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USAID'S TRADE CENTRAL ASIA ACTIVITY FACTSHEET

The goal of USAID's Trade Central Asia activity is to improve region-wide trade connectivity to accelerate economic growth and increase economic opportunity in Central Asia through harmonization of customs and border procedures, increasing public-private dialogue on trade and investment, improving cross-border firm-to-firm connectivity, and addressing gender-relevant trade issues. USAID Trade Central Asia activity will support women traders and businesses in the region by reviewing current trade policies and practices for bias against women and designing activities to help women overcome these challenges.

ACTIVITY COMPONENTS:

USAID's Trade Central Asia activity applies a facilitative approach, incentivizing public and private sector stakeholders to implement reforms and achieve activity objectives at the regional and national levels. The assistance will be built around three objectives:

OBJECTIVE 1: HARMONIZATION OF CUSTOMS AND BORDER PROCEDURES

To improve the cost and time to move goods across borders, USAID's Trade Central Asia activity works with border agency leadership to design policy, legal and regulatory reforms and institutional strengthening within their organizations. The activity will work with C5+1 (a diplomatic platform that enhances cooperation and coordination with, and among, Central Asian countries plus the United States) leadership and border agencies to develop and implement national trade facilitation objectives. These objectives include compliance with international standards, in particular the World Trade Organization Trade Facilitation Agreement.

OBJECTIVE 2: INCREASING PUBLIC-PRIVATE DIALOGUE ON CROSS-BORDER TRADE AND INVESTMENT

USAID's Trade Central Asia activity incentivizes leading national private sector trade-related associations to cooperate with each other as a coalition of self-interested entities reaching across borders to share information, raise awareness, and identify and advocate for trade reforms. The activity builds the capacity of individual associations to research, advocate and publicize the reforms needed and helps interested private sector associations collaborate around regional trade facilitation issues.

OBJECTIVE 3: IMPROVING FIRM-TO-FIRM CONNECTIVITY

USAID's Trade Central Asia activity works to strengthen the ecosystem of trade promotion service providers to deliver certification, marketing, finance, transport/logistics and other services necessary to export. Through targeted buyer missions, trade events, marketing support, the activity helps strengthen the ability of Central Asian firms to meet buyer cost and quality requirements.

CONTACT

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