



FOR IMMEDIATE RELEASE

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PRESS RELEASE

USAID LAUNCHES INTERNATIONAL TRAINING PROGRAM FOR BUSINESS DEVELOPMENT IN TURKMENISTAN

Ashgabat, June 13, 2012 — Today the USAID launched a 10-day training course for 15 professional business trainers from across Turkmenistan as part of the International Labor Organization's Start and Improve Your Business (SIYB) Program. The course, in partnership with Turkmenistan's Union of Industrialists and Entrepreneurs, aims to increase private sector participation in economic activities and facilitate new business development in Turkmenistan.

By assisting trainers from the Business School under Turkmenistan's Union of Entrepreneurs and other training and consulting agencies, the Start and Improve Your Business Program will provide new entrepreneurs with access to top-quality training and consulting services designed to assist in launching business ventures.

In particular, the SIYB program's Generate Your Business Idea (GYB) module will enable potential entrepreneurs to develop concrete, feasible and bankable business ideas to start their own small business. The second part of the training – the Start Your Business (SYB) module – will focus on drafting a marketing strategy, planning staff needs, costing goods and services, deciding about the legal form of business, understanding the licenses and permits needed, assessing the environmental impact of business and forecasting finances, among others.

Since 1991, this ILO-designed program has been implemented in almost 100 countries in Asia, Africa, Europe, and Latin America and has awarded international licenses to more than 200 master trainers globally.

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