

NEWSLETTER

The Official Magazine of The British Chamber of Commerce in Kazakhstan. Issue September 2024



BRITISH CHAMBER OF COMMERCE
IN KAZAKHSTAN

ISSUE
17



BUSINESS UPDATE

Issue September 2024

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NEWSLETTER

The Official Magazine of The British Chamber of Commerce in Kazakhstan



BRITISH CHAMBER OF COMMERCE
IN KAZAKHSTAN

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*General Director
AHR Kazakhstan*



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Dinara Tanasheva
*Partner, Tax&Legal
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Leader for Kazakhstan
and Central Asia
EY*



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*Partner Digital CFO
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*Vice-President Marketing
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Honourary Member
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Legal Counsel

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Dinara Abileva

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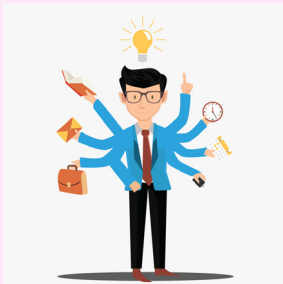
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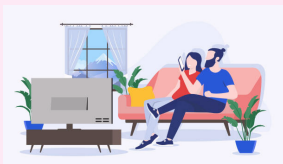
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Founding Members of British Chamber





Dear members,

Welcome to our latest newsletter. I hope that you had an enjoyable break over the summer period.

This is our first newsletter since our AGM, for anyone who was unable to attend we welcome back Adel Dauletbek, Timur Omashev and Dinara Tanasheva who were reelected to our committee and we welcome a new member to our committee, Maratbek Gabdullin, who is President of the Kazakh-British Technical University. During our AGM we also voted on our new student membership category which was unanimously approved, meaning we can now invite new student members to join the chamber.

As well as our AGM, we have also held two events in Almaty and a Sundowner in Atyrau. We have more events planned this month including a masterclass and the Annual Mining reception, so lots to look forward too.

And finally we are intending to start a new AI working group, so if this appeals to anyone, please contact Dinara for more information.

Please enjoy our newsletter, and if you have any updates or events to add, please let us know.

Timothy Owen
t.owen@ahr-kazakhstan.com
The British Chamber of
Commerce in Kazakhstan

DIRECT FLIGHT TO VIETNAM

PHU QUOC

from 28 October





BRITISH CHAMBER OF COMMERCE
IN KAZAKHSTAN

Business via JV between foreign and local companies. Conflict resolution.

We are pleased to share that our seminar on “Business via JV between Foreign and Local Companies: Conflict Resolution,” featuring Zaira Sarsenova, Partner of GRATA International, was a great success.

The event provided valuable insights into the legal aspects of conflict resolution between shareholders in joint ventures. Zaira Sarsenova’s expertise in natural resources, transport, telecommunications, construction, and infrastructure industries greatly enriched the discussions.

Key topics covered included:

Legal limitations and features of conflict resolution in JVs.
Potential corporate changes to optimize decision-making processes in existing JVs.
Judicial approaches to addressing unresolved deadlocks.
The seminar concluded with a lively Q&A session, where participants had the opportunity to engage directly with Zaira and discuss specific challenges they face in their joint ventures.

We appreciate everyone who attended and contributed to the event’s success. We look forward to seeing you at our future events.





BRITISH CHAMBER OF COMMERCE
IN KAZAKHSTAN

Annual General Meeting 2024

On Thursday, June 13, 2024, the British Chamber of Commerce in Kazakhstan held Annual General Meeting (AGM). The meeting took place at 5:00 PM at the KPMG office on the 9th floor of BC Koktem, 180 Dostyk, Almaty, with a satellite meeting connected via video conference at the Norsesec Delta Projects office in Atyrau. An online platform was also available for virtual attendees.

The AGM addressed the following agenda items:

Approval of the annual accounts for the year ending December 31, 2023.

Consideration and approval of an amendment to the Articles of Association to introduce a new non-voting student membership category.

Declaration of the results of the Committee election.

The meeting emphasized the importance of involving future business leaders through the new student membership category, aimed at enhancing UK-Kazakhstan trade relations and invigorating the Chamber with younger members.





BRITISH CHAMBER OF COMMERCE
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Expanding the Boundaries of Sustainable Tourism in Kazakhstan: East Kazakhstan and Almaty Region

On June 26th, we had a fantastic event called “Expanding the Boundaries of Sustainable Tourism in Kazakhstan: East Kazakhstan and Almaty Region,” moderated by Anastasia Froimchuk.

The program included insightful sections on the tourism potential of both regions, with great presentations from local tour operators and hotels.

Section 1: Almaty Region

Speaker: Alexander Guzhavin from Qazaq National Parks

Section 2: East Kazakhstan

Exploring the tourism potential of remote areas

Speakers: Alexander Deriglazov (Meloman Travel), Anastasia Froimchuk (Eco Hotel Zarechie), Irina Klinovitskaya (VOYAGE), Ekaterina Orlova (Altay Pro)

We wrapped up the event with an enjoyable tour of Ayusai.

The event was held in Ayusai, Almaty. We provided a transfer for 700 tenge, with a representative meeting everyone at the Al-Farabi Navoi bus stop at 10:30 AM. Participants traveled together on route 211 to the event and returned the same way.

Thank you to everyone who joined us! Follow the news and don't miss our next events!





BRITISH CHAMBER OF COMMERCE
IN KAZAKHSTAN

Ayrau Sundowner

It was our pleasure to have invited you to the Ayrau Sundowner, an event co-organized by the British Chamber and generously sponsored by Norsec.

The evening exceeded our expectations, turning out to be a wonderful blend of networking, relaxation, and engaging conversations. The atmosphere was warm and inviting, thanks in no small part to your presence. It was truly a memorable occasion, filled with opportunities to connect with colleagues, forge new relationships, and enjoy the company of like-minded professionals.

The event took place at the Hub in Ayrau, a venue that perfectly complemented the evening's spirit. Attendees appreciated the thoughtfully arranged setting, which fostered open dialogue and a comfortable environment for all. From the delicious refreshments to the seamless organization, every detail was carefully considered to ensure a pleasant experience for everyone.

We were also fortunate to have Norsec as our sponsor, whose support played a significant role in making the event possible. Their contribution was deeply appreciated, and we took a moment during the evening to acknowledge their generosity.

We had requested RSVPs by August 22nd, and we were thrilled to see such a strong turnout. Your participation was not only highly valued but also instrumental in making the Ayrau Sundowner a success. We are grateful for the time you took to join us, and we look forward to future opportunities to gather and connect.

Once again, thank you for being a part of this special evening. We hope the Ayrau Sundowner was as enjoyable and beneficial for you as it was for us, and we eagerly anticipate seeing you at our next event.





BRITISH CHAMBER OF COMMERCE
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A-Level Results 2024



We are deeply proud of the hardworking and talented students who graduated from Haileybury Almaty in 2024.

Their A-Level examination results have been outstanding with some of the best scores on record. Six out of 10 A-Level grades were either at A* or A and 8 out of 10 grades were A* to B. The A-Level system remains the world's most popular route to a globally renowned university destination.

As a result university destinations have been spectacular and we are delighted to see our 2024 school leavers moving on to world class highly competitive university destinations including Cornell, Stanford, Caltech, Berklee, NYU, Toronto, LSE, UCL, Warwick and many other top quality universities in the US, Canada, Europe, Middle East, Asia and Australia. Over \$4.8 million has been won in university scholarship funds, which is a record sum representing academic achievements of the highest order.

It is very exciting to see these Haileybury Almaty alumni move into exciting courses at the university in Law, Finance, Economics, Engineering, Robotics, Biotechnology, Astrophysics, AI, Neuroscience, Computing Science, Music, Psychology, and Liberal Arts. We wish all these graduating school leavers our very best as they start the next stage of their educational journeys this autumn.



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Highlights from Summer STEM Camp



Highlights from
Summer STEM Camp Haileybury Almaty

Each day our young scientists explored Science, Technology, Engineering, and Mathematics (STEM) through exciting projects and experiments. Weekly themes kept their curiosity alive and learning fun!

Beyond academics, campers enjoyed creative activities, sports, and excursions, making new friends and the best memories. Our school canteen provided nutritious meals, ensuring everyone stayed active and healthy.

Check out the photos capturing the joy and enthusiasm of our campers. Thank you to everyone who made this summer unforgettable! We look forward to more adventures next year.

A Silver Medal At The International Mathematics Olympiad In the UK



On July 23, 2024, the Ministry of Education of the Republic of Kazakhstan announced that students from Kazakhstan have won five medals at the 65th International Mathematics Olympiad (IMO) in the United Kingdom. This prestigious event saw the participation of top mathematical talents from around the world, and our team has once again proven their exceptional skills and dedication.

The Kazakhstan team included Miron, our Year 13 student, who secured a silver medal, earning second place. This achievement highlights the high level of education and preparation provided by our schools, as well as the students' hard work and perseverance.

The IMO is known for its challenging problems and rigorous competition, making these accomplishments even more significant. The students' success brings pride not only to their schools and families but also to the entire nation.

We congratulate all participants and extend our special recognition to Miron and his fellow teammates for their outstanding performance. Their achievements serve as an inspiration to all students and underscore the importance of fostering mathematical talent and critical thinking skills. Stay tuned for more updates and success stories from our talented students



A SILVER Medal at the International
Mathematics Olympiad in the UK



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Haileybury Almaty Student Shines at Almaty Physics Battles 2024



We are thrilled to share the fantastic news that our student, Danial, has earned the bronze medal at the prestigious Almaty Physics Battles 2024. This event, held from July 4 to July 11 at Satbayev University, saw participation from 812 students representing 221 teams from Kazakhstan, Russia, Belarus, Uzbekistan, Kyrgyzstan, and Tajikistan. The Almaty Physics Battles is a unique and significant event for Kazakhstan and Central Asia, bringing together young minds to compete in intellectual battles, showcasing their knowledge and skills in physics. This year’s competition was particularly notable as it included international teams for the first time, with participants from Bashkortostan and the SUNC MSU team from Moscow, Russia. Danial, a member of the “Interstellar” team, demonstrated exceptional talent and perseverance, leading his team to a well-deserved third place in the senior league (grades 10-12).

As a reward for their achievement, the team received the prestigious WOLFRAM AWARD, which includes a one-year subscription to Wolfram|One Professional Edition valued at \$1,660, an opportunity for a research internship at the physics and engineering departments of Satbayev University, and valuable gifts from Satbayev University and the Almaty Branch of NRNU MEPhI.

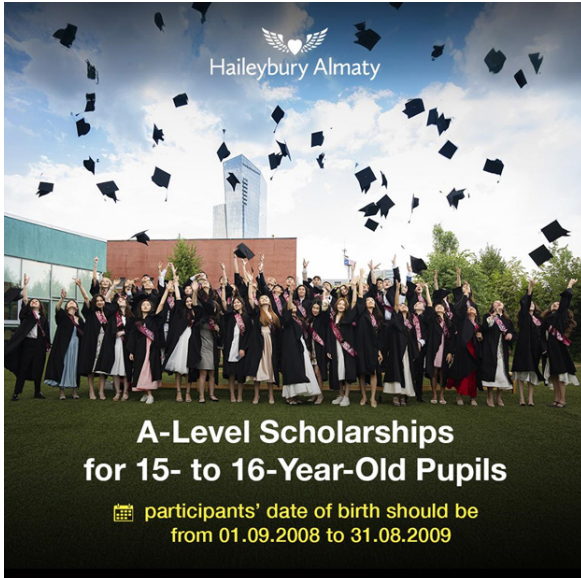
This remarkable achievement is a testament to Danial’s hard work and dedication, and we couldn’t be prouder of his success. His accomplishment not only highlights his individual talents but also reflects the high standards of education and academic excellence at Haileybury Almaty. Congratulations to Danial and the “Interstellar” team! We look forward to seeing more of our students participate and succeed in such esteemed competitions in the future.

<https://www.haileybury.kz/en/almaty/alevel-scholarships>



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Haileybury Almaty is proud to announce the launch of the A-Level Scholarships contest



Join the best!

Haileybury Almaty is proud to announce the launch of the A-Level Scholarships contest. These scholarships will be awarded to talented and ambitious students aged 15-16* who strive for academic excellence and want to get to the world's leading universities. The A-Level qualification recognized all around the world provides unique opportunities for in-depth study of subjects and preparation for entry into top educational institutions.

Exceptional opportunity

Our scholarships fully or partially cover the two-year A-Level programme. To participate in the contest, you should demonstrate excellent academic results, a high level of English and a desire for leadership. Successful applicants will be part of the prestigious Haileybury community and will have access to leading educational experiences and support on their path to future success.

Registration is now open! Don't miss your chance to become part of a school with rich traditions and an innovative approach to education. Make yourself known and secure your way into the best universities in the world.



Haileybury Almaty A-Level Scholarship 2025

We are glad to announce that the registration for the Haileybury Almaty A-Level Full and Partial Scholarship Competition for 2025-2027 (academic years 12-13) is open! We invite 15-16 y.o. pupils to participate on the Competition* (participants' date of birth should be from 01.09.2008 to 31.08.2009)

The Haileybury Almaty A-Level Scholarship is available for the external candidates with an outstanding academic performance to study A-Level programme (2 years). The candidate must be a Kazakhstani citizen who turned 16 before the start of the academic year (September 1st, 2025), and is not available to pay the tuition fees due to financial reasons.

We invite all candidates to participate in the 1st STAGE of our Scholarship Competition.

Olympiad subjects: Maths, Science, English

The Olympiads will be held in the following subjects: mathematics, scientific subjects (physics, chemistry, biology), English.

<https://www.haileybury.kz/en/almaty/alevel-scholarships>



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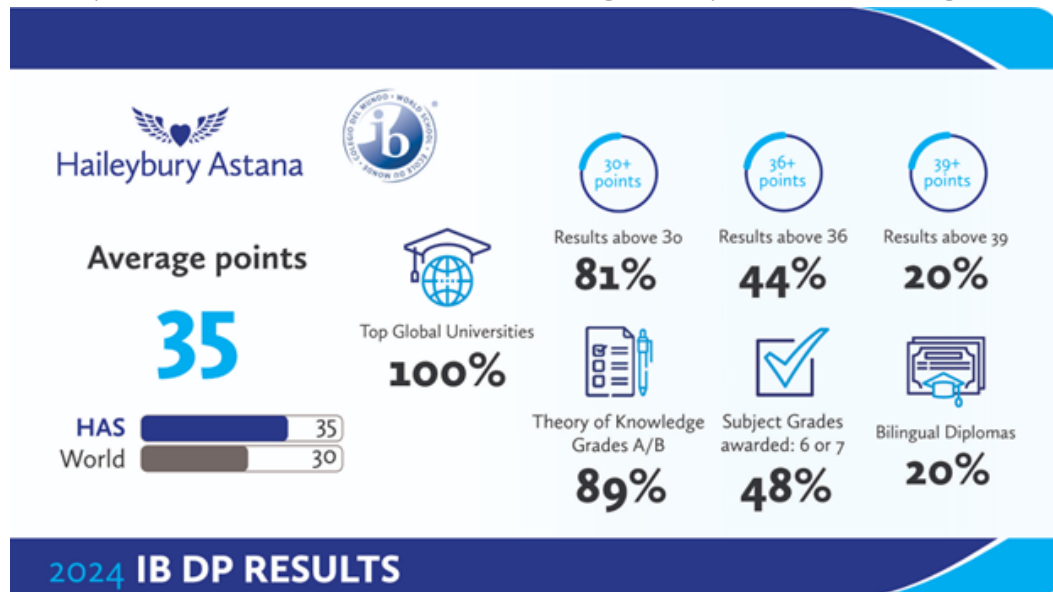


IB Results 2024



This year, our school has achieved remarkable results on the IB Examinations. The graduates of today are joining a global community of over 2.4 million lifelong learners across 159 countries. The worldwide average IB Diploma Programme (DP) score for the May 2024 session stands at 30 points. Haileybury Astana proudly boasts an average IB point score of 35, surpassing the global pupil average. Remarkably, nearly 44% of our students have achieved an outstanding average score of 36 points or higher. We also celebrate that just under 48% of subject grades were awarded as a 6 or 7. Finally an impressive 89% of our students were awarded top grades in the Theory of Knowledge component of the course. These achievements truly showcase the exceptional accomplishments of this graduating class.

Our pupils are now joining elite universities, which include MIT, University of California, Durham, UCL, Edinburgh, British Columbia, Toronto, HKST, Amsterdam and many more. We extend our heartfelt gratitude, on behalf of our students and parents, to the dedicated teachers, the IB coordinator, and the university counsellors at Haileybury Astana for their unwavering support throughout the IB Diploma Programme journey. The International Baccalaureate Diploma Programme offers a challenging yet highly rewarding academic path that opens doors to prestigious universities across the globe. We take immense pride in our students and their remarkable achievements! Thank you, and let us celebrate the outstanding accomplishments of our graduates together!





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Summer Camp 2024



This summer, Haileybury Astana was alive with laughter, creativity, and boundless energy as we hosted our enchanting Summer Camp for children aged 2-7 years.

Our youngest campers embarked on a magical journey filled with fun, learning, and new friendships.

A Summer of Fun and Learning

We crafted a diverse and exciting programme that kept our little ones engaged and eager to explore every day. Our camp included:

English classes: through interactive and playful lessons, children enjoyed learning and practising English, making it a fun part of their daily routine.

Sports and Swimming: our young athletes loved the dynamic sports activities and refreshing swimming sessions that promoted health and fitness.



Robots, Art and Excitement: Highlights from TechCamp

Our campers were treated to a wide array of activities designed to inspire and entertain:

Animators' show: captivating performances that brought smiles and joy to all.

Dance, games, and cinema: energetic dance sessions, fun games, and cosy movie times that kept the excitement high.

Reading and speaking clubs: Encouraging a love for books and improving speaking skills in a fun, interactive setting.

Art & crafts: hands-on projects that allowed children to create and explore their artistic side.

Healthy and nutritious meals

We believe in nurturing both the body and mind. Our camp provided healthy breakfasts, lunches, and snacks, ensuring that our campers stayed energised and ready for their next adventure.

<https://www.haileybury.kz/en/astana/news/summer-camp-2024-a-magical-journey-for-our-youngest-explorers>



BRITISH CHAMBER OF COMMERCE
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Kindergarten Admissions



Haileybury Kindergarten is a special place and we would love to show you how we make it such a great environment for children to learn and grow.

The best way to understand how we do this is to come and see for yourself. We encourage you to book a tour and see how we prepare you and your children for life at Haileybury.



Haileybury Junior School delivers a British curriculum to our pupils aged 5-10. It is built on the broad foundation established in Haileybury’s Kindergarten and continues to develop social, numeracy and communication skills through a combination of play and multi-sensory learning activities right through the Junior school.

Haileybury Junior School delivers a British curriculum to our pupils aged 5-10. It is built on the broad foundation established in Haileybury’s Kindergarten and continues to develop social, numeracy and communication skills through a combination of play and multi-sensory learning activities right through the Junior school.

We prepare pupils to develop academically and to achieve at the highest level. Their endeavours are supported by outstanding facilities, study resources and enrichment opportunities.

<https://www.haileybury.kz/en/astana/junior-admissions>



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Cross-Cultural Management and Marketing

De Montfort University Kazakhstan (DMUK) invites you to attend a lecture on Cross-Cultural Management and Marketing, one of key modules of the DMUK MBA Global programme. This session will demonstrate how academic principles can enhance your daily practices in people management and marketing.

The lecture offers a unique opportunity to engage with experts in the field and gain valuable insights into the latest trends and strategies. We believe that the knowledge and skills shared during this session will be highly beneficial for your professional development and practical application.

We look forward to your participation.

MBA Insight Session: Cross-Cultural Management and Marketing

Date: September 5th, 2024

Time: 16:00 – 18:00

Location: DMUK Campus, Building C (Al Farabi Avenue 120/64, Almaty), Floor 2, PwC Room (C2.02)

Language of conduct: English

Speakers:



Dr. Anass Karzazi- Head of Department, Business Management & Law
Dr. Karzazi is a distinguished Lecturer in Marketing at DMUK, bringing a wealth of knowledge and international experience to his teaching and research. He holds a PhD in Business Administration from Central European University in Austria, an MBA from CEU Business School in Hungary, a Diploma of Postgraduate Studies in Agrofood Marketing from IAMZ in Spain, and an Agronomy Engineer (MSc) degree from IAV Hassan II in Morocco. His extensive international experience spans Hungary and Morocco, providing him with a diverse and comprehensive understanding of global business dynamics.



Prof. Haina Zhang- Head of Campus
Professor in Management, PhD in Management from University of Otago, New Zealand, MSc in International Management, University of Reading, UK. Fellow of the Higher Education Academy, UK.
Prof. Zhang has extensive international experience, including working at the University of Glasgow (UK), Lancaster University (UK), and the University of Aberdeen (UK); conducting research in the UK, New Zealand, and China; teaching in the UK, France, New Zealand, China, and Qatar.





BRITISH CHAMBER OF COMMERCE
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Cross-Cultural Management and Marketing

Programme:

16:00- 16:05 | Welcome and Introduction

A brief welcome by the session host, setting the stage for the insightful discussion.

16:05- 16:35 | Keynote Presentation by Dr. Anass Karzazi

Dr. Karzazi will delve into the nuances of cross-cultural marketing, exploring how to create effective marketing strategies. Learn about real-world examples, case studies, and best practices that can be applied in various business contexts.

16:35- 17:05 | Presentation by Prof. Haina Zhang

Prof. Zhang will discuss cross-cultural management, sharing her expertise on managing teams in diverse cultural environments. Gain insights into the challenges and opportunities of cross-cultural leadership.

17:05- 17:15 | Q&A Session

An interactive segment where attendees can engage with Dr. Karzazi and Prof. Zhang, asking questions and gaining further insights into the topic.

17:15- 17:45 | Overview of MBA Application Process and Benefits

The Head of Admissions will provide a brief overview of the MBA application process at DMUK, detailing the requirements, deadlines, and tips for a successful application, outlining the benefits of obtaining a British MBA diploma, including career advancement, global recognition, and networking opportunities.

17:45 | Networking. Coffee and snacks

Why Attend?

- Gain expert insights into cross-cultural management and marketing.
- Understand the application process for DMUK's MBA programme.
- Learn about the advantages of a British MBA diploma.
- Network with faculty, admissions staff, and fellow prospective students.

We look forward to welcoming you to this informative session that will equip you with knowledge and opportunities for your career.

<https://dmuk.edu.kz/cross-cultural-management-and-marketing-mba/>



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Charitable Causes

- As a part of its continuous commitment to social responsibility, EY is organizing a charity event to support local orphanage, aiming to improve the lives of the children through various initiatives. The company has recognized the unique challenge that these children face and is taking proactive steps to provide not just immediate relief but also long-term support.
- Each year EY Kazakhstan is purchasing and donating school supplies to ensure that children in need are well-prepared for the upcoming school year.

SEMINARS / WEBINARS / PUBLIC TALKS



3. EY has shared best practice on IFRS S1/S2 with the Agency of Regulation and Development of Financial Market and banks in Kazakhstan. A seminar has focused on requirements for risk management transformation in financial organizations to ensure compliance with the standards. The seminar helps companies to implement these standards correctly and avoid financial reporting errors that could lead to regulatory issues or damage to reputation.

4. Vladimir Fesenko, Partner, People Advisory Services leader, addressed challenges hindering the use of various investment tools and their impact on investment income during a forum on universal tax declaration in Kazakhstan.
RESEARCH

5. In 2024 EY has conducted a survey on CEO operating in a turbulent economy. The results pointed three main growth points amid uncertainty:

- Capital allocation: prioritizing key tasks to expand long-term growth opportunities
- M&A Activities: CEOs should engage in mergers and acquisitions to maintain competitiveness in uncertain conditions
- Adopting New Technologies: Companies that leverage AI and other innovative tools will achieve higher results

6. How sustainable energy can contribute to sustainable growth? Global waste surge is expected to increase from 2 billion to 3.4 billion tons by 2050. However, there could be seen a sustainable shift, where emphasis is put on Waste-to-Energy (WtE) to convert waste into energy. To implement this approach, Kazakhstan plans for WtE sector development, including waste incineration plants, and an initiative to increase public awareness and waste reduction. Read the article by EY Partner, Transactions & Corporate Finance (TCF) Amangeldy J Mussayev





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Charitable Causes



7. Decarbonization in the mining and metallurgical sector of Kazakhstan

Kazakhstan’s mining and metallurgical industry faces tighter regulations aimed at reducing emissions, including a planned reduction in greenhouse gas (GHG) emission quotas by 2030 and the introduction of a carbon tax by 2025. Compliance with upcoming European carbon standards, especially CBAM (aluminum, steel), is crucial for maintaining Kazakhstan’s market presence, necessitating urgent measures to reduce the industry’s fiscal burden.

8. The European Bank for Reconstruction and Development (EBRD) in collaboration with EY supports employment opportunities through a project on economic integration in Kazakhstan’s natural resources and energy sectors. As a part of this project, a seminar was organized by EY along with JSC “Mangistau Regional Electricity Company” and the National Body for Professional Qualifications of JSC “Center for the Development of Labor Resources” to focus on enhancing employer participation in the National Qualifications System (NQS) and improving the processes for developing, approving, and updating professional standards.



9. The EY HR Club – a platform, for over 800 HR professionals in Kazakhstan and Uzbekistan, is celebrating its third anniversary this year, and it is a place to congratulate colleagues prolonged efforts in enhancing work environment. The club has expanded fourfold and hosted over 30 events, focusing on experience sharing and skill development. The recent EY HR Club meeting, with over 70 HR specialists from Almaty and Astana, focused on the importance of grading systems for compensation management.

<https://www.facebook.com/EYKazakhstan/posts/pfbidObLUspdMQbn9h1TSZFMSyu47ALBsiLeVVm7pqLFPJZ88DWdR3o7KCjPyemGpXd5el>



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3

offices in KZ



20

Scrum teams

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bringing the most value for our
partners

19

years of
experience



250+

IT experts



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Security & Access Control



In today's world, where the security of information and resources is critically important, many companies face a range of challenges related to access management and key control. Regardless of the industry be it IT, logistics, real estate, or others the question of how to ensure reliable protection and access control remains a top priority. Common issues include data leaks, unauthorized access, key loss, and lack of transparency in the management system. These risks can lead to significant financial losses, business process disruptions, and even threats to overall security.



The Innovative Solution – Traka Touch Pro
This is where Traka Touch Pro comes into play. It is a modern, high-tech access control and key management system that offers companies a reliable and effective solution for securing their resources. Traka Touch Pro automates the process of issuing and returning keys, providing full reporting and control over who accessed which resources and when. The system is designed to minimize risks and ensure strict control, which is particularly crucial in highly sensitive industries.

About ATI

AtyrauTechInvest (ATI) is not just a supplier of equipment and systems, but primarily a software developer delivering turnkey projects. We offer a full range of services: from design and development to integration and the supply of necessary equipment. Our partners include leading global manufacturers such as Lenel, Traka, Goldtouch, Microsoft Atexxo, HPE, GoodSync, and APC. ATI is the exclusive partner of Traka in Central Asia and offers advanced solutions based on the Traka Touch Pro system. For more information, please contact info@atikz.com.



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Together with our agency,
let's create a safe and
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BRITISH CHAMBER OF COMMERCE
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AI Tools for Business: 2024's Game-Changers

1. ClickUp

ClickUp AI represents an AI-driven assistant seamlessly integrated into the ClickUp productivity platform. It stands ready to assist you with an array of tasks, which encompass:

Text Generation: ClickUp AI excels at crafting text for diverse purposes, be it composing blog posts, fashioning marketing content, or condensing extensive documents. Language

Translation: ClickUp AI boasts the ability to seamlessly translate text across a multitude of languages.

Answering Queries: ClickUp AI is proficient at addressing your inquiries spanning a wide spectrum of topics, whether it's related to project management, productivity, or the intricacies of business.

Idea Generation: ClickUp AI is a valuable companion for brainstorming innovative concepts, be they for projects, product development, or strategic marketing campaigns.

Document Summarization: ClickUp AI streamlines lengthy documents into concise and easily digestible formats.

While ClickUp AI continues to evolve, it already demonstrates its potential as a robust tool capable of enhancing efficiency and productivity.



2. ChatGPT

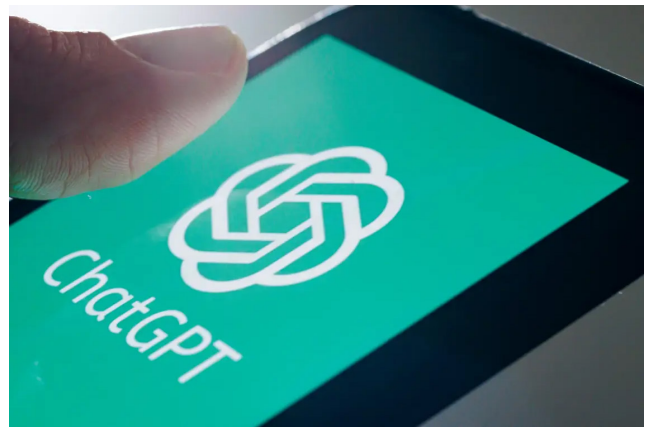
“ChatGPT, developed by OpenAI, is an AI-powered language model capable of producing text that closely resembles human language, driven by context and previous conversations. While it's still in the developmental phase, ChatGPT has already found applications in various areas, including:

Conversing with Humans: ChatGPT can engage in discussions with people, albeit within certain limitations. It can respond to inquiries, follow instructions, and even craft narratives.

Text Generation: ChatGPT possesses the capability to generate text to serve various purposes, including blog articles, crafting marketing content, or summarizing lengthy documents.

Language Translation: ChatGPT can proficiently translate text across numerous languages.

Question Answering: ChatGPT is equipped to address queries on a diverse array of subjects, spanning science, history, or current events.



READ MORE:

<https://www.simplilearn.com/top-ai-tools-for-business-article>



BRITISH CHAMBER OF COMMERCE
IN KAZAKHSTAN

Small Business Tips to Help Build Success

Identify your target audience

When starting your own business, thoroughly research and understand who or what your target audience is. That may sound obvious, but lacking solid descriptions of your target customers may lead to business failure. Analyze relevant demographic data, current consumer behavior, market trends, and competitors. Knowing your target audience is crucial for effective marketing, communication, and meeting potential customer needs.

Seek new markets for expansion

Parallel to target audience research, additional analysis is needed to identify possible new markets for sales. A business owner should review marketing trends and conditions, consumer demand, cultural differences, purchasing power, and likely competitors. These factors heavily influence new market expansion decisions. You might need to modify your current business model to cater to specific demands of new potential customers.

Protect your intellectual property

Intellectual property (IP) includes things like inventions, trade secrets, and industrial processes. But IP can also encompass brand names, logos, artwork, and package designs. This type of IP has potential for increasing competitive advantages and strengthening brand value. Protecting your IP may include registering any trade secrets and obtaining patents, trademarks, and copyrights. A business plan should establish any how's and why's of IP protective strategies. IP enforcement and defense should be considered, such as licensing agreements and infringement litigation strategies. By maintaining and leveraging IPs, businesses can differentiate themselves from competitors.

Understand cash flow and business expenses

Despite the chaos of daily events, small business owners must understand how money flows in and out. Accurately projecting and managing cash inflows (revenue, investment returns) and outflows (expenses, loan payments, taxes) is crucial. Establish an accounting system, perhaps by using one of the many software solutions available on the market. Keeping up to date on your cash flow is the only way to know whether you have sufficient funds for daily operations as well as growth. With thorough analysis of expenses, you'll identify potential cost savings, uncover ways to help improve profits, and maintain healthy business finances.

Actively listen to customers

One good way to gather valuable insights is to use active listening with both established and new customers. Besides building stronger relationships and greater customer satisfaction, it provides free intel that can help build a competitive market edge. Communicate with customers — listen (and write down) customer expectations, preferences, and pain points. Regularly review that data and look for trends and other target audience insights. And if you want to go the extra mile toward success, listen to shoppers who decide not to do business with you.



BRITISH CHAMBER OF COMMERCE
IN KAZAKHSTAN

Autumn Holidays in Kazakhstan



The Kazakh Government added two new holidays to the calendar, Kazinform News Agency reports.

February 2 marks the National Print Day, while the National Radio Workers' Day is observed on October 1.

Professional holidays will give an impetus for the further development of the country's mass media, the Kazakh Culture and Information Ministry said in a statement.

The decree is brought into force on August 21, 2024.

As earlier reported, eight new holidays were included in the holiday list.

April 7 is the Day of Public Service Workers, and April 16 is the Day of Municipal Housing Economy's Workers. May 20 marks the Metrology Workers' Day, while July 10 is the Veterinarians' Day. Holidays in the autumn include the Hunting Reserves Workers' Day which falls on the first Saturday of September, the Higher Education Workers' Day on October 1, Standardization Workers' Day on October 16 and Anticorruption Workers' Day on November 18.

<https://www.advantour.com/kazakhstan/national-holidays.htm>

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