

REPORT

AUGUST - DECEMBER

2018

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STEPAN KUBIV

The First Vice Prime Minister of Ukraine
The Minister of Economic Development and
Trade of Ukraine



The growth of Ukrainian export is the key to the economic development of Ukraine and one of economic priorities of the Government activity. For several years running, the Priority Action Plan of the Government and the Ministry of Economic Development and Trade of Ukraine includes assistance for Ukrainian companies to enter the global markets, in particular with the aid of the Export Promotion Office (EPO) which has been operating under the Ministry of Economic Development and Trade of Ukraine for two years.

In 2018, the collaborative effort of the Government, the Ministry of Economic Development and Trade of Ukraine and the Export Promotion Office continues to help the Ukrainian business to tap into new potential markets of Turkey, Israel, China, Canada, Africa, and helps to strengthen positions of Ukrainian exporters at traditional markets of the European countries, such as Germany, Austria, the Great Britain, etc.

The important aspect of the EPO activity includes the development of the Export and Exhibition Brand of Ukraine which enables the exporters to use a single branding style for exhibition materials, national and commercial stands and is expected to promote better recognition of Ukrainian products and Ukrainian manufacturers at global markets. The success of the single branding style demonstrated good results during the China International Import Expo in November 2018, where Ukraine presented its National Stand for the first time.

This year, the Government focused at better opportunities for Ukrainian exporters, enhancing opportunities for export of innovative goods and high value-added products, and increasing the volume and share of services in export. The Export Promotion Office underwent a quality transformation – in August it made a transition from the advisory body to the State Institution while retaining its name and high mission to facilitate exporters in their activities. The new state institution, which transformation processes will have finished by the end of 2018, will be functioning based on the operational model of the Export Promotion Office. The operational model has proved itself as efficient, valid, and, most importantly, convenient for the Ukrainian business which has always been a prime focus of the EPO.

I am pleased to state that owing to joint efforts of the business and authorities, in 2018 the world saw more of Ukrainian products and services, while the number of Ukrainian exporters dramatically increased. The figures confirm this trend, as the export of goods and services grew by 10.3% and 11.6% correspondingly over the 9 months of 2018. Ukrainian products substantially strengthened its positions in Poland (+24%), Germany (+21%), Hungary (+33%), and the USA (+31%). The biggest export categories remain ferrous metals (22.4%), crops (13.9%), fats and oils (9.3%). The growth champions are ferrous metals (+25.3%), wood and wooden products (+30.5%), ferrous metal products (+31.7%), polymers, plastics and products (+50.8%), and computer services (+20.3%).

This is a telltale sign that the system we developed to support exporters and promote commercial cooperation is efficient, while the collaborative work of the business, the Government, ministries, diplomatic services, industry business associations, and other stakeholders of the export ecosystem multiplied by huge export potential and consistent approach of Ukrainian manufacturers deliver great results.

Our task is to go the extra mile and continue convincing consumers and partners around the world that #TradeWithUkraine is fashionable, profitable, eco-friendly and useful!



MARYANA KAHANYAK

Head of Export Promotion Office
Co-founder of the SheExports program,
Advisor to the Minister of Economic Development
and Trade of Ukraine

2018 became the year when our previous efforts bore fruit. During this year, thanks to the donor support, we were building up our own expertise and continued providing services to Ukrainian exporters. The EPO's trade missions began to show results within the shortest possible time: the mission to Nigeria secured contracts for 4 companies, the mission to Israel – contracts for other 3 companies, one of which is a large projects for furnishing an entire residential area. Based on the results of the trade missions to Turkey, the Great Britain and Germany, the Ukrainian companies performed their first trial deliveries. Educational services became systematic; following a successful first launch of the Export Revolution Ukraine, the EPO launched the program again and implemented the Creative Export Ukraine, a new educational course for creative industries. The Export Consulting provided Export Idea check, Mentorship and Business Internationalization services to over 240 companies.

In September, the EPO presented the Export Brand and developed a unified branding for exhibition stands which became the first step towards a system-based communication of the export potential of Ukraine and promotion of "Made in Ukraine" among the international audience. Using the Export Brand, the EPO organized a national stand of Ukraine at the first import-oriented exhibition in China (CIIE 2018) which paves the way to a multi-billion Chinese market. The stand, along with the export potential of the country, demonstrated investment and tourist opportunities of Ukraine, wherein the stand became the synergy point of the joint efforts of ministries, local authorities, international partners, associations, and business.

It all became possible thanks to the Team, the Donors, and the Exporters!

First of all, I would like to thank the EPO Team which managed to materialize all ideas and worked beyond limits. Thank you for your professionalism and faith in what you do.

I would like to thank the Donors who supported the establishment and development of the EPO and assisted the transformation process of the EPO to the State Institution. In particular, I express deep gratitude to the Governments of Canada, the USA, the Great Britain, the EDGE project and Tawnia Sanford, WNISEF project and Jaroslawa Johnson and Lena Kosharna, as well as the Embassy of Canada and Karim Morcos. I would like to thank the EU Government and the EBRD for the opportunity to implement additional and new projects for Ukrainian SMEs, in particular Katherine Rigg and Nadiya Muste who were real twelfth players of the EPO Team.

My deepest gratitude is to the Ukrainian exporters for believing in us, using the EPO services, producing goods and services which proved that the products manufactured in Ukraine are creative, advanced and competitive at international markets.

Ahead lies a new operational stage of the State Institution "Export Promotion Office of Ukraine" which we began creating in the early March 2018 after the Cabinet of Ministers of Ukraine took a corresponding decision. It took almost a year to create the operational environment for the State Institution to obtain all legal, operational, financial and human resources for fully-fledged activities and development.

Since December, the Institution has been functioning independently to support Ukrainian business and promote Ukrainian export.

I have faith in Ukrainian export and believe that the whole world should #TradewithUkraine!



JAROSLAWA JOHNSON

President and CEO
Western NIS Enterprise Fund (WNISEF)



First of all, WNISEF technical aid program is aimed at addressing systemic issues in the development of the private sector, in particular through establishment and development of institutions, programs and services to promote trade and attract foreign direct investments to Ukraine. We have many activity areas to implement the best practices in Ukraine so that the central and local authorities, SMEs and other parties involved could join forces to increase the added value of Ukrainian export and enhance the market share of Ukraine in the key sectors of international economy.

For this reason, we supported the establishment of the Export Promotion Office which plays a crucial role in the implementation of the trade development program of the Ministry of Economic Development and Trade of Ukraine. Since its inception, the EPO has been developing a wide range of information and training programs, trade popularization events and special materials with the support of WNISEF. Over the last three years, the EPO has become the center for a continuously increasing number of donors and other technical aid programs aimed at achieving Ukrainian trade development goals. Furthermore, the EPO and its partners encouraged the Government of Ukraine to undertake the implementation of export facilitation projects. This initiative resulted in the establishment of the State Institution "Export Promotion Office". Transformation of the Export Promotion Office to the state institution in 2018 helped to ensure a long-term stable activity and bring the EPO operations at a new level.

We see annual growth of Ukrainian export and its reorientation to new markets which became possible to a great extent due to the EPO's activity. We are happy to be the EPO's partner and provide our expert and technical aid to develop international trade of Ukraine and support Ukrainian manufacturers.



Canada

KARIM MORCOS

Director/Head of Development Cooperation
(Counsellor), Global Affairs Canada

Global Affairs Canada is actively supporting reforms in Ukraine in many areas and is especially happy to support Ukrainian government in promoting exports, due to increased opportunities for Ukrainian goods and services within the recently signed CUFTA agreement between Ukraine and Canada. As Canadian and other markets become more and more open for Ukrainian exports, it is very important to build an efficiency-seeking economy and make Ukrainian companies globally competitive. For this, EDGE, a technical assistance project, funded by the Government of Canada, started its support to the Ministry of Economic Development and Trade (MEDT) in developing a sound national framework for export promotion.

We started our support in 2016 by assessing the trade support framework and launching the Export promotion office as a Government-backed export services providers to the private sector. During three years of support, we saw the progress of EPO, which grew from a small project office of dedicated professionals to a full-fledged organization capable to increase competitiveness of Ukrainian exporters in the long term. During this period, EPO gained recognition from government leaders and from the private sector and helped open new markets for Ukrainian products. We were very pleased to see that our mutual work led to transition of EPO into a state institution with stable government funding beyond 2018.

We already see tangible results, produced by EPO, in the form of export contracts, shipped goods and services and received payments for exports. I am confident that many Ukrainian companies will become successful at foreign markets and EPO will have a role in this.



Volunteer initiative.

Maryana Kahanyak
and Iryna Onikienko
joined in May 2015.

May-
September
2015

US – UKRAINE BUSINESS FORUM
Open4U video & materials

**1st Donor support
by WNISEF in
September 2015**

2 BUSINESS FORUMS:

KAZAKHSTAN – UKRAINIAN BUSINESS FORUM
UKRAINIAN – GERMAN BUSINESS FORUM
1,450 participants

EXPORT PROMOTION COUNCILS:

10 B2G dialog meetings, 700 participants
Raising the VAT refund issue allowed
exporters to refund 1,371,000,000 UAH

January-
December
2016

EXPORT PROMOTION COUNCIL:

14 B2G dialog meetings, 1,000 participants

Hot-line:

500+ business requests processed

**National Export
Strategy development
launch**

3 FORUMS:

NETHERLANDS-UKRAINE BUSINESS FORUM
80 Ukrainian companies, 270 Dutch companies

CANADA-UKRAINE BUSINESS FORUM
115 Ukrainian companies, 150 Canadian companies

FRANCE - UKRAINE BUSINESS FORUM ,
30 Ukrainian companies, 220 French Companies

**Technical assistance
of EDGE (Canada)
April 2016**

2 VIP VISITS

Canada and Japan

Reception with participation of the Right Honorable Justin
Trudeau, Prime Minister of Canada, and Prime Minister of
Ukraine Volodymyr Groysman

VIP visit Japan - official delegation of MEDT to Japan

2 TRADE MISSIONS:

Trade mission to Lithuania & Baltic Fashion and Textile
EXPO

Inception Trade Mission during the 1st official visit of the
President of Ukraine to Malasia

**2nd Donor support
by EDGE (Canada)
in December 2016**

**Foundation of the
Export Promotion
Office, a consultative
and advisory body
under the Ministry of
Economic Development
and Trade of Ukraine**

December
2016

2017

**Development and
establishment of
the Office.
Set-up of three
units and launch
of two platforms**



units

platforms

EXPORT EDUCATION

34 education events, 8,315 participants, launch of the Export Revolution training program

EXPORT CONSULTING

Direct contacts with potential partners abroad facilitated for 351 Ukrainian companies

BUSINESS OPPORTUNITIES

8 trade missions abroad, 1,000+ B2B meetings and 1,500 contacts with foreign importers

SHE EXPORTS

17 events (online & offline), 900+ participants of events conducted by She Exports and in partnership, 14 international experts

B2G

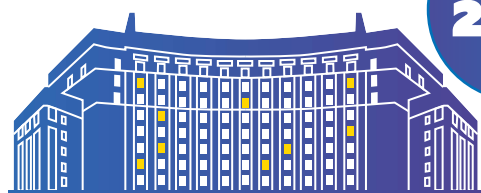
21 B2G meetings in 8 regions of Ukraine

RESULTS FOR 2017

3rd Donor support by EBRD and EU4Business in January 2018

The Governments of the United Kingdom & Canada support the process of EPO transformation to State Institution "Export Promotion Office of Ukraine"

March 2018



The government made a decision to establish the State Institution "Export Promotion Office of Ukraine"

Establishment of State Institution "Export Promotion Office of Ukraine"

31 July 2018



transformation period

consultative and advisory body > state institution

platforms

EXPORT EDUCATION:

1000 Ukrainian entrepreneurs and exporters started education under the Export Revolution (the second enrolment) and the Creative Export (the first enrolment) national educational programs. 1000+ graduates of the Export Revolution in Ukraine first enrolment

EXPORT CONSULTING:

498 services provided to 424 Ukrainian companies and 77 services provided to overseas importers; EU Trade HelpDesk prepared for launch

BUSINESS OPPORTUNITIES

7 trade missions, 10 markets, 7 economy sectors, 1500+ B2B, 1100+ contacts with overseas importers

SHE EXPORTS

37 events (on-line and off-line), 16 regions, Ukrainian delegation of women entrepreneurs to the ITC SheTrades Global forum organized, 55 women entrepreneurs from Ukraine in the SheTrades community

B2G

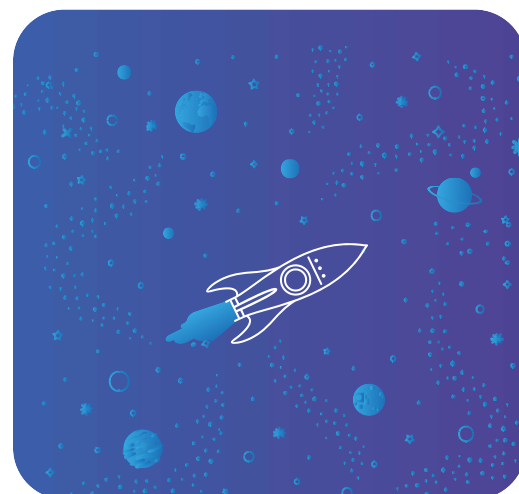
4 B2G meetings, 4 sectoral meetings, 700+ participants

RESULTS JANUARY 1 – DECEMBER 1, 2018

Since December 2018, the State Institution "Export Promotion Office of Ukraine" started out functioning.

Business will continue to receive support from:

- SheExports program with the support of the Government of Canada and EDGE technical aid project.
- Consolidation of SME Export Potential and Facilitation of Access to Foreign Markets project with the support of EBRD as part of the EU4Business initiative.



units

EXPORT CONSULTING

The Export Promotion Office continues working under the established and tested scheme for providing consulting services to Ukrainian exporters on developing an effective strategy for their entry to foreign markets.

Our experts have set up a comprehensive approach to consulting which includes assistance from the local EPO consultants and analysts as well as experienced private consultancies located in more than 61 countries around the world. We offer a 4 tier assistance to exporters:

Export readiness assessment provides evaluation of exporter's readiness for international business or further expansion abroad, as well as identification of competencies that a company lacks and understanding which knowledge and skills are required.

Idea Check provides a rationale regarding relevance of the markets selected by a company through analysis of statistical trade data, available tariff and non-tariff regulation, helps to define possible obstacles for implementing the export idea and provides alternative options based on the company's capabilities, plans, and needs.

Mentorship service helps to adjust export idea and focus on certain areas of activity, develop a step-by-step international market entry plan, provide understanding of various existing tools for business internationalization, and receive advice on their practical use.

Further **Business Internationalization service** includes assistance in finding reliable export consultants with appropriate expertise, preparation of the scope of work to be performed by a consultant and mediation of the cooperation process with a selected consulting company to achieve the maximum output.



Meeting with the French company Decathlon



Third national consultations on sectoral and cross sectoral strategies



The workshop for apparel sector manufacturers with New Fashion Zone

EU Trade Helpdesk developed

The EU Trade Helpdesk is a web page which provides information on the main requirements for export to EU and insights into the procedure to meet these requirements.

The target audience of the Helpdesk includes small and medium enterprises (SMEs) looking to export to or already exporting and willing to enter new EU markets.

The Helpdesk will provide information on how to identify the product code, tariffs, tariff quotes, rules of origin, main EU requirements for food products and non-food items, as well as guidance to finding additional information. Moreover, the Helpdesk contains more detailed information for 10 featured product groups. These product groups include:

- Food and agriculture (fresh fruits and berries, honey, and pasta);
- Consumer goods (clothes, footwear, wooden furniture, and ceramic products: tiles, dishware, toys, and cosmetics);
- Industrial products (lamps and lighting fixtures).

The Helpdesk will be launched as a web page at the EPO site at the beginning of 2019.



CONSULTING SERVICES

258

services provided to

244

companies

14 new consultants

involved in cooperation



GPA contract notes selected for **9** companies



Business Internationalization service delivered for **7** companies



Export Readiness Assessment performed for **166** companies



Advisory services for participation in International Public Procurement tenders (GPA tenders) provided for **53** companies



Idea check provided for **18** companies



55 hours spent for raising awareness on export promotion among novice exporters



Individual Export Diagnostics provided to **5** companies



Mentorship services provided for **7** companies



55 requests from exporters processed



Partner network of international consulting companies extended (**1 additional market**)



1 EPO client **won a tender** as part of a supply chain. The tender was selected and proposed by the EPO consultants



EEN

113 companies registered in EEN



130 B2B requests made by Ukrainian companies

23 requests for cooperation received by Ukrainian companies



5 company profiles published in EEN



SOURCING SERVICES

24 requests from importers processed



Sourcing services provided to **17** importers



Advanced sourcing:

- provided for 2 companies

- launched for 2 companies



Contacts of **99 Ukrainian companies** submitted to importers as per sourcing requests



Views of analytical materials:

Page views: **2390**

Unique views: **2138**

Total viewing time: **121 hours**



Views of sourcing database:

Page views: **863**

Unique views: **618**

Total viewing time: **29 hours**



BUSINESS OPPORTUNITIES

Since August 2018, the Business Opportunities Unit has helped more than **50 Ukrainian companies**, primarily small and medium enterprises, in the food, furniture, heavy engineering, power, IT, and electronics sectors to use available export opportunities and tap into **4 new markets** through participation in trade missions and export practicums.

The events organized by the Business Opportunities Unit in August - December 2018 include trade missions to Turkey, Germany, Israel, and a business visit to the Great Britain. The Business Opportunities Team began preparation and performed a selection of the companies in the light industry to participate in the trade mission to France scheduled for February 2019. Each trade mission was preceded by Export Talks training practicums where almost **200 companies** received detailed information on business, export and cultural characteristics of each of the target countries. During the practicum, the findings of the analytical market research performed by the EPO experts and international consultants were presented.

Over **350 B2B meetings** between Ukrainian companies and overseas partners were held as part of the missions.



Trade mission to Germany
15-17.10.2018, Frankfurt



Business visit to London
8-10.09.2018, London



Trade mission to Turkey
25-26.09.2018, Istanbul



Practicum on export to France
30.10.2018, Kyiv



Trade mission to Turkey
25-26.09.2018, Istanbul



Trade mission to Israel
25-27.11.2018, Tel Aviv

TURKEY

Trade mission to Istanbul

20 companies participated in the trade mission

2 training workshops on export to Turkey were conducted



Turkish-Ukrainian business forum was organized in Istanbul involving **80+** representatives of Ukrainian and Turkish business

Ukrainian companies received feedback on their products/services from **100+** Turkish companies which were used for preparation of the mission

107 B2B meetings

40%

evaluated by participants as prospective



Lists of potential partners for Ukrainian companies were prepared



300+ contacts of Turkish businesses were collected

September 25-27

Overall satisfaction rating for participation in the trade mission **4,6/5** ★★★★★

THE GREAT BRITAIN

Business visit to London

12 companies (7 furniture companies + 5 food companies) participated in the visit

The business visit was organized as part of the **Ukrainian business week in London**

1 training webinar

on export to the UK was held



Ukrainian companies participated in **50+** B2B meetings



Ukrainian companies discussed cooperation opportunities with a big market player **Sainsbury's**, and their products were sent to **TJX** for tasting

One of the furniture importers will visit several manufacturers in Ukraine

The participants received personalized advice from sectoral experts in the food and furniture industry of the Great Britain



7 visits to London-based companies were organized

Satisfaction rate of participation in the trade mission **4,3/5** ★★★★★

October
8-10

GERMANY

Trade mission to Frankfurt

10 companies participated in the trade mission

Market analysis prepared for the food and drinks sector



Ukrainian companies held over **35 meetings**



First results in less than 1.5 months — **1** company received a purchase order and **2** companies received a request to provide their products for tasting

Ukrainian companies discussed cooperation opportunities with 4 big players of the German market: EDEKA, METRO C + C, REWE, and Biomarkt Denn

Ukrainian companies received feedback on their products from **300+** German companies which were contacted as part of the trade mission preparation



Established contact with **300+** potential partners through informing on Ukrainian food products



Trade mission media coverage **20 000+**



Satisfaction rate of participation in the trade mission **4,8/5** ★★★★★

October
15-17

ISRAEL

Trade mission to Tel Aviv

11 food producers



First results:

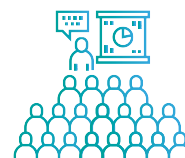
visits of potential partners to 2 Ukrainian companies scheduled for December 2018



150 B2B meetings



Visited the Israeli Innovation Center, Berman Bakery and visited Israfood, the largest national food exhibition. Held a meeting with Rabbi Moshe Greenberg with the World's Largest Kosher Certification Agency (New York)



Satisfaction rate of participation in the trade mission **4,9/5** ★★★★★

November
25-27

EXPORT EDUCATION

The Export Education Unit continues to implement and develop systematic training programs for Ukrainian entrepreneurs and exporters. In August 2018, enrolment for the second-year course under the Export Revolution Ukraine program started both for Ukrainian businesses who want to become exporters and regular exporters who want to systematise and improve their knowledge and professional skills. Along with that, the start of Creative Export Ukraine, the first sectoral program was announced for entrepreneurs and exporters representing creative industries who are planning to create a strong national and international brand for their own design product and enter to global markets.

The first phase of the business activation included four training workshops in Kyiv, Dnipro, Lviv, and Odesa which brought together the key industry representatives, entrepreneurs and exporters in various industries, executive authorities and training program experts to address export education in Ukraine, promote creative sector products and ensure a system-based approach for consistent expansion to international markets. As a result, over 300 participants joined live events and 1200 participants watched on-line stream.

For the second phase, the Export Promotion Office with the support of the Ministry of Economic Development and Trade announced the Battle of Cities competition designed to provide the informational coverage of the EPO's educational projects at a nationwide scale, actively involve local business to register for the programs, and identify two Ukrainian cities for the implementation of the Export Revolution Ukraine and the Creative Export Ukraine educational programs. As part of the initiative, 17 regions of Ukraine competed for the right to be the local program providers. As a result, over 1000 applications for participation in the programs were received within 80 days after the start of the registration.

Moreover, The New Opportunities at the Market of the People's Republic of China for Ukrainian Exporters, a one-day intensive practicum, was held as part of the EPO's GoChina project. The goal of the practicum was to ensure effective participation of Ukrainian exporters in the China International Import Expo (CIIE 2018), to present in-depth analytics of the Chinese market for such sectors as Food Industry, Information and Communication Technologies, Creative Services and Tourism, as well as to identify opportunities for Ukrainian exporters focused at goods and services with the highest consumer potential.

In 2018, over 2000 businesses used the services provided by the Export Education Unit. We keep on actively creating new educational projects for priority sectors and markets specified in the National Export Strategy of Ukraine, and are intensively enhance the regional coverage map.

14



Promotion of the Export Revolution and Creative Export programs, 05.09.2018, Dnipro



GO CHINA practicum
19.09.2018, Kyiv



Official launch of the Export Revolution and Creative Export programs, 05.09.2018, Kyiv

EXPORT EDUCATION MEET UP EVENTS



Objective: hold meetings with the representatives of the professional community (creative industry), local executive authorities, export experts and entrepreneurs. The hands-on workshop "10 main Risks during Export and How to Avoid Them", presentation of the EPO and educational program opportunities.



September 4, Kyiv

KlichkoExpo
155 participants
(1200 on-line)



September 13, Lviv

Lviv Regional
State
Administration
65 participants



September 5, Dnipro

Dnipropetrovsk
Regional State
Administration
70 participants



September 14, Odesa

Odesa Regional
State
Administration
38 participants

With the support of: the Ministry of Economic Development and Trade of Ukraine, the Embassy of the Republic of Estonia in Kyiv, Odessa Regional State Administration, Lviv Regional State Administration, Dnipropetrovsk Regional State Administration, Dnipropetrovsk Chamber of Commerce and Industry, Ukrposhta, Ukrainian Fashion Week, NewFashion-Zone, Art Fashion Hub, PPV Knowledge Networks.

1000

Ukrainian entrepreneurs and exporters started training under the national training programs – Export Revolution Ukraine and Creative Export Ukraine

EXPORT
REVOLUTION
UKRAINE

CREATIVE
EXPORT
UKRAINE

START

Export Revolution Ukraine: **551** participants
Creative Export Ukraine: **249** participants

8 webinars

- Are you ready for export?
- How to choose an export target group?
- How to choose an export market?
- How to choose the right product for export?
- How to set the right price?
- Creative entrepreneurs business models
- How to choose target groups for creative business?
- Packaging and labelling of design items

Hands-on workshop

Business Model of Creative Companies and Selection of Target Audience (Kyiv, Lviv, and Odesa)

The number of participants: **75**

PRO

Export Revolution Ukraine: **135** companies
Creative Export Ukraine: **50** companies

380 participation applications received

7 modules

- Export strategy and planning
- Export research
- Product service and export
- What do you need to know about your target market and how to get to know it?
- How to get to know what is the right export market for your product?
- How to enter an export market?
- How to know if you need to change your product or service for your chosen market?

3 events in Kyiv, Lviv, and Odesa as part of the programs: completion of home assignments, live communication with the program experts, and hands-on workshops

The number of participants: **69**

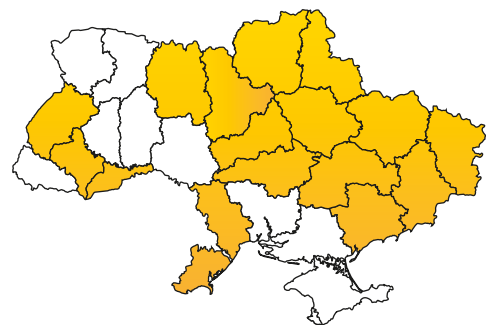
THE BATTLE OF CITIES NATIONAL COMPETITION



Objective: identify two Ukrainian cities for implementation of the Export Revolution Ukraine and the Creative Export Ukraine, national free educational programs for entrepreneurs and exporters.



Participants: local executive authorities from 17 regions of Ukraine (Kyiv, Zhytomyr, Zaporizhia, Poltava, Kirovograd, Kryvyi Rih, Donetsk, Sumy, Dnipropetrovsk, Ivano-Frankivsk, Luhansk, Lviv, Odesa, Kharkiv, Cherkasy, Chennihiv and Chernivtsi regions).



Result: the EPO's educational programs gained national coverage and gathered participants from entire Ukraine.

INTENSIVE PRACTICUM "GOCHINA: NEW OPPORTUNITIES AT THE MARKET OF THE PEOPLE'S REPUBLIC OF CHINA (PCR) FOR UKRAINIAN EXPORTERS

The number of participants: **48** (263 on-line)



Objective: present detailed Market Intelligence materials – Country profile & In-depth overview of the specified sectors, identify opportunities for Ukrainian exporters focused at goods and services with the highest consumer potential, review regulatory requirements (import duties, restrictions and rules) and peculiarities of doing business in China – how to look for potential partners and buyers.

Sectors in focus:



Food Industry



Creative Services



Information and Communication Technologies

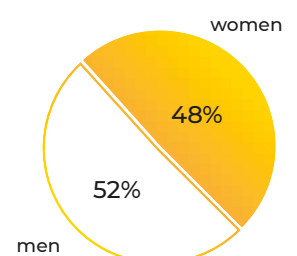


Tourism

September 19,
Kyiv

GENDER ASPECT

Participants of the Export Revolution Ukraine and the Creative Export Ukraine educational programs



B2G PLATFORM

The B2G Platform is a tool for building an effective dialogue between Ukrainian exporters and the Ukrainian Government. The Platform coordinates the Export Council on behalf of the Ministry of Economic Development and Trade of Ukraine. The Platform carries out a number of activities in order to popularize export among the business community. The topics of all platform events are oriented to the issues of export in the countries and industries in the focus of the Export Strategy in order to identify main trade barriers and bring information about them to the representatives of the Ministry of Economic Development and Trade of Ukraine.

In 2018, the B2G Platform added educational component to the Export Council. In parallel with this the B2G Platform also develops the dialogue between businesses, government, partners, donors, embassies, and other export stakeholders. The Platform also raises awareness related to recent governmental reforms, export opportunities and innovative export tools.

The Platform gathered more than 450 participants around the export related topics during August - December 2018. Furthermore, the B2G Platform facilitates the dialogue between local businesses by arranging regular Export Council on-site meetings. One of such meetings was held in Chernihiv at the end of August and was attended by over 70 representatives of the local business community.

2 sectoral meetings
1 regional meeting
450+ participants

Industries



THE THIRD MEETING OF THE LIGHT INDUSTRY CONSORTIUM

200+ participants



July, 31
Kyiv

DIALOGUE BETWEEN BUSINESS AND AUTHORITIES

Training workshop
for exporters

70 participants



August, 30
Chernihiv

17th ANNIVERSARY OF THE UKRAINIAN ASSOCIATION OF FURNITURE MAKERS

153 participants



October, 31
Kyiv

SHE EXPORTS PROGRAM

She Exports Program is coordinated by Export Promotion Office since 2017 (www.epo.org.ua/sheexports). It goes in line with the Export Strategy of Ukraine, takes into account the UN Global Sustainable Development Goals and promotes nationally women leadership in driving economic growth principles, established by UN and WTO.

An innovative mix of local initiatives and global activities promoted by ITC SheTrades initiatives raised the bar of the program and its quality standards.

To achieve changes on a national scale, the She Exports program consistently focuses on needs of women in business and implement plans using technology and taking into account best international practices in the area of women's economic empowerment.

The program ultimate goal:

Women in export-oriented companies (business owners, executives and employees) fully contribute to economic development facing fewer gender-based barriers and constraints nationwide.

Strategic focus in 2018:

1. Raising public awareness on women entrepreneurship and economic benefits of gender equality at the level of an organization, an industry, a cluster, a region and nationwide.
2. Building capacity and strengthening competitiveness of women-led companies focusing on innovative entrepreneurship and trade.
3. Developing national and international business networks of women-led businesses for business alliances and export.

Needs analysis: 330 women in business were interviewed to analyse needs for increasing competitiveness of their own business and export, and readiness to become mentors for other women in business. Cooperation with Kyiv National Economic University (the gender center, the sociological laboratory of KNEU) and uDATA was established to carry out studies on the needs of women in business, as well as for research and methodological cooperation to analyse the survey findings and develop practical guidance on the ways of economic empowerment of women in Ukraine.

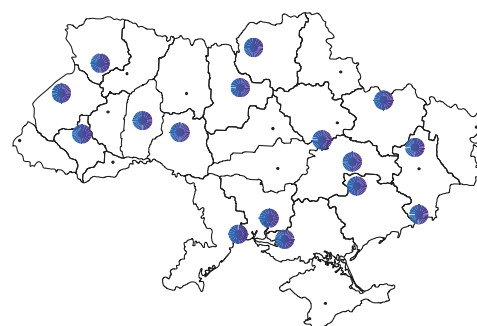


Technology usage: Streaming of 15 webinars and on-site workshops was arranged which ensured 2836 views in 2018; a remote support of the She Exports educational programs, as well as Google on-line communications were initiated.

Media campaign: Information and awareness-raising campaign on case studies, advice to women in business, and economic benefit of effective involvement of women in business, launched in July 2018 based on the experience of the She Export program activists, ensured 3699 on-line views.

National scale: Public presentations, round tables, and conferences on the economic benefit of effective involvement of women in economy were held; educational events for women in business were arranged in 16 regions of Ukraine.

Ivano-Frankivsk
Lviv
Lutsk
Khmelnytskyi
Vinnytsya
Odesa
Kherson
Mariupol
Kramatorsk
Zaporizhia
Dnipro
Kharkiv
Chernihiv
Kyiv
Mykolaiv
Gorishni Plavni



Participation of Ukrainian women entrepreneurs in international networks: Thanks to consultancy services and organizational support by the She Exports team, 55 Ukrainian women entrepreneurs have become members of the SheTrades on-line community established by the International Trade Center. Under the ITC's strategic plan, the She Trades Initiative is expected to unite 3 million women entrepreneurs in various countries by 2021. SheTrades membership ensures access to unique educational materials on export and to the international women community represented by entrepreneurs and investors.



COMMUNICATION

Informing about current export opportunities for Ukrainian exporters and EPO services is one of the activity areas of the Export Promotion Office.

In September 2018, the EPO Communications Team developed and presented the Export Brand of Ukraine for communication, demonstration and promotion of Ukrainian goods and services at international markets. The EPO developed the Export and Exhibition Brand Books which will help to implement single branding for all exhibition stands of Ukraine.

A strong brand of the country of origin – the Export Brand – helps the exporters to increase the sales volumes, identically and consistently present Ukraine in the world, while ensuring cross-category support for Ukrainian goods and services which results in saving the costs associated with promotion at international markets. The experience of other countries proves that a strong Export Brand increases the volume of exports allowing 20–22% higher prices for the exported goods and services while staying competitive.

The latest example of the Export Brand in action is its implementation at the National Stand of Ukraine at the China International Import Expo 2018 exhibition which took place on November 5-10 in Shanghai. The export branding of the stand and all on-site events and communications were based on the Export Brand messages — we demonstrated innovative, creative, technologically advanced, authentic and competitive Ukraine. Maintaining this consistent communication at other events, exhibitions, trade missions, B2B meetings and marketing materials of exporting companies will promote stable association of the brand with the positive characteristics of Ukrainian goods and services.

The EPO is developing the national quality sign Made in Ukraine which is a part of the Export Brand. This sign will be applied to the exported products subject to their compliance with certain criteria to be established under a simple and transparent procedure. This way, the Export Brand of the country will become the quality guarantee for the exported goods and services.

The EPO is also developing its own communication channels and partnership with Ukrainian and international institutions on export promotion and support to meet the information needs of exporters.



Press conference on the opening of the National Stand at China International Import Expo 2018, 6.11.2018, Shanghai



Export Brand presentation, 18.09.2018, Kyiv



Cancellation of a postage stamp dedicated to the participation of Ukraine at CIIE 2018, 6.11.2018, Shanghai



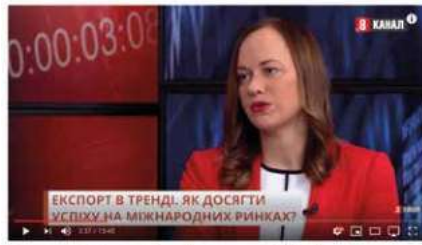
Turkish-Ukrainian business forum, 26.09.2018, Istanbul



British-Ukrainian business forum, 8-9.09.2018, London

EXPORT POPULARIZATION

mind.ua
Channel 8
Liga.net
NV business
Delo.ua
Focus
Agroportal
China International Radio
Gromadske radio



Експорт в тренді. Як досягти успіху на міжнародних ринках? Марія Кеганік.



Громадська хвиля До подкасту

Експортний бренд України навіщо він потрібен?

21 вересня 2018, 11:26

18 вересня відбулася презентація Експортного бренду України, за допомогою якого українські товари та послуги просуваються за кордоном

Тетяна Трошчінська



Главная "Бизнес" УСТОЙЧИВОЕ РАЗВИТИЕ



Марія Кеганік керівник Офісу з просування експорту

Що таке Експортна революція та навіщо вона Україні — про освітню програму для підприємців

Офіс з просування експорту запустив першу національну освітню програму "Експортна Революція", а слідом за нею і галузеву програму для експортерів "Креативний експорт". Другий набір до програм триватиме до 14 жовтня



Що б там не говорили скептики, частка українських товарів зростає. Лише за 6 місяців 2018 року український експорт і у порівнянні з аналогічним періодом 2017 року. Все більше підприємств або починають постачати свою продукцію іно: або ж вивчають такі можливості.

Активізація українського бізнесу у зовнішній торгівлі створила експортні освітні послуги. Програми ВУЗів не в змозі швидко на запит ринку та надати відповіді на ряд "практичних" запитань, які виникають в українського експортера. Основною "лихою" стає власний досвід та помилки, а як відомо, помилки в бізнесі коштують дорого (в прямому сенсі цього слова), ще й кидати галузь, а то й країну.

Щоб допомогти українському бізнесу розібратися у всіх нюансах зовнішньоекономічної діяльності, а тим, хто вже експортує свої знання, Офіс з просування експорту запустив першу освітню програму "Експортна Революція", а слідом за нею і галузеву програму "Креативний експорт".



Експорт 2.0. Что Украина продает за рубеж и кто теперь это покупает

Експорт зростає уже не десятиліття. За 7 місяців 2018 року в порівнянні з аналогічним періодом 2017 року експорт України зріс на 13,7%, до \$5,6 млрд. Це дозволяє створювати конкурентоспроможний торговельно-сервісний баланс, що веде до зростання приватного

Марія Кеганік - 18 вересня 2018

27 СЕНТЯБРЯ, 19:09

Що в 2018 році Україна продає за кордон? Як змінюється структура експорту? На які товари найбільше є попит? Як змінюється структура експорту? На які товари найбільше є попит? Як змінюється структура експорту? На які товари найбільше є попит?



Кому поможет UkraineNOW

Місія експорту. Марія Кеганік. 18 вересня 2018, 09:48. Стаття описує ініціативу UkraineNOW, яка допомагає українським підприємцям знайти ринки збуту для своїх продуктів за кордоном.



НОВИНИ ПУБЛІКАЦІЇ OPENMIND ЕНЕРГЕТИКА СТРАХУВАННЯ БІЗНЕС БАНКИ LIFESTYLE

МЕРТ: потенціал торгівлі між Китаєм та Україною складає понад \$10 млрд

Україна вперше презентувала національний стенд на China International Import Expo

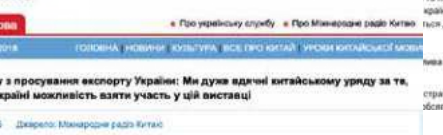


Під час торгівлі між Китаєм та Україною склали понад \$10 млрд, а у січні - серпні 2018 року товарообіг між двома країнами склав \$5,6 млрд. Про це йдеться у повідомленні Міністерства торгівлі (МЕРТ) у Twitter.



Що Україна представить на Національному стенді в Китаї

31 день залишається до найбільшої виставки з імпорту в Китаї - CIE 2018. China International Import Expo 2018 (CIE 2018) - це перша орієнтована на імпортерів виставка, яка дає можливість українським підприємцям знайти ринки збуту для своїх продуктів за кордоном.



\$ 27.796 - € 31.554 - ₴ 0.423 - UX - PFTS - Нафта Brent 59.39 - 30

Навіщо Україні новий Експортний бренд

Експортні бренди є в економічно високорозвинених країнах, та в більшості країн що розвиваються. Сьогодні Україна перейшла на сторону світла: Офіс з просування експорту презентував Експортний бренд, котрий базується на бренді країни UkraineNOW.

Експортний бренд України: нове обличчя українського експорту

Країни з сильними брендами здатні ефективніше створювати економічну додану вартість та експортувати власні продукти, залучати інвестиції, туристів і таланти; змінювати стереотипи і будувати власні конкурентні переваги. Експортний бренд та бренд Країни взаємозалежні. Чим сильнішим стає бренд Країни, тим успішнішим буде український експорт. І, чим більше Україна експортує, тим потужнішим ставитиме бренд UkraineNOW.

Існують авторитетні міжнародні рейтинги, які оцінюють бренди країн світу та експортні бренди країн (рейтинг Made In Country Index). Рейтинг top-10 найсильніших брендів-країн на 90% співпадає з експортним рейтингом, і при тому чим краща репутація країни як експортера, тим вищий її рейтинг як країни в цілому.

Більш ніж 100 років світові експортні бренди є в економічно високорозвинених країнах, та в більшості країн що розвиваються. Сьогодні Україна перейшла на сторону світла: Офіс з просування експорту презентував Експортний бренд, котрий базується на бренді країни UkraineNOW.



Марія Кеганік керівник Офісу з просування експорту 19 вересня, 09:00 #2579



INFORMATION MATERIALS AND INSTRUMENTS

TRADE MISSION BROCHURES



MARKET OVERVIEWS



Turkey



Israel
(food industry)



China



France
(light industry)

VIDEO



BUSINESS
OPPORTUNITIES



EXPORT
CONSULTING



EXPORT BRAND
(FOR INTERNATIONAL AUDIENCE)



EXPORT BRAND
(FOR UKRAINIAN AUDIENCE)

NATIONAL STAND



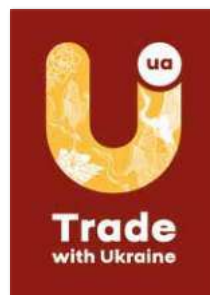
EPO DIGEST



SUCCESS STORIES



VISUAL MATERIALS



EXPORT BRAND OF UKRAINE



On September 18, 2018, the **Export Brand of Ukraine** was presented. The brand will help to promote Ukrainian goods and services at international markets. The Export Brand was developed by the Export Promotion Office and the project was implemented with the support of the European Bank for Reconstruction and Development (EBRD) as part of the EU4Business initiative.



The Export Brand is the core of communication which will powerfully and consistently start conveying export opportunities of Ukraine to several target audiences: investors, buyers, retail chains, manufacturers, consumers, and governments of other countries.

The Export Brand is a uniting platform for all manufacturers. It facilitates access of producers of products and services to new export markets. The brand enables every Ukrainian exporter to constantly use the reputation of all other Ukrainian exporters, irrespective of the industry.

The EPO developed **the Brand Book of the Export Brand** which presents its idea, objectives, and role, as well as how and where to use it properly. The Export Brand demonstrates innovative, creative, technologically advanced, authentic and competitive Ukraine. Such continued communication at exhibitions, trade missions, B2B meetings and even in marketing materials of exporters will help to build a persistent association with respect to characteristics of Ukrainian goods and services.

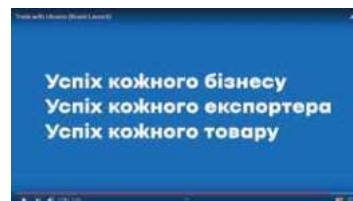


22



The Exhibition Brand Book is a free resource for all Ukrainian companies which can be used for planning the branding of national, collective and individual stands. The Exhibition Brand Book was developed to suit the stands with various budgets and provides guidance on materials and layout.

The Export Brand Constructor. Due to a convenient software interface, companies can independently design and adapt the Export Brand to their sector and product.



Video of the Export Brand in Ukrainian and English.

The Ukrainian version of the video is developed to popularize the Export Brand in Ukraine among exporters. The English version is intended for the international audience: importers, buyers, local users and the media, representatives of trade organizations, associations and the government.

EXPORT BRAND IS ACTIVELY USED:



**Exhibition
SEAL 2018,
Paris**



National Stand at China International Import Expo 2018



EXPORT BRAND IN ACTION:



PROMOTION OF EXPORT BRAND IN UKRAINE:



Presentation with Lviv
Business School



Presentation for the members
of the American Chamber
of Commerce and Industry



Presentation of the
Export Brand at the
Get Business Festival



Presentation of the Export
Brand to marketing experts at
MRKTNG marathon



Presentation of the Export
Brand to representatives of
the light industry

THE EXPORT BRAND DEVELOPMENT PLAN:

Registration and development of criteria for Made in Ukraine national sign which is a part of the Export Brand that will be applied to the exported products subject to their compliance with established criteria.



Promotion of the Export Brand abroad. The development of sectoral export strategies is accompanied by the development of the Export Brand promotion strategy which is based on a specific strategy for each priority export industry.

**Tag
#TradeWithUkraine
already has over
5000 publications**

EXPORT BRAND IN THE MEDIA:



NATIONAL STAND OF UKRAINE AT CHINA INTERNATIONAL IMPORT EXPO (CIIE 2018)

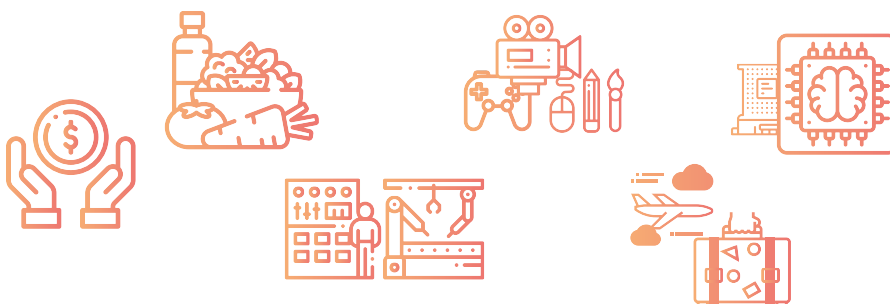
For the first time, the National Stand of Ukraine was presented using state-of-the-art, creative and interactive solutions, VR technologies, eco-friendly materials, digital photozone, creative show, fashion demonstration, etc.

The **best samples of Ukrainian goods and services** which represent its business, investment and tourist potential were demonstrated

The Export Brand based on Ukraine Now national brand was presented for the first time

Featured areas:

- investments
- food and processing industry
- industrial development and mechanical engineering
- creative industries
- ICT (IT, cutting-edge technologies and innovations)
- tourism and education



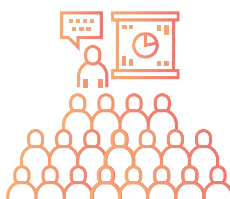
First international agreements

achieved – The Agricultural Union of Ukraine signed a memorandum on cooperation with a Chinese company Shaanxi Ouliang Cross Border E-Commerce (EOLIANG)



The National Stand of Ukraine was attended by Liu He, the **Vice Prime Minister** of the State Council of the PRC. Dalia Grybauskaite, the **President** of Lithuania and other high-level officials

20+ public presentations, workshops,
15+ representatives of state enterprises



125+ companies that were included in the Electronic catalogue of exporters on a unique Web-platform



17 unique products and services selected at the National shortlisting from over 100 candidates and 6 handmade products from Ukrainian SMEs

400 000+ visitors of CIIE 2018, official delegations, buyers, investors, 80+ national stands, 3600+ participant companies, 4000+ accredited media representatives

100+ publications in the Chinese media,
30+ press conference participants



A **package of investment projects** and an interactive investment map of Ukraine presented



European Bank
for Reconstruction and Development

The Programme is funded under the EU4Business Initiative of the European Union and supported by the EBRD





FEEDBACK

Kateryna Karvasarskya

Balex Company, LLC
International Trade Manager



I would like to express deep gratitude for the preparation to the Trade Mission to Turkey and analysis of potential markets for our active expansion. During these two events I had an opportunity to witness the professionalism of the Export Promotion Office experts. All events during the Trade Mission were arranged at the highest level. Firstly, I met a potential client with whom we are currently holding negotiations. Secondly, participation in the Trade Mission gave me an opportunity to gain valuable knowledge and experience with respect cultural characteristics of the Turks and get acquainted with the people who may help to implement a new production project. I really appreciate the in-depth analysis of potential markets which finally convinced me of the markets that our company should enter. The analysis was professionally conducted and all possible impact factors were taken into account. I recommend the Export Promotion Office as a reliable assistant and partner for export promotion.

Gorbenko Anna

Healthy Tradition, LLC
Director



The Mission to the Great Britain was a very positive experience for our company and I hope it will produce results in 2019. I also liked the concept of the mission to Austria where the local consultant had an individual meeting with every participant to answer the questions for every company which was very useful.

Ruslana Rymarska

Budmo Zdorovi
General Director



Following the 3-day Trade Mission to Germany, travelling with no illusions, understanding a conservative German consumer and very high requirements for food products, a hope still appeared that Ukrainian products will make their way to stores in Germany! I'm proud that our company, Budmo Zdorovi, was selected to the delegation of the Ukrainian Trade Mission to the Federal Republic of Germany under the program implemented by the Export Promotion Office and supported by the European Bank for reconstruction and Development: Consultancy for Small Business in Ukraine as part of the #EU4Business initiative. Each such travel adds confidence to me as the company director and the founder of Smakuli brand that we managed to create a product "with a soul" and it's worth exporting!

Oleksiy Mykhailov

OMNIFARMA
Export Director



It made me believe again that something may change in Ukraine. The Export Revolution course from the Export Promotion Office encouraged me to redefine the understanding of the export as such. We should start exporting, understand how it works, and its implications. Building upon this insight, we should really develop the strategy.

Viktor Andrashko

Chernihiv Car Factory
International Business Manager



Our company has been specializing in production of buses for 15 years. We used to export but for certain reasons stopped the export activity and now we are trying to get the process back on track. The Export Revolution course offered by the Export Promotion Office helped us to get an insight into the entire export cycle and obtain information on cases, various finer points of the export market operations. The knowledge areas from the program that we use: pricing, marketing activity, preparation to exhibitions, and communication with potential clients. The program helped us to get ready for export and develop the export plan. This year we plan to start first shipments.

Anastasiya Tkachuk

Concern Khliprom
Head of Export Department



Both for the company and me as the Head of Export Department, the most useful modules of the Export Revolution program from the Export Promotion Office included Export research, How to enter the market, Sales system, and Web for export. The first three modules helped to establish an effective strategy for entering a specific market without dispersing efforts in various directions (e.g. now the identified target market for one of the products is Lebanon; we have information on the market, identified the product, found a distributor, conducting negotiations on supplies, and we are not trying to cover the entire area of the Middle East at the same time), while Web for Export module we used for enhancing passive sales by registering at such platforms as All.Biz, FrozenB2B, Europages, etc. This allowed us to receive an additional number of requests from overseas clients. A two-day training during the visit to Estonia also proved very useful, especially the impromptu negotiations with an overseas buyer. I'm grateful to Estonian partners for assistance in arranging negotiations with an Estonian frozen foods distributor.

Tymofiy Ranskiy

Chumak
Export Manager



The Export Revolution from the Export Promotion Office helped to systematize the knowledge in export we had before. The program also helped me learn new information on financial instruments for export contracts and practical cases on pricing/positioning. I used this information for correct product positioning on the export market.

Maryna Veselyk

Teleport Trade Service
Export Manager



Most of all, the Export Revolution program from the Export Promotion Office impressed me with the topics on Digital Marketing. Since this information is widespread and not widespread at the same time: it is plentiful, but it's hard to define which information to use in the B2B sector. The Speaker (Artem Daniliants) made a very big impression on me. He was very committed to his mission, helped with advice on our website – how to improve, which instruments to use, how to set up for overseas customers. We are gradually updating our web page and improving communication.

Oleg Martychenko

R&S QUANTUM
CEO



We have been actively cooperating with the Export Promotion Office for over a year and are trying to use all opportunities for exporters that the EPO provides: participation in Public Procurements, information on foreign markets, and educational opportunities – programs and events. Thanks to the Export Revolution program, in particular How to Select the Right Target Audience for Export module, we gained practical knowledge in communication with potential clients. We immediately started to look for potential partners in Kenya (Mombasa and Nairobi) through Facebook and we are using the methods described in the course for interaction with our partners in other countries.

Oleksandr Pogorilyi

ITW SYSTEMS
International Business Director



I always jump at any opportunity to gain new knowledge in export. The most recent experience is participation in the Export Revolution organized by the Export Promotion Office together with the Marketing Institute of Estonia. It was very interesting and useful to learn the experience in entering international markets of businessmen from a former communist country. Moreover, the program involved interactive training, so the participants not only listened, but also had the opportunity to apply the gained knowledge to solving their company tasks, receiving feedback from experienced exporters.

FEEDBACK

General Director of a German importing company
in the light industry (turnover €225 million per year)



The Export Promotion Office helped us to enter the market of Ukraine. The EPO's experts made a huge job preparing preliminary lists of partners with detailed information. Based on this information, we selected potential partners. Furthermore, the EPO arranged all meetings and travels to establish the first contact. It was a valuable support for us to make the first step on a new market. I can really say that the EPO is a wonderful partner for cooperation.

Svitlana Borysenko
TIC company
Head of LED-profiles Unit



Let me express my sincere gratitude for the fruitful cooperation!
Thanks to your efforts, our company hopes to find new clients and expand the spectrum of activity at the European market. We wish you and all your team professional success and prosperity!

Oleg Vovrazhentsev
Everest MC
Head of Export Department



I'm grateful to the EPO's experts for the individual consulting services which help to develop export from Ukraine from scratch. At present, Everest MC received comprehensive recommendations on increasing attractiveness of its products at international markets. Moreover, I discovered for myself an effective service for searching overseas partners in EEN, and opportunities to obtain affordable credit funds as part of the cooperation between Ukrainian banks and the German-Ukrainian Fund.

Also, I would like to point out the practical value of the workshops involving overseas businesses and governmental organizations. I personally attended the events devoted to doing business in Canada and the People's Republic of China. I was pleasantly surprised by the high level of the organization; as a result, I received a lot of interesting and useful information and made new business acquaintances. I look forward to further fruitful cooperation with the EPO and wish its experts to achieve the set goals!

Dmytro Romanov
Dobrodiya Foods, LLC
Export Director



Dobrodiya Foods, LLC is grateful to the Export Promotion Office for assistance in promoting our products (cereal flakes) for export.

During comprehensive assistance in entering international markets we jointly went through the following stages:

Export readiness assessment (at <https://epo.org.ua>)

Idea check based on 5 criteria (Consumption, Health, Economy, Population, and Trade) specifically for UKTZED codes of our products (110412, 110419, 120400, 190420, 230230, 230240). Finally, the list of TOP 5 countries attractive for export was established as per agreed criteria. For these countries, we are performing a targeted search of clients using our own resources.

Mentorship – the development of a comprehensive plan for entering the markets of the TOP 5 countries.

We would like to express our gratitude to the EPO team, and we look forward to continuing our cooperation to enhance the export potential of Ukraine.

Nadiia Vasylieva

ROMAD, CEO, Founder of Digital Transformation Institute,
She Exports Ambassador – IT Industry



I am an entrepreneur since 2018, a former Managing Director in leading Ukrainian and international companies, incl. Microsoft Ukraine, Amway Ukraine, Kyivstar, a board member of the American Chamber of Commerce.

I decided to become an entrepreneur after my professional career in a large corporations and She Exports Program helped me to develop my entrepreneurship capacity and talents. Additionally to knowledge on business development and export markets, the She Exports team works hard to integrate Ukrainian women in the global community of women exporters, incl. SheTrades initiated by International Trade Center.

As a result, I managed to prepare properly and pitched my investment project at the She Trades Investment Challenge within the frame of SheTrades Global 2018 in Liverpool. I found mentors and partners in international corporations and funds in the EMEA region. The She Exports program and support provided by the Embassy of the Great Britain helped me to develop not only my own business but the market of digital transformation services which is a great opportunity for

Natalia Nayda

Co-founder of SHUFLIA, BUKVICA, FRAMIORE, Dribnota



Over the last two years of my participation in the She Exports program, I changed a lot. Thanks to this program, I started to think about consistent business development. For the business to be successful, financing and investments are not enough. It required knowledge, competences and the overall industry development. We can not be successful in an unsuccessful city or country. We have to be prepared to changes and learning throughout the life, while keeping your ideas, values and priorities in focus.

Nataliya Limonova

Co-founder of Snite company,
co-founder of the Creative International School for Children (CISC)



For me, the She Exports program is an opportunity to meet and share experience with outstanding women who create projects and drive the country and the world. It is inspiration, breaking the limits, networking, broadening horizons of mentality, the opportunity to scale your projects and create new ones. It's important to believe in your idea, inspire the team, constantly learn, create the culture of innovations and sustainable developments, and most importantly, act, as an in-depth analysis shows, there are resources and energy to achieve your goals.

Victoria Filatova

Founder and CEO JV VEXHOLD LLC , TM Creative Lab PERFI ,
Chairwomen of the Board of the Association of Perfumery and Cosmetics of Ukraine



The She Exports program allowed going beyond the limits of purely industrial issues and problems. The experience and success of every participant of the program motivates to act without prejudice. While the variety of possible diversification for your business in other sectors, collaborations and joint projects inspires you to unlock even unconscious potential. A multitude of ideas are generated during She Exports events and communication, thereby stimulating further business development.

A systematic approach to developing skills and knowledge in the area of export, sharing experience arranged by EPO in general and within the frame of the She Export program is undoubtedly the shortest way to achieve a new level of women entrepreneurship. She Exports program provides practical tools to women-led business to expand business both in Ukraine and globally.

She Exports Program helped me to strengthen my capacity both as a business owner with over 24 years of entrepreneurship and Chairwomen of the Board of the Association of Perfumery and Cosmetics of Ukraine. Due to She Exports Program I have developed new marketing tools, joined the international community of women business owners ITC She Trades, found new potential suppliers among Ukrainian women business owners, planned to use innovative technology in sales, e.g. a virtual reality show room. Initiated and supported by She Exports program, a webinar on untapped markets has been arranged for members of the Association of Perfumery and Cosmetics of Ukraine, the industry which employs a significant number of women.

She Exports Program creates a special ecosystem for women's economic empowerment and helps to develop business in Ukraine and international trade by educational activities based on real needs of women in business and networking.

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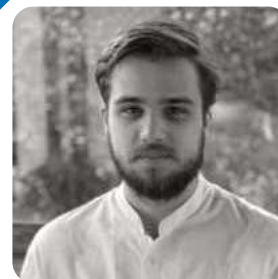
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Since December 2018, the experts of the State Institution "Export Promotion Office of Ukraine"

The experts of the Consolidation of SME Export Potential and Facilitation
of Access to Foreign Markets project



Western NIS
Enterprise Fund

Western NIS Enterprise Fund (WNISEF) is a \$150 million regional fund, a pioneer in Ukraine and Moldova with more than two decades of successful experience in investing in small and medium-sized companies. WNISEF was funded by the U.S. government via the U.S. Agency for International Development (USAID). Since its inception, WNISEF's cumulative investments total over \$185 million to 129 companies employing around 27,000 people and made it possible to unlock \$1.8 billion for companies in Ukraine and Moldova. In 2015 WNISEF has launched a \$35 million legacy program focused on export promotion, local economic development, impact investing and economic leadership. WNISEF is funding innovative, high-impact, reform focused programs and aims to support Ukraine and Moldova at this critical period by developing sound economic policy and leadership. Visit www.wnisef.org

September 2015 – present

Canada



The Expert Deployment for Governance and Economic Growth (EDGE) Project is helping Ukraine move towards a democratic and prosperous society by advancing citizen-centered democracy and promoting sustainable economic growth. EDGE responds to critical needs of the Ukrainian government, at the national and regional level, in planning, implementing and communicating about governance and economic growth reforms. The Project is funded by the Government of Canada and implemented by Agriteam Canada Ltd.

April 2016 – present



ESTONIA
DEVELOPMENT COOPERATION

Estonian Development Cooperation – supports educational programs Export Revolution Ukraine and Creative Export Ukraine.

October 2017 – present



The Government of the United Kingdom supports the project "Development of the Institutional Potential of the Export Promotion Office" as a part of Good Governance Fund project.

December 2017 – October 2018



EU4Business initiative of the European Union is a general initiative which covers the entire activity of the EU and is aimed at supporting SMEs in the Eastern Partnership countries. EU4Business encompasses 43 projects in the Eastern Partnership countries which are implemented at regional and bilateral levels. The total active EU aid portfolio under the EU4Business initiative amounts to almost €320 million, which helped to attract additional leverage of over €1.96 billion provided by partner banks to SMEs in the region. EU4Business programs are co-financed by EU and implemented by partner organizations, including European Bank for Reconstruction and Development (EBRD).

January 2018 – present

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