

## Problematic Lecture

On March 1, 2019, a lecture on the theme "Requirements for products, technologies, specialists of ARTEL Company" was held in the conference hall of TIAME with the participation of the 4th year students of the faculties of ESAWR, MHW and MA. The event was attended by professors and teachers of the Faculties of ESAWR and MA. Artel is one of the largest company in Central Asia producing home appliances. The company is based in Uzbekistan, engaged in the production of large appliances and electronic devices. The company has been operating in Uzbekistan since 2011, with its quality, reliable and convenient products. Today, the company produces more than 10 types of household appliances: air conditioner, vacuum cleaner, microwave oven, stove, kitchen appliances, small electric ovens, TVs, refrigerators, telephone and electric water heaters. The equipment of the world's leading enterprises is installed at Artel's plants. In addition, the company is also working with laboratories to regularly monitor product quality.



Artel has a private area of about 50000 square meters for storage of all the products produced in the factory. The main task of this field is to receive, store and deliver products to the company's 5 Artel's retail outlets throughout Uzbekistan. Today Artel's home appliances are exported to Kazakhstan, Kyrgyzstan, Afghanistan, Tajikistan, Turkmenistan, Russia (Makhachkala), Ukraine, Azerbaijan and Georgia. At present, negotiations are underway with Artel to export its products to Europe, to some Russian cities and to Pakistan. The company's business is rapidly expanding to a much larger extent.

First of all, it is important to note that we always pay great attention to choosing partners. Because trustworthy partners are the shapes of our particular image and long-term and top-priority contacts. We cooperate with those who have great success in their field. Our partnerships have at least 20 years of experience in the home appliances market and, in turn, have a high priority and professional level. Our ability to produce high quality and at the same time relatively inexpensive products has resulted in smaller production costs. The experience gained during the company's operations has allowed some of the products to be manufactured from local raw materials, which in turn helped lower the cost of home appliances.



We have all the opportunities to guarantee our products in our foreign partners. The lecture was fully explained to the specialists with higher education, as well as the requirements for training and production. During the lecture, participants were given Phase 1 tests.