During the 5-day mission, Ainur Tleuova answered questions and shared information related to various aspects of export. Since the leadership aspires to start exporting meat products to the Gulf states, Ainur advised researching HALAL compliance and certification requirements. The challenge of transporting chilled meat has to align with biodegradable packaging to meet market expectations towards packaging.

Ainur recommended re-assessing and improving labelling quality to meet target market standards. She proposed integrating an SOP for periodic quality reviews even when no new shipments are planned to solidify relations with the suppliers.

The knowledge shared by Ainur inspired ‘Stolichnaya Trapeza’ to upgrade packaging, replace the current packaging with eco-friendly materials whilst preserving the highest product quality.

The lucrative meat products market segment craves suppliers of quality meats, and Kazakhstan can fill this void, bringing products to Uzbekistan, PRC, Iran and the Gulf states.

To cater for this expansion, the company is researching the HALAL compliance certification to widen the geography of exports to neighbouring countries and beyond.

As part of coaching, [our] company acquired valuable knowledge on the packaging, labelling and promoting the export of its products to foreign markets, using the ITC Tool Portal for marketing.

At the moment, the company is concluding agreements for the export of frozen beef to Uzbekistan, in the future it is planned to export premium chilled beef to China, Iran, Saudi Arabia.

Aidar Nigmetov, director, ‘Stolichnaya Trapeza’