

# EU TRADE RELATED ASSISTANCE FOR MONGOLIA (TRAM)

## NEWSLETTER



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Монголын Худалдааг Дэмжих Төсөл

### TRADE POLICY

The WTO reviewed Mongolia's trade policies and practices on 17-19 March 2021. Minister of Foreign Affairs Mrs. B. Battsetseg presented the government's policies on trade and macro economy over the last 7 years and its further objectives. Delegates from 21 countries made remarks during the meeting, in addition to over 300 questions on the report on Mongolia's trade policies submitted earlier by 16 WTO Member States. The members pointed out that the Mongolian government has maintained an active policy on economic diversification, trade facilitation and promotion of export-oriented production, thus contributing to strengthening the multi-par-tite trade system by implementing open and free trade policy. The countries also underlined the need to ensure transparency in the investment environment and in trade policy and coordination, to improve the government's engagement in the economy, and to upgrade technical regulations in trade.



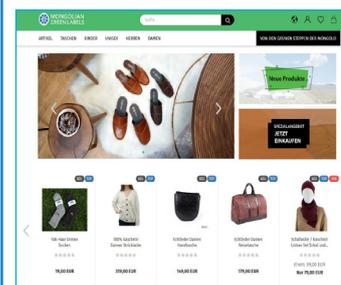
TRAM contracted the National University of Mongolia to conduct a study on the trade policy measures adopted by Mongolia in the last 20 years and their benefits. The study's main conclusion was that the measures were adopted ad hoc based on the political priorities of the government in place at the time. The main recommendation is to draft a Law on Foreign Trade Policy that will underline the WTO rules and define all tasks and responsibilities of each public authority. The study also recommends that a political document (White Paper) on Mongolia's trade policy objectives be drafted and followed up by each government.

### TRADE FACILITATION

On 19-20 January 2021 TRAM organised two online training sessions for MASM. More than 80 representatives showed their interest in explanations provided by an international expert on Integrated Management System and ISO 17021 Conformity Assessment - Requirements for bodies providing audit and certification of management systems.

On 12 March 2021 the National Trade Facilitation Committee assessed the report on activities implemented in 2020 and adopted the plan of measures for 2021.

### EXPORT DEVELOPMENT



The online shop of the Information and Trade Promotion Centre (ITPC) of Mongolia in the EU is operating at [www.mongolian-green-labels.eu](http://www.mongolian-green-labels.eu) since February 2021. It works alongside the ITPC's retail store that opened in Berlin in December 2020.

The online shop is another milestone of TRAM's support to enable better access of Mongolian non-mining exports to the EU market. It provides a complementary marketing channel for the entire range of textile and leather products in the store, which were supplied by about 20 SMEs with a retail sales value of €150,000. The online shop is multilingual, and shipments are executed by store personnel to all EU member states. TRAM supported the programming of the online shop and the consultation of product selection and presentation by a German fashion expert. Despite the anti-COVID-19 restrictions in Germany, the online shop ensures the continued market presence and sales of many exquisite Mongolian export products in the EU market.

TRAM consulted the Mongolian National Chamber of Commerce and Industry (MNCCI), three supported export clusters and the Mongolian Pine Kernel Cluster (as the first successful replication of TRAM's cluster approach) in establishing the Mongolian Export Cluster Network NGO (MECN) on 1 April 2021. Under the motto 'Export cluster as bridge to the world market', this national cluster organisation is expected to be the sustainable structure for continuing the export development agenda in the post-TRAM period. It will consult the improved national framework for export clusters, function as an umbrella organisation for genuine and active export clusters, support new export clusters, link to the EU Cluster Collaboration Platform, and operate the B2B product catalogue [www.made-in-mongolia.net](http://www.made-in-mongolia.net) and export cluster online information hub. MECN can also serve as an implementation partner for future export cluster development initiatives of the Mongolian Government and of the EU and other international partners.

IMPLEMENTED BY THE FOLLOWING CONSORTIUM:



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### PROFILES



#### SARANGUA NARANKHUU

*"In light of today's global economic challenges, there is an urgent need for industries, and especially for smaller businesses, to unite in cluster groups. This enables them to fulfil global standards and to increase the export of their valuable products to the EU and world markets"*

#### Basic information

**Title:** CEO of Enaru Biomedical LLC, Board member of Mongolian Cosmetics Cluster NGO, and Chairperson of Mongolian Export Cluster Network NGO

**Nationality:** Mongolian

**Years of experience:** 10+

In 2016, after obtaining her Master's in Business Management, Ms Sarangua Narankhuu founded Enaru Biomedical LLC, a manufacturer of natural skin care products. In 2018, she was invited to the first export cluster presentation of EU TRAM and, very soon, became convinced of the cluster management approach in helping smaller companies cooperate, grow together, and enter foreign markets jointly. Two years ago, she was elected as a board member of the Mongolian Cosmetics Cluster NGO, which was established successfully by several cosmetics manufacturers. Since then, the members have actively developed the cluster's activities, benefitted from training and consultation from international experts, and learned how to prepare for international trade fairs. Now the cluster members are busy preparing their products for EU registration for future sales in the EU market. Based on the good experience of export clusters as an important platform for the development of businesses and the country, Ms Sarangua Narankhuu was engaged to establish the Mongolian Export Cluster Network NGO, which comprises the MNCCI and four export clusters. More export clusters are expected to join. Through this new platform, its members will work jointly to nurture new clusters, train and consult the members, create common export gateways, collaborate with clusters in the EU and elsewhere, and work toward the successful development of export clusters both in Mongolia and abroad.

### UPCOMING EVENTS

- 1 Apr 2021: 6th Project Steering Committee meeting to take stock of achievements and planned activities
- 8 Apr 2021: Matchmaking event between suppliers and buyers of animal fibre raw materials
- Apr 2021: Five training sessions on statistics database and using GTAP for trade analysis
- Apr 2021: Online consultation with SME Agency on possible cooperation, with DG Trade on REX implementation, and with DG Health and GASI on export of casings
- Apr 2021: Meetings of Working Groups for drafting the Foreign Trade Law and White Paper on Foreign Trade Policy and for adopting the Regulation on Anti-dumping and Countervailing Measures
- Apr 2021: Training for SMEs on financial aspects of crisis management
- May 2021: Vacuum training on amendments to the Customs Law
- May 2021: Dornod border training on trade facilitation
- May 2021: Presentation of study on economic corridor done by Customs Administration in cooperation with National University of Mongolia
- May 2021: Training for MNCCI representatives on value chain analysis and development
- May 2021: Launch of B2B online product catalogue at [www.made-in-mongolia.net](http://www.made-in-mongolia.net) operated by MECN
- May 2021: Public campaign on draft law on non-food product safety
- May-Jun 2021: Public campaign on foreign trade law and trade facilitation
- Jun 2021: Display of export cluster products at the SME Expo organised by MNCCI in Ulaanbaatar
- Jun 2021: EU Trade Day and Final TRAM Project Conference

### OTHER ACTIVITIES

**Activity 1:** Dissemination of safeguard regulation adopted in January 2021 to more than 30 representatives of public institutions during two online sessions, which focused on case studies in Indonesia, Kyrgyzstan, and Chile (3-4 February 2021)

**Activity 2:** Conclusion of consultations on MNCCI's future strategy by an Austrian chamber expert, which enabled the MNCCI leadership and Aimag representatives to consider options for the future structure and activities and is expected to benefit the upcoming discussion of the draft revised law for the Mongolian chamber system in Parliament (February 2021)

**Activity 3:** Presentation of TRAM-supported B2C and B2B online platforms during the webinar on export development through e-commerce organised by the Ministry of Foreign Affairs and MNCCI (8 March 2021)

**Activity 4:** Training for MNCCI staff and SME representatives on emergency management (16 March 2021)

**Activity 5:** Organisation of online training on free trade agreements (22-31 March 2021)