

KYRGYZSTAN

Tourism for Kyrgyzstan

EuropeAid

The beauty of the Kyrgyz landscape and its mountains represents a huge development opportunity for a country which is slowly emerging from its previous socialist economy and looks with interest at the opportunities offered by the European market.



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Project Background

Since its independence in 1991, Kyrgyzstan has been struggling on its way to liberalisation and market development. The country suffers from a lack of energy resources and from the difficult geographical conditions, but it has a remarkable potential in the tourism sector, confirmed by the increasing number of visitors in the past years. Tourists come principally from other Central Asia countries and Russia, whereas the European market represents an opportunity to be further explored.

Project Objectives

The project aims at establishing a cooperation network of Business Intermediaries operating in the tourism sector, enabling them to deliver appropriate capacity building trainings to their associates, to organize benchmarking and match making events and to realise in depth market researches. The actions implemented will also be targeted at the attraction of foreign investment.

Project Activities

- Organization of a benchmarking event in Bishkek ;
- Development of a database of tourism SMEs in Kyrgyzstan ;
- In depth market research in the tourism sector ;
- Production & distribution of a Kyrgyz-EU Tourism Business Network hand book ;
- Capacity building support event in Istanbul ;
- Organisation of a SME matchmaking event in Bishkek ;
- Organisation of a final benchmarking event in London.

Facts and figures

Total budget: € 435 163 (EU contribution: 85%)

Duration of the project: 15 Months, November 2008 - February 2010

http://ec.europa.eu/europeaid/where/asia/regional-cooperation/trade-business/ca_invest_en.htm