ADB – Turkmenistan WTO accession support – Private-sector training

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Purpose of the final block

Clarify follow-up priorities and capture evidence on learning and participant needs

1	2	3	4
Confirm key messages	**Scope Block 2**	**Assess learning**	**Collect feedback**

This is not an administrative afterthought.
It is where the first block becomes an input into the next stage of support.

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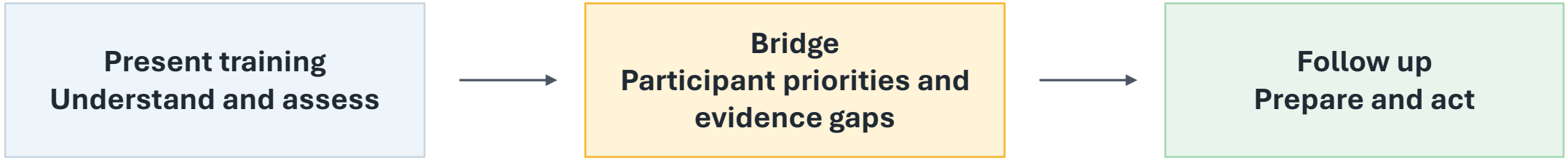
What should participants take away?

WTO accession	Changes the trade and regulatory environment, but does not automatically remove all tariffs or regulation.
Business impact	Depends on the channel: competition, inputs, services, procedures, standards, support, or market access.
Export opportunity	Requires capability, demand, market access, compliance and commercial feasibility.
Private-sector role	Useful engagement is evidence-based and distinguishes accession/transition issues from domestic reform and firm action.

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Why a follow up?

The first block creates awareness and analytical discipline; the next block should deepen application



Block 2 should not repeat the same WTO introduction.
It should respond to the issues surfaced by companies and business associations during the present training.

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Possible focus areas for follow up

Business readiness diagnostic
Competitiveness, productivity, input use, quality and export capacity.

Imported-input and logistics constraints
Machinery, components, freight, finance, border procedures and services costs.

Export compliance and market-entry planning
Standards, certification, customs, logistics, buyer requirements and market selection.

Targeted sector/product diagnostics
Selected products and sectors: tariffs, import exposure, support, SPS/TBT, services and adjustment.

Structured public-private dialogue
Templates for evidence-based submissions and regular consultation with the accession team.

Participant feedback should determine which combination is most useful. Block 2 should not repeat the introduction; it should deepen application.

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Scoping questions for participants and business associations

Priority sectors	Which sectors should receive deeper treatment?
Priority products	Which product opportunities require more practical analysis?
Practical tools	Which templates or diagnostics would firms actually use?
Timing and format	Would a second block after two months allow firms to prepare useful evidence?
Participants	Who should be in the room next time: firms, associations, agencies, banks, logistics providers?

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Knowledge assessment: what are we testing?

Concepts	Application	Judgment	Next steps

The purpose is not to “grade” participants.
It is to check whether the training helped them reason through WTO-related business issues.

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Knowledge assessment: sample topics

Bound versus applied tariffs

Competition exposure versus vulnerability

MFN treatment versus duty-free access

Tariff opportunity versus export opportunity

Regulatory compliance under TBT/SPS

Accession/transition issue versus domestic reform versus firm action

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Participant evaluation: what information do we need?

Relevance	Did the training answer the questions firms actually have?
Clarity	Were WTO concepts explained in usable business language?
Interaction	Were the exercises practical and sufficiently structured?
Evidence	Were the product and sector cases useful?
Follow-up	What should ADB and the Government do next?

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Closing remarks

Acknowledge	Government, business associations, participants, interpreters and development partners
Reinforce	WTO accession is a process of preparation, not a single event
Summarize	Understand the change; assess the business impact; prepare; engage
Follow up	Use participant feedback and evidence to shape Block 2 and ADB support

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Final message to participants

WTO accession creates a more predictable framework for trade.

The benefits depend on how firms prepare, how government reforms, and how well business evidence informs the process.

The private sector should not wait passively for accession. It should assess, prepare and engage now.

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Thank you

Questions, reflections and next steps

Understand → Assess → Act → Engage

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