

Kazakhstan Market entry and Serialization Compliance



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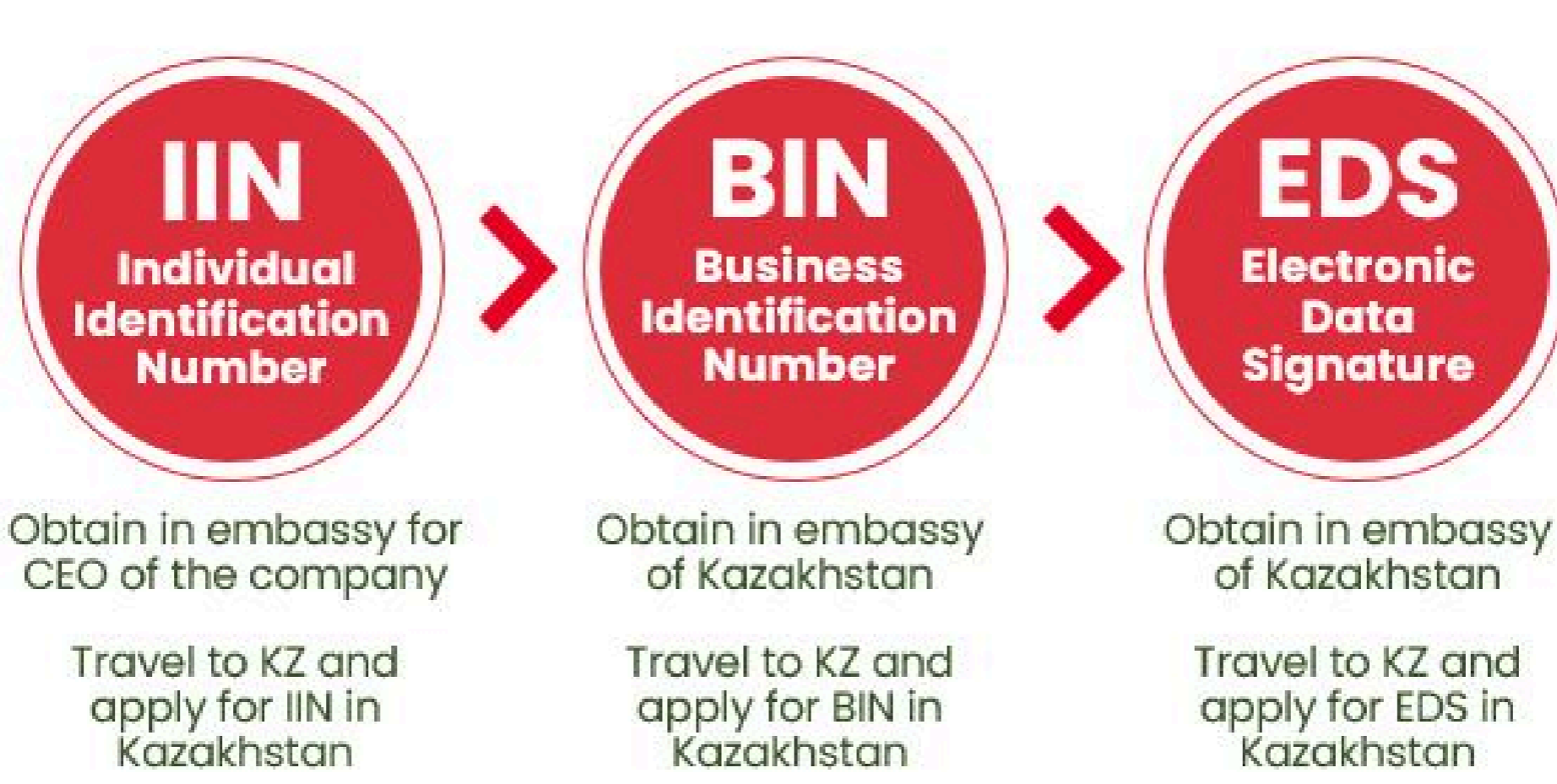
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Agenda

- Kazakhstan market overview: key insights
- Deep dive into Compliance:
- Registration Requirements
- Systems Involved
- Main Challenges



Registration Requirements



Legal Requirements & Power of Attorney

- Only the CEO or a board-level executive of the parent company can appoint a representative via notarized PoA
- This PoA must be translated into Kazakh or Russian and notarized locally
- The entire process can take 2–4 weeks if planned properly; longer if documents are incomplete

Common Bottlenecks

- Inability to obtain IIN from certain countries due to local embassy restrictions
- High demand for appointments at embassies
- Lack of clarity on proper documentation formatting

Kazakhstan market entry strategy

Kazakhstan presents a growing and strategically important pharmaceutical market. As of 2024, the country requires full serialization compliance for all pharmaceuticals, opening both opportunities and operational challenges.

Market overview

- One of the largest pharma markets in Central Asia
- Strong demand for imported medicines, but increasing local production incentives
- Government support for digital traceability and anti-counterfeiting measures

Entry Approaches

Option 1: Direct Entry by Manufacturer

- Full control over systems and compliance
- Requires IIN, BIN, EDS, and internal serialization infrastructure

Option 2: Entry via Local Distributor

- Faster path to market
- Local distributor handles registration, aggregation, and reporting
- Risk of losing visibility and legal control over serialized data and codes

Serialization systems

- **IS MPT** (Information System for Monitoring and Tracing of Trade Goods)
 - National Catalogue
 - Order Management Station
 - Crypto Code Management

- **IS CEDM** (Information System Center for Electronic Documentation of Marked Goods)
 - Serialized document management

- **ISMET**
 - Crypto code invoicing for foreign manufacturers



Conclusion

Entering the Kazakhstan market is entirely feasible—but only with early preparation, local partnerships, and strong internal alignment. Serialization is not just a compliance issue, but a strategic capability.

Need help getting started?

Our expert team offers free consultations to assess your readiness and guide your next steps.

— The Nubinno Team