

19 November, 2007 02:22:00

The three models of business interaction in Turkmenistan

...

Investment alone is not the decisive factor, what else should be included to make the offer attractive for Turkmenistan?

The answer lies in studying the three distinct models Turkmenistan has followed over the years for its interaction with foreign partners:

- Merhav Model
- Chalyk Model
- ENEX Model

...

The third model, emerging now, is the ENEX model.

Belgian company ENEX Process Engineering, led by its general director Koen Minne, is pioneering the way for a new kind of interaction with Turkmenistan.

This approach can be described as ‘the total solution.’

As far as business is concerned, ENEX is offering a mix of traditional and non-traditional proposals. In addition to what ENEX has been doing in the oil and gas sector of Turkmenistan for a number of years, there is the offer to start producing a basic ingredient for solar batteries, a vital source of alternative energy.

This is especially appealing to Turkmenistan now that the government is trying to prepare for the time when it will run out of hydrocarbon resources. The Avaza free tourist and economic zone and the North-South trade and transportation corridor are also part of the effort to ensure that.

Moreover, ENEX contributed vitally in making the Turkmen President’s visit to Brussels a resounding success. ENEX chief was present at the airport to receive H.E Mr. Berdymuhamedov, his company liaised a number of meetings, ENEX co-hosted the dinner where the entire who-is-who of the European business community was present to listen to the speech of the President and ENEX facilitated print and electronic media placements.

This is total solution and any major companies wanting to succeed in Turkmenistan may need to study this model carefully.

...

SOURCE : Excerpt from an article by NewsCentralAsia publication.