

CONCEPT

of the Digital Trade and Logistics Online Platform “Turkic Trade”

I. Background

This Concept is developed pursuant to the initiative of the President of the Republic of Uzbekistan on the establishment of the online platform “Turk Trade” for the Member States of the Organization of Turkic States (OTS), announced at the OTS Summit held in Budapest in May 2025.

Reference: It was instructed that by 1 August 2025 a draft Concept for the establishment of the “Turk Trade” online platform be prepared by the Chamber of Commerce and Industry, the Ministry of Investment, Industry and Trade, the Ministry of Digital Technologies, the Ministry of Economy and Finance, the Customs Committee, and other relevant ministries and agencies.

II. Rationale

2.1. Against the backdrop of the steady growth in trade turnover and cargo transportation among the Member States of the Organization of Turkic States, there is an objective need to establish a digital platform that facilitates access to regional markets, logistics routes, and business cooperation.

2.2. Reference: The combined GDP of the OTS Member States has exceeded USD 2.1 trillion, while intra-OTS trade increased from USD 30.9 billion to USD 45 billion in 2024, representing growth of 45.6% (an increase of USD 14.1 billion).

2.3. The “Turk Trade” platform is intended to become a strategic instrument for the digital transformation of trade, optimization of logistics processes, and expansion of the export-import potential of the OTS Member States.

III. Objective of the Project

To establish a unified electronic B2B platform, “Turk Trade”, aimed at strengthening economic cooperation, facilitating access to regional markets, and promoting the transition to digital technologies in trade and logistics among the Member States of the Organization of Turkic States (OTS).

IV. Priority Areas

4.1. B2B Digital Hub for Industrial Goods and Services

- A unified electronic marketplace featuring offers of industrial goods together with logistics solutions for their delivery;
- Digital contracts, applications, and tenders;
- A catalogue of certified suppliers and operators.

4.2. Information and Analytical Module

- Monitoring of trade flows and analysis of demand, market conditions, prices, and tariffs;
- A map of multimodal transport routes displaying capacities and infrastructure of logistics centres and terminals;
- Integration of data on transit procedures and technical regulations;
- Technical assistance regarding state support measures, standards, and requirements of OTS Member States.

4.3. Integration with the Alliance of Logistics Centres and Freight Carriers

- Interaction with the logistics infrastructure of OTS Member States (railway terminals, ports, warehouses, etc.);
- Support for multimodal routes through application submission, cost calculation, and slot booking;
- A digital single window for exporters and importers providing real-time cargo tracking;
- Real-time online communication with logistics operators and service providers.

V. Preliminary Structure of the Platform

Component	Purpose
Main Platform	Central interface for buyers and users (shippers, logistics providers, exporters, etc.) with access to the full functionality of the platform through a secure personal account.
Mobile Application	Simplified access to key functions for entrepreneurs and carriers, including application monitoring, notifications, and shipment tracking.
Integration with External Systems	Automated exchange of data with governmental and other information systems (customs, railway operators, ports, export agencies, etc.).
Digital Services	Integrated modules for electronic certificates of origin, e-CMR, e-TIR, permits, export and customs documentation, cargo tracking, and other services.

VI. Implementation Stages

6.1. Preparatory Stage

Timeline: Q2 2026

Responsible Entities:

- OTS Secretariat (Istanbul);
- Relevant ministries and agencies of the Member States;
- OTS Working Groups on Trade and Transport.

Activities:

- Establishment of a working group for platform development;
- Preparation of Terms of Reference (ToR);
- Development of the platform governance model;
- Identification of priority commodity groups and logistics hubs for the pilot phase.

6.2. Pilot Phase

Timeline: Q3–Q4 2026

Responsible Entities:

- OTS Secretariat;
- Relevant national agencies.

Activities:

- Launch of the platform in a limited format between Uzbekistan and Kazakhstan and/or Azerbaijan;
- Testing of the B2B digital hub, logistics integration, and analytical functions;
- Engagement of terminals, exporters, and other platform participants;
- Assessment of effectiveness and elimination of technical barriers.

6.3. Scaling-Up Phase**Timeline:** Q1–Q3 2027**Responsible Entities:**

- OTS Secretariat;
- All Member States.

Activities:

- Connection of all OTS Member States to the platform;
- Expansion of functionalities (digital documents, payments, tracking, etc.);
- Integration of major transport corridors and routes, including the Trans-Caspian International Transport Route (TITR), Zangezur Corridor, Turkmenbashi–Baku route, and others.

6.4. Integration with Other OTS Programmes and Institutions**Timeline:** 2027 onwards**Responsible Entities:**

- OTS Secretariat;
- Specialized OTS institutions and mechanisms (TCCI, TIF, DEPA).

Activities:

- Integration with OTS programmes in investment, industrial cooperation, and related areas;
- Cooperation with competent state authorities on e-CMR, e-TIR, and other digital systems;
- Development of the regulatory framework governing the platform.

VII. Expected Results and Significance for OTS Member States

- Increased share of intra-regional trade among OTS Member States;
- Reduction of logistics and customs clearance costs and processing times;
- Enhanced transparency and reduced barriers for the private sector;
- Improved attractiveness of the Turkic region as a trade and logistics hub.

VIII. Institutional and Organizational Development of the Platform

8.1. Designation of “Turk Trade” as a commercial project with a self-financing model and active participation of the private sector in its management and development.

8.2. Establishment of Trade Houses in OTS Member States, in cooperation with national chambers of commerce and industry, to act as platform operators under centralized IT management, with the headquarters located in Tashkent.

8.3. Ensuring online interaction among all platform operators based on unified digital protocols, technical standards, and integration solutions.

8.4. Creation of an integrated catalogue of industrial goods, including raw materials, equipment, components, and other industrial products.

8.5. Introduction of a participant rating system and transparent eligibility criteria for large industrial and manufacturing companies seeking access to the platform.

8.6. Recognition of national certificates issued by OTS Member States, or the introduction of simplified verification procedures, as a key mechanism to enhance the attractiveness of the platform for businesses.

8.7. Development and adoption of a Framework Agreement among OTS Member States on the mutual recognition of national standards and technical regulations.

8.8. Integration of the platform with existing digital solutions and information systems of the competent authorities of OTS Member States (such as e-Contract, e-Logistics, and others) to ensure end-to-end digitalization of trade and economic processes.

IX. Financial Arrangements and Sources of Financing

9.1. The establishment, launch, and further development of the “Turk Trade” platform shall be financed through resources attracted from international financial institutions, the private sector, and other interested organizations.

9.2. Key financing sources shall include international and regional financial institutions, investment funds, and donor organizations through grants, technical assistance, and investment contributions.

9.3. Participation of the private sector shall be ensured through direct investments, public-private partnership mechanisms, membership fees, and revenues generated from commercial services.

9.4. Financial resources of national development institutions, chambers of commerce and industry, and other specialized organizations of OTS Member States shall be mobilized to support the platform’s infrastructure, digital, and institutional components.

9.5. A sustainable self-financing model shall be established through the gradual introduction of paid services, digital tools, analytical and logistics solutions, and other activities consistent with the objectives of the platform.

9.6. Transparency and accountability in the use of financial resources shall be ensured through unified procedures for financial management, monitoring, and auditing in accordance with international standards.