was confirmed. The specific TOR were developed for a targeted market research aimed at newly established marketing group needs, i.e. focus was made on those issues and the range of products which may be useful for marketing group members during their start-up planning and operations. Khatloni region and the city of Dushanbe were determined as target regions. Market research will be focused on the following target products: *anzur* onion, fruit jams and jellies, canned cucumbers. Market research results will be presented at the next training session, i.e. end of June/beginning of July 2015.

In the framework of the fourth training session, a field visit to the pilot SME "Aqua Juice" for all project trainees was organized. During this visit the participants were introduced to the production technologies and ready products of the company. Special attention, from a marketing prospective, was given to product labelling and its compliance with the technical regulations requirements; comments were given regarding food product labelling and labelling contents.

Since the company "Aqua Juice" is starting the design of new labels in compliance with the requirements of Tajik legislation, the company was offered project support (by the marketing expert) in new label design. As of today, the content of 20 labels for juice products has been analysed and recommendations on changes developed; recommendations have been submitted to "Aqua Juice" management for further work in this direction. As a result, the company has determined the priority tasks for the nearest future – design and approval of technical specifications for fruit nectars and juice containing drinks, as this information is needed for text development (information part) for a label.

During filling in of the questionnaires, the participants specified the topics and information they would like to receive during the following training session. The topics vary but the majority of the participants have chosen the following information blocks:

- a. Logistics in marketing systems.
- b. Product market promotion methods.
- c. Requirements on the quality of raw materials, ready products and packaging in the Customs Union.

## MISSION TO KYRGYZSTAN

**Bishkek, March 30 – April 1, 2015**

Twelve food processing SMEs' representatives and 3 representatives from BIOs/companies providing consulting services to SMEs, 9 representatives from other organizations, including Training and Practical Centre of food and processing industry at Kyrgyz Technical University named after Razumkov, the Centre of Standardization and Metrology (Kyrgyzstandard), department on consumers rights protection at Bishkek Mayor's Office, participated in the training sessions on marketing.

Two topics were been presented to the training participants – "Inter-connection between logistics and marketing" and "Product market promotion methods".

The first presentation was dedicated to the study of tasks and objectives of logistics, rules and components of logistics systems, the ways to increase company's operations due to improvements in logistics etc.

The second presentation contained information on the ways and methods of products' market promotion, types and principles of efficient advertising content, types and principles of advertisement campaigns.

In addition, during the workshops the participants developed a questionnaire for marketing research for product "X" with the purpose of its further use during promotional activities; social advertising and marketing advertising. The training participants worked in groups on the development of advertisement options and afterwards presented them to other participants, who made their comments and recommendations. This tool was highly appreciated by all trainees.

After completion of the training sessions, the participants filled in a questionnaire and evaluated the information on marketing received.

Questionnaire results were processed and analysed. The table below presents a brief analysis of the training presentations on marketing by the training participants by topic.

<b>Topic</b>	<b>Number of training participants who have evaluated a topic as an interesting one</b>	<b>% of total number of training participants who have filled in the questionnaire</b>
<b>Topic: "Product market promotion methods"</b>		
Advertisements	9	75,0
Personal sales	4	33,0
Networking	5	41,7
Promotion activities	10	83,3
<b>Topic: "Interconnection between logistics and marketing"</b>		
Stages of logistics development and its determination	7	58,3
Logistics role in modern economy	7	58,3
Main rules of logistics	10	83,3
Profession – logistics manager	5	41,7
<b>Topic: "Development of promotional activities"</b>		
Practical exercises were useful	8	66,7
Practical exercises were interesting	9	75,0
Practical exercises were not useful	1	8,3

As can be seen from the above table, all topics were evaluated by training participants as interesting and useful. This is explained by the fact that all topics have been selected in compliance with wishes/recommendations expressed by the training participants at the stage of previous training session.

During the training session, participants received an assignment to analyse drafts of labels designed by some companies in the period between the training sessions. Draft labels were presented by the company "Desert" (project pilot SME), "Eco-product Asia Ltd." and private company "Tursunbayev". The content of all draft labels were analysed in compliance with the requirements of technical regulations accepted in the Customs Union; comments were made on the introduction of changes and modifications. All comments and recommendations were submitted to companies with references to relevant legislative standards.

On the basis of the work undertaken in the framework of the training session on marketing, the conclusion made is that it is necessary to study in more detail the issues of food product labelling and to provide the participants with samples of labels during the next training session. The analysis of draft labels conducted during the current training course demonstrated the lack of knowledge and information on this issue from the training participants' side. In particular, this concerns tin labelling.

The following materials were used in the process of the presentations development:

1. TP TC 021/2011 – Technical regulations of the Customs Union "On food product safety".
2. TP TC 005/2011 - Technical regulations of the Customs Union "On packaging safety".
3. TP TC 023/2011 - "Technical regulations on juice products made of fruit and vegetables".
4. Technical regulations of the Republic of Tajikistan "Food products labelling" of 03.01.2014, # 29.
5. "Technical regulations on juice products made of fruit and (or) vegetables" of the Republic of Tajikistan from 14.10.2014, # 642.