

- Press tour expands the sources of information and understanding of the trends in the economy by journalists
- Statistics lie and Talas oblast is not the poorest region of Kyrgyzstan
- Entrepreneurs from other regions can learn from Talas people how to develop milk processing and pedigree animal industry
- Comprehensive approach in tourism developed in Talas should be applied to the Issyk-Kul region

Goals and achieved outcomes:

Goal	Outcome
Improving the skills of practicing journalists to provide them with materials and experiences	Journalists compared: <ul style="list-style-type: none"> • The level of development of processing industries in different regions • The level of development of small and large businesses in the same industry, • The status of similar scale enterprises, depending on the quality of governance.
Study the influence of the state on economic development in the country	Journalists saw that the "Single Window" can actually improve the environment for business. For many journalists from the regions it was completely new information
Establishing contacts with key stakeholders, getting a broad perspective and a broad range of observations and interviews from the original, as well as the possibilities of photographing and obtaining material for articles	Journalists learned and were able to use as sources of information at least 26 people and 14 organizations (Appendix 1. List of objects and speakers of press tour). Journalists were able to visit 12 sites and to take photos everywhere, make audio and video materials.

The agenda of press tour included visits to 14 economic and business facilities, as well as the authority bodies, including customs and border sites, the "Single Window" for the provision of services to entrepreneurs. Among the business facilities visited there were following: a flour mill, a factory for the production of tomato paste, a factory processing dairy products, a farm for breeding of fine-wool sheep, and other objects of small and medium-sized businesses (see the agenda of press tour). Participants of the tour were also able to get an interview with the governor of Talas oblast Koysun Kurmanalieva during the organized press conference.



By the end of the press tour the meeting was held in Bishkek with participation of working trip organizers and media representatives who took part in it. During the meeting, the results of the press tour: the participants expressed own opinions regarding the travel arrangements, the agenda and sites visited. For a thorough analysis of the results of the first tour the journalists were asked to rate the press tour on certain issues, and also to voice the comments, suggestions and describe general experiences by filling the questionnaire developed for them.



Participants highly appreciated the press tour, finding it useful for professional work. Thus, the journalists confirmed that they have chosen an average of at least 5 topics for articles and materials, and almost all of them made new contacts with new sources of information in the regions and other journalists from the regions. More detailed results of the survey are presented in the table below.

Results of the survey among the press tour participants

№	Questions	
1	Is the agenda of press tour interesting?	9
2	How many topics or materials did you collect? (average number)	5
3	Were the handouts useful? How will you use them in your work?	8
4	Was the information provided by the governing bodies useful?	7
5	Could you make close contacts with the journalists from other regions?	8,5
6	Could you make new contacts with new sources of information that you would be contacting in your future work? (Persons, organizations)?	9
7	Are you satisfied with the transport?	9
8	Are you satisfied with food?	9,5
9	Are you satisfied with accommodation?	9,7

During the meeting there was also live and informal discussion about what could or could not be achieved during the tour, what experiences have been the most striking, memorable, what was learned from the press tour by the journalists. Here is what the participants said:

Galina Luneva, “Slovo Kyrgyzstana” newspaper, Bihkek: *“STATISTICS LIE. The agenda of press tour was very well developed. We were able to ensure that the market economy is developing in the Talas region. In my materials now I will be able to confute the official statistics that Talas oblast is the poorest in the country. This is not true. We have seen with own eyes that people manage resources skillfully, build new and restore the old processing industries, open up new businesses. While the statistics is obviously lying. I saw a lot of people – managers of businesses and companies that exemplify these marketers who are able to develop domestic product, jobs, and in fact, fight poverty. Thanks to the organizers of press tour for a successful agenda now that I can write a few articles and earn money. The agenda was so successful that despite of my age, I was not tired, came home cheerful and full of energy, ready to write. As for suggestions for improvement I would like to ask for the next time to arrange the translation into Russian. And for the fellow journalists I would like to wish more polite behavior towards the colleagues and speakers, and better not to interrupt each other”*.

Anarkhan Zhanybaeva, IA “KABAR”, Jalal-Abad: *“DIFFERENT DEVELOPMENT IN EQUAL OPPORTUNITIES. The most surprising was comparing the state of the processing industries in Talas and Jalal-Abad regions. In Jalal-Abad there are even no dairy industries, the population buys dairy products in the markets, and there is no export of them, even though resource base allows developing dairy production. But in Talas, we saw several acting dairy industries, among them “Talas Sut” factory made a special impression: it produces 18 types of dairy products, including butter, cheese, and ice cream. The industry supplies dairy products not only Talas*

residents, but also carries out exports to Kazakhstan, Bishkek, Kyrgyzstan's southern regions, and even to Tajikistan. I became convinced that everything depends on the willingness of people to create, to work well, competently manage the business. I would like that the entrepreneurs in Jalal-Abad learn from this experience. I also loved the thoroughbred fine-wool merino sheep, which are bred in Talas. In Jalal-Abad people breed ordinary sheep, suitable only for meat, while thoroughbred merino also could make an export item of agricultural business in our oblast”.

Darkhan Kaparov, “Vesti Issyk Kulya” newspaper, Karakol: “**COMPREHENSIVE APPROACH IN TOURISM SHOULD BE APPLIED IN ISSYK-KUL OBLAST.** For me, as a media representative of the most touristic regions - Issyk-Kul oblast of Kyrgyzstan seemed that the most interesting was a tourist complex "Baibol." I noticed that the main success factor of TC "Baibol" is a comprehensive approach to providing services to tourists. Apart from the hotel services there are developed tourist routes provided, one of them covers Sary-Chelek lake; there is small farming, providing tourists with fresh food and wonderful service. All these combined with the beautiful nature of Talas provide good opportunities for the development of tourist business. And, of course, it is very important that at the heart of it there is the entrepreneurial initiative, the desire to change own life and the environment for the better. I am convinced that the experience of TC "Baibol" should be adopted by the tourist companies of the Issyk-Kul region, because unfortunately, there are no such comprehensive tourist facilities in this region. I am going to write a comparative analytical material on the development of tourism in Talas and Issyk-Kul, and will try to demonstrate good experience for our entrepreneurs. As for improvements to the organization of such press tours –I would suggest to provide more time for the journalists to visit each site. In this press tour the agenda was very concise and not all of us had time to get all the information needed, to ask right questions, and finally to think over how and what to write in the article.”

Margarita Lazutkina, “Chuiskie Izvestiya” newspaper, Bishkek: “**THE STATE COULD BE CREATIVE POWER WHEN IT WANTS!** I liked the work of the "Single Window" in Talas, which is the center of government services for entrepreneurs, where they have access to 7 services simultaneously, which makes their lives easier. The state can be a creative power when it wants! I also caught an eye on while all things being equal, much in the business of the entrepreneur depends on creativity in own work: we saw two dairy industries that have comparable capacity, but "Talas Sut" is the successful market production, but "Arashan" just barely survives. The case is in the attitude to the business! This is a very interesting opportunity for the journalist to compare two similar businesses and to identify the factors of success and failure of the business on the basis of comparison.”

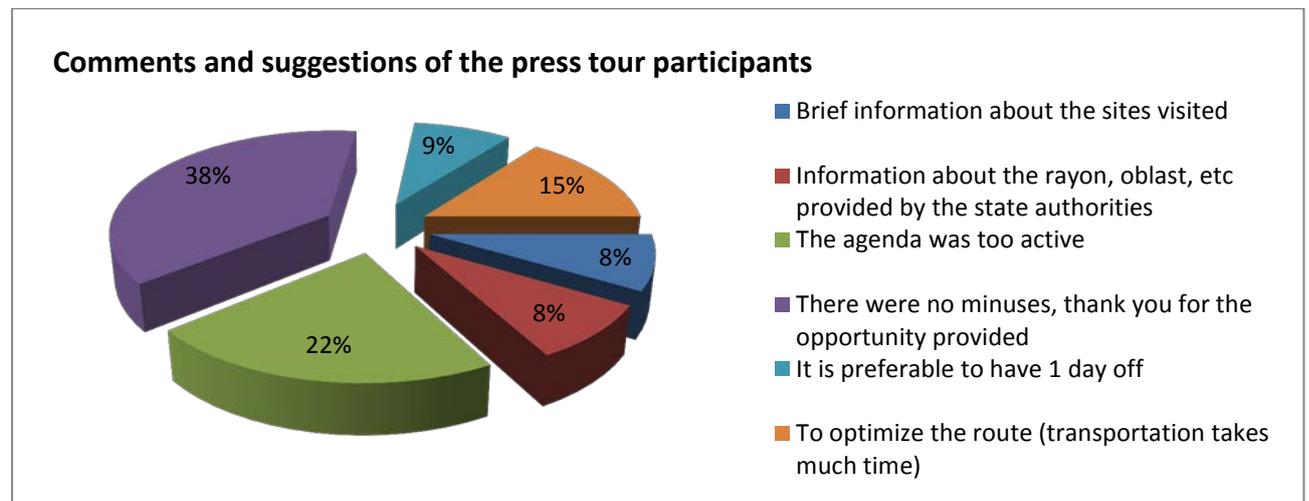
Myrzakat Tynaliyev, “Kyrgyz Tuusu” newspaper, Bishkek: “**COMPARISON DEVELOPS ANALYTICAL SKILLS OF THE JOURNALIST.** It is important that all participants-journalists were able to compare: compare companies in the same industry, compare the level of development of industry in the region, and compare the performance of government authorities in different regions and ministries. We never have it enough in the current work, we just do not have time to find suitable objects for comparison. And we do not always know where to look for. In this regard, the press tour provides a great opportunity to build professionalism in the analytical approach to writing materials. I will be using the information for a long time that was obtained in the course of the tour. Not just for writing articles directly on its results, but also in future publications. Nothing will be lost.”

Nurgay Zhainakov, Batken television, Batken: “**TO CHOOSE OWN NICHE IN ECONOMY IS TO MAKE OWN LIFE BETTER.** I had never been in Talas. The trip gave me the opportunity to see that people in Talas live better than in Batken, because they have chosen the right path of development of a market economy based on manufacturing and tourism. In the organization of the press tour I would like to ask the organizers to provide more time to work on each object, given the specificity of television to be able to make video materials, record interviews and additional information for the narration.”

Maksat Abdrakunov, “Tenir Too” newspaper, Naryn: ***“MY MATERIALS SHOULD HELP ENTREPRENEURS IN NARYN”***. *Agriculture and animal breeding in Talas and Naryn oblasts have similar conditions for development. That is why I was curious to compare what results people achieved in these industries. Especially I liked the production of tomato paste - we have already opened similar industry in Naryn, and the second one is to be established soon. It is important for our entrepreneurs to know how the sales, marketing service are run. Actually, I really liked that in Talas we were able not only to maintain but also to develop the processing industry and create new jobs. Hopefully I will prepare some materials from the trip and I believe that they will be useful for the entrepreneurs in Naryn.*

The greatest impression was made by the director of the dairy factory "Talas Sut" Myrzakan Davletaliyev (43% of journalists have named him as the most interesting) and the owner of the tourist center "Baibol" Daniar Abylaj (23%). In the third place is the farmer engaged in the breeding of the thoroughbred fine-wool sheep, Muratbek Baitik (9%). As the most interesting objects journalists noted the dairy factory "Talas Sut" - 26% of the participants of the tour, the tourist center "Baibol" - 21%, the farm for breeding of fine-wool sheep "Kyzylak" - 13%, center of services "Single Window" - 11 %. However, there were journalists, who were interested in industries of tomato paste production, border and customs posts, bean processing and mining company VERTEX.

Participants also expressed their wishes about how to improve the organization of press tours in the future. The most important of these are: to reduce the number of objects or to increase the time spent on each of the sites, to provide simultaneous translation for the speakers into Russian; optimize the route - to reduce the time for moving from one object to another. The organizers will consider these requests in the formation of the next agenda of the tour, which will be held in May 2013 and is expected to cover the objects in the Osh and Jalal-Abad oblasts of Kyrgyzstan.



Appendix 1. List of participants of press tour


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СПИСОК
 участников пресс-тура на тему:
 «Каково будущее развитие экономики Таласской области?
 Как государство влияет на экономику и бизнес?»

Дата: 17-19 апреля 2013г.

Место: Таласская область

№	Ф.И.О.	СМИ	Подпись
1	Гыналиев Мырзакат	Газета "Кыргыз Туусу"	
2	Цой Максим	Интернет-редакция "Вечерний Бишкек"	
3	Лунова Галина	Газета «Слово Кыргызстана»	
4	Лазуткина Маргарита	Газета «Для Вас»	
5	Абдыкалыкова Мээрим	ИА «K-News»	
6	Усуптегин Кумондор	Газета «Заман Кыргызстан»	
7	Абдракунов Максат	Газета «Тенир тоо»	
8	Капаров Дархан	Газета «Вести Иссык-Куля»	
9	Акматов Адилет	Иссык-Куль ТВ	
10	Жаныбаева Анархан	КНИА «Кабар»	
11	Шайыкова Жумагуль	Газета «Акыйкат»	
12	Полищук Станислав	Газета «Эхо Оша»	
13	Турсунбекова Масимкан	Газета «Ош шамы»	
14	Эгембердиева Шарапат	Газета «Баткен таны»	
15	Жайнаков Нургазы	Баткен РТВ	
16	Тологонов Жакыпбек	Газета «Талас турмушу»	
17	Аманжолов Садыр	Общественное радио «Радиомост»	
18	Донущев Чингиз	Таласская ТРК	
19	Аманжолов Садыр	Таласская ТРК	
20	Илиязов Абай	ОБСЕ, Таласское представительство	
21	Качкынаков Замир	Таласская ОГА	
22	Джаманкулова Нургуль	Менеджер проекта, ИПР	
23	Байышбаева Айгуль	Логист/АФМ, ИПР	

24 Тоголокбаева М. "Заман Кыргызстан"
 25 Аманжолов Р. "Супер 7info"
 26 Джаманкулов К. "Талас турмушу"

Appendix 2. List of objects and speakers of press tour

1. Western customs checkpoint "Chon-Kapka" – the chief, colonel **Almaz Mambetov**
2. Checkpoint "Chon-Kapka-road" – the chief **Rustam Mirshakirov**
3. Rural health post, Kok-Sai village, Kara Buura rayon - **Uulbyubyu Stamkulova**
4. Plant for the preservation of vegetables "Comaco Manzini", Pokrovka village, Manas rayon – private entrepreneur **Mamataev Seit**
5. Representative of Vertex Gold Company, Kyzyl-Adyr village, Kara Buura rayon - **Bektour Mambetkulov**, deputy director for transportation
6. Flour mill "Ak Niet", Kyzyl-Adyr village, Kara Buura rayon - **Djumagulov Barpykul + 1 worker**
7. Milk processing plant "Arashan", Kyzyl-Adyr village, Kara Buura rayon - **director, accountant, cheesemaker, technologist, packer**
8. Trade and market complex "Kerben", Bakay-Ata village, Bakay-Ata rayon – **2 sellers + 2 customers**
9. Breeding fine-wool sheep, Ak-Dobo v., Bakay-Ata rayon - farmer **Baitikov Ulan**
10. Private tourist complex "Baibol travel", Ozgorush v., Bakay-Ata rayon - director **Daniyar Abylaiev**
11. Press conference with the Plenipotentiary Representative PM - Governor Kurmanalieva K.
12. Center of "Single Window", Talas city - Head STS **Murataliev Muzurbek**, head of the economic sector of Talas Oblast State Administration Bekturov Urmat + 2 customers
13. CJC "Talas-Sut", Talas city- **Davletaliyev Myrzakat**, Director
14. Sewing room "Aybiyke", Talas city - Head of the Center
15. Warehouses for storage of beans, packaging, processing equipment, Talas city - was not in place, **Bekturov Urmat** told about it
16. 1 milk saleswoman (she was interviewed by Zhumagul Shaiykova from "Akyikat")