



AmCham Board of Directors

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- Robert Anderson** Professor,
American University Central Asia
- Alia Kerimbaeva** Managing
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- Alexander Pichel** General Manager,
Hyatt Regency Bishkek
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Kumtor Operating Company

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Welcoming Speech from Executive Director of AmCham in Kyrgyzstan

Dear AmCham Members and Friends!

One month passed since I joined AmCham. During that time I was deeply involved in both internal management issues and external communications with our members and stakeholders. Although summer is viewed as a quiet season, it is not the case for AmCham team. Our Team organized a variety of events such as celebration of Independence Day, Board meeting, Assessment Need Discussion and recruiting meetings as well as negotiated prospective joint projects with our potential partners. As a result of our work, five members were recruited to AmCham and first issue of AmCham Magazine is expected to be published at the end September. We firmly intend to continue AmCham tradition in producing monthly newsletter. This issue is devoted to corporate policy.



We are delighted to work for you, with you and looking forward to your pro-active engagement in AmCham activity.

*Warm regards,
Ainura Cholponkulova*

STAFF of AmCham in Kyrgyzstan



- Ainura Cholponkulova** -
Executive Director
- Robert Anderson** - Advisor
- Olga Churakova** - Deputy Director
- Dilbara Esenbek** - Intern
- Mirlan Satygulov** - Intern

SHORT BIO: Ainura Cholponkulova, Executive Director

Prior to her appointment at the AmCham, Ainura was a Visiting Scholar at SIPA, Columbia University, pursuing research on corruption and governance in transition nations. Ainura has a unique combination of a superior scholarly background, experience as a senior expert in state agencies and consultant in such international projects as ABA/ROLI, World Bank Institute, UNDP, IREX and etc.

Ainura is Magna Laude graduate of Law School at the Kyrgyz National University and holds Ph.D in Constitutional Law and Public Administration from Kazakh State Legal Academy. In recent years Ainura was recipient of various programs, including Fulbright Fellowship, IREX Fellowship, UN/UNITAR and US Department of State Grants.

SHORT BIO: Olga Churakova, Deputy Director

Before joining the AmCham Olga worked in the sphere of logistics, printing services, and marketing. Prior to that, she was a Program Coordinator for the American Bar Association (ABA/ROLI). During her five-year tenure with the ABA/ROLI she was involved in a number of projects including legal resource center development; legislation drafting assistance; compiling manuals for educational institutions. Olga is a cum laude graduate of the Kyrgyz National University, Law Department; participated in various training courses on PR strategies, project management, marketing, and project design.

The US Independence Day



On the fourth of July, American Chamber of Commerce invited members and guests to celebrate the 231st US Independence Day, held at the Hyatt Regency Hotel, poolside area.

The Key note speaker was Lee Litzenberger, Deputy Chief of Mission of US Embassy in Kyrgyzstan. He welcomed all and spoke about the role of AmCham.

Members and guests not only enjoyed traditional American fare such as Hamburgers and Hotdogs, also a unique networking experience with top business leaders in attendance. Music was provided by **Jazz! Ok**.

AmCham thanks our main sponsors **Kumtor Operating Company and Deloitte**.

Meeting of Board of Directors

During July 12th meeting AmCham Board discussed both long-term and short-term goals as well as financial and administrative issues.

Assessment Need Discussion

On July 19th AmCham held Assessment Need Discussion with AmCham Members. The key goals of the meeting were to identify needs and recommendations of the AmCham Members in short-term and long-term activity. 31 members participated in the discussion. Agenda included overview of activity plan for few months and long-term aims.



Opening the meeting AmCham Executive Director Ainura Cholponkulova familiarized AmCham Members with several approaches of the short-term plan work. Among

them were advocacy, PR-strategy, thematic events and fundraising. Within the advocacy activity AmCham plans to conduct monthly Business Lunch targeting top officials and monthly discussions/talk on investment/trade opportunities topics.

In the framework of the PR Strategy AmCham launches and conducts a PR campaign on new member recruitment and issues monthly newsletters. Last, talking about fundraising activity AmCham intends to write grant proposals based on the AmCham members recommendations.



Recruitment meetings: Meeting with Mass Media

On July 26, 2007 AmCham conducted one meeting to recruit new members. The purpose of the meeting was to establish cooperation with invited representatives of successful companies doing their business in Kyrgyzstan; discuss ways to implement joint projects. The guests were provided with information about AmCham, its mission, structure, plans, and membership conditions.



AmCham staff met with the mass media such as: Vecherniy Bishkek Public Newspaper, Azattyk Media, Komsomolskaia Pravda – Kyrgyzstan, Internews – Kyrgyzstan, TAZAR Internet Newspaper. In addition, representatives of DCCA, Imarat Stroi, and Institute of Media Representative were among attendees. As a result of the meeting the guests agreed that there is an area to cooperate especially with a purpose to broaden the informational platform.

Continuous recruitment meetings will be organized twice a months for prospective members.



AmCham expresses special thanks to **Marat Akhmedjanov**, *Discovery Central Asia Publisher*, and **Vladislav Lisovski**, *General Director "Shalom Company"*, for the great support during the meeting and providing the guests with informative and thoughtful comments.

The AmCham activity plan was approved by the participants. In the meantime, the members suggested that business-lunches and thematic events should have specific topics.



Based on above discussion the participants made the following suggestions in long-term prospective:

- To conduct marketing research among AmCham members which will allow to integrate recommendations and wishes of the AmCham members;
- To combine both formal and informal events such as talks, conferences, discussions, fairs, Business Lunches and Business Mixers;
- To design a corporate policy and issue.

Within the short-term goals AmCham plans to:

- To produce a quarterly AmCham magazine;
- To create specialized committees, consisting of AmCham members in order to professionally lobby corporate interests;
- To invite foreign Ambassadors as honorary members to AmCham;
- To develop a bylaw on AmCham Membership.

AmCham expresses special thanks to **HYATT Regency** for sponsoring the above mentioned events with meeting rooms and refreshments.

In Kyrgyzstan: Interview with Rustam Halikov, Managing Director of AITEN GROUP

Rustam Halikov
Managing Director, Central Asia
AITEN GROUP

AmCham: In your website (www.aitengroup.com) there is quotation that “Aiten Group is more than success”. Does this slogan reflect an essence of your corporate policy?

Rustam: Yes, of course. I think our slogan best of all reflects our corporate values and principles as well as our relations and attitude to our clients and partners. In our slogan we tried to express that we are not just a successful company with successful people but we are a team of professionals working together with a single values, standards, principles, goals and ambitions. In our business it is essential to have a balanced team with high and single standards. We reach the set corporate and business goals and think that we are successful only through success and achievements of our clients and our people.

AmCham: Which values does your corporate policy contain?

Rustam: We have at least six core principles in our corporate policy. They are:

1. **Attention to the clients** – it means that we are client oriented company and our clients are always our first priority.
2. **Honesty**– is one of our core assets. It helps us to built long-term trustable relations with our clients, people and partners.
3. **Commitment to our people** – Our high standards expect from us selection and development of the best people and we care for professional and personal development of our employees.
4. **Be the best** – we always keep working on improvement of everything we do to give the best services and the best results to our clients.
5. **Team work** – we always make emphasis on a team work as it can give much better results than a work of one employee.
6. **Result** – we are always oriented on the results rather than process itself.

AmCham: Which criteria do you use in recruitment process to your company?

Rustam: We are always open for new people to come to our Company as we are growing business. We are looking for competent, initiative, purposeful and ambitious people who are aimed to find an interesting and prospective job.

During the interview process we look for potential in problem solving, achieving high results, personal impact.

The main rule for recruiting process in our Company is to hire the best people and we never hire people if we are not satisfied with the candidate’s performance. Thus, better not to hire someone and keep the position open than hire a wrong man.

AmCham: Which motivation tools are being created in professional growth of your team?

Rustam: Motivation policy is a key question of many businesses today. In our Company we have developed a system that first evaluates professional level of each team member that determines professional position in the Company and in its turn position determine rights and responsibilities, compensation package and further perspectives for each person. We require from our people a continuous professional growth through different training and seminars, participating in practical projects in different industries and spheres. According to our evaluation policy our people should keep and work on a positive track of professional and personal performance and we have an informal rule of “Up or Out” based on the results of evaluation.

Interesting links on Corporate Policy

Cary Coglianese, Associate Professor of Public Policy

Cary Coglianese on Corporate Regulatory Policy:

"The key challenge going forward will be to ... untangle where any changes that are occurring in corporate behavior are coming from—whether from public policy, from law enforcement, or from changes in business norms." **To read more:** <http://www.ksg.harvard.edu/ksgnews/KSGInsight/coglianese.html>



Iris Bohnet, Professor of Public Policy; Faculty Chair, Women and Public Policy Program

Iris Bohnet on Trust and Risk:

"In order to be a successful negotiator, you have to know how to build trust, when to trust, how to work with people who have broken your trust. Only when you trust can you share information and create value. So it's hugely relevant for negotiations; it's hugely relevant for economies, for any governments."

To read more: <http://www.ksg.harvard.edu/ksgnews/KSGInsight/bohnnet.html>

Other interesting links

http://www.pplus.ru/strategy_dev4.shtml **Technology of Success** for Business and about Business

<http://www.bruneihalalexpo.com> International Halal Products Expo, Berakas, Brunei Darussalam, **August 16-19, 2007**

www.bisnis.doc.gov - BISNIS - U.S. & Eurasia Related Events: United States events, NEW events 'Taking Place Abroad', Please feel free to go to the BISNIS Events webpage for more event listings at

http://www.bisnis.doc.gov/bisnis/spry_events.cfm

Moscow Air Show 2007 (MAKS), Moscow, Russia, **August 21-26, 2007**

http://www.bisnis.doc.gov/bisnis/TradeEvents_Detail1.cfm?1985

SibTelecom - SibComputer - SibInternet 2007, Novosibirsk, Russia, **September 18-20, 2007**

http://www.bisnis.doc.gov/bisnis/TradeEvents_Detail1.cfm?2832

2008 International Buyers Program Delegation Events, U.S. Department of Commerce: USA Events 2008 - By Date. IPB website information: http://www.export.gov/ibp/intl_buyer_program.asp



AmCham MEMBER PROFILES

AES - the power of being global

Energy for better life

- Its power facilities and distribution companies in 26 countries on 5 continents supply power to 100 million people all over the world;
- 127 available generating facilities have excellent resources to produce 44,000 MW of electricity;
- Its regulated companies deliver more than 82,000 GW per hour to customers every day;
- Our 30,000 people are committed to operational excellence and meeting the world's growing power plant.



AES in CIS is represented in Ukraine, Kazakhstan, Russia, Kyrgyzstan, Tajikistan with AES Silk Road Inc. group of companies.

To know more, please contact:
Tel: +996 (312) 909029
Web-site: <http://aes.com/>

AVON Cosmetics

Hello Tomorrow
AVON

AVON Today - Hello Tomorrow

- Is the world's leading direct seller of beauty products.
- Products are distributed in more than 100 countries in the world.
- **From February 2007 AVON began operations in Kyrgyzstan. The AVON Kyrgyzstan offices opened in Bishkek, Kara-Balta, Tokmok, Kant, and Issyk-Kul region.**
- Annual revenue exceed \$8.1 billion
- Overall number of employees of 48,000 people.
- Is in "the best 100 brands of the world."
- Operating for more than 50 years.



To know more, please contact:
Tel: +996 (312) 659228
E-mail: info.kg@avon.com

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for doing business with Pakistan

Largest Domestic Network

Global Presence
Modern Banking Service

NBP-Vision You Can Trust




Our vision and your Trust have made us one of most profitable banks in the world. A universal banking franchise offering a complete range of financial solutions, we are the largest and strongest financial institution in Pakistan, with a presence in 18 countries across the globe

National Bank of Pakistan Bishkek Branch

Tel.: (+996-312) 627250
Fax: (+996-312) 627251, 900661
NBP Building, Moskovskaya st.,
Bishkek 720021, Kyrgyzstan
nbp.bishkek@transfer.kg, www.nbp.transfer.kg

Beta Stores


BETA STORES

- **BETA STORES Hypermarket**
- Is a structure of Beta Inshaat Yatyrymzhilyk, which is a part of the BETA Companies Group with the head office in Adana, Turkey.
- Is represented in Central Asia countries, Russia, and Azerbaijan.
- Its six-floor building is located in a prestigious area of Bishkek, on Chui avenue and its floor space is 5,000 square meters.
- At present, the company plans to manage a network of supermarkets on the territory of whole Kyrgyzstan.



- The company will develop its strategic partnerships inside of Kyrgyzstan as well as externally in cooperation with suppliers of goods.

To know more, please contact:
Tel: +996 (312) 611072
E-mail: betabish@totel.kg

Congratulations to our NEW members: AES and AVON as well as renewals KUMTOR, National Bank of Pakistan, and Beta Stores!
AmCham

AMCHAM UPCOMING EVENTS

- In August 2007**
- Updating the AmCham web-site and marketing brochure
 - Developing Bylaw of Membership
 - Work on the first issue of AmCham-Kyrgyzstan quarterly Magazine
 - Conducting two recruitment meetings

- In September 2007**
- Business lunch with top-officials on investment issues (mid September)
 - Roundtable on the Country Strategy for the Kyrgyz Republic (end September)
 - Publication of the first issue of AmCham-Kyrgyzstan magazine (end September)
 - Partnering with the US Embassy a conference on *Doing Business in Kyrgyzstan* (early September)
 - Conducting two recruitment meetings

Dear Colleagues,
You may inform all AmCham Members about your past and upcoming events. Please send your information, photos to deputydirector@amcham.kg.
We work for you!

For more information about the American Chamber of Commerce in Kyrgyzstan, please contact Executive Director **Ainura Cholponkulova**
E-mail: director@amcham.kg

For information about membership, past and upcoming events, financial issues, please email Deputy Director **Olga Churakova**

Address: 191 Abdrakhmanov str., office #123
Bishkek, The Kyrgyz Republic, 720011

Phone: + 996 (312) 68 09 07
Fax: +996 (312) 68 11 72
Email: deputydirector@amcham.kg