

THE MAP

StrategEast is a leading independent institution working to develop the Eurasia's digital economy, in collaboration with international financial institutions, development agencies, global tech companies, and Eurasian governments.

STRATEG EAST'S UNIQUE EXPERIENCE BUILDING THE IT INDUSTRY IN EURASIA

TAX

Developing a special tax and legal regime

We assist governments with developing incentives for global IT companies to launch their operations on local markets. That includes tax reductions for export companies and streamlined work permits for foreign professionals. The new legislation allows and encourages local IT companies to register their intellectual property in the country and evolve from a service model to a product one.



"Jobs upon graduation" educational program

StrategEast IT HUB students across Eurasian countries are trained by high-level practitioners working for leading global IT companies. Within 6-9 months, they are able to acquire a new IT profession. Our students get their first job upon successful graduation, and are able to remain in their home country and even their hometown. Additionally, every job created in the IT industry creates 5 more collateral jobs in non-related economic sectors.



Startups acceleration

StrategEast's cooperation with the leading Silicon Valley-based accelerators provides an opportunity for startups from Eurasian countries to go global. Our accelerator leads startup founders from taking part in an initial online boot camp all the way to pitch sessions with Silicon Valley investors. We not only train young entrepreneurs in the soft skills they need, but also provide the most successful of them with a unique opportunity to reach international markets.



Advocacy of the region as a trusted IT destination

We attract attention to the advantages of the Eurasian IT industry. Local government officials, IT parks, and IT industry associations' representatives, along with the local entrepreneurs get the opportunity to present the advantages of their country at our virtual and in-person events. We assist Eurasian countries with creating a well-balanced ecosystem and then sharing it with the global tech community.



Public events supporting the IT industry

Our main public event – the StrategEast State and IT Eurasian Forum – is held annually in different countries around Eurasian region. The Forum is a unique platform that brings together global and local IT companies, government officials, international financial institutions, and global development agencies. Throughout the year, Eurasian country representatives are regular participants on the StrategEast.Live panels, discussing IT ecosystem development.



Venture capital development

In 2021, the Catapult Eurasia venture fund was launched to fund startups from the region. The Fund was established as a result of a collaboration between the Silicon Valley-based Catapult Ventures, leading startup accelerator from Silicon Valley, and StrategEast. Currently, Catapult Eurasia collects funds for first closings in various subregions of Eurasia – Central Asia, the Caucasus, and Eastern Europe. The fund's main aim is to combine Catapult Ventures' global expertise with local investment potential to form and accelerate Eurasia's startup industry.



Empowering women and vulnerable populations

One of the advantages of the digital economy is in its inclusiveness, as it provides equal opportunities, regardless the region of residence, age, and gender. StrategEast implements its programs for women's entrepreneurship development in partnership with Prospera Women, a scale readiness program from Silicon Valley for women-led startups.



Reports and Analytics

Our reports target several audiences at the same time. They allow local governments to evaluate the results of their activities in developing the IT industry and digital transformation, and to learn the best regional and global practices. At the same time, international financial institutions and development agencies are able to see where their support and assistance are required and they can play a decisive role in the transition from a resource-oriented economy to a knowledge-driven one.

STRATEG EAST ACTIVITIES

IN EURASIAN STATES



Developing a special tax and legal regime



"Jobs upon graduation" educational program



Startups acceleration



Advocacy of the region as a trusted IT destination



Public events supporting the IT industry



Venture capital development



Empowering women and vulnerable populations



Reports and Analytics

EXPERIENCE IN SYSTEMIC CREATION OF THE IT INDUSTRY

GEORGIA



The government reduced tax rates to 5%

At the StrategEast 2020 Forum in Tbilisi, the Georgian government announced a special tax regime for international IT companies, thereby reducing their tax from 20% to 5%.

StrategEast IT HUB with EBRD

In February 2020, the first StrategEast IT HUB was opened in Tbilisi. In just two years, thousands of students have been trained and received high-paying jobs in Georgia. In 2023, IT HUB has expanded its activity to regional centers, with support from the European Bank of Reconstruction and Development.

First startup acquisition

A full-scale startup acceleration program has been launched in collaboration with Silicon Valley-based accelerators USMAC. One year later, the first Georgian startup was acquired by US company SpinCar.

In 2023, StrategEast presented startups from Georgia at BIBAN 2023 - the key startup tech event that attracts global stakeholders in Riyadh, Saudi Arabia.

Promoting Georgia as a trusted IT destination

In cooperation with the state agency Enterprise Georgia and the Georgia's Innovation and Technology Agency, we have launched a program aimed at attracting international IT companies. Within two years, more than 100 large tech companies have opened their offices and created thousands of high-paying jobs locally.

StrategEast State and IT Eurasian Forum in Tbilisi

The COVID-19 outbreak dealt a heavy blow to the Georgian economy. Against that backdrop, the StrategEast State and IT Eurasian Forum was held in Tbilisi with the lead topic, "TECHNOLOGY AS A REMEDY". For the first time, the Georgian government declared the IT industry to become a key pillar of the country's economy.

New regional VC to be launched

Silicon Valley-based Catapult Ventures announced plans to create an investment fund for local startups.

Contribution to the Digital Resilience in Eurasia study

The Georgian Data Exchange Agency took part in the StrategEast and The World Bank joint report entitled Digital Resilience in Eurasia.

AZERBAIJAN



"Jobs upon graduation" program

Together with the Ideal Hub, StrategEast implemented the pilot phase of a program for Azerbaijani students to train with EPAM Systems. All those who successfully completed the program received a job offer.

StrategEast IT HUB with EBRD

The StrategEast IT HUB was expanded to the regional centers of Ganja and Nakhichevan, with the support from the EBRD and Ministry of Economy of Azerbaijan.

Contribution to "Eurasia's Data Economy" study

The Centre for Analysis and Coordination of the Fourth Industrial Revolution under the Ministry of Economy of Azerbaijan took part in the StrategEast, the World Bank, and UNDP joint report entitled "Eurasia's Data Economy".

ARMENIA



IT professionals' social contribution

StrategEast's report "Changing Economy – Changing Society", published in 2018/19, explored the IT community's significant role in transforming public life in Armenia.

WE SUPPORT THE TRANSITION FROM THE SERVICE-DRIVEN IT INDUSTRY TO A PRODUCT-DRIVEN ONE

UKRAINE



Special legal regime established

In 2021, Diia City, a special legal regime for the IT industry, was established in Ukraine, providing a reduced 5% tax rate for IT companies and the use of British law for intellectual property protection, along with other advantages. StrategEast in cooperation with Oxford Economics presented a case study report to international financial institutions and global development agencies on the positive impact of de-shadowing Ukraine's IT sector following the adoption of the Diia City law.

IT HUB for IDPs in Ukraine

With support from GIZ, StrategEast has launched an IT job creation program for IDPs. We are working with a major global development agency to implement a "training for trainers" program for university professors from around Ukraine.

Digital Marshall Plan for Ukraine

The Digital Marshall Plan for Ukraine was initiated by StrategEast in May 2022 in an op-ed published by the Atlantic Council in its UkraineAlert blog. At the Ukraine Recovery Conference held in Lugano in July 2022 together with the Ministry of Digital Transformation of Ukraine, we formed an advisory group consisting of VPs from leading global tech companies to accelerate Ukraine's digital transformation.

StrategEast State and IT Eurasian Forum in Kyiv

The first StrategEast State and IT Eurasian Forum was held in Ukraine: by the end of 2021, 250,000 people in Ukraine were employed in IT, and the IT exports amounted to \$6.8 billion – 10% of the country's total exports. After the start of the war, the IT industry was the only one that showed an increase in exports in 2022.

From old money to smart money

The Angel Academy program is to be launched in 2023. As part of that program, Ukrainian entrepreneurs from traditional Ukrainian resource-based industries will be trained in investing by Silicon Valley investors in investing in innovative projects.

Reports and analytics

In March 2022, together with the Ministry of Digital Transformation, StrategEast released the "Ukrainian Digital Resistance to Russian Aggression" report, documenting the digital ecosystem's vital contribution to Ukrainian resilience during the Russian invasion. Ukraine became a contributor to the joint report with the World Bank entitled "Eurasia's Data Economy". Another report devoted to the Ukrainian IT industry entitled "Innovative Ukraine" was released jointly by StrategEast and the Kyiv-based IT cluster "Unit City".

Ukrainian startups in the Gulf

In 2023, StrategEast presented startups from Ukraine at BIBAN 2023 - the key startup tech event that attracts global stakeholders in Riyadh, Saudi Arabia.

MOLDOVA



Jobs upon graduation

Together with Tekwill and with support from USAID and Sida, we have trained students from Moldova in new IT specialties at the StrategEast IT HUB. All graduates have already been hired for their first jobs in the IT industry without having to relocate from Moldova.

Reports and analytics

The e-Governance Agency Moldova took part in StrategEast, the World Bank, and UNDP joint report entitled "Eurasia's Data Economy".

The Moldova Digital Summit

President of StrategEast moderated a panel "Eastern Partnership Digital Trends" at the Moldova Digital Summit.

BUILDING AN EXPORT-ORIENTED INDUSTRY

KAZAKHSTAN



Attracting global IT companies to Astana Hub

Kazakhstan has already adopted a favourable tax and legal framework for the IT industry. Currently, StrategEast is working to attract new BigTech companies to join the Astana Hub and engage them in implementing joint educational projects for local students. As a result, EPAM Systems and Sigma Soft have already joined the Astana Hub.

Equal access to IT education

The StrategEast attracts students from universities throughout Kazakhstan to take part in a massive government-funded Tech Orda training program. The first students completed their studies in 2023.

StrategEast IT HUB partners with Google

StrategEast IT HUB partners with Google to help local universities students expand IT knowledge and get job recommendations through Google & Developer Relations Program. 750 students take part in this program.

Participation in a Silicon Valley acceleration program

In 2021, two startups from Kazakhstan took part in the Central Asian boot camp held by StrategEast, in collaboration with the Kyrgyz Software and Services Developers' Association, and supported by USAID's Future Growth Initiative. Silicon Valley-based accelerator was an executive partner.

In 2023, StrategEast introduced startups from Kazakhstan at BIBAN 2023 - the key startup tech event that attracts global stakeholders in Riyadh, Saudi Arabia.

Representing Kazakhstan on all global platforms

In 2022, Kazakhstan have partnered the StrategEast State and IT Eurasian Forum in Samarkand and co-hosted a dedicated side event.

Special Panel on the Digital Bridge

In 2022, a special panel dedicated to the development of an export-oriented IT industry was held on the Digital Bridge forum. The panel was moderated by StrategEast and attended by global tech leaders' representatives, the Kazakh IT industry, and USAID.

In November 2023, Almaty will host the flagship event of StrategEast in Eurasia – StrategEast State and IT Eurasian Forum.

Launching a VC fund in Central Asia

In 2021, at the StrategEast forum in Bishkek, Silicon Valley-based Catapult Ventures fund announced its plans to create an investment fund Catapult Eurasia, to invest in startups in Central Asia. In addition, the StrategEast regularly organizes visits of Californian venture investors to Kazakhstan.

Reports and analytics

In 2023 the Kazakh IT ecosystem was the subject of a study by StrategEast entitled "The Billion in the Distance: Central Asian IT Exports and Strategies for Growing Them", supported by the EBRD and USAID's Future Growth Initiative.

In 2022, the Ministry of Digital Development, Innovations and Aerospace Industry of Kazakhstan contributed to the StrategEast, the World Bank, and UNDP joint report entitled "Eurasia's Data Economy"

TURKMENISTAN



Studies in cooperation with international financial institutions

The Turkmen IT ecosystem was the subject of a study by StrategEast entitled "The Billion in the Distance: Central Asian IT Exports and Strategies for Growing Them", supported by the EBRD and USAID's Future Growth Initiative.

CENTRAL ASIA AS A NEW IT HUB IN THE HEART OF EURASIA

UZBEKISTAN



The Silicon Valley acceleration program

In 2022, an acceleration program was implemented for 16 startups with the support from USAID's Future Growth Initiative, in partnership with the Uzbekistan Venture Capital Association and IMPACT.T.

In 2023, StrategEast presented startups from Uzbekistan at BIBAN 2023 - the key startup tech event that attracts global stakeholders in Riyadh, Saudi Arabia.

Partnership with Google

StrategEast IT HUB partners with Google help local university students expand IT knowledge and get job recommendations through Google & Developer relations program. 750 students take part in this program.

Promoting Uzbekistan on StrategEast.Live

During our online StrategEast.Live panels, Uzbek government officials and local IT industry representatives were able to meet and exchange best practices with their counterparts from the US, EU, and other Eurasian countries.

StrategEast State and IT Eurasian Forum in Samarkand

In 2022, StrategEast hosted its prime annual event, the State and IT Eurasian Forum in Samarkand.

Reports and analytics

The Uzbek IT ecosystem was the subject of a study by StrategEast entitled "The Billion in the Distance: Central Asian IT Exports and Strategies for Growing Them", supported by the EBRD and USAID's Future Growth Initiative.

KYRGYZSTAN



Participation in the Silicon Valley acceleration program

In 2021, 10 startups from Kyrgyzstan took part in the Central Asian boot camp held by StrategEast jointly with Kyrgyz Software and Services Developers' Association, supported by USAID's Future Growth Initiative. Silicon Valley-based accelerator USMAC was an executive partner.

In 2023, StrategEast presented startup from Kyrgyzstan at BIBAN 2023 - the key startup tech event that attracts global stakeholders in Riyadh, Saudi Arabia.

Building a coalition of donors

The quarterly meetings of international donors dedicated to the development of the Kyrgyz IT industry, organized jointly with the UNDP and Kyrgyz Software and Services Developers' Association, brought together representatives of more than 20 interested organizations.

StrategEast State and IT Eurasian Forum in Bishkek

Among the decisions made within the Forum, the Prime Minister of the Kyrgyz Republic declared developing the Kyrgyz IT industry to be one of the government's highest priorities. EPAM Systems has become the first leading US company to start its operations in the Kyrgyz Republic.

Launching a VC fund in Central Asia

In 2021, at the StrategEast State and IT Eurasian Forum in Bishkek, the Silicon Valley-based Catapult Ventures fund announced plans to create an investment fund entitled Catapult Eurasia to invest in startups in Central Asia.

Reports and analytics

In 2022, the Ministry of Digital Development of the Kyrgyzstan contributed to the StrategEast, the World Bank, and UNDP joint report entitled "Eurasia's Data Economy". In 2023 the Kyrgyz IT ecosystem was the subject of a study by StrategEast entitled "The Billion in the Distance: Central Asian IT Exports and Strategies for Growing Them", supported by the EBRD and USAID's Future Growth Initiative.

TAJIKISTAN



Development of the “Technology Parks” law

StrategEast assisted the Tajikistan government in the development of the “Technology Parks” law that included assistance with drafting the legislation and holding a webinar for the government of Tajikistan with leading Eurasian experts on creating IT parks.

Participation in the Silicon Valley acceleration program

In 2021, two startups from Tajikistan took part in the Central Asian boot camp held by StrategEast jointly with Kyrgyz Software and Services Developers’ Association, with support from USAID’s Future Growth Initiative. Silicon Valley-based accelerator USMAC was an executive partner.

In 2023, StrategEast presented startup from Tajikistan at BIBAN 2023 - the key startup tech event that attracts global stakeholders in Riyadh, Saudi Arabia.

Promoting Tajikistan on StrategEast.Live

On our online StrategEast.Live panels, Tajik government officials and local IT industry representatives were able to meet and exchange best practices with their counterparts from the US, EU, and other Eurasian countries.

StrategEast State and IT Eurasian Forum 2022

Representatives of all stakeholders in the digital economy of Tajikistan development took part in the StrategEast State and IT Eurasian Forum in Samarkand in 2022

Reports and analytics

The Tajik IT ecosystem was the subject of a study by StrategEast entitled “The Billion in the Distance: Central Asian IT Exports and Strategies for Growing Them”, supported by the EBRD and USAID’s Future Growth Initiative.

THE NEXT TRUSTED IT DESTINATIONS

THE GULF



In 2022, StrategEast launched its operations in the Gulf countries. We strongly believe that leading tech companies with offices in Caucasus and Central Asia should be engaged to provide digital services to Gulf countries’ private and public sectors, and Gulf countries are to leverage from investing into the Central Asian and Caucasus startup ecosystem.

As the first step towards Eurasia – Gulf cooperation:

StrategEast hosted a round table “Digital MECCA», potential for a mutually beneficial partnership within the MECCA (Middle East, Caucasus, Central Asia) region was discussed.

StrategEast presented 15 startups from Eurasia at BIBAN 2023 - the key startup tech event in Saudi Arabia.

30 startups from Oman were accelerated by StrategEast mentors from Silicon Valley

LATIN AMERICA

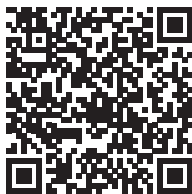


StrategEast also launched its activities for the first time in a new region – Latin America. We provide countries in the region with assistance in preparing tax and legal regimes to attract companies currently operating in Eurasia. StrategEast has already discussed with public and private sector representative to create such conditions in Chile, Colombia, the Dominican Republic, Guatemala, Panama, and Paraguay.

A webinar for LATAM countries on “How to create conditions attractive to foreign IT companies” was held in 2022 for representatives of Eurasian countries and the global IT industry, as well as international donors to share their best practices in creating IT ecosystems.



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