



**MINISTRY OF TRADE AND INTEGRATION OF THE REPUBLIC OF KAZAKHSTAN**

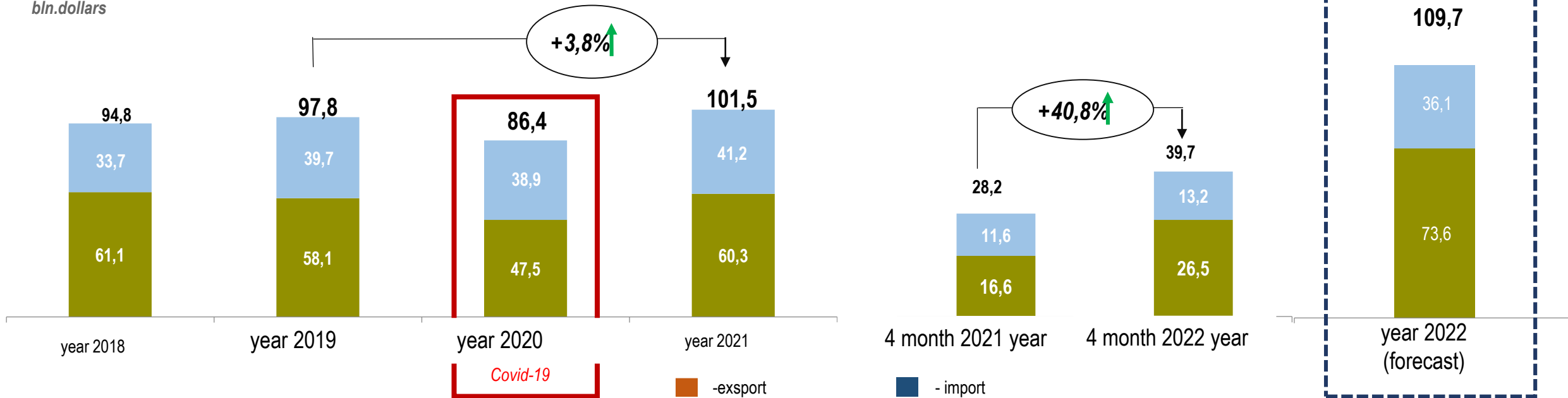
**DIGITIZATION OF TRADE**

Nur-Sultan, 2022



## FOREIGN TRADE TURNOVER

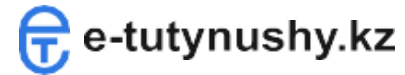
bln.dollars





Unified information system for the protection of consumer rights (e-tutynushy.kz)

An online platform where you can find information about consumer rights, human rights activists, and also leave claims directly to representatives of a trade organization. This organization, in turn, will be obliged to consider the appeal and provide assistance. Otherwise, the appeal will go to the responsible GO, which will take the necessary legal measures to protect your consumer rights.



**Launch of the project 2021**



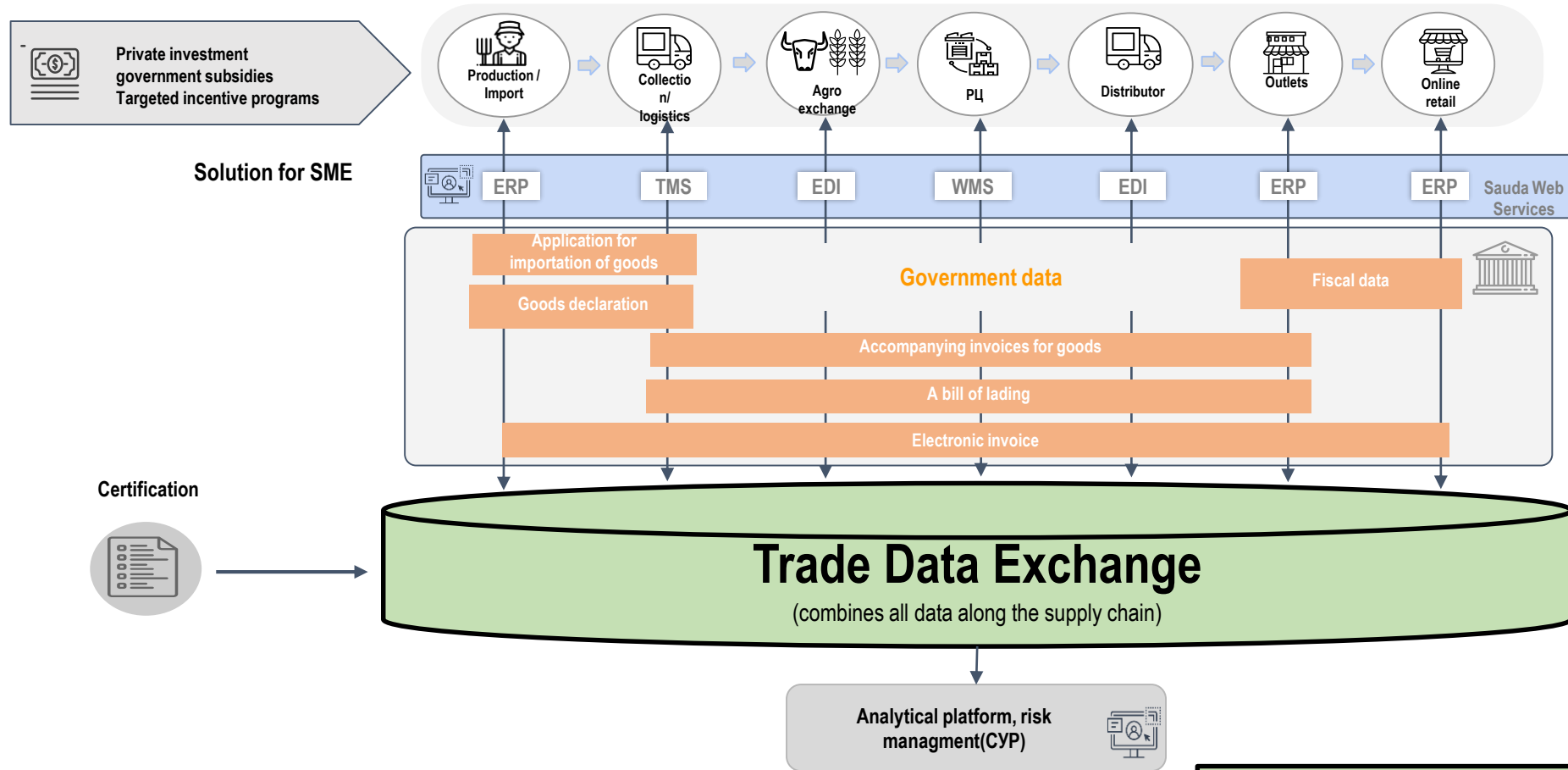
**Platforms**

Web/ Mini app in Aitu.apps

# TRADE DATA EXCHANGE



## Transparent trade for the state



### Documentary traceability of goods

1. Transparency in the supply chain and pricing
2. Data on the origin of products, the movement of the consignment and the exclusion of counterfeit

### Price monitoring for NWPT

1. Possibilities for real-time monitoring of NWPT prices
2. Optimize trade flows to balance stocks and eliminate product shortages and price volatility

### Risk management system

1. Opportunities for effective response and planning of state control over subjects

### Monitoring of state support measures

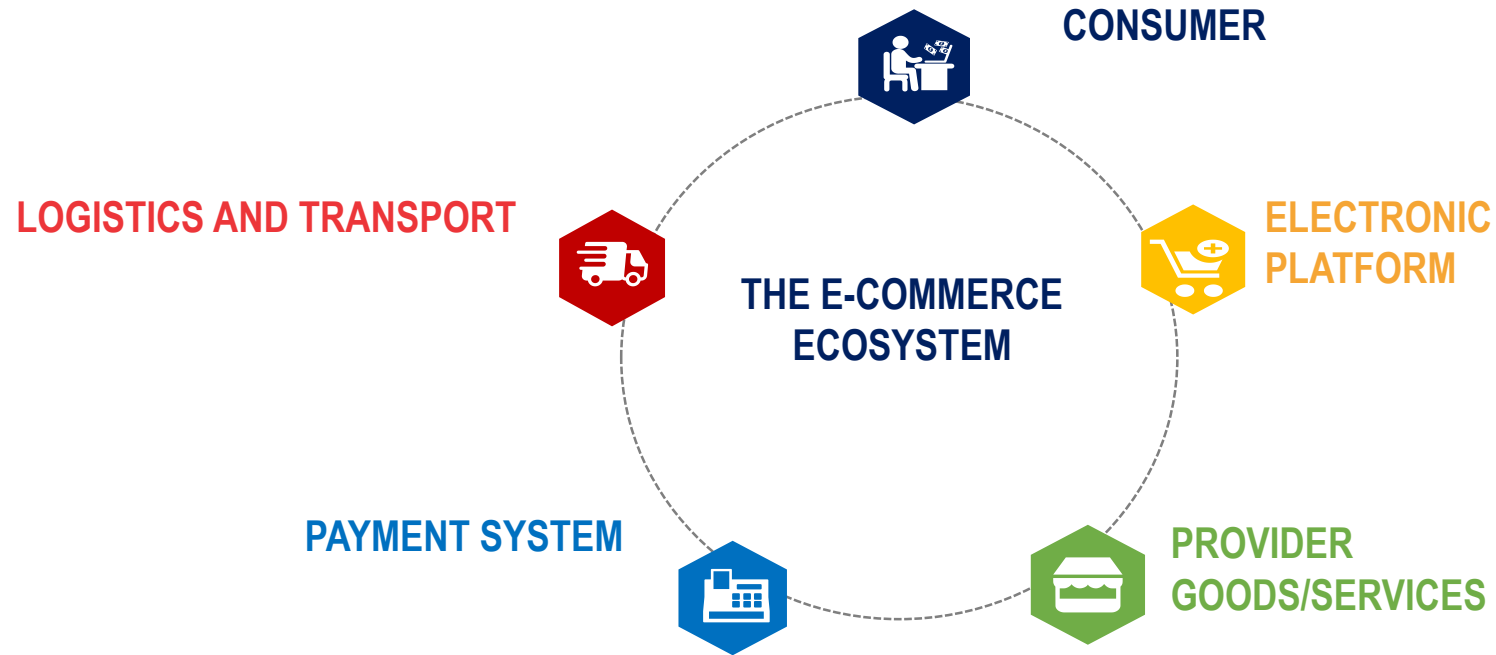
1. Monitoring transparent trade in subsidized agricultural products - improving the effectiveness of the implementation of support measures
2. Balancing production capacities and trade flows, import substitution opportunities

### Strengthening the level of consumer protection

The traceability system will allow you to restore the chain of movement of goods and identify the problem link

# DEVELOPMENT OF THE E-COMMERCE ECOSYSTEM

Improving the skills of business entities in doing business online, promoting domestic exports through electronic distribution channels and increasing the level of public confidence in online shopping by improving legal protection



## Targets by 2025:

- 15% share of e-commerce in retail
- 7.7 million active online e-commerce trade
- 106.2 million volume of purchases on Kazakhstani Internet sites
- 90% share of cashless payments in e-commerce

# Development of e-commerce on foreign marketplaces

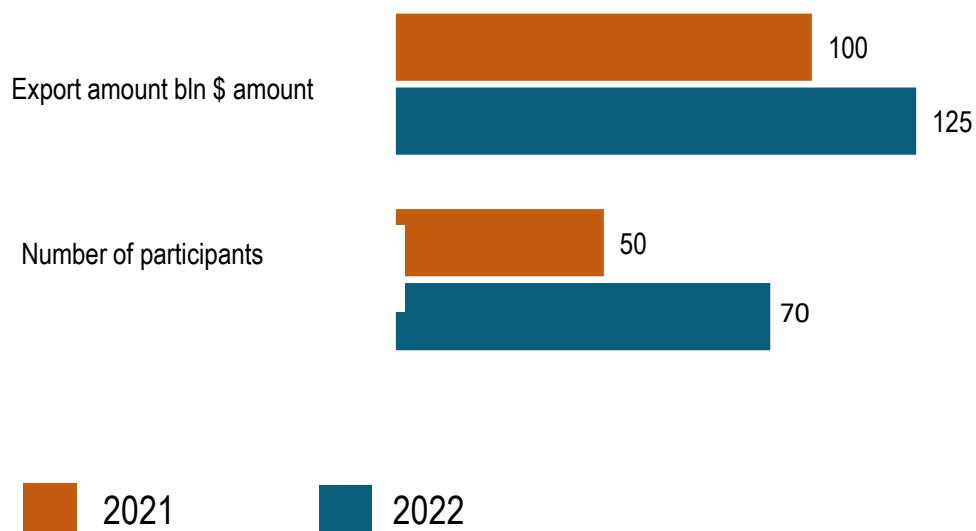


**Alibaba.com** - the national pavilion of Kazakhstani manufacturers was opened

More than **4,000** Kazakhstani goods on the site

**96** companies to date

- Improving the skills of business entities in doing business online
- Promotion of domestic exports through electronic distribution channels
- Increasing public confidence in online shopping by improving legal protection



School of E-commerce – Free online educational e-commerce platform

Over 1500

