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KAZAKHSTAN

SUCCESS STORY

Honey producers find sweet business opportunities

USAID program helps increase exports and improve cross-border trade



Elite honey producers

photo from Elite Honey LLP website

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Elite Honey LLP is based in Kostanai, Kazakhstan. It produces Elite Honey brand products. The Company has established good trade ties within Kazakhstan. It keeps abreast of the latest news and business approaches in management, marketing, and logistics, and strives to be a top company in honeycraft. For this reason in spring 2012 it was recruited by USAID's Regional Economic Cooperation (REC) Project for its intensive training program.

The business networking established during USAID REC's training sessions have made it possible for the participants to discuss new business opportunities, expand distribution networks, and enter into business contracts with each other. As a result, Elite Honey, LLP, has signed a contract with a confectionary and bakery producer that runs a chain of cafes and restaurants in Pavlodar to supply its honey products for \$13,500 a month. Elite Honey is also negotiating a deal with the same company to become a distributor of Elite Honey's products in Eastern Kazakhstan.

Based on the new knowledge received in the training, the honey producer has developed an export plan envisioning an increase of cross-border export supplies of its products to Russia. The company has contacted a large retail chain Sosedushka in Orenburg (Russia), and signed a letter of intent to supply Elite Kazakh honey products to the Sosedushka retail chain in the near future. In August, Elite Honey signed a \$20,000 a month contract with the Sosedushka retail chain.

Marina Tyslenko, director of Elite Honey LLP, notes, "The training program organized by USAID's Regional Economic Cooperation Project is very useful, as it has practical application for me personally and for my company. I have acquired knowledge on cutting edge business processes and made friends with the participants. My company has found business partners and signed a contract for supply of its honey products."