

# EU TRADE RELATED ASSISTANCE FOR MONGOLIA (TRAM)

## NEWSLETTER



Монголын Худалдааг Дэмжих Төсөл

Issue no. 8 | Date: 23.12.2020

### TRADE POLICY

Meetings of the EU-Mongolia Trade and Investment Subcommittee and Joint Committee were organised in November-December 2020 under the Partnership and Cooperation Agreement. Both parties agreed to continue their cooperation in diversifying Mongolia's economy by strengthening its exporting capacity. Minister Enkhtaivan presented a list of over 20 product varieties that Mongolia wishes to export to the EU, while the EU side promised to provide details about the EU requirements for accepting these products.

On 5-6 November 2020 TRAM supported MFA in organising intensive online meetings with WTO Secretariat representatives on the draft report of the Trade Policy Review of Mongolia. They discussed the situation since the 2014 examination of Mongolia's trade policy in all economic sectors, the most difficult ones being agriculture and customs. The WTO examination will take place in February 2021.



### TRADE FACILITATION

The public awareness campaign promoting the WTO Trade Facilitation Agreement was conducted between September and December 2020. The TRAM-support campaign targeted decision makers, businesses, journalists and the general public. The content was published across three online news portals, three social media channels, and one newspaper. The Facebook campaign was seen by almost 600,000 people and generated over 230,000 video views and over 10,000 engagements. Each of the four newspaper articles was distributed to at least 15,000 subscribers, mainly government agencies and officials. The full library of the campaign's content is available at <https://tfamongolia.medium.com>.



In November 2020 TRAM organised training on the WTO Trade Facilitation Agreement provisions, in particular those related to **simplified customs procedures stemming from COVID-related limitations**. The key topics involved setting up green corridors at the borders, accepting the verification results of exporting borders, and easing the transit procedures. Training participants included customs officers and representatives from MNCCI, MFA, GASI and the private sector.

### EXPORT DEVELOPMENT



TRAM and its many partners organised the third annual EU Trade Day on 26-27 October 2020. Up to 250 participants followed the opening addresses of MFA State Secretary Mr N. Ankhbayar and

Ambassador of the EU to Mongolia Mr Traian Hristea, as well as the keynote speeches, expert presentations (including from the EU via video) and panel discussions in the large hall of MNCCI. The first day focused on trade policy and facilitation topics, such as EU trade relations, WTO Trade Facilitation Agreement, EU REX system, etc. The second day's morning session was devoted to the TRAM approach for export cluster development. In the afternoon, the GSP Engagement in Mongolia Workshop was co-organised with the GSP Hub Project of the European Commission's Directorate General for Trade and was the first event of its kind in an EU beneficiary country. The workshop aimed at improving visibility and awareness of GSP benefits and provided a platform for exchange between stakeholders on best practices to utilise these opportunities. Two panel discussions were held on GSP+ and green growth and on GSP+ and export diversification.

The showroom and retail shop of Mongolia's Information and Trade Promotion Centre (ITPC) began its operations in Germany's capital Berlin on 5 December 2020. The



ITPC is a cornerstone of TRAM's support to enable better access of Mongolian non-mining exports to the EU market. About 20 SMEs supplied textile and leather products with a retail sales value of €150,000, which are already being sold in the 90 sq. m shop in downtown Berlin. The ITPC is run by IHZM GmbH, a company set up by a group of Mongolian nationals who are engaged in work or business in Germany. TRAM supports the ITPC through contributions to rental and equipment costs as well as transport of goods to Berlin. In addition, a German expert provides consultation on shop management, pricing policy, product presentation, etc. Due to anti-COVID-19 measures in Germany, the shop had to close shortly after opening; instead, sales will shift to an EU-wide e-commerce platform that will be launched in early 2021 with TRAM support and under the trademark 'Mongolian Green Labels'

IMPLEMENTED BY THE FOLLOWING CONSORTIUM:



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### PROFILES



**N. ERDENETSOGT**

*“The Information and Trade Promotion Centre of Mongolia (ITPC) in Berlin is a strategic achievement to provide access of high-quality Mongolian products to the EU market. It not only helps Mongolian SMEs to achieve additional sales and income during this COVID-19 crisis, but it will also contribute to the increased export of non-mining products from Mongolia, in particular to the EU market, in a sustainable manner”*

#### Basic information

Title: Managing Director of IHZM GmbH (ITPC LLC) in Berlin, Germany  
Nationality: Mongolian  
Years of experience: 35+

Mr Erdenetsogt graduated from the Technical University in Dresden, Germany in 1985. He started his professional career as an engineer in a furniture production plant in Ulaanbaatar, where he worked until 1991. Between 1992 and 2002, he worked as a representative of Mongolian companies in Dresden. Then he was posted at the Mongolian Embassy in Berlin in the position of Attaché and 1st Secretary for Trade and Economy until 2009, when he joined the MIAT Mongolian Airline Company in the positions of General Manager/Representative for Europe and Airport Manager. Mr Erdenetsogt is a founding member and Chairman of the Mongolian-German Business Club (MDWK) in Berlin, an association of Mongolian nationals that supports lively relations between Mongolia and Germany and is a platform for collaboration between the countries' businesses, organisations and individuals. In 2019 MDWK was entrusted with the running of the ITPC in Berlin, and its members set up the IHZM GmbH with Mr Erdenetsogt as Managing Director.

### UPCOMING EVENTS

- January 2021: Training for MASM on Integrated Management System and on ISO 17021: Requirements for bodies providing audit and certification of management systems
- January 2021: Establishment of working group on drafting the Concept Paper on Trade Policy
- January 2021: Launch of ITPC's EU-wide e-commerce platform at [www.mongolian-green-labels.eu](http://www.mongolian-green-labels.eu)
- February 2021: WTO examination of trade policy of Mongolia
- February 2021: Training on conducting a safeguard investigation
- February 2021: Designer competitions in the yak and baby camel hair cluster and the leather cluster
- March 2021: Training on draft antidumping regulation
- March 2021: Training on WTO Trade Facilitation Agreement at border crossing
- March 2021: Matchmaking between herder cooperatives and processors/manufacturers on transparent and fair supply of yak hair and baby camel hair

### OTHER ACTIVITIES

**Activity 1:** Organisation of training on Good Manufacturing Practice for members of the Mongolian Cosmetics Cluster (12-13 October 2020). It enables the companies to plan measures by which they can develop their manufacturing technology and safety, thus improving product quality and accessibility to international markets.

**Activity 2:** Organisation of two training sessions for MASM representatives on ISO 45001: Occupational health and safety management and on ISO 22000: Food safety management system (October and December 2020).

**Activity 3:** Organisation of two training sessions for GASI representatives on the risk assessment procedures that should be described precisely in the draft law on non-food products safety (October and December 2020).

**Activity 4:** Organisation by the Mongolian Sea Buckthorn Cluster of the National Sea Buckthorn Forum with 130 participants (10 November 2020). Experts and businesspeople from the public, private and science sectors, including panellists from Germany, discussed the perspectives and challenges for the future development of the sector.