

## “Invest, live & travel in Almaty region”

### PROGRAM of «JETISY INVEST-2019» Entrepreneurship, investments and innovations International forum

Date : October 4, 2019, Friday

| <b>Exhibition</b>  |   |
|--|---|
| <i>Street. Area in front of Atameken REC.</i>  |   |
| <b>09.00-10.00</b>   | Registration  |
| <b>10.00-10.30</b>   | Official delegation arrival<br>Watching the exhibition of manufacturers of goods, IT-projects, tourism projects, Start-up projects.   |
| <b>JETISY INVEST-2019 Forum</b><br><b>«Invest, live, travel»</b><br><b>Format - MULTIMEDIA&amp;KEYNOTE SETUP</b> |   |
| <i>ATAMEKEN REC – Main hall</i>  |   |
| <b>10.30-10.35</b>   | <b>Opening of “Zhetysu Invest-2019” international investment forum</b><br><b>Moderator: Dossym Kydyrbayev</b><br><i>Chairman of the Board of Directors - NED in JSC "Zhil Stroy Sber Bank of Kazakhstan" &amp; NED in JSC "VTB-Bank of Kazakhstan"</i>                          |
| <b>10.35-10.50</b>   | <i>Clip of Almaty region before speech</i><br><b>“Invest, live &amp; travel in Almaty region”</b><br><b>Amandyk Batalov</b><br><i>Governor of Almaty region</i>   |
| <b>10.50-12.30</b>   | <b>“Investment Tools and Services: Personal Stories of Major Investors, Transnational Companies and Foreign Investors in Almaty region”</b><br><i>Speeches by the national investors, large transnational corporations that are operating and reinvesting in Almaty region.</i> |

|                           |   |
|---------------------------|---|
|                           | <p><b>Zeinulla Kakimzhanov</b><br/><i>Altay Asset Management</i></p> <p><b>Raimbek Batalov</b><br/><i>Raimbek Group</i></p> <p><b>Alexander Garber</b><br/><i>«Magnum Cash&amp;Carry»</i></p> <p><b>Karen Narsesyan</b><br/><i>«Leroy Merlin»</i></p> <p><b>Andrei Matyukhov</b><br/><i>«Lukoil Lubricants Central Asia»</i></p> <p><b>Yerlik Balfanbayev</b><br/><i>"Alina" Holding &amp; "Lesnaya Skazka" Park Resort</i></p> <p><b>Nurzhan Shakirov</b><br/><i>«Alacem»</i></p> <p><b>Bernard Vavrzhin</b><br/><i>«Mareven Food Tyan Shan»</i></p> <p><b>Diego Gabriel Amando Garcia</b><br/><i>«Waste Energy KZ»</i></p> <p><b>Ayman Abkhari</b><br/><i>«ArKazInvest»</i></p> |
| <p><b>12:30-13:00</b></p> | <p><b>“Success - is for everyone”</b><br/><i>Stories of novice entrepreneurs who over the past 5 years have achieved sustainable profits by working in the Almaty region</i></p> <p><b>Interview: Sadykova Mariyamgul</b><br/>(bedding production)</p> <p><b>Interview: Olesya Ilchenko</b><br/>(“Selpo” healthy food store)</p> <p><b>Interview: Aktoty Tursynali</b><br/>(“Aktoty” peasant farming)</p>   |

|   |   |
|---|---|
| 13.00-14.00   | Lunch (open air)  |
| <b>KHORGOS</b><br><b>Panel session</b><br><i>ATAMEKEN REC – Main hall</i>   |   |
| 14.00-15.00   | <p><b>Right trade with China – through Khorgos. Business-partnership. Development of “Khorgos” International Center of Boundary Cooperation with investors attraction”</b><br/> <b>Moderator: Nursultan Moldakhmetov</b><br/> <i>Head of Investment Department in "ICBC "Khorgos" JSC</i></p> <p><b>Kakharman Dzhazin report</b><br/> <i>Chairman of the Board of "MC SEZ "ICBC "Khorgos" JSC</i><br/> Topic: Investment opportunities fo SEZ "ICBC "Khorgos"</p> <p><b>Molgazhdarov Magzumkhan report</b><br/> <i>Director of «Khorgos-KAT»</i><br/> Topic: "Samruk" Trading House Experience"</p> <p><b>Darya Reshetova report</b><br/> <i>Director of "Rezon Project" LLP</i><br/> Topic: "Victoria City" Trading House Experience</p> <p><b>Kuat Sadibekov report</b><br/> <i>Director of "Khuan Shyngyz" LLP</i><br/> Topic: "Qazlumiere" Trading House Experience</p> |
| <b>Panel session</b><br><b>“Front-office for investors – removing all administrative barriers”</b><br><i>ATAMEKEN REC – Main hall</i> |   |
| 15.00-16.00   | <p><b>“Front-office for investors – removing all administrative barriers” Seminar</b></p> <p><b>Tamerlan Razbekov</b><br/> <i>Director of "Regional Development Center of Almaty Region"</i><br/> Visual presentation of the Regional center , with step-by-step instruction<br/> “<i>I want to invest in Zhetysu</i>”</p> <p><b>Daniyar Mukhanovich Turganbayev ,</b><br/> Head of Anti-Corruption Department (Integrity unit) of Kazakhstan Republic in Almaty region.</p>  |

|  |  |
|--|--|
|  | Topic: "Business protection and investments" project presentation and implementation.  |
| <b>HUMAN RESOURCES</b><br><b>Panel session</b>   |  |
| <i>ATAMEKEN REC – Seminar hall</i>               |  |
| <b>14.00-14.30</b>                               | <p><b>Human resources – PPP instruments for administrative center social evolution</b></p> <p><b>Moderator Yerlan Askarbekov</b><br/> <i>Executive Director of "SUCCESS K" Strategic Communications Agency</i></p> <p><b>Lyazzat Sebepbayeva report</b><br/> <i>Department Deputy Director of "Financial Center" JSC</i><br/> Topic: "Construction of private schools in frames of per capita financing"</p> <p><b>Rosa Sadykova report</b><br/> <i>Chairman of "Private educational organizations Republic Association" LEA</i><br/> Topic «Are the best private schools in Taldykorgan?»</p> |
| <b>Parallel sessions</b><br><b>Panel session</b> |  |
| <i>ATAMEKEN REC – Seminar hall</i>               |  |
| <b>14.30-16.00</b>                               | <p><b>“Efficient business instruments for investments profit” seminar</b></p> <p><b>Moderator Yerlan Askarbekov</b><br/> <b>Executive Director of "SUCCESS K" Strategic Communications Agency</b></p> <p><b>Kairat Turmagambetov report</b><br/> <i>Chairman of "KASE" Board</i><br/> "Kazakhstan Stock Exchange – is a platform for financing attraction"</p> <p><b>Anna Vassilieva report</b></p>  |

|  |   |
|--|---|
|  | <i>Partner «NEO Center» (Moscow)</i><br>Topic: "NEO – is a platform for business solutions"   |
| <b>16.00-16.30</b>   | <b>Refreshment time</b>   |
| <b>Parallel sessions</b><br><b>B2B meetings and master classes</b> |   |
| <i>ATAMEKEN REC - B2B hall</i>                                     |   |
| <b>14.00-15.00</b>   | <p><b>B2B meetings from efficient companies having particular business cases, with evident economic effect</b></p> <p><b>Cuong Hoang</b><br/><i>Chief of "Mareven Food Tian Shan" Purchase Department</i><br/>Supplier report about products and services</p> <p><b>Vassily Khakhulin</b><br/><i>Category manager of fresh fruits and vegetables department "Magnum Cash&amp;Carry" LLP</i><br/>Supplier report about products and services</p> |
| <b>15.00-16.00</b>   | <p><b>Master classes</b></p> <p><b>Gulmira Yusupova presentation</b><br/><i>Director "Academy of Export"</i><br/>Topic: Export development in the non-raw material sector of the economy as an impetus for the development of domestic commodity production</p> <p><b>Zhangali Abdugarimov report</b><br/><i>SEC "Zhan-Agro Innovation"</i><br/>Topic: Alfalfa growing and selling for export</p>   |
| <b>16.00-16.30</b>   | <b>Refreshment time</b>   |
| <b>DIGITALIZATION panel session</b><br><b>FISHBOWL Format</b>      |   |
| <i>Saltanat Sarayi" 2nd floor - restaurant</i>                     |   |

|   |   |
|---|---|
| <p><b>14.00-18.00</b></p>   | <p><b>Digital technologies for business in the city and countryside</b></p> <p><b>Moderator: Yerlan Stambekov</b><br/><i>Entrepreneur</i></p> <p><b>Abzal Abdeshov report</b><br/><i>Project manager of "Zhetysu Hub"</i><br/>Topic: Smart Taldykorgan project vision</p> <p><b>Bernat Alpysbekov report</b><br/><i>Chief of Digitalization Office in Ministry of Agriculture</i><br/>Topic: "AIC digitalization - profit in numbers"</p> <p><b>Yerlan Dukembayev report</b><br/><i>Director on strategic development of "Asia-Soft"</i><br/>Topic: "Domestic developers of big state projects"</p> <p><b>Bakhytzhan Bitemirov report</b><br/><i>Smart-Ex company</i><br/>Topic: "Domestic developers of big state projects"</p> <p><b>Closing speech Tuyakov Zhenis Shylbynovich</b><br/><i>Deputy Governor of Almaty region</i></p> |
| <p style="text-align: center;"><b>Tourism Key Products Development Panel session<br/>FISHBOWL format</b></p> <p style="text-align: center;">«It is necessary to focus on tourism development, especially on ecologic and ethnographic tourism as on important economic sector” –from President’s message to people of Kazakhstan Mr. Kasym-Zhomart Tokaev on September 2, 2019</p> <p><b><i>Saltanat Sarayi" 2nd floor -round table</i></b></p> |   |
| <p><b>14.00-16.00</b></p>   | <p><b>Tourism Key Products Development in Almaty region</b></p> <p><b>Moderator Rashida Shaikenova</b><br/><i>Director of Kazakhstan Association of Tourism</i></p> <p><b>Opening speech: Lyazzat Turlashov</b><br/><i>First Deputy Governor of Almaty region</i></p> <p><b>1. System of quality standards for tourist areas. China experience</b></p>  |

|   |   |
|---|---|
|   | <p>- Wang Shuiling , Head of Ministry of Culture and Tourism of China representative office in Nur-Sultan (Kazakhstan)</p> <p><b>2. Ecological tourism – base for stable development of special protected natural areas</b></p> <p>- National Park as an Investment Area / Khalyk Bayadilov, <i>CEO in SNNP "Altyn Emel"</i></p> <p>- Creation of visit-centers of nature in specially protected natural areas of Kazakhstan / Yaroslav Antonyuk, <i>UNDP expert in Kazakhstan Republic</i></p> <p><i>Discussion. Reply on questions.</i></p>   |
| <b>16.00-16.30</b>  | Refreshment time  |
| <b>16.30-17.30</b>  | <p><b>3. Ethnographic tourism – “culture code” of nation</b></p> <p>- Development of ethnotourism / Gulbazar Mediyeva, Doctor of Economic Sciences, Head of the Scientific and Technical Development Office at International Centre for Green Technologies and Investment Projects</p> <p>- Formation of a value proposal for development of ethnographic tourism / Zhandos Nurbekov, Head of "Nomad" Ethnic Center</p> <p>- Local community involvement in process of servicing tourists – experience of Saty village / Alina Dauletbekova, <i>Information Resource Center of Ethnotourism in Kazakhstan Association of Tourists Coordinator.</i></p> <p><b>4. Opportunities without limits: digitalization of tourism products</b></p> <p>Daulet Yessenaliyev , Director "Open Travel Advisory" company</p> <p><i>Discussion. Reply on questions.</i></p> |
| <p><b>Tourism sector workers awarding by «ZHETYSU TRAVEL AWARDS»</b></p> <p><b>ATAMEKEN REC – Main hall</b></p> |   |
| <b>17.30-18.30</b>  | <b>“Zhetysu Travel” awarding</b>  |