

Development strategy



» Meet the Secretariat Team Members



Julie Kussidi
EUROBAK
Executive Director



Elena Kudryashova
EUROBAK
Event & PR Manager



Olga Malikova
EUROBAK
**Administrative / Member relations
Manager**



Svetlana Nestyorkina
EUROBAK
**Membership Development
Manager**

GOVERNMENT RELATIONS

OBJECTIVES

- Participation in the work of the Majilis and Parliament (need to re-establish)
- Annual Forums with Ministers:
 - Economy
 - Finance
 - Ministry of Foreign Affairs
 - Ministry of labor and social protection of the population
 - Industry
- Meeting with the PM - prepare a Position paper, set deadlines with the committees
- Involvement in the implementation of reforms (RIA, Educating IT specialists in Kazakhstan, Healthcare education)
- Participation of EUROBAK staff member in all related working groups of the Ministries
- Cooperation with the Administration of the President of RK
- Cooperation with the Agency for Strategic Planning and Reforms of RK



COMMITTEES

OBJECTIVES

- Drive EUROBAK Agenda
- Keep statistics on topics and events, follow up (actions taken, outcome)
- KPI for each committee on events per year: 2 professional, for wider audience, 1 networking, Papers
- Development programmes for members

List of Committees:

HR
Tax
FMCG
Healthcare
Digital
ESG (new)

Marketing & PR
Travel, Hospitality & MICE
PCA



Committees 2019-2022

HR

number of meetings - 55

main topics

- changes in Labor Code of RK
- work permits, visa issues
- advantages of remote work, Leading Virtual Team
- employee engagement. diversity and inclusion in business
- career management

signed Memorandum of cooperation with the Ministry of labor and social protection of the population of RK

HR University of practical knowledge - graduated over 500 students since 2013

Tax

number of meetings - 35

main topics

- Changes in Tax Code of RK
- Nuances of tax and customs control
- Consideration of fiscal disputes
- International tax trends in Kazakhstan, BEPS
- Tax disputes

regular meetings and communication with related Government officials (State Revenue Committee, National Bank, Ministry of national economy, Ministry of finance)

FMCG

number of meetings - 20

main topics

- Track & Trace Labelling
- Trade Regulation
- Extended Producer's Liability
- Royalty
- Personal data protection

regular communication with related Government officials (Ministry of healthcare, Ministry of trade and integration, Ministry of finance)

Committees 2019-2022

Healthcare (est. in 2021)

number of meetings - 13

main topics

- Deregulation of prices for medicines and medical devices
- Preservation of VAT exemptions for medicines and medical devices
- The need for practical implementation of the voluntary co-payment mechanism
- Improving patient access to therapy by streamlining the process of bringing innovative drugs to the country's market
- Track & Trace Labelling

regular communication with the Ministry of healthcare

ESG (est. in 2022)

number of meetings - 5

main topics

- Working with communities, promoting ESG agenda
- Development of proposals about incentives for businesses to implement ESG
- Water management and regulation
- Waste management and regulation

Digital

number of meetings - 12

main topics

- Digitalisation through Cloud
- Cyber Security Challenges
- RPA и Low-Code: trends and successful cases

regular communication with the Ministry of Digital Development, Innovations and Aerospace Industry of the Republic of Kazakhstan

Committees 2019-2022

Marketing & PR

number of meetings - 10

main topics

- personal branding
- media market changes
- management of customer experience in the post-pandemic period
- internal & external communications in the new reality of COVID-19
- FMCG Market Trends

Marketing & PR University of practical knowledge - graduated over 600 students since 2014

PCA

number of meetings - 3

- Legal Design Basics: How to Write Simple, Clear, and Persuasive Texts
- Criminal law protection of business
- Due diligence of the counterparties

Tourism, Hospitality & MICE

number of meetings - 2

- support of business in pandemic crisis

GENERAL EVENTS & NETWORKING

OBJECTIVES

- CEO Get Together
- Family events
- Board strategic event 1 per year
- AGM + General Forum (signature event with participation of high government officials, and high relevance topics)
- Wine / whiskey nights 1 per year
- EUROBAK Award ceremony (CSR, ESG)
- EUROBAK Universities (HR, Marketing & PR)
- Sport event - Bowling Tournament



MEMBERSHIP

OBJECTIVES

- Development of regions
 - Industries:
 - Mining
 - Oil & gas
 - Agriculture
- Development of new benefits for members
- Loyalty programme



new and updated

- Participation in the work of the Majilis and Parliament
- Involvement in the implementation of reforms (RIA, Educating IT specialists in Kazakhstan, Healthcare education)
- Participation of EUROBAK staff member in all related working groups of the Ministries
- Monthly report
- Cooperation with the Administration of the President of RK
- Cooperation with the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan
- Keep statistics on topics and events, follow up (actions taken, outcome)
- Board strategic event 1 per year
- AGM + General Forum (signature event with participation of high government officials, and top topics)

- Loyalty programme

- Development programmes for committees' members

- Development of regions

- Update of EUROBAK software and website

- Take better care of our Membership, Secretariat Employees (part of talent development and retention policy) and implement all the plans with excellence.