

Center for Analysis of Economic Reforms and Communication of the Republic of Azerbaijan

### PORTAL AZEXPORT.AZ



"There is an interest in our products in the countries of Europe, the Persian Gulf, Asia. Simply, they were not aware of our products until recently. Creation of the portal "Azexport" is a very serious step in this direction. Today the portal receives orders from all around the world.

However, until recently, no one knew what we produce. Now they know, apply, and sign contracts electronically. This is a great event, these steps help simplify the work of entrepreneurs."

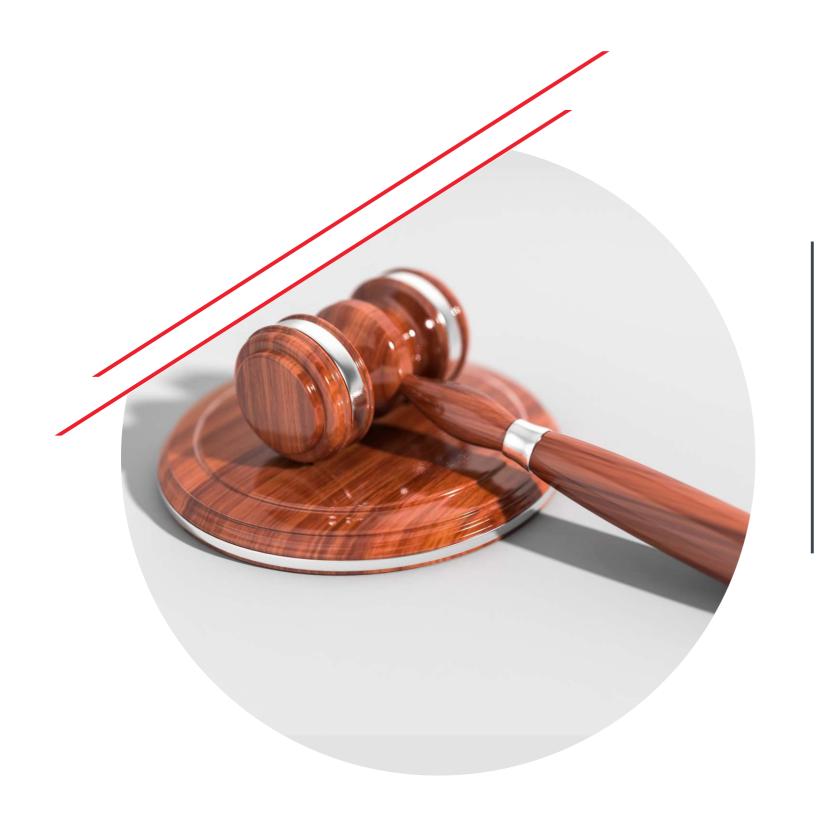


ILHAM ALIYEV, President of the Republic of Azerbaijan

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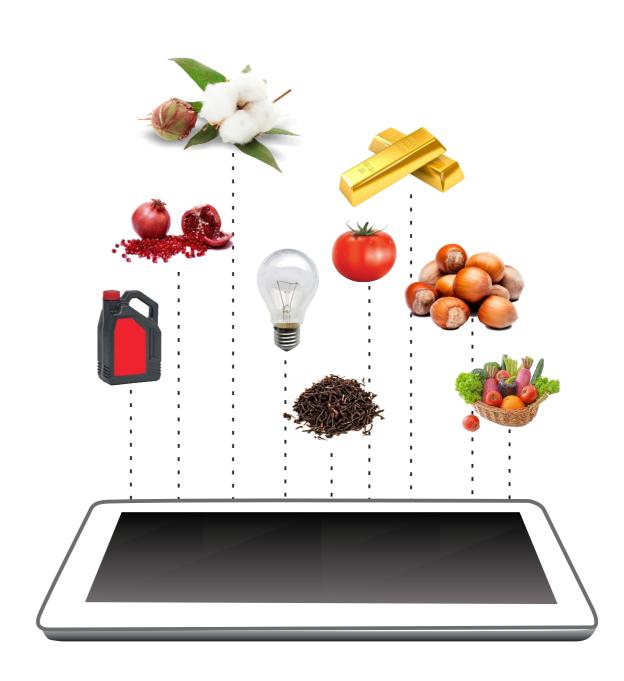


#### **LEGAL FRAMEWORK**

The site AZEXPORT.AZ was created by Decree No. 2349 of the President of the Republic of Azerbaijan Mr. Ilham Aliyev "On creation of a unified database of goods produced in the Republic of Azerbaijan" dated September 21, 2016.

# The portal Azexport.az, managed by the Center for Analysis of Economic Reforms and Communications, is a database of products of Azerbaijani origin, as well as an accessible and unique platform which ensures the sale of Azerbaijani products in the foreign and domestic markets.

#### WHAT IS THE PORTAL AZEXPORT.AZ?



#### OPPORTUNITIES OFFERED BY THE PORTAL AZEXPORT.AZ



It stimulates export



Provides transport and logistics services



Undertake marketing researches



Integrated into national and international payment systems



Promotes the "Made in Azerbaijan" brand



Expands the scope of the foreign market by placing Azerbaijani products into international trading platforms with which the Azexport.az is integrated.



Simplifies the export procedures



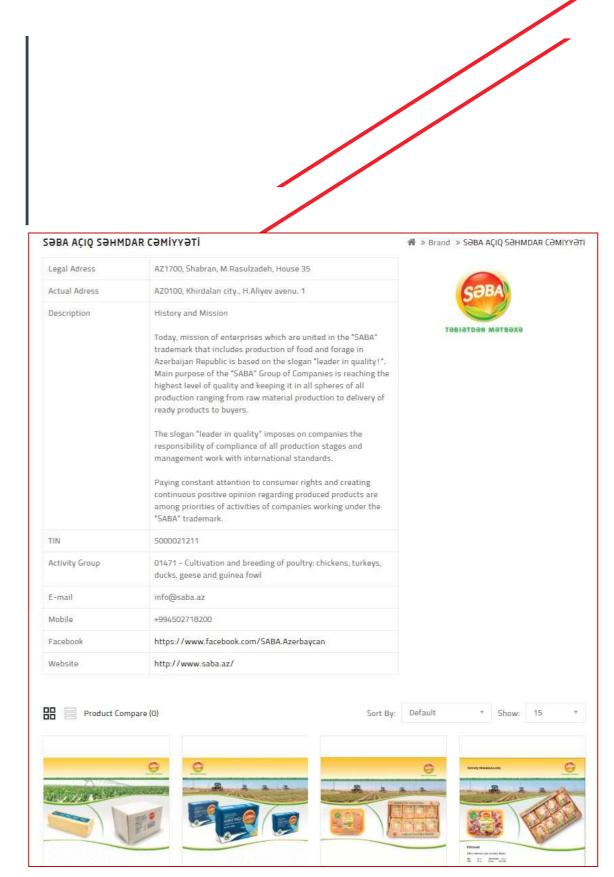
Issues Free Sales Certificate

#### **DATABASE OF MANUFACTURERS**

The portal also contains the database of the products placed on the portal, as well as information on their manufacturers. All information about the export potential of Azerbaijan, specialized sectors, market participants, product varieties, etc. are presented to importing party in a convenient and accessible format.

The personal data of legal entities and individuals (legal address, TIN, e-mail, contact numbers) and information on the products manufactured by them are also included.

Legal entities:	Physical persons (Individual owners):
ASPİ GLASS MƏHDUD MƏSULİYYƏTLİ CƏMİYYƏTİ	MƏRDƏLİ ƏKPƏR OĞLU XƏZANGÜL AĞƏLİ QIZI
&	
"AQRO-AZƏRİNVEST" MMC "BAKI ŞƏRAB-1" Açıq Tipli Səhmdar Cəmiyyəti	
0 - 9	
100% TAM XARİCİ İNVESTİSİYALI TÜRK-BAYCAN LTD FİRMASI 1001 KİTAB MƏHDUD MƏSULİYYƏTLİ CƏMİYYƏTİ 6-CI MƏRTƏBƏ ŞİRKƏTİNİN HƏMKARLAR İTTİFAQI KOMİTƏSİ	

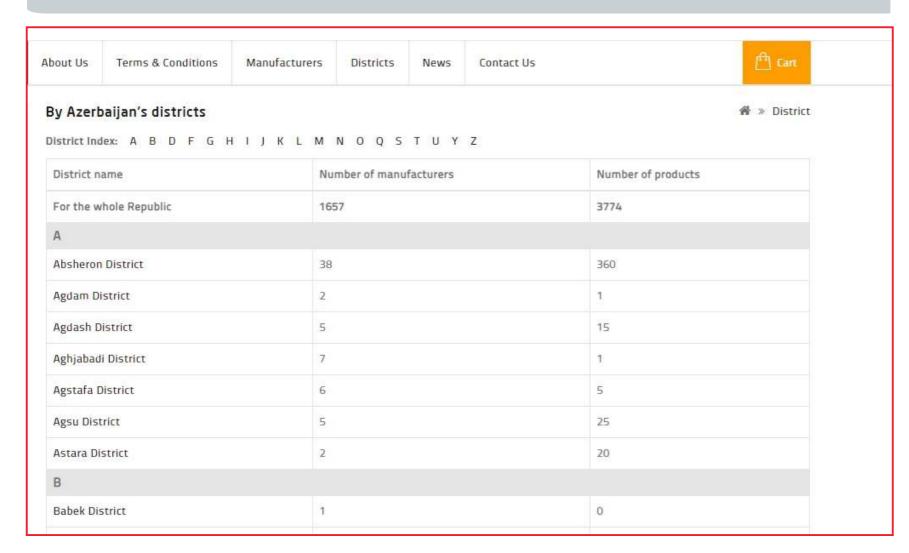


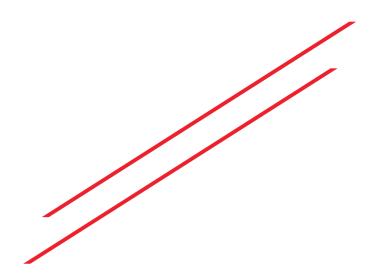
#### **DATABASE OF MANUFACTURERS**

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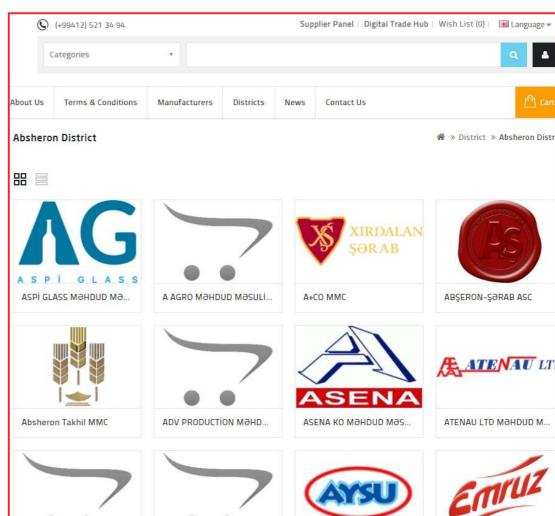
www.azexport.az

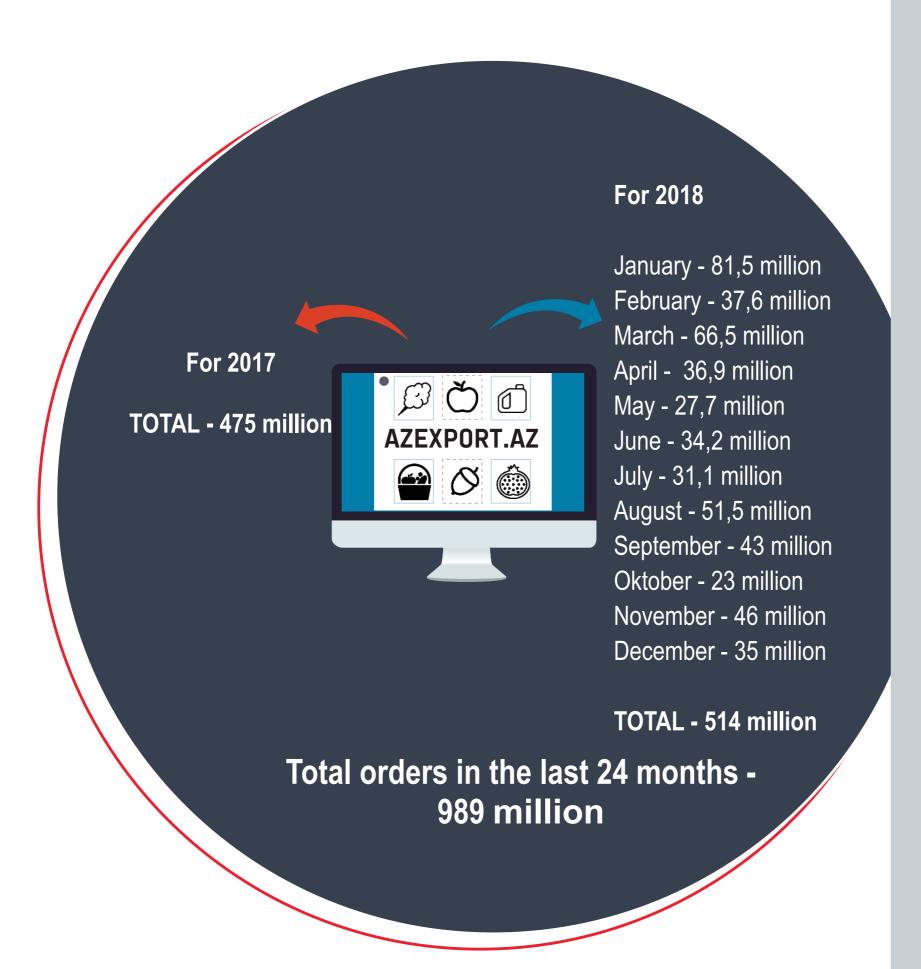
In the portal, the number of producers and their products are listed in alphabetical order, **by regions of Azerbaijan**.



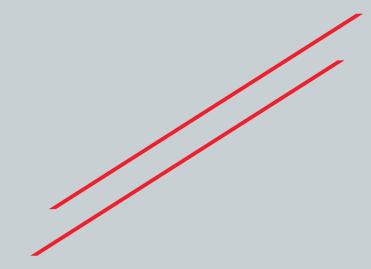


#### **Companies in Absheron region**





#### **AZEXPORT.AZ STATISTIC INDICATORS**



The value of export orders received by the portal Azexport.az during **the 12 months of 2018** accounted for **514 million US dollars**.

The export orders received by the portal Azexport.az in 2018 increased by \$ 39 million in value, as compared to 2017.

Azexport.az received Export orders from **111 countries** of the world.

#### **AZEXPORT.AZ STATISTIC INDICATORS**

Export orders for **top 10 products** made through the portal Azexport.az for 12 months of **2017** 



Wine

Hazelnut meat

Apple

Pomegranate juice

Powdered milk

Egg

Silk carpet

Engine oil

Confectionery

Tobacco

Export orders for **top 10 products** made through the portal Azexport.az for 12 months of **2018** 

Cotton

Cotton oil

Apple

Tomato

Chicken meat

Egg

Wine

Pomegranate

Tobacco

Onion



#### THE PORTAL AZEXPORT.AZ IS INTEGRATED INTO THE FOLLOWING PLATFORMS

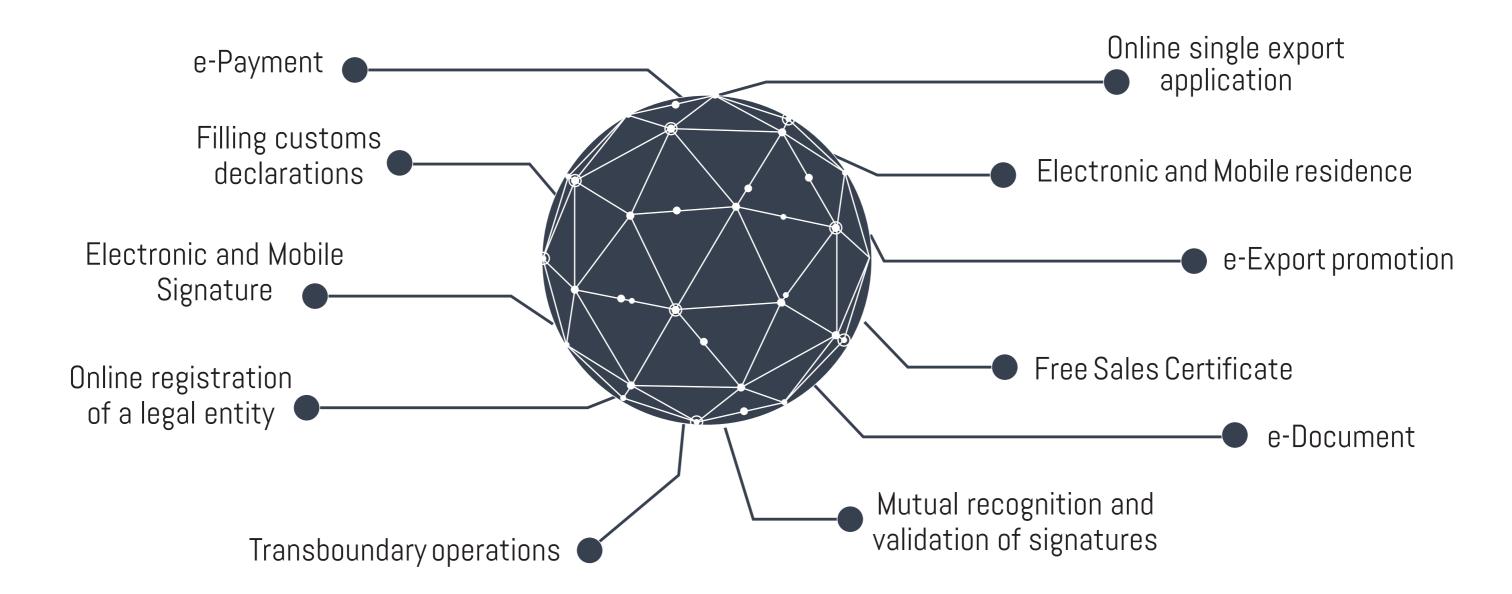




#### THE DIGITAL TRADE HUB

The Digital Trade Hub, a public-private partnership platform that serves as part of the portal Azexport, provides both local entrepreneurs and foreign investors with a more transparent and easy way of doing business in Azerbaijan.

#### OPPORTUNITIES CREATED BY THE DIGITAL TRADE HUB











#### **COOPERATION RELATIONS OF THE PORTAL**

January 16, 2017

Company "Microsoft-Azerbaijan"

May 06, 2017

Islamic Organization for Education, Science and Culture - ISESCO

May 31, 2017

World Forum for Small and Medium Enterprises

October 19, 2017

Companies Gazinformservis (Russia), Asseco data Sistems (Poland) and OrientSwiss (Switzerland)

**January 5, 2018** 

Eastern Partnership

July 12, 2018

VTB Bank

September 7, 2018

Business Council for International Understanding USA (BCIU)

October 22, 2018

Association of World Trade Centers

**November 7, 2018** 

Company "VISA International"

#### FREE SALES CERTIFICATE

**For the first time in Azerbaijan**, the Free Sale Certificate is issued via the Azexport portal. The certificate is mandatory in many countries and is used to ensure the safety in the distribution of food products, cosmetics, textiles, medical devices, hygiene and other products in contact with the human body.

Azerbaijan is the third country in the CIS to offer this type of certificate. **Gazelli Group**, **Apiaz LLC**, **Aznar CJSC**, **Brightman LLC**, **Azersun** and other companies have already received this certificate for their products.

Within a short time the Azexport Portal has provided thousands of Free Sales Certificates.







#### FREE SALES CERTIFICATE

The issuance of the Free Sale Certificate makes it accessible for Azerbaijani companies to export to the markets of more than 100 countries, which were inaccessible previously.

Azerbaijan has exported products, which are in contact with the human body, to **the Gulf countries**, **the United States**, **Indonesia**, **the Dominican Republic**, **the Philippines** and **China** for the first time.



#### THE ONLINE SINGLE EXPORT APPLICATION

The Portal Azexport allows exporters to obtain all required documents in an export procedure **with only one electronic application**. **This process is made easier** by providing information on the documents required for the country where the products are exported by entering minimal information on users online.

**The Online Single Export Application** makes the acquisition process more efficient and fast by reducing the resources required to access each of the following documents.





#### TRAININGS ORGANIZED BY AZEXPORT.AZ

## A training on use of "Azexport.az" provided for the representatives of local companies.

The training provided necessary information on how the Portal has been functioning, while also explaining the rules for using the portal and the requirements necessary for placing products on the portal. Along with this, the participants of the training were informed about the possibilities of accessing international trade platforms through the portal and the broader opportunities opened up for entrepreneurs.



#### TRAININGS ORGANIZED BY AZEXPORT.AZ

The "Make Money on Amazon" training, organized by the Azexport.az portal together with Baku E-Commerce Academy.

The training covered the followings: registration on the Amazon portal and the working principles of this portal, market research and identification of products with high sales indicators, search for reliable suppliers through Alibaba and other portals, transferring and placing products for storage in Amazon warehouses, and the use of current advertising opportunities, international logistics and customs operations, international trade law and standards, technical regulations and other issues.



#### TRAININGS ORGANIZED BY AZEXPORT.AZ

Training on "Electronic Commerce" and "Export Procedures", organized by the portal Azexport.az in conjunction with the International Trade Center.

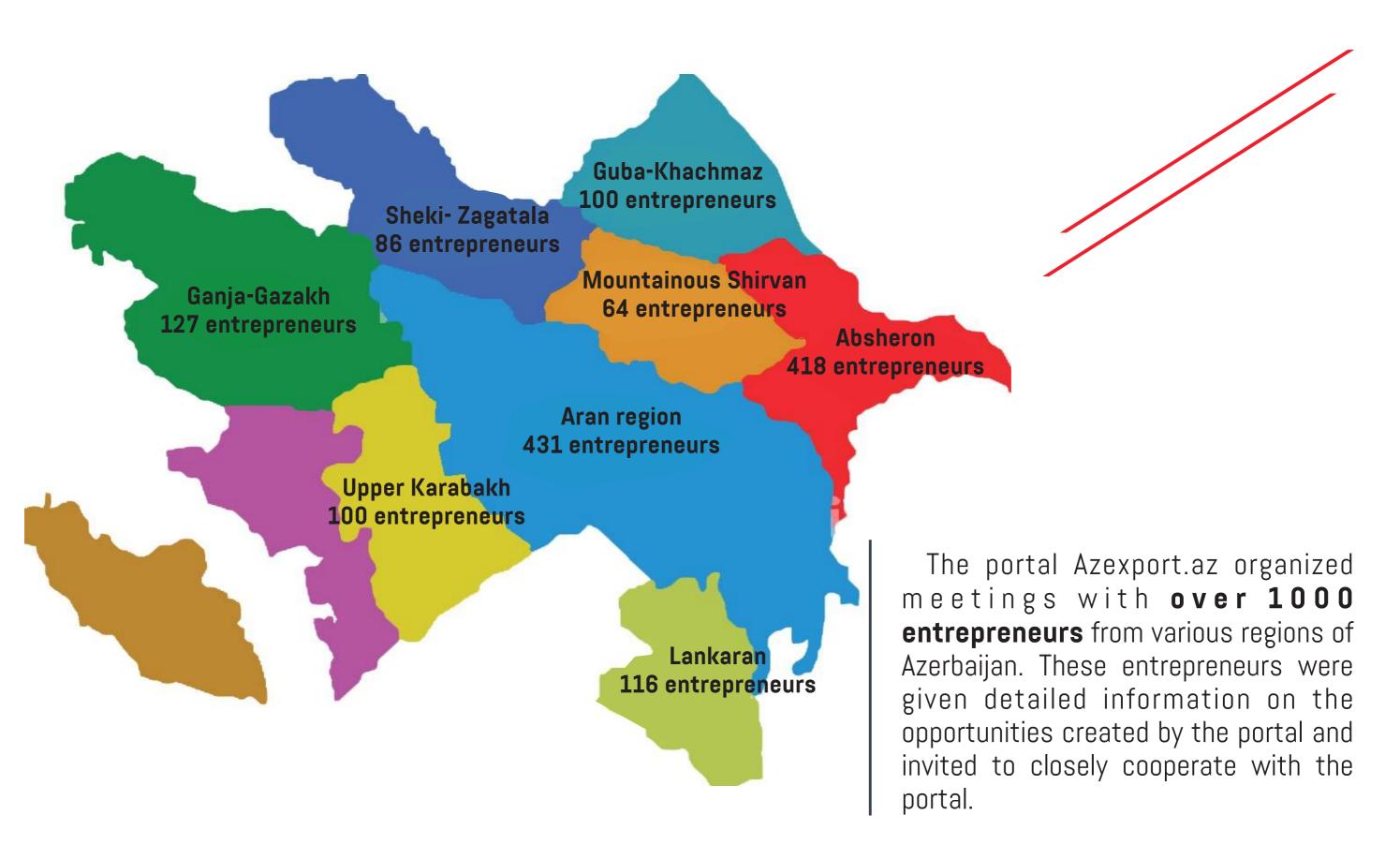
During the training, ITC experts Mohammed Es Fih and Eldar Adilzade provided participants with detailed information on the stages of selling and purchasing goods, providing services and carrying out works by using information systems.

#### PORTAL AZEXPORT AT EXHIBITIONS

The Azexport.az portal takes a regular part in exhibitions with its own stand presenting visitors the detailed information on Unified online export application and the rules for using the Azexport.az portal.

The portal was presented at the following exhibitions: "Bakutel", "TransCaspian / Translogistika", the Azerbaijan International Food Industry Exhibition - "World Food Azerbaijan".





#### **MOUNTAINOUS SHIRVAN REGION**

As part of a trip to Shamakhi, organized by Azexport.az with the purpose of support for expanding export opportunities, a meeting was held with entrepreneurs from Shamakhi, Agsu, Ismayilli and Gobustan regions. **Over 60 entrepreneurs** took part in the meeting.



#### **ABSHERON**

About 60 entrepreneurs from Sumgayit, Absheron and Khizi regions attended the meeting, which was held in the city of Sumgait, and in total, **417 entrepreneurs** from the Absheron economic zone attended the joint meetings held in Baku.



#### **SHEKI-ZAGATALA**

The meeting, organized by Azexport portal with **86 businessmen** from Sheki, Balaken, Gakh, Gabala, Oguz, Zagatala regions, was held in the city of Sheki.



#### **ARAN REGION**

The meeting, organized in Yevlakh, was attended by **130 entrepreneurs from 9 districts**, including Mingachevir, Agjabedi, Agdash, Barda, Goychay, Kurdamir, Ujar and Zardab.

**Over 200 entrepreneurs** from Shirvan, Beylagan, Bilasuvar, Beylagan, Hajigabul, Neftchala, Saatly, Sabirabad and Salyan took part in the meeting with organized by the Azexport portal in Imishli district.







A meeting organized by the Azexport portal in Ganja was attended by **representatives of 127 small and medium-sized businesses** from Ganja, Naftalan, Agstafa, Dashkesan, Gedebey, Goranboy, Goygol, Gazakh, Samukh, Shamkir, Tovuz.



#### **LANKARAN**

**Over 116 entrepreneurs** from Astara, Jalilabad, Lerik, Masalli and Yardimly took part in the meeting organized in the city of Lankaran.



#### **GUBA-KHACHMAZ**

The meeting held in Khachmaz, was attended by **over 100 entrepreneurs** from Guba, Gusar, Siyazan and Shabran regions.



#### **UPPER KARABAKH**

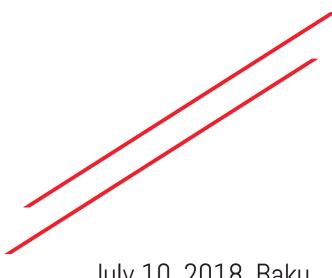
The last meeting, organized by the portal, took place on the contact line - in Guzanly village of Aghdam region. About **100 entrepreneurs** from Aghdam, Fizuli, Terter regions participated in the meeting.





#### President of the National Confederation of the Entrepreneurs' (Employers') Organizations of the Republic of Azerbaijan (ASK)

#### **BUSINESS SATISFACTION**



July 10, 2018, Baku

"Mammad Musayev, the president of Azerbaijani Confederation of Entrepreneurs said that Azerbaijan has carried out revolutionary reforms, and this process moved on very quickly: "The creation of an electronic trading platform - the Azexport portal has greatly contributed to exports in Azerbaijan. At the beginning of our cooperation with "Azexport", the export price for cotton fibre was approximately 1300-1350 US dollars. Thanks to the "Azexport" today, this price has increased by \$ 1,750. We expect a further increase in the price of this product. So, thanks to the foreign customers discovered by "Azexport", each ton of the cotton fibre is now sold about \$ 400-450 or 1/3 more expensively, which contributed to the flow of millions of additional export currency in the country."

#### **BUSINESS SATISFACTION**





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Afet Akhmedova

Entrepreneur

The company "Agro Bio Eko Tex" has managed to export its products to foreign markets using the services of the portal Azexport.az. The head of the Agro Bio Eko Tex, Ali Alizade, notes that the portal has created enabling conditions for local entrepreneurs in order to enterforeign markets.

This entrepreneur started to cooperate with the portal Azexport.az from August 2018, which brought success to him. During this time, he was presented detailed information on potential orders, technical barriers existing in the export market, and all export procedures in Azerbaijan. A. Shirinov, who exported his first batch of goods to Russia, stated his intention to continue cooperation with the portal and increase the volume of exported products. He plans to direct the profit from the export to the expansion of production and the creation of new jobs.

The entrepreneur Afet Akhmedova, who received the Free Sale Certificate through the Azexport portal, expressed her satisfaction with the fact that, the Free Sale Certificate helped to promote Azerbaijan around the world with the high quality products he exported to previously inaccessible markets. She said that she has received orders for their products from the Americas, Oceania, Indonesia and other countries. She also hopes to increase the number of orders with the issuance of free sales certificate which eliminates export restrictions.

