

# ANNUAL GENERAL MEETING







#### **Dear participants!**

Over a quarter of a century, the European Business Association of Kazakhstan has come a long way, becoming one of the most respectable organizations in Kazakhstan.

Today, EUROBAK brings together more than 150 European, Kazakhstani and international companies, as well as diplomatic missions from Europe and other countries.

The European Union is Kazakhstan's biggest trading partner, which accounts for almost 30% of our country's foreign trade.

Since 2005, the inflow of foreign direct investment from the European Union countries has exceeded \$200 billion, or almost half of the total volume of foreign investment in Kazakhstan.

Today, EUROBAK plays a significant role in promoting an effective dialogue between business and the state, creating conditions for improving the investment climate and sustainable economic development of Kazakhstan.

I am confident that the Association will remain a trustworthy partner and a bridge between Kazakhstan and Europe.

I wish you new achievements, strong health and wellbeing for many years to come!



# ANNUAL GENERAL MEETING







# EUROBAK BOARD MEMBERS 2024-2025



Erlan Dosymbekov
EUROBAK Chairman
EY
Managing Partner
for Kazakhstan and Central Asia



Gordon Haskins
EUROBAK Deputy
Chairman
ADCB Bank
CEO & Chairman of the
Management Board



Dias Assanov EUROBAK Deputy Chairman Siemens Kazakhstan CEO



Abai Shaikenov EUROBAK Secretary Dentons Kazakhstan Managing Partner



Oleg Khanin EUROBAK Treasurer Kommesk-Omir Insurance Company Chairman of the Board



Khachat Markhiyeva METRO Cash and Carry General Director



Ibrahim Canliel
Air Astana
Chief Financial Officer



Kestutis Jankauskas
Former Ambassador of the
European Union
to the Republic of Kazakhstan
Ex-Honorary Board Member



Aleska Simkic
Ambassador of the European Union
to the Republic of Kazakhstan
Honorary Board Member



Julie Kussidi
EUROBAK
CEO
Ex-officio Board Member



# ANNUAL GENERAL MEETING







# CHAIRPERSONS AND COCHAIRPERSONS OF EUROBAK COMMITTEES IN 2024



**HR**:
Bogdan Stetsyura
Inditex Kazakhstan



**ESG:**Dias Assanov, Siemens
Kazakhstan



FMCG: Alexandr Mendybayev, METRO Cash & Carry



FMCG:
Alima Issembayeva,
Coca-Cola Icecek Kazakhstan



Marketing & PR: Kamila Sapasheva, International SOS



**Healthcare:**Pavel Khegay, Gedeon Richter



**Healthcare:** Svetlana Ceban, EY



Healthcare: Timur Biabulin Novo Nordisk Kazakhstan



**Travel, Hospitality & MICE**: Ugur Cantimur, Turkish Airlines



**Tax:**Doniyorbek Zulunov, EY



**Tax:**Lolita Zakirova, Axisa



# ANNUAL GENERAL MEETING







## **EUROBAK BOARD NOMINEES 2025-2026**



Gordon Haskins
ADCB Kazakhstan
CEO & Chairman of the
Management Board



Ibrahim Canliel
Air Astana
Chief Financial Officer



Abai Shaikenov Dentons Kazakhstan Managing Partner



Hüseyin Özhan Efes Kazakhstan Managing Director, Central Asia and Mongolia



Ertan Kurt Efes Kazakhstan Managing Director



Erlan Dosymbekov
EY
Managing Partner
for Kazakhstan and Central Asia



Oleg Khanin Kommesk-Omir Insurance Company Chairman of the Board



Khachat Markhiyeva METRO Cash and Carry General Director



Andrey Konovalov ratiopharm Kazakhstan General Manager Kazakhstan & CIS



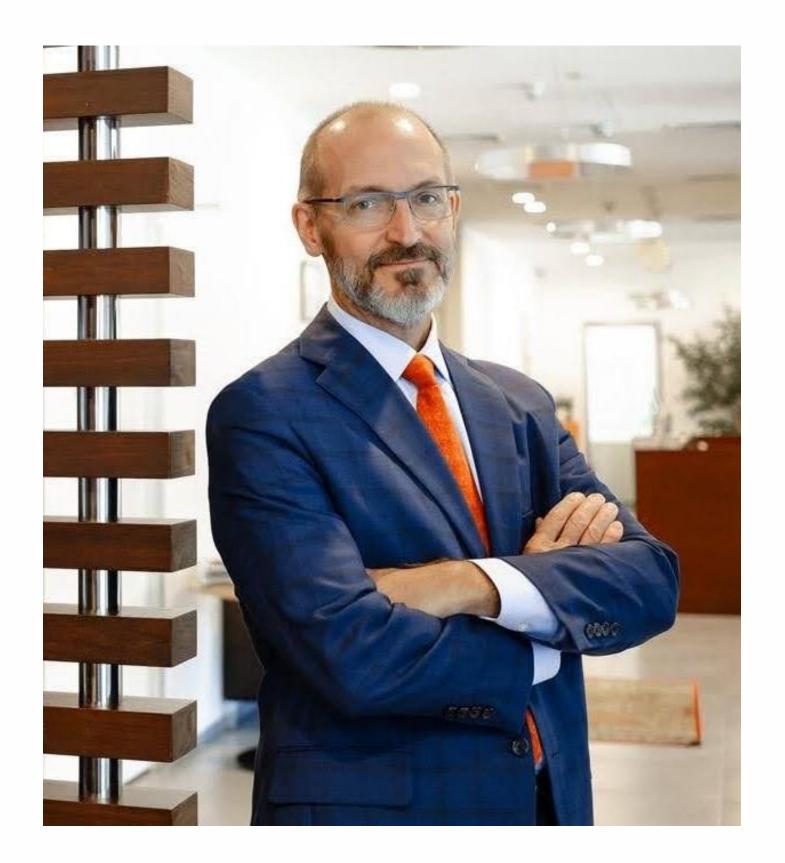
**Dias Assanov** Siemens Kazakhstan CEO

Gordon Haskins
ADCB Kazakhstan
CEO & Chairman of the
Management Board

Gordon Haskins has been CEO and Chairman of the Management Board of ADCB Kazakhstan (formerly Al Hilal Bank Kazakhstan) since 2016, now with responsibility for the wider Central Asia and Caucasus region. ADCB Kazakhstan is part of the Abu Dhabi Commercial Bank group, the UAE's 3rd largest banking group. He has been an active member of EUROBAK for many years and is currently Deputy Chairman of the Board of Directors of EUROBAK.

Gordon has over 30 years of experience in banking and law. Prior to joining ADCB Kazakhstan, Gordon was Country Executive, Chairman of the Management Board, and member of the Board of Directors of RBS Kazakhstan for 3 years and, previously, was Chief Operating Officer for the DCM & derivatives business for the EMEA region. He worked with RBS Group for over 13 years, having also been Managing Director in Regulatory Developments and Head of Transaction Execution in the Secured Corporate Debt business.

Gordon started his career as a lawyer, working for nearly 12 years in both London (with Clifford Chance) and Vancouver (with Davis & Co, now DLA Piper). He holds an undergraduate degree in history and politics from University of British Columbia in Vancouver and a law degree from University of Toronto.



Air Astana,
Chief Financial Office
EUROBAK Board Member

Ibrahim Canliel works for Air Astana as CFO and has been with the company since its early stages in 2003. He undertook a range of management functions across the company prior to stepping up to his latest role of CFO in December 2017. Ibrahim started his career initially in tourism in Turkey during the early 90's until he joined aviation with KLM Royal Dutch Airlines in 1998. He served KLM briefly in the UAE and subsequently in charge of Central Asia and Caucasus until 2003.

He has been in Kazakhstan for the past 26 years experiencing through both economic upturns and downturns with success. Ibrahim was a Board Member of EUROBAK during the earlier days from 2005 till 2007 and has served 6 terms more recently since 2016. He holds a bachelor degree of Economics from the Marmara University and an MBA degree from Bosphorus University. Ibrahim is married and has two daughters.



#### **Abai Shaikenov**

Dentons Kazakhstan, Managing Partner

Abai is the Managing Partner at Dentons in Kazakhstan with over 25 years of experience. He specializes in the most complex and unique M&A and corporate transactions, including cross-border acquisitions and disposals, as well as diverse finance transactions.

He has been the preferred legal counsel for leading financial institutions and private investment firms in Kazakhstan, including Citibank, Bank of China, ICBC, EBRD, IFC, ERG, and KAZ Minerals.

Abai is also a regular speaker at conferences and a contributing author to various local and international legal and business publications.

#### Education

- Duke University, 1998, Transactional Summer University for international lawyers in Hong Kong
- Kazakh State Legal Institute, 1996, Law Degree, with Honors



#### Hüseyin Özhan

The European Bank for Reconstruction and Development (EBRD)

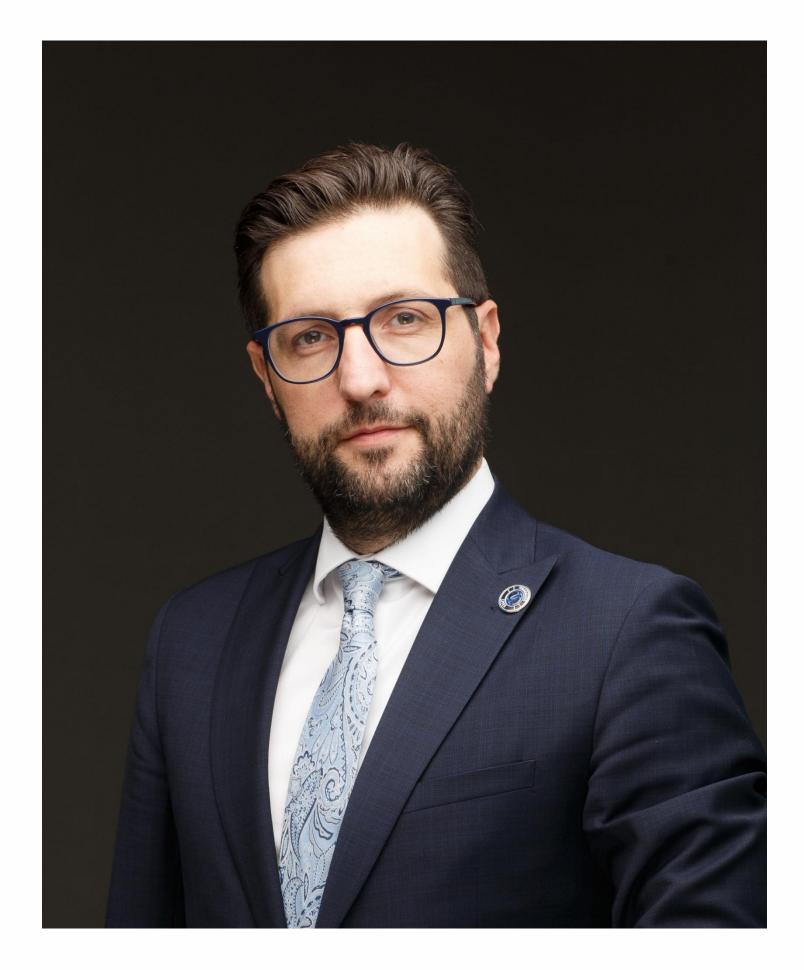
Managing Director, Central Asia and Mongolia

Hüseyin Özhan is the Managing Director, Central Asia and Mongolia at the European Bank for Reconstruction and Development (EBRD), a role he assumed in December 2024.

Mr Özhan joined the EBRD as a Principal Banker in 2011 as part of the Transport Infrastructure team in Istanbul. He took up the positions of Head of Office in Ankara and Deputy Head of Türkiye in 2015 and 2017, respectively. He then moved to London as Advisor to Vice President, Banking, whose remit extended to all EBRD Country offices in 2019. On 1 September 2021 Hüseyin was appointed as Director, Head of Kazakhstan and became Acting Managing Director for Central Asia and Mongolia on 1 June 2024. Prior to joining EBRD, Mr Özhan worked as a Sector Head for Corporate Banking and Structured Finance department at EurobankTekfen. Previously, he was involved in a number of infrastructure transactions including energy and telecoms in the CIS and the Balkans.

He serves as the Deputy Chairman of the Kazakhstan Foreign Investors' Council Association and is a member of AmCham, Eurobak, and the Advisory Board at Chapter Zero Kazakhstan.

Hüseyin holds a B.A. with honours in Economics and Mathematics from Macalester College, Minnesota, M.A. in International Finance and a Ph.D. candidate from Yeditepe University, Istanbul.



#### **Ertan Kurt**

Efes Kazakhstan, General Manager

#### **Education:**

Mr. Ertan Kurt graduated from Istanbul University in Economics and completed his MBA courses in Istanbul University

#### Career:

- Procter & Gamble Türkiye Sales Manager.
- Reckitt Benckiser Trade Marketing Manager Türkiye, Country Manager Slovenia and Global Trade and Shopper Marketing Director at Global HQ UK
- Nestlé Waters Türkiye Sales Director
- Bridgestone International Markets Director
- Şişecam Global Sales and Marketing Vice President
- Anadolu Efes Georgia General Manager and Kazakhstan General Manager

Under his leadership Efes Kazakhstan has achieved significant success in Kazakhstan's brewing industry. The company is also actively involved in social and environmental projects. Additionally, Efes Kazakhstan invests in the development of local entrepreneurship, supporting innovative projects and employee training programs.



#### **Erlan Dosymbekov**

ΕY

Managing Partner for Caucasus and Central Asia

Erlan Dosymbekov oversees projects aimed at improving the institutional environment, infrastructure, tax and customs, decarbonization and clean technologies.

He is committed to collaborating with governments, policymakers, nonprofits and regulators to enhance the business environment in Caucasus and Central Asia with the aim of helping businesses to make investment decisions and to assist the government in removing barriers to future growth.

Erlan was awarded the Presidential Order of Honor, the foremost civilian decoration, for his substantial contribution to the economic development and investment growth in Kazakhstan, as well as the medals for the 25th anniversary of the Constitution and the 30th anniversary of Independence.

Erlan is the Chairman of the Governing Board of Kazakhstan's Foreign Investors' Council Association and European Business Association, a member of the Investment Climate Improvement Council imitated by American Chamber of Commerce and chaired by the Prime Minister of Kazakhstan, co-Chairman of the FIC Investment Policy Working Group focusing, among other things, on tax and customs administration.

He is a member of the Caspian Mineral Resource Committee of the International Tax and Investment Center and a regular speaker at meetings of the CIS Energy Working Group held by EY in Houston, USA, for companies engaged in upstream operations and their subcontractors.



Oleg Khanin
Kommesk-Omir
Insurance Life Company,
Chairman of the Board

Oleg Khanin worked as Deputy Chairman of the Management Board for Business Development since 2009. Mr. Khanin has been working in the Company since 1998. During this time he held the positions of Assistant Chairman of the Management Board for Insurance Affairs, Auditor, Chief Underwriter of the Underwriting and Surveyors Department, Vice President for Insurance, Deputy Chairman of the Management Board for Financial Affairs.

Mr. Khanin's career began in 1998 in Almaly District Tax Committee of Almaty City.

Mr.Khanin graduated from the Kazakh State Academy of Management. He was trained in the Finance Academy at the Government of the Russian Federation under the international professional program for insurance specialists. In 2008 Mr. Khanin received the certificate confirming the international qualification of Certificated Accounting Practitioner (CAP) under the Certified International Professional Accountant Program. In 2013 Mr. Khanin was awarded the Certificate of the Chartered Insurance Institute and Honored Financier Medal for considerable contribution to development of Kazakhstan financial sector.



#### **Khachat Markhiyeva**

METRO Cash and Carry, CEO

Khachat was born and grown up in Kazakhstan. She is a graduate of KIMEP university, and she holds Master degree from INSEAD with distinction.

She joined Metro in 2009 and since 2022 she is leading Metro as CEO. During these 2,5 years, Metro has been demonstrated +50% in terms of sales and became profitable both in profitability and Cash flow.

Also 96 franchise stores were opened allowing independent entrepreneurs in Kazakhstan to run profitable business with support of International player.

The most important goal for Khachat is to continue to make the impact on Kazakhstan business environment making it more transparent, inclusive and profitable for the business owners.



#### **Andrey Konovalov**

ratiopharm Kazakhstan, General Manager Kazakhstan & CIS

Teva in Kazakhstan is represented by ratiopharma Kazakhstan LLP, an affiliate of Teva Pharmaceuticala Industries Ltd., a leading international pharmaceuticala company providing high-quality, patient-centered solutions to more than 200 million patients in 60 countries around the world on a daily basis.

Globally, product portfolio of the Company includes more than 1,800 molecules, resulting in a wide range of generics for almost all areas of medicine.

Teva has been present in the Kazakhstani market fora 20 years and has launched high quality generics and innovative medicine for patients with multiple sclerosis, Parkinson's disease and preventive treatment of migraine.

For over 120 years, as one of the global leaders of the pharmaceutical market, Teva has united its employees ground the world with one common purpose – we are all in for better health.



**Dias Assanov**Siemens,
Chief Executive Officer

Dias Assanov joined Siemens LLP in October 2009 as the General Counsel and Regional Compliance Officer for Kazakhstan. In January 2012 Mr. Assanov took over as the Regional Compliance Officer for Russia / Central Asia at Siemens in Moscow. After an 18-month delegation to the project management office of the Locomotives Business Unit in Erlangen, Germany, Mr. Assanov was appointed as the General Counsel of Siemens Russia / Central Asia in charge of all legal, compliance and export control topics. In October 2021 Mr. Assanov took over as the Chief Executive Officer of Siemens Kazakhstan & Central Asia

Mr. Assanov significantly expanded Siemens's business in Kazakhstan & Central Asia with sustainable infrastructure and digitalization of industrial sector as the main value propositions to the market. Together with representatives of other EUROBAK member companies, he continues to drive the topics of environmental awareness and transparent business practices in Kazakhstan.

In May 2024, Mr. Assanov joined the Board of Directors of "Air Astana" JSC, as an Independent Non-Executive Director. He is also the acting Chairman of the German Economy Union in Kazakhstan.

Mr. Assanov graduated with honors from the United States Military Academy at West Point in 2007 and prior to that obtained his law degree from the Kazakh State Law University in 2003.



## **EUROBAK BOARD NOMINEES 2025-2026**



Gordon Haskins
ADCB Kazakhstan
CEO & Chairman of the
Management Board



Ibrahim Canliel
Air Astana
Chief Financial Officer



Abai Shaikenov Dentons Kazakhstan Managing Partner



Hüseyin Özhan Efes Kazakhstan Managing Director, Central Asia and Mongolia



Ertan Kurt
Efes Kazakhstan
Managing Director



Erlan Dosymbekov
EY
Managing Partner
for Kazakhstan and Central Asia



Oleg Khanin Kommesk-Omir Insurance Company Chairman of the Board



Khachat Markhiyeva METRO Cash and Carry General Director



Andrey Konovalov ratiopharm Kazakhstan General Manager Kazakhstan & CIS



**Dias Assanov** Siemens Kazakhstan CEO

#### **VOTING PROCESS**

Each company will have one vote.

In the event of the company being represented by two or more persons, only one person will be able to vote and the company must choose which one. Other representative(s) will be transferred to the Room#2 while voting takes place (it should take around 5-7 minutes), if online. Representative of the company present at the meeting (offline) would be given a paper copy of the Ballot form.

- Only fully paid up EUROBAK Members are eligible to vote at the Annual General Meeting. Please make sure your company paid up the membership fee. Honorary members are not voting.
- You need to choose only 9 candidates from 10.
- For online voting: You will see the Poll window on your screen as soon as we start the voting When you finished, please press "Submit" button.
- As soon as everyone voted, results will be calculated summarised by the counting commission.



# ANNUAL GENERAL MEETING







EUROBAK was established in 1999 upon the joint initiative of EU companies, institutions and the Delegation of the European Union.

#### main objectives:

- to promote and nurture mutual understanding between Kazakhstan and Europe in business as well as social spheres.
- to create an effective platform for constructive dialogue between business and government, to improve investment and business climate in the Republic of Kazakhstan.



# BALANCE SHEET

	Dec 31, 2024 (TKZT, unaudited)	Dec 31, 2023 (TKZT, unaudited)
ASSETS Non-current assets		
Fixed and intangible assets	1,559	1,513
Current assets		
Cash at bank and on hand	49,767	62,596
Inventory	0,111	0,177
Short term accounts receivable	4,670	0,226
Other short term assets	5,451	1,845
Current tax assets	0,017	0,020
TOTAL ASSETS	61,576	66,377
LIABILITIES AND EQUITY		
Liabilities	6,174	7,455
Equity	55,401	58,922
TOTAL LIABILITIES AND EQUITY	61,576	66,377

# INCOME STATEMENT

	CY2024 (TKZT, unaudited)	CY2023 (TKZT, unaudited)
Turnover	124,621	100,757
Administrative expenses	134,047	113,152
Other expenses	3,630	7,012
Gain from exchange rate differences	9,535	6,468
Income tax expense		
Total comprehensive (loss)/income	(3,521)	(12,938)

Balance on all EUROBAK accounts as of 18th of February 2025

USD: 59 310

KZT: 11 354 735

EURO: 64 281

## NOTE

# The differences between the budget and financial statements in 2024 arose as follows:

- 1) 2023 payments for Membership fees in the amount of 12,888 TKZT were transferred to the 2024 budget, but reconciliation acts for these amounts were billed in 2023.
- 2) The amounts of payments that were received in 2024 for 2025 were transferred to the next year in the amount of 7,640 TKZT.

Taking into account all points listed above, the total income in the 2024 budget is 130 mKZT, and the expenditure of cash flow is 129 mKZT.

# ACTIVITY REPORT

# EUROBAK BOARD MEMBERS 2024-2025



Erlan Dosymbekov
EUROBAK Chairman
EY
Managing Partner
for Kazakhstan and Central Asia



Gordon Haskins
EUROBAK Deputy
Chairman
ADCB Bank
CEO & Chairman of the
Management Board



Dias Assanov EUROBAK Deputy Chairman Siemens Kazakhstan CEO



Abai Shaikenov EUROBAK Secretary Dentons Kazakhstan Managing Partner



Oleg Khanin EUROBAK Treasurer Kommesk-Omir Insurance Company Chairman of the Board



Khachat Markhiyeva METRO Cash and Carry General Director



Ibrahim Canliel
Air Astana
Chief Financial Officer



Kestutis Jankauskas
Former Ambassador of the
European Union
to the Republic of Kazakhstan
Ex-Honorary Board Member



Aleska Simkic
Ambassador of the European Union
to the Republic of Kazakhstan
Honorary Board Member



Julie Kussidi
EUROBAK
CEO
Ex-officio Board Member

## **EUROBAK Focus Areas**

#### **EUROBAK Chairman**

Erlan Dosymbekov

Managing Partner for Caucasus and Central Asia,

EY



#### **Industry-Specific Challenges**

Logistics & Supply Chain

- Track & Logistics Issues
- Logistics Hub Development
- Tariff & Rail Fare Regulation (2024)
- Truck Shortages (Freight Transport from abroad)
- Rail Infrastructure Maintenance
- Shunting diesel Locomotive Shortages
- Trans-Caspian corridor

#### Labour & Workforce Regulations

- Labour & Migration Legislation
- International Contractor Regulations (ICR)
- Health Insurance for Foreign Workers
- Regulatory Measures in the Construction Industry and High-Risk Occupations
- Mandatory medical examinations for employees working at a computer for more than 50% of their working time create job loss risks for workers and complicate staffing decisions for companies.

#### Regulatory & Policy Issues:

Public Procurement & Health Regulations

- Data Exclusivity & Order 110 (MOH)
- VAT on Medicines
- GMP Amendments within EUEA
- Medicine Price Deregulation Order 247 (MOH)
- Extended Producer Responsibility
- Recall of products that do not comply with EAEU standards at the request of epidemiological authorities of Kazakhstan
- Work on technical regulation and Conformity Assessment
- New Tax Code

#### **Investment & Trade Climate**

- EUROBAK Recommendations on Foreign Direct Investment
- Buyer Remuneration Cap (5%)
- Import & (Re)-export of the specific goods and licensing regulation
- Tourism, MICE and Hospitality development in the country

# **EUROBAK** in numbers

Over 130 events with 2000 participants in 2024

- **10 Committees**
- **20** Letters sent to the Government including EUROBAK Position Paper on Customs, logistics, Licensing of Import and (Re-) Export of Specific Goods; EUROBAK Position Paper on public procurement legislation and EUROBAK recommendations on Investment policy development in Kazakhstan
- > 20 Letters sent with recommendations and Position Papers
- > 11 Letters with Requests (e.g. requests for additional information or asking to join working groups, etc.)
- 2 Protocols of the meetings with Ministry of Transport and Ministry of Healthcare for consideration
- > 24 Congratulation letters to newly appointed Government Officials

In total in 2024 77 Letters sent to the government authorities

#### WE ARE IN DIALOGUE WITH

Prime-Minister of RK

Ministry of Foreign Affairs Ministry of Labor and Social protection of the population Ministry of Digital Development, Innovation and Aerospace Industry Ministry of National Economy Ministry of Science and Higher Education **Ministry of Justice** Ministry of Finance Ministry of Healthcare Ministry of Industry and Construction Ministry of Transport Ministry of Trade and Integration Ministry of Tourism and Sports Ministry of Ecology and Natural Resources Ministry of Water Resources and Irrigation **Akimat of Almaty Akimat of Nur-Sultan** Supreme Court of RK **National Bank Investment Committee of the Ministry of Foreign Affairs** State Revenue Committee of the Ministry of Finance **Astana International Financial Center** 

AIFC Court and IAC

National Company "Kazakh Invest"

National Company "Kazakh Tourism"

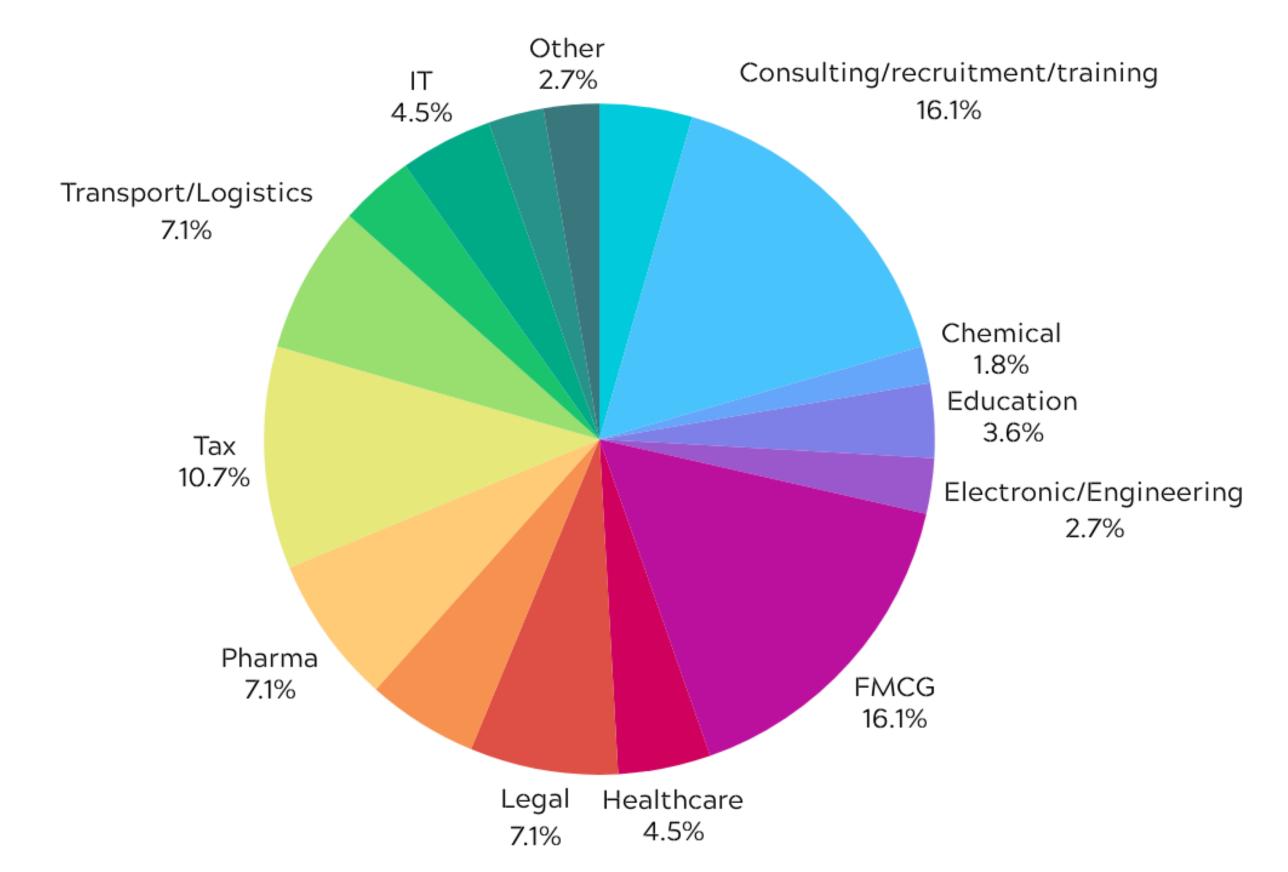
#### KEY GOVERNMENT ENTITIES & OUR FOCUS AREAS IN 2024

- Ministry of Foreign Affairs Investment Climate
- Ministry of Healthcare VAT, GMP, Medicine Pricing
- Ministry of Industry and Construction, Ministry of Trade and Integration –
   Technical Regulation and Conformity Assessment
- Ministry of Labour & Social Protection Labour Law, Migration, Insurance
- Ministry of National Economy New Tax Code, Investment Climate
- Ministry of Tourism and Sports, NC "Kazakh Tourism" Travel, MICE and Hospitality development
- Ministry of Trade and Integration Public Procurement
- Ministry of Transport Tariffs, Logistics, Freight Shortages, Railway Repairs
- Supreme Court of Kazakhstan Business Regulations in Law, Rule of Law
- JSC "NC "KAZAKH INVEST" Investment Climate

#### **EUROBAK MEMBERS in 2024**

Local companies 19 %
European & multinational companies 81%

**30 industries** 



## COMMITTEES

#### **Objectives of the committees:**

- Legislative initiatives and relationship with governmental authorities
- Experiences and knowledge sharing between specialists
- Initiating and implementing special projects
- Cooperation with other associations and non-governmental organisations

#### **ESG**

- Working with communities, promoting ESG agenda
- Development of proposals about incentives for businesses to implement ESG
- Public procurement
- Water management and regulation
- Waste management and regulation
- Import & (Re)-export of the specific goods and licensing regulation

#### Digital

- Review of IT rights and related legislation
- Regulation of Cloud technologies
- Cyber security
- Protection of personal data
- Implementation of Regulatory Sandbox
- Data classification
- Digital Code
- Digital skills for digital transformation
- Initiative on Systematic digitization and data updates in advance to inform business in legislative initiatives in a timely manner

#### HR

- Monitoring changes in Labour Code of RK
- Employee engagement, diversity and inclusion in business
- Career management
- Salary reviews
- Employer brand management
- Wellbeing of employees
- Development of corporate culture
- Artificial intelligence in terms of recruitment
- Labour & Migration Legislation
- International Contractor Regulations (ICR)
- Health Insurance for Foreign Workers
- Mandatory medical examinations for employees working at a computer for more than 50% of their working time create job loss risks for workers and complicate staffing decisions for companies.

#### **Travel, Hospitality & MICE**

- Monitoring changes in legislation related to the industry
- Promotion of Kazakhstan's attractions and develop a communication line promoting Kazakhstan as a tourist friendly country
- Development of Almaty as convention center
- Cooperation with the Government, exchange of experience.

#### **Engagement with the Government:**

Cooperation with the NC "Kazakh Tourism"

#### Tax

- Monitoring changes in tax legislation of RK
- Customs and Tax administration
- VAT
- Cameral control
- Transfer pricing
- MLI and BEPS: theory and practice of application in Kazakhstan
- Court practice of applying the tax legislation
- Universal declaration

#### **Technical Regulation and Conformity Assessment**

- Key and fundamental aspects of technical regulation and structuring work within regulators
- Customs electronic system
- Registration of conformity assessment documents in the eOKNO system
- Amendments to TR CU 010/2011
- Draft Amendment No. 3 to TR CU 010/2011
- Draft Amendment No. 4 to TR CU 010/2011
- Lack of laboratory infrastructure
- Draft EAEU TR "On the Safety of Feed for Non-Productive Animals"
- Draft EEC amendments to Chapter 37 of KTC Decision No. 317
- Draft amendments to TR CU 021 "On Food Safety" and TR CU 022 "On Food Labeling Requirements"
- Amendments to TR CU 033, TR CU 024, TR CU 005

#### **FMCG**

- Track & Trace Labelling
- Trade Regulation
- Extended Producer's Liability
- Royalty
- Personal data protection
- Counterfeit and parallel import
- Track and logistics issues
- Recall of products that do not comply with EAEU standards at the request of epidemiological authorities of Kazakhstan

#### **Engagement with the Government:**

Counterfeit Working Group

#### **Marketing & PR**

- Strategic Marketing
- Digital marketing
- Artificial intelligence in marketing
- Creation and promotion of a personal brand
- Crisis communications
- How to determine resources, budgeting in marketing

#### Healthcare

- Deregulation of Prices and Medical Devices
- Medicines Registration and Re-registration
- Government's strategic plan summary
- · Notable alterations in the List of Medicines
- Amendments to Long-Term Supply Contracts
- GMP Amendments within EEC
- VAT refunds on medicines
- Logistics HUB initiative
- Addressing issues in government decrees

#### **Infrastructure, Logistics and Property Development**

- Logistics HUB initiative
- Taxation
- Classification of warehouse real estate
- Alignment of the БАКад road and surrounding sections

# CHAIRPERSONS AND COCHAIRPERSONS OF EUROBAK COMMITTEES IN 2024



**HR**:
Bogdan Stetsyura
Inditex Kazakhstan



**ESG:**Dias Assanov, Siemens
Kazakhstan



FMCG: Alexandr Mendybayev, METRO Cash & Carry



FMCG:
Alima Issembayeva,
Coca-Cola Icecek Kazakhstan



Marketing & PR: Kamila Sapasheva, International SOS



**Healthcare:**Pavel Khegay, Gedeon Richter



**Healthcare:** Svetlana Ceban, EY



Healthcare: Timur Biabulin Novo Nordisk Kazakhstan



**Travel, Hospitality & MICE**: Ugur Cantimur, Turkish Airlines



**Tax:**Doniyorbek Zulunov, EY



**Tax:**Lolita Zakirova, Axisa

# CHAIRPERSONS AND COCHAIRPERSONS OF EUROBAK COMMITTEES IN 2025



Infrastructure,
Logistics and Property Development:
Artemii Pestovskii, Brightrich I CORFAC



Infrastructure,
Logistics and Property Development:
Taissiya Kogutuyk, DAMU Logistics



Infrastructure,
Logistics and Property Development:
Madina Izbassova, METRO Cash&Carry



**Digital:** Andrei Yorsh, Baker McKenzie Kazakhstan



**Digital:** Kazybek Beken, PwC Kazakhstan



Travel, Hospitality & MICE:
Oxana Serebrennikova, International Travel plus



Travel, Hospitality & MICE:
Mehmet Birgen Kaya, InterContinental Hotel Almaty

## UR MEMBERS

#### 110 Companies



AQUITAS 355







































B/S/H/













































































































## **OUR MEMBERS**

#### 110 Companies

















































Global reach Local knowledge





















# OUR HONORARY MEMBERS (in alphabetical order)

#### 35 HONORARY MEMBERS



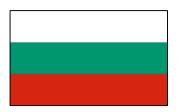
Austrian Embassy and Commercial section



Belgian Embassy



British Embassy and Representation in Almaty



Embassy of the Republic of Bulgaria



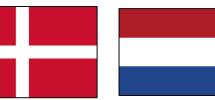
Canadian Embassy



Embassy of the Republic of Croatia in the Republic of Kazakhstan



Czech Embassy



Danish Embassy Em



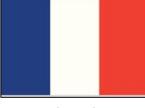
Embassy of the Kingdom Estonian Embassy of the Netherlands in Astana



**European Union Delegation** 



Finnish Embassy



French Embassy and Consulate



German Embassy and Consulate



**Greek Embassy** 



Hungarian Embassy and Consulate



Indian Embassy and Consulate



Irish Embassy, Commercial Section



Italian Embassy Japanese Embassy and Consulate



**Kazakh Invest** 



Kazakh Tourism National Company JSC



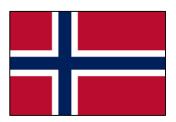
**Latvian Embassy** 



Lithuanian Embassy and Consulate



**Embassy of Malaysia** 



**Norwegian Embassy** 



Polish Embassy and Consulate



Embassy of Portugal in Nur-Sultan



Romanian Embassy



**Slovak Embassy** 



South African Embassy



**Spanish Embassy** 



**Swiss Embassy** 



Turkish Embassy and Consulate



**USA Embassy and Consulate** 



**UNICEF Kazakhstan** 

# World Nº1 monitor

#### MORE NETWORKING OPPORTUNITIES

Больше возможностей для деловых знакомств

#### WIDER REACH -

Расширенные границы сотрудничества и партнерства

#### **CLOSER TO EXPERTS IN INDUSTRIES**

Еще ближе к экспертам в каждой отрасли









#### **EUROBAK's informational partner since 2006**

World Monitor – information and analytical platform about the economy, business, investments, culture in the Republic of Kazakhstan and and countries of the European Union.

The audience of the magazine is the business and political elite of the country, business owners, the diplomatic community, managers, management.









**DIRECT DELIVERY** OF THE MAGAZINE













# THANK YOU FOR BEING EUROBAK MEMBER!

