

Researching the market

It is advisable for UK companies with no prior experience in Kazakhstan, to thoroughly research the market.

Without contacts or having someone on the ground to do market investigation, it can be very difficult to make progress. The UKTI's overseas team in Astana and Atyrau are well-placed to help and are therefore a particularly valuable resource. They can provide a range of services to British-based companies wishing to grow their business in the Kazakhstan. UKTI services include the provision of market information, validated lists of agents/potential partners, identifying key market players or potential customers, establishing the interest of such contacts in working with your company, and arranging appointments. In addition, they can also organise events for you to meet contacts or promote a company and its products/services.

You can commission a UKTI Overseas Market Introduction Service (OMIS) to assist your company to enter or expand your business in Kazakhstan. Under this service, the British Embassy's Trade & Investment Advisers, who have wide local experience and knowledge, can identify business partners and provide the support and advice most relevant to your company's specific needs in the market.

In addition, the British Chamber of Commerce in Kazakhstan was created in 2015 and has its offices in Astana. Its aim is to provide greater support to the British business community in Kazakhstan through the provision of quality assistance in representation to government, customised business services and networking opportunities. Visit: www.britishchamber.kz

UKTI and the Chamber work closely together and a UKTI team member will be co-located with the Chamber in Astana.

To find out more about commissioning work, please contact your local UKTI office. See: www.gov.uk/government/organisations/uk-trade-investment or contact David Ratcliffe, the Director of Trade & Investment in Kazakhstan: david.ratcliffe@fco.gov.uk

For more information, contact a UKTI Kazakhstan export adviser for a free consultation: visit www.greatbusiness.gov.uk/ukti

UK Trade and Investment (UKTI) publish over 1,000 business opportunities per month across all sectors and over 100 markets. Sign up to receive regular business opportunities alerts: www.businessopportunities.ukti.gov.uk/home.html?guid=none

(Source – UKTI)

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