



SUCCESS STORY

USAID helps Uzbek construction company triple production



Photo by USAID /REC

Alisher Abdullajonov, founder of VOOLEN TEKS, (left) negotiating trade deals during B2B meeting in Almaty organized by USAID REC

“As a result of participating in USAID forums and meetings organized by the Regional Economic Cooperation (REC) project, we have been able to showcase and promote our high-quality products with no costs for advertising, and network with business counterparts and sign trade contracts. We are looking forward to participating in future REC activities and initiatives.”

Alisher Abdullajonov, founder of VOOLEN TEKS



Photo by USAID /REC

Anvar Ruziev, Direktor of VOOLEN TEKS, showcasing sample products at the company's booth at the Trade Fair held during the Central Asian Trade Forum in October 2013.

VOOLEN TEKS is an Uzbek company that produces construction materials such as gypsum powder and gypsum plasterboards, which are used in drywall and construction. Alisher Abdullajonov, founder of VOOLEN TEKS, had long wanted to expand his company's exports to Kazakhstan, but had been hindered by lack of business contacts with Kazakhstani importers. Mr. Abdullajonov contacted the Tashkent Chamber of Commerce and Industry (CCI) and requested recommendations on how to enter and expand into new markets. As a partner of USAID's Regional Economic Cooperation (REC) project, the CCI recommended that VOOLEN TEKS participate in USAID/REC's initiatives and forums.

USAID REC is committed to facilitating increased trade across Central Asian borders. Representatives of VOOLEN TEKS participated in several events organized by REC, including a Kazakh-Uzbek business-to-business meeting, a round-table focused on increasing trade between Kazakhstan and Uzbekistan in July 2013, as well as the Central Asian Trade Forum and Trade Fair in October 2013. The Kazakh-Uzbek meeting brought together more than 50 Kazakh and 30 Uzbek entrepreneurs to discuss ways to increase trade between the two countries and to promote and showcase their export-ready products. The Central Asia Trade Forum provides a platform to facilitate export partnership opportunities and encourage cross-border trade among entrepreneurs, business associations, and firms to strengthen the export competitiveness of the Central Asian states. The event also features a trade fair where regional companies such as VOOLEN TEKS display their products and form cross-border connections.

As a result of its participation in REC events, VOOLEN TEKS has signed contracts with three Kazakhstani companies. Six rail waggons with gypsum plasterboards amounting \$60,000 have been already delivered to Kazakhstan. The production capacity of the company has also dramatically increased from 600 gypsum plasterboards per day to 2,000 gypsum plasterboards per day, meaning that VOOLEN TEKS is capable to deliver their products for \$120,000 a month.

In addition, while networking with the participants of the Central Asian Trade Forum, Alisher Abdullajonov learned that there is a great demand for facing brick in the Kazakhstani construction market. VOOLEN TEKS decided to expand its product line and launch production of facing bricks in addition to gypsum powder and boards it currently produces. The company is confident that its new product will increase its profits in both the Uzbek and Kazakhstani construction markets. The Kazakhstani buyers are optimistic about their long-term partnership with VOOLEN TEKS. Alisher Abdullajonov is looking

forward to participating in the upcoming IV Central Asian Trade Forum in order to find new partners and sign new contracts.