

Funded by
the European Union

eBay Central Asia Hub

Connecting Central Asian SMEs with International Customers through E-Commerce

Update Summer 2022

Agenda

1. Scope and Objective
2. Selection Criteria
3. Process
4. The Stores before and after
5. Results to Date
6. Lessons Learned
7. Training

1. Scope and Objective

Project Scope & Objective

- Train 100+ entrepreneurs across 5 Central Asian countries on e-commerce exports
- On-board 30+ entrepreneurs to the [eBay Central Asia Hub](#)

Seller Objectives

- Open & manage own shop on eBay
- Understand how to optimize products on eBay
- Understand dynamics of an intentional online marketplace
 - Who is the competition?
 - What are the price levels?
 - What are success factors in online exporting?
- Make first exports through eBay

2. Selection criteria



Resident of
Central Asia



1 Responsible
Person dedicated
to launching eBay
shop



Highly Engaged:
Presence at all
Webinars & all
Assignments
completed

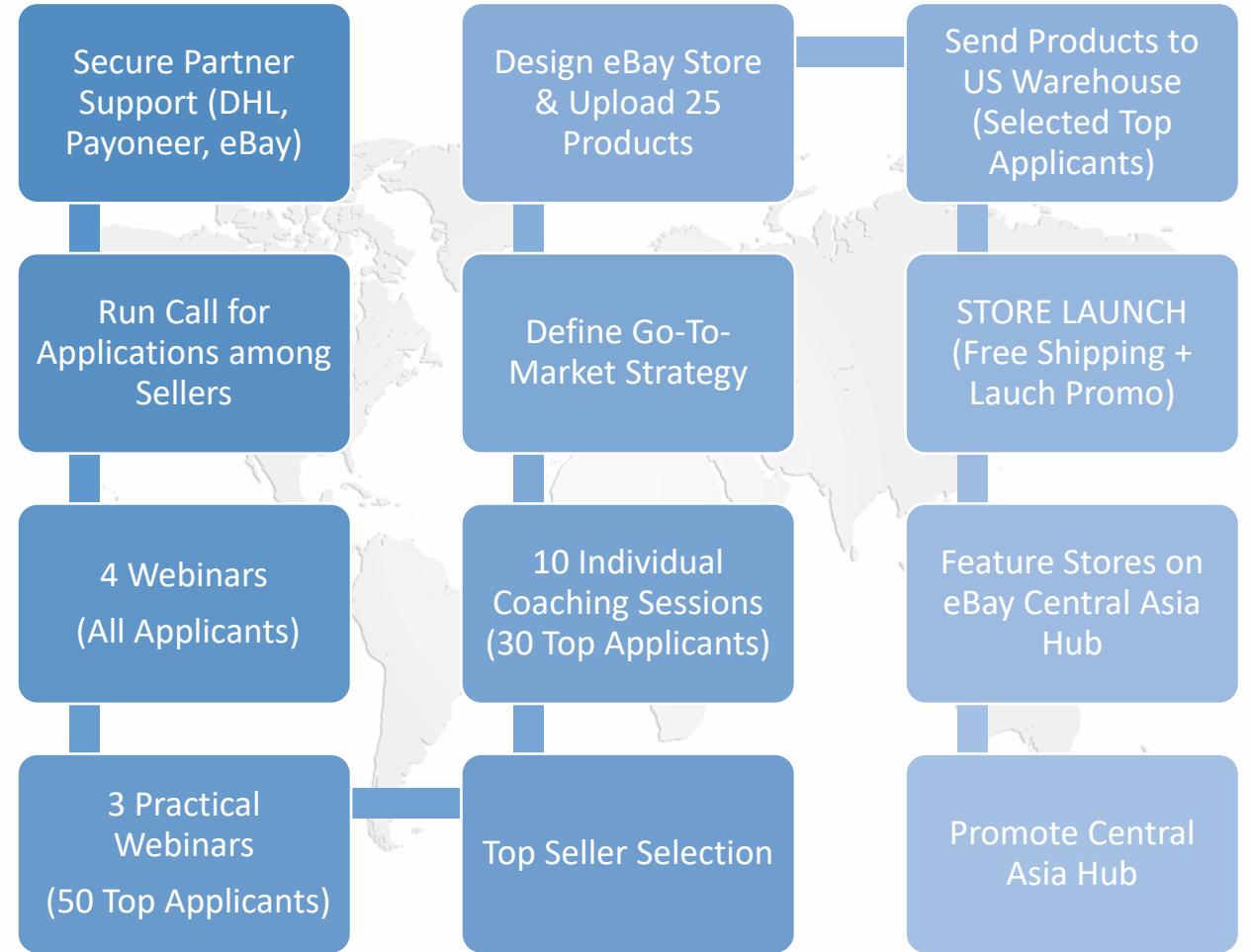


Minimum 20
products.
Products suitable
for export
(handicraft / <2kg
a piece)



Willingness to
invest 4h / week
over 3 months
during store
launch

3. Process



4. The stores before and after

This section covers examples of sellers across 5 Central Asian countries

- Feruz Temirov, Feruza Art, Uzbekistan
- Sarvinoz JUNAYDOVA, LAAL Textiles, Tajikistan
- Begaim Ymanbekova, TUMAR Art Group, Kyrgyzstan
- Aidana Batykhova, Astau Shop, Kazakhstan
- Nabat Myalikgulyeva, Touched By Karakum, Turkmenistan

4. The stores before and after

Art Feruz, Uzbekistan

Before

Feruz Temirov has had little experience selling online. Previously, he made a handful of sales via Instagram, but has mostly relied on exhibitions to connect with international customers.

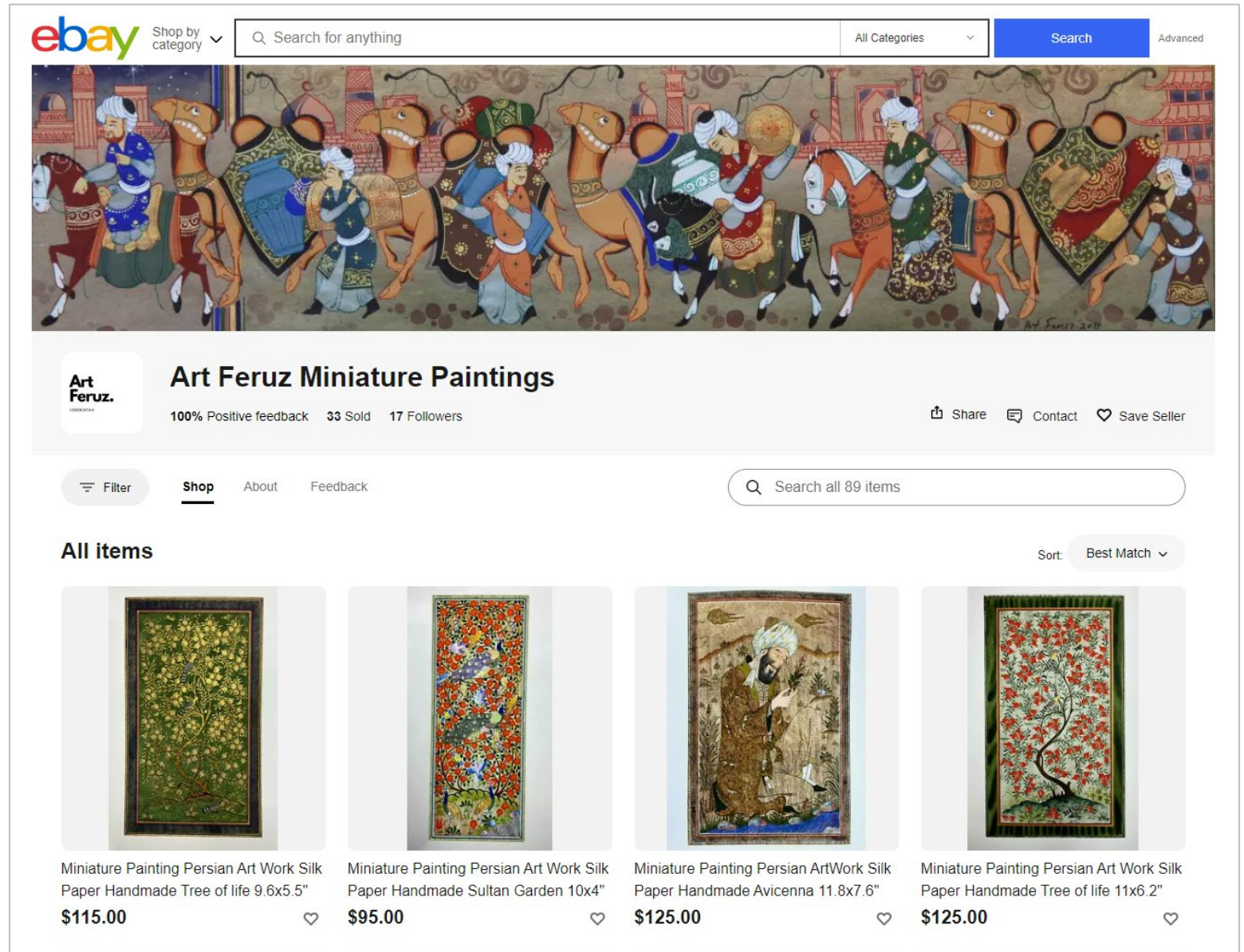
After

On eBay, Feruz found a niche despite a relatively high retail prices of between \$95 - \$450.

Feruz has sold 33 paintings to customers in the US, and UK so far, generating \$4,320 in sales on eBay.

In addition, Feruz has been able to turn an eBay repeat buyer into his own customer and has sold further paintings off eBay.

Products uploaded: 89



The screenshot shows the eBay storefront for 'Art Feruz Miniature Paintings'. At the top, the eBay logo is on the left, followed by a 'Shop by category' dropdown, a search bar with the text 'Search for anything', and 'All Categories' and 'Search' buttons. Below the navigation is a large banner image of a miniature painting depicting a group of people on horseback in traditional Persian attire. Underneath the banner, the store name 'Art Feruz' is displayed with a small logo, followed by 'Art Feruz Miniature Paintings' in a larger font. Below the store name, it says '100% Positive feedback 33 Sold 17 Followers'. To the right of this information are icons for 'Share', 'Contact', and 'Save Seller'. Below the store header, there are tabs for 'Filter', 'Shop', 'About', and 'Feedback', with 'Shop' being the active tab. A search bar on the right says 'Search all 89 items'. Below the tabs, the section is titled 'All items' and has a 'Sort: Best Match' dropdown. There are four product listings shown, each with a miniature painting image, a title, and a price:

Product Title	Price
Miniature Painting Persian Art Work Silk Paper Handmade Tree of life 9.6x5.5"	\$115.00
Miniature Painting Persian Art Work Silk Paper Handmade Sultan Garden 10x4"	\$95.00
Miniature Painting Persian ArtWork Silk Paper Handmade Avicenna 11.8x7.6"	\$125.00
Miniature Painting Persian Art Work Silk Paper Handmade Tree of life 11x6.2"	\$125.00

4. The stores before and after

LAAL Textiles, Tajikistan

Before

Sarvinoz has has trialled selling domestically in Tajikistan via LAAL's own webpage but had gathered no experience exporting prior to this program

After

eBay is LAAL's first venture into international markets and they has found a clientele on eBay.

LAAL sold 16 products so far, to customers in Puerto Rico, Chile, Switzerland and US

LAAL focuses on handmade items an relies on DHL special rates to deliver products worldwide.

Products uploaded: 86

The screenshot shows the eBay storefront for 'Laal Textiles'. At the top, the eBay logo and search bar are visible. The main banner features a close-up of a red and gold embroidered pomegranate on a pillow, with the LAAL Textiles logo and the text 'MADE IN TAJIKISTAN' and 'The perfect combination of beauty and sophistication'. Below the banner, the store name 'Laal Textiles' is prominently displayed, along with a 100% positive feedback rating, 16 sold items, and 2 followers. Navigation tabs for 'Filter', 'Shop', 'About', and 'Feedback' are present. A search bar for the store's 86 items is also visible. The 'All items' section displays four product listings:

- Modern Bag Anor pomegranate**: hand embroidery brand new unuse... \$20.58
- Modern Pillow case Flowers large**: Hand embroidery Tajik Design new... \$14.62
- Modern leader Clutch Jihak**: Tajikistan Design leather hand... \$34.32
- Modern Handmade Carpet Suzani**: Patchwork Tajik Design brand new,... \$439.34

4. The stores before and after

TUMAR Art Group, Kyrgyzstan

Before

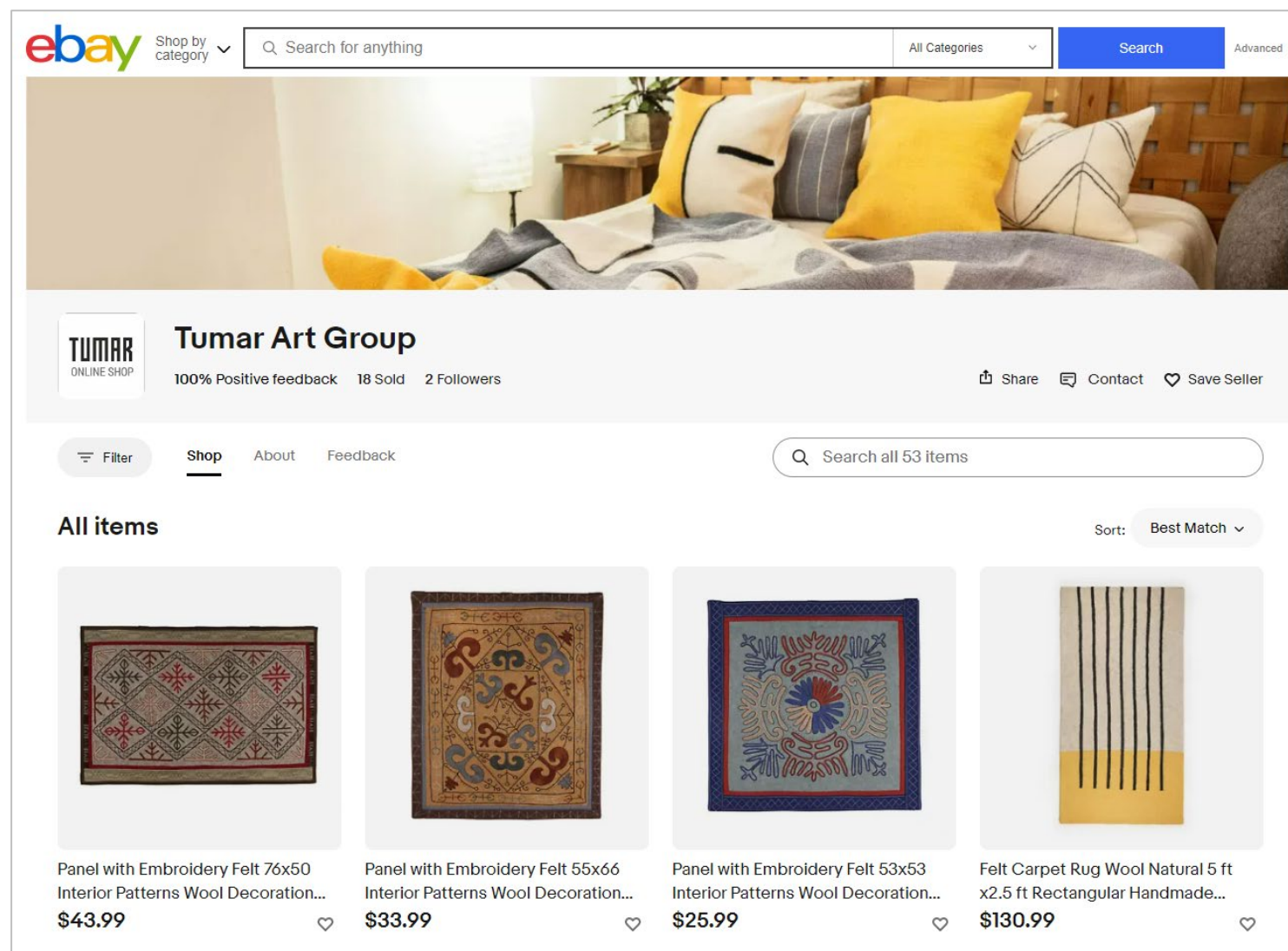
TUMAR Art Group have their own domestic website and have had occasional sales to tourists in their shop in Kyrgyzstan.

After

TUMAR were quick to learn how to optimize products on eBay, especially given the high shipping cost – they relied fully on courier service (DHL) for deliveries worrying that Kyrgyz Post was not quick and reliable enough.

So far TUMAR Art Group realized 18 sales on eBay selling to customers in US, Germany and UK.

Products uploaded: 53



The screenshot shows the eBay storefront for TUMAR Art Group. At the top, the eBay logo is on the left, followed by a 'Shop by category' dropdown, a search bar with the text 'Search for anything', an 'All Categories' dropdown, and a blue 'Search' button. Below the search bar is a banner image of a bed with several colorful pillows (yellow, grey, and white with geometric patterns). Underneath the banner is the store's header, which includes the 'TUMAR ONLINE SHOP' logo, the store name 'Tumar Art Group', and statistics: '100% Positive feedback', '18 Sold', and '2 Followers'. To the right of these statistics are icons for 'Share', 'Contact', and 'Save Seller'. Below the header is a navigation bar with 'Filter', 'Shop' (underlined), 'About', and 'Feedback' options. A search bar on the right of the navigation bar says 'Search all 53 items'. The main content area is titled 'All items' and features a 'Sort: Best Match' dropdown. Four product listings are displayed in a grid:

- Panel with Embroidery Felt 76x50 Interior Patterns Wool Decoration... \$43.99
- Panel with Embroidery Felt 55x66 Interior Patterns Wool Decoration... \$33.99
- Panel with Embroidery Felt 53x53 Interior Patterns Wool Decoration... \$25.99
- Felt Carpet Rug Wool Natural 5 ft x2.5 ft Rectangular Handmade... \$130.99

4. The stores before and after

Astau Shop, Kazakhstan

Before

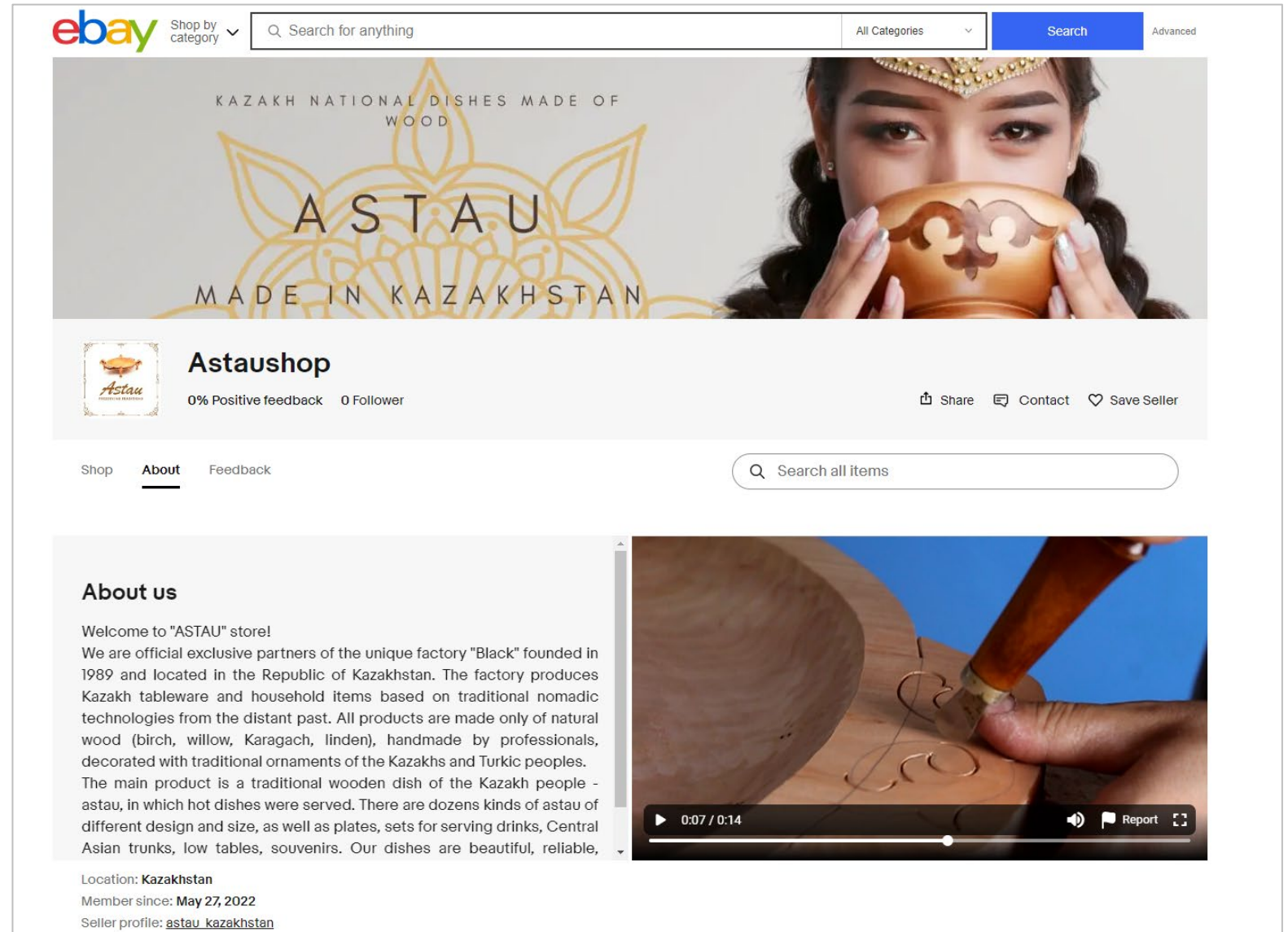
Astau has some experience selling their handmade dishes mainly to Kazakh diaspora via Instagram. They have also successfully been selling domestically via their own website.

After

Astau is trialling an international marketplace for the first time through eBay. Astau is a niche market with limited demand, especially in the high price segment.

Nonetheless, Astau has been committed in launching their eBay store and working relentlessly on listing and optimizing products.


Astau's products will be launched and visible to the world by early September, in time for the Christmas shopping season.



The screenshot shows the eBay storefront for 'Astaushop'. At the top, the eBay logo is on the left, followed by a 'Shop by category' dropdown, a search bar with the text 'Search for anything', an 'All Categories' dropdown, and a 'Search' button. Below this is a banner image featuring a woman holding a wooden bowl, with the text 'KAZAKH NATIONAL DISHES MADE OF WOOD', 'ASTAU', and 'MADE IN KAZAKHSTAN'. The store name 'Astaushop' is displayed with a 0% positive feedback rating and 0 followers. Navigation tabs for 'Shop', 'About', and 'Feedback' are visible, with 'About' selected. A search bar for 'Search all items' is also present. The 'About us' section contains a welcome message and details about the factory 'Black' in Kazakhstan, which produces traditional wooden dishes. A video player shows a close-up of a hand carving a wooden bowl.

ebay Shop by category Search for anything All Categories Search Advanced

KAZAKH NATIONAL DISHES MADE OF WOOD
ASTAU
MADE IN KAZAKHSTAN

 **Astaushop**
0% Positive feedback 0 Follower

Share Contact Save Seller

Shop **About** Feedback Search all items

About us

Welcome to "ASTAU" store!
We are official exclusive partners of the unique factory "Black" founded in 1989 and located in the Republic of Kazakhstan. The factory produces Kazakh tableware and household items based on traditional nomadic technologies from the distant past. All products are made only of natural wood (birch, willow, Karagach, linden), handmade by professionals, decorated with traditional ornaments of the Kazakhs and Turkic peoples. The main product is a traditional wooden dish of the Kazakh people - astau, in which hot dishes were served. There are dozens kinds of astau of different design and size, as well as plates, sets for serving drinks, Central Asian trunks, low tables, souvenirs. Our dishes are beautiful, reliable,

Location: **Kazakhstan**
Member since: **May 27, 2022**
Seller profile: [astau_kazakhstan](#)

4. The stores before and after

Touched By Karakum, Turkmenistan

Before

Touched by Karakum is a family business that has been focusing on selling through their local shop in Turkmenistan

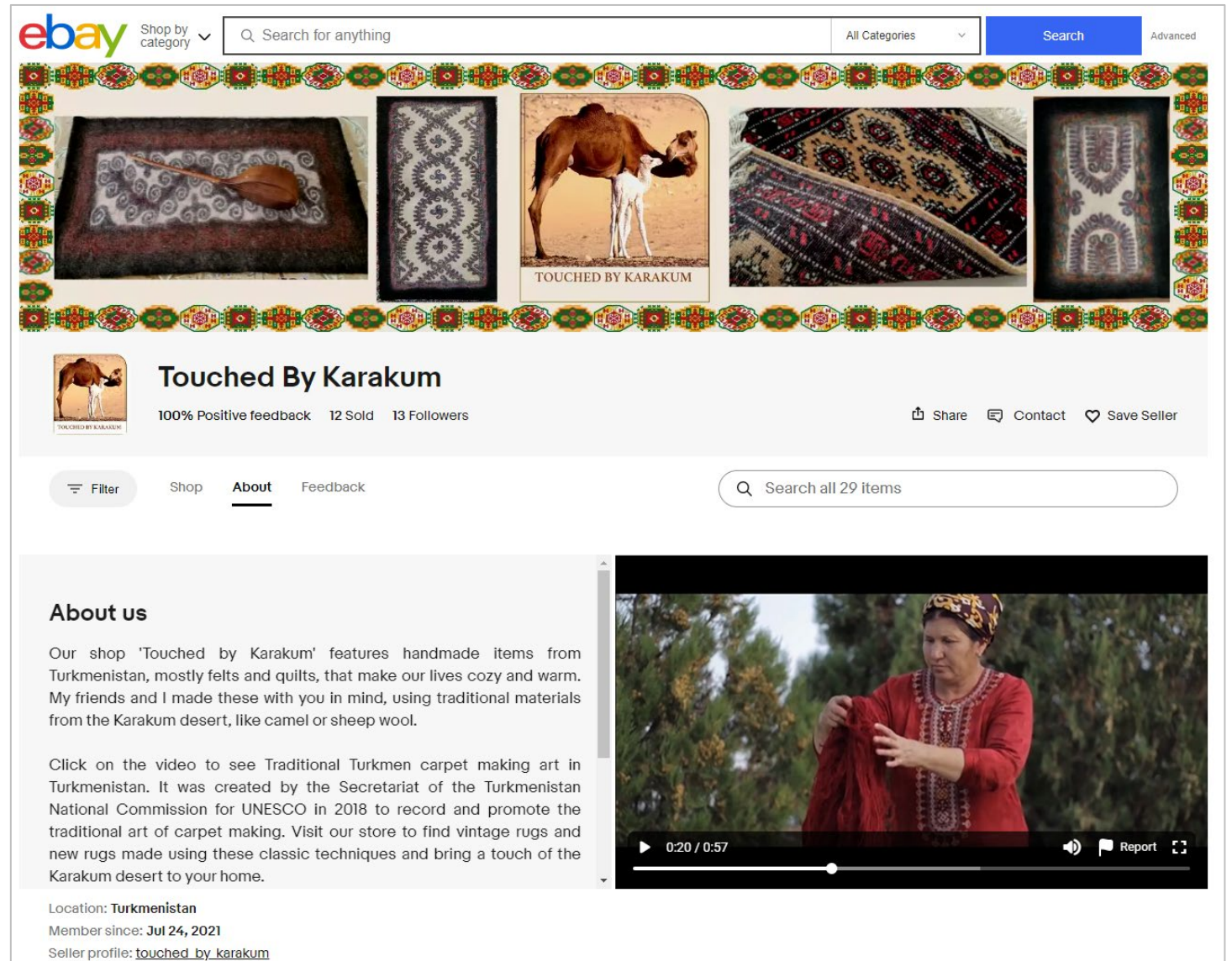
With tourists staying away during the pandemic they started looking for other sales channels.

After

Touched By Karakum managed to successfully verify Payoneer in Turkmenistan. They have sold 12 products for \$799, mostly to customers in US.

Touched by Karakum attended the advanced module on forward deployment. Part of their products are stored in a warehouse in Edison, NJ (USA) from where shipping time to the end customer is 3-5 days.

Products uploaded: 29



The screenshot shows the eBay storefront for 'Touched By Karakum'. At the top, the eBay logo is on the left, followed by a 'Shop by category' dropdown, a search bar with the text 'Search for anything', 'All Categories' dropdown, and a blue 'Search' button with an 'Advanced' link. Below this is a decorative border of colorful geometric patterns. The main banner features five images: a wooden spoon on a patterned rug, a close-up of a rug's pattern, a camel and its calf in a desert, a large patterned rug, and another rug pattern. Below the banner is the store's profile section, which includes a small camel icon, the store name 'Touched By Karakum', and statistics: '100% Positive feedback', '12 Sold', and '13 Followers'. There are also links for 'Share', 'Contact', and 'Save Seller'. Below the profile section are tabs for 'Filter', 'Shop', 'About', and 'Feedback', with 'About' selected. A search bar for the store's items is also present. The 'About us' section contains text describing the shop's focus on handmade items from Turkmenistan and a video player showing a woman in traditional dress working on a red textile. At the bottom, the store's location is listed as 'Turkmenistan', its membership date as 'Jul 24, 2021', and its profile link as 'touched_by_karakum'.

4. The stores before and after

Find more amazing sellers on the eBay Central Asia Hub!

FEEDBACK

+ Hello Dear Laal Team. Thanks for the beautiful bag, the quality is too good, i recommend to all the buyers how are interested in Hand embroidery things.
Modern Cross-stitch Bag hand embroidery Tajik Design new unused size 37x40 cm
(#354043972333)

+ Fantastic seller! Friendliness, exceptional attention to the buyer and a responsible approach to business! The packaging beyond praise! Thank you very much! 5 star on every point! Definitely recommend!
Felt Rug Carpet, 100% Sheep Wool, Handmade Ethnic Turkmen Ornamental Historical
(#203779623474)

Reply by touched_by_karakum. Left within past 6 months.

Many thanks for your kind feedback and I'm really glad that you liked it!


+ wonderful item, smooth transaction, safely packaged, quick shipment--thank you! highly recommended seller!
Scarf-tube 1,8ft x 2,4ft Merino wool Autumn-winter Gift Accessories Handmade
(#175027509612)

Reply by shoptumar. Left within past 6 months.

Attiya,thank you so much for shopping at Shop Tumar. Our team collected this order with si beauty and comfort every day. We expected you to love what's inside this package as much




The screenshot shows an eBay store page for Central Asia. At the top, there is the eBay logo and a search bar. Below the search bar is a banner with the text "The Best Of Central Asia on eBay" and "Delivered To Your Door". The banner features two images: one showing a display of colorful, patterned textiles in a shop, and another showing the interior of a large, ornate building with high ceilings and arches. Below the banner is a section titled "All Products" with a "Shop Now" button. Underneath is a "Seller Overview" section with tabs for "Categories", "All", "Home & Garden", "Collectibles & antiques", and "Fashion". There are three product listings visible: "Art Feruz Miniature Paintings" with a "Shop Now" button, "BahmaIUZ" (Finest Vintage Uzbek Fashion handmade from environmentally friendly cotton and silk) with a "Shop Now" button, and another listing for a purple and white patterned dress with a "Shop Now" button.

5. Results to Date

ebay Find... 

The Best Of Central Asia on eBay

Delivered To Your Door




All Products

Shop Now →

Seller Overview


Categories All Home & Garden Collectibles & antiques Fashion



Art Feruz Miniature Paintings

Carefully handcrafted miniature paintings from Bukhara, Uzbekistan

Shop Now →



BahmalUZ

Finest Vintage Uzbek Fashion handmade from environmentally friendly cotton and silk

Shop Now →

5. Results to Date

Highlights

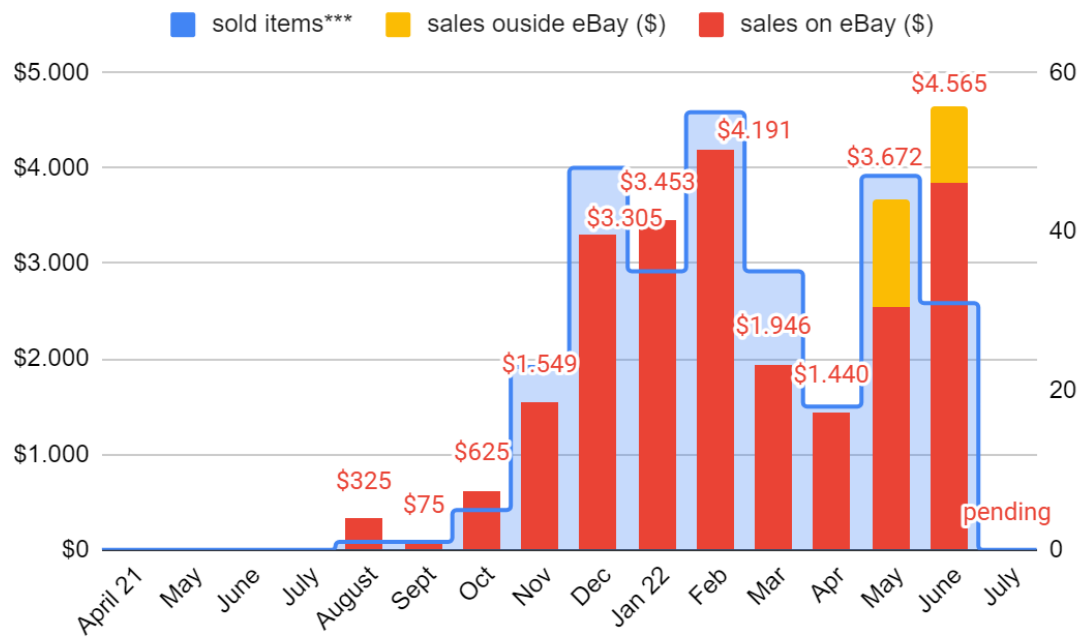
- Launch of the eBay Central Asia Hub (www.ebay-discoveries.com/centralasi) with 18 sellers and 1100 products
- 271 sellers sent in an application, 131 followed the webinars and 94 sellers opened eBay business accounts
- 36 sellers verified to receive international payments via Payoneer
- 18 of sellers from 5 Central Asian Countries realized international sales. (10 women owned)
- 16 export destinations reached
- Sellers benefit from special conditions
 - ✓ eBay: Free 12 months store
 - ✓ DHL: 75 % discount for worldwide fast delivery
 - ✓ Payoneer: 50% discount



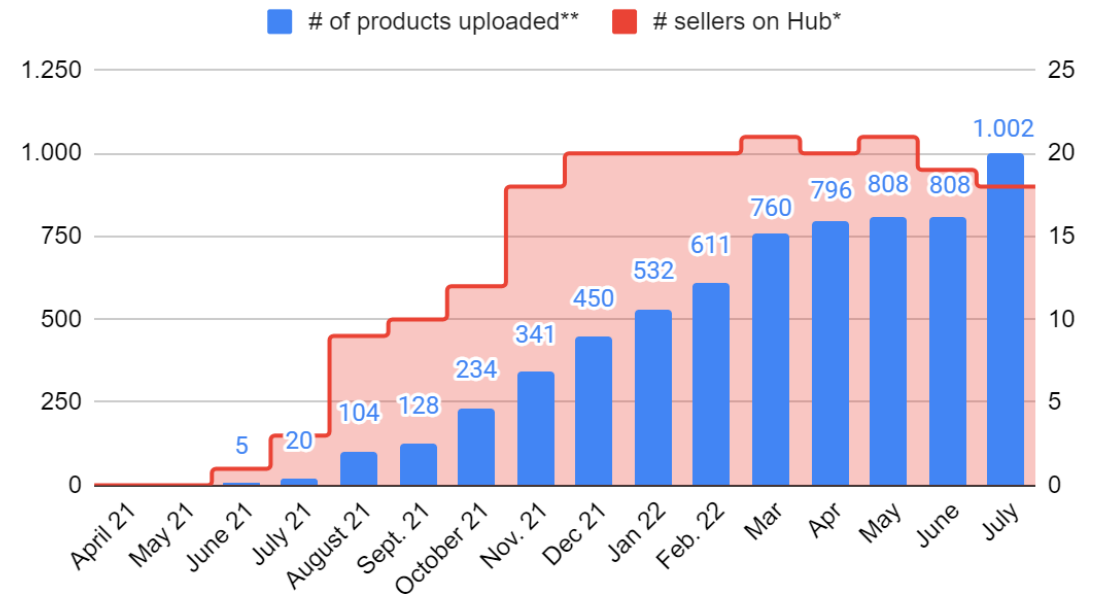
5. Results to Date

Central Asia Hub Performance (July 2022)

- Total Order Value: \$27,050
- Sold Items: 316



Seller On-Boarding Progress



Press Response

- 24 Jun 2022: Seller **Disorelle Kyrgyzstan** article on [ekonomika Kyrgyzstan](#)
- 23 Jun 2022 : Article on Ready 4 Trade on [Turkmenistan Government](#)
- Jun 18 2022: Seller **Hemden Carpets Turkmenistan** success story on [Business Turkmenistan](#)
- 31 May 2022: Seller **Feruz Art Uzbekistan** e-commerce success story on [e-trade for all](#)
- 31 May 2022: Seller **Feruz Art Uzbekistan** e-commerce success story on [ITC Newsletter](#)
- 31 May 2022: eBay: International springboard for artisans in Central Asia [ITC Newsletter](#)
- Apr 5 2022: ITC and DHL partnership to support Central Asian SMEs on [ITC Newsletter](#)
- Mar 11 2022: Seller **BahmalUz Uzbekistan** e-commerce success story on [e-trade for all](#)
- March 10 2022: Seller **BahmalUz Uzbekistan** e-commerce success story on [ITC Newsletter](#)
- Feb 18 2022: Seller **BahmalUz Uzbekistan** e-commerce success story on [USAID Newsletter](#)
- Jan 27 2022: Seller **Kyrgyz Handmade** e-commerce success story [featured on USAID Newsletter](#)

6. Lessons Learned

Project Team

1. We can only compete if we meet the retail standards

The buying experience we deliver must match that of our competitors. Excellence is a must when presenting our product online – this means high quality images and a clear description. A fast delivery option is a must

2. We must compete on uniqueness and quality, not price

Avoid categories with strong competition from China and India (Jewelry / Accessories)

3. We cannot succeed without the commitment of our partners

Issues with seller accounts are frequent in the on-boarding phase. This is mostly due to sensitive security algorithms of eBay and Payoneer that frequently blocks seller accounts. A direct support contact within the companies is indispensable for quick case resolutions.

4. We must give our beneficiaries flexibility

SMEs have very limited bandwidth. To succeed, we must work with reasonable lead times to give the companies time to implement learnings while dealing with their core business.

5. We need to be realistic about engagement of our beneficiaries

Most beneficiaries are highly motivated and will deliver on the agreed commitments (“homework”). Our experience shows that a realistic engagement rate is 80%, while 20% of beneficiaries can be expected to become unengaged during the project.

It is of utmost importance to have an explicit agreement with the beneficiaries at project start. This should include clarity about incentives in case of good engagement (ex. Budget for marketing) but also around sanctions in case of non-engagement (ex. exclusion from program).

6. Lessons Learned



Sellers

1. eBay is highly competitive, especially for new sellers

- A store launch promotion is a must in order to break through the competition
- This is best done by offering free fast shipping following 1-3 months after store launch, in combination with a discount
- This may mean selling at a loss at the start

2. Reputation is everything

- Sellers that get high visibility on eBay are often not the cheapest, but the most reputable sellers.
- New sellers must build a reputation before they can raise their prices. Building a reputation means mainly 1 thing: delivering on time.
- New sellers cannot afford to disappoint buyers. A negative customer review can have severe impact, particularly for new sellers

3. Warehouse is good for advanced sellers

- As a new seller you must first prove that there is demand for your product. It is wiser to first ship it from Central Asia using a courier like DHL and subsidizing the shipping cost to attract buyers.
- Only ship to the warehouse once you realize sales on a recurring basis and can plan ahead. 3-5 sales per month is enough.
- Once you ship from the warehouse, the lower delivery cost and faster delivery speed will boost your sales level

4. Use eBay to find new repeat customers. Don't pay more fees than needed.

- Some sellers have been successful in turning international buyers on eBay into repeat buyers. If you have found a repeat buyer and you have been able to establish a trusted relationship, do not hesitate to move your business off eBay
- eBay advises against this and argues that transactions off eBay are not covered by "eBay Money Back" guarantee. In reality, the risk is with the buyer, and the buyer does no longer need this guarantee once they establish a trusted relationship with you.
- eBay + Payoneer selling fees add up to 16%, which can be painfully high. Certainly, this fee level is not suitable for (small) B2B transactions, so don't pay more than needed.

6. Lessons Learned

What Sells?

Sellers who have succeeded were characterized by

- Unique products (not found at Western retail store):
Chapans, Suzani, Miniature Paintings, Felt Slippers, Camel Wool Products, Carpets
- Little competition
- 50+ products uploaded to eBay store

Products that have not been sold

- Western style “mass market” products that have a lot of competition: cushion covers, Western style fashion and jewelry
- Luxury type products: luxury handbags and shoes (\$350+)

7. Training

Since Summer 2021, we have trained over 130 sellers in 3 Cohorts:

- ✓ 3 Info Sessions
- ✓ 12 Webinars
- ✓ 36 Practical Support Webinars
- ✓ 260 Individual Support Sessions (eligible sellers)

4 Theory Blocks

- **Market Analysis:** How do I know if I can be successful on eBay?
- **Selling Fees:** How do I set my price on eBay?
- **SEO:** How do I maximize visibility on eBay?
- **Digital Marketing:** How do I use promotional tools on eBay?

4 Assignments

- **Are my products competitive?**
- **Open Payoneer + eBay Account**
- **Upload Your First Product**
- **Create Your eBay Storefront**

7. Technical training for participating companies

Supporting Videos “Building A Successful E-Commerce Export Business on eBay

The image shows a screenshot of a web browser displaying an eBay page. The browser's address bar shows the URL `ebay-discoveries.com/centralasia/`. The page features a search bar with the eBay logo and a search button. Below the search bar, there is a large banner with the text "The Best Of Central Asia on eBay" and "Delivered To Your Door", accompanied by images of colorful textiles and a market scene. Below this banner, there is a section titled "All Products" with a "Shop Now" button. Further down, there is a "Seller Overview" section with categories like "Fashion", "Home & Garden", etc. A video player is overlaid on the bottom of the page, showing a man wearing headphones and a microphone. The video has Russian subtitles: "За прошедший год мне удалось поработать с великолепной группой предпринимателей из Центральной Азии". The video player includes standard playback controls like play/pause, volume, and a progress bar.

7. Technical training for participating companies

Videos “Building A Successful E-Commerce Export Business on eBay”

- Kazakh: <https://youtube.com/playlist?list=PLqTcg0La86zgVmcG5jAMveVqygDCJSR8P>
- Kyrgyz: <https://youtube.com/playlist?list=PLqTcg0La86zgP3IUuY0wQTsoPAcv1JBSO>
- Russian: https://youtube.com/playlist?list=PLqTcg0La86zgrGSqjZ4uWxyV_MHJAU45
- Tajik: https://youtube.com/playlist?list=PLqTcg0La86zhr9WnWoqx_6NOw7iurOBb9
- Turkmen: <https://youtube.com/playlist?list=PLqTcg0La86zgObRJpxGYBAx08jzDXtq1z>
- Uzbek: [eBay Central Asia Hub - Uzbek - YouTube](#)

Central Asia Hub

All Sellers to Date

<https://www.ebay.com/str/handmadekyrgyz>

<https://www.ebay.com/str/bahmaluzclothes>

<https://www.ebay.com/str/carpetempire>

<https://www.ebay.com/str/tumarartgroup>

<https://www.ebay.com/str/artferuzminiaturepaintings>

<https://www.ebay.com/str/laaltextiles>

<https://www.ebay.com/str/bukharasuzanicollection>

<https://www.ebay.com/str/uzbekcraftandart>

<https://www.ebay.com/str/gulnorart>

<https://www.ebay.com/str/amidkimonos>

<https://www.ebay.com/str/disorellefashion>

<https://www.ebay.com/str/touched>

<https://www.ebay.com/str/shasenem>

<https://www.ebay.com/str/artslippers>

<https://www.ebay.com/str/inessefashion>

<https://www.ebay.com/str/kyrgyzyurt>

<https://www.ebay.com/str/milomoorfashion>

<https://www.ebay.com/usr/leilekcarpets>

<https://www.ebay.com/str/tanaisukyrgyznomadproducts>

<https://www.ebay.com/str/uzbekclay>

<https://www.ebay.com/str/qazaqspirit>

<https://www.ebay.com/str/zakazakhshop#tab1>

Central Asia Hub

All Sellers to Date

https://www.ebay.com/usr/narse_6554

<https://www.ebay.com/str/feruzaikat>

<https://www.ebay.com/str/kiizo>

<https://www.ebay.com/str/osttradezkzazakhhandmade>

<https://www.ebay.com/str/marchonanarzulloeva>

<https://www.ebay.com/str/nurbossynscythianjewelry>

<https://www.ebay.com/str/astaushop>

<https://www.ebay.com/usr/turkmenart>

<https://www.ebay.com/str/puzzlepickerstore>

<https://www.ebay.com/str/ichoosemaru>

https://www.ebay.com/str/asmel_trade

<https://www.ebay.com/str/matomarket>

<https://www.ebay.com/str/nomadlifesaccessories>

<https://www.ebay.com/usr/bukharaminyatura/>

9. Annex

E-Commerce Team in Action 😊

