

EXPORT PROMOTION OFFICE OF UKRAINE

ANNUAL REPORT



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EXPORT PROMOTION OFFICE OF UKRAINE



The State Institution “Export Promotion Office of Ukraine” (EPO) has been established by the order of the Ministry for Development of Economy, Trade and Agriculture of Ukraine dated 23.06.2018 No 864 to support and promote the export of goods and services of Ukrainian producers, as well as participate in the implementation of the Export Strategy of Ukraine (“road map” of strategic trade development) for 2017–2021, approved by the order of the Cabinet of Ministers of Ukraine dated 27.12.2017 No. 1017-r. The institution started to support Ukrainian business and promote Ukrainian exports in December 2018.

As part of its activities, EPO provides assistance to exporters in the following areas: analytics and information, education, consulting, match-making.

In March 2019, EPO joined the European Trade Promotion Organizations Working Group of Information Professionals (ETPO), which promotes the exchange and dissemination of information on best practices and experiences in the area of information and consulting services.

In June 2019, EPO has become an official member of the EEN-Ukraine consortium. The Enterprise Europe Network (EEN) brings together more than 60,000 companies from 17 industries in 68 countries, including 27 EU countries. With the help of the EEN network, small and medium-sized businesses can easily find buyers and sellers of goods and services in international markets, find investors and partners for production cooperation, as well as attract the latest technologies or implement their own technologies in the international market.

Since March 2020, under the impact of the COVID-19 pandemic, EPO has continued to provide comprehensive support to companies and got all services online. To help small and medium-sized businesses, government service support was provided during the whole year. Support included **11 online services** and **6 information platforms**. Covid-19: business information support has been created among those platforms aimed to inform entrepreneurs about updates, connected to measures of Covid-19 spread prevention.

An important step for the development of the institution was the decision to transfer the entire property complex of EPO from the Ministry for Development of Economy, Trade and Agriculture of Ukraine under the control of the Financial and Economic Department of the Secretariat of the Cabinet of Ministers of Ukraine according to the order of the Cabinet of Ministers of September 2 2020, № 1071.

In December 2020, the Single Export Web portal was launched on Diia.Business Platform. The web-portal was created with the strategic support of the Government of Ukraine, the Ministry for Development of Economy, Trade and Agriculture of Ukraine with the financial support from the German government through Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

Online service “Express analysis of the competitiveness” was developed with the financial support of the Government of Canada provided through Global Affairs Canada (GAC).

CLIENTS OF THE EXPORT PROMOTION OFFICE IN 2020

8686

Number of contacts

54%

Small enterprises

13%

Medium enterprises

33%

Micro-enterprises

6240

Companies

25

Business associations

47%

Women

53%

Men

ICT industry

7%

Metallurgical industry

14%

Light industry

12%

Engineering industry

6%

Other

17%

Furniture industry

5%

Agro-industry

9%

Food and processing industry

30%

SOURCES OF PROJECT FUNDING



64%

\$ 966,000

Donors

36%

\$ 535,714

State budget

ANTI-CRISIS ACTION PLAN FOR SUPPORT OF EXPORTERS



Information support and digitalization of exporter support services



11 online services, including: distance education programs, research of priority markets for exports, tailor-made recommendations for the development of export potential, assistance in participating in public procurement of 45 GPA member countries, finding partners in the Enterprise Europe Network and cooperation on requests from importers.



Assessment business risks from COVID-19



Informing companies about opportunities under free trade agreements (EU, Canada, Israel and others)



6 information platforms that provide access to information on foreign markets, country reviews and requirements, skills and competency development, matchmaking announcements

4

EDUCATION FOR EXPORTERS

Development and consolidation of export skills and competencies of Ukrainian entrepreneurs, necessary for entering international markets, is one of the strategic activities of the Export Promotion Office, entrusted to the Department of Export Education. The department implements its mission through educational events and comprehensive training programs that help Ukrainian businesses prepare for entering international markets.

2020 has made its adjustments to the activities of the Department of Export Education and since March 2020, all activities have been transferred online. We continued the implementation of two already existing educational programs: **"Export Evolution Ukraine"** implemented with the financial support of the USAID Competitive Economy Program (CEP) and **"Creative Export"** developed by Marketing Institute (Estonia) and Export Promotion Office (Ukraine) with support of the Ministry for Development of Economy, Trade and Agriculture of Ukraine, the project was funded by Estonian Ministry of Foreign Affairs from the funds of development cooperation and humanitarian aid.

At the end of the "Creative Export" program, an educational business tour was organized to the Tallinn Design Festival for designers from different countries. Due to quarantine, it was impossible to physically attend the exhibition, and Ukrainian companies sent their products and communicated with potential customers on the Internet.

Likewise, in October 2020, a new program for public and private sector export consultants **"TRAIN THE TRAINERS"** was launched, which aims to improve the quality and availability of export advisory services and create (or mobilize) an existing network of national consultants. "TRAIN THE TRAINERS" was developed by Marketing Institute (Estonia) and Export Promotion Office (Ukraine). The project is funded by the U.S. Department of State under the Emerging Donors Challenge Program Round Seven, and by Estonian Ministry of Foreign Affairs from the funds of development cooperation and humanitarian aid.

In addition to the training programs, during the year the Office managers and partners implemented several training projects for exporting entrepreneurs and export consultants. There were also series of educational events on the countries in the focus of **"Export Talks"**, which aimed to acquaint Ukrainian exporters with the opportunities and potential to enter the market, requirements, major trends, consumer characteristics of the target market. As part of the **"Expert Talks"** webinars, participants of educational events together with European experts spoke about the effects of the COVID-19 pandemic on trade between the EU and Ukraine.

In November 2020, the Export Promotion Office became a finalist of the European Enterprise Promotion Awards 2020 in the category "Supporting the internationalisation of business", presenting the national educational program **"EXPORT R | Evolution Ukraine"**, which was established in 2017 to help Ukrainian entrepreneurs and exporters, and was organized by EPO in partnership with the Marketing Institute (Estonia), funded by Estonian Ministry of Foreign Affairs from the funds of development cooperation and humanitarian aid. According to the results of the competition, Ukraine was among the three finalists in the category "Supporting the internationalisation of business" and for the first time received European recognition as a leader in the implementation of programs to support business internationalization.



NUMBER OF CLIENTS

1877

Entrepreneurs and exporters

10 000

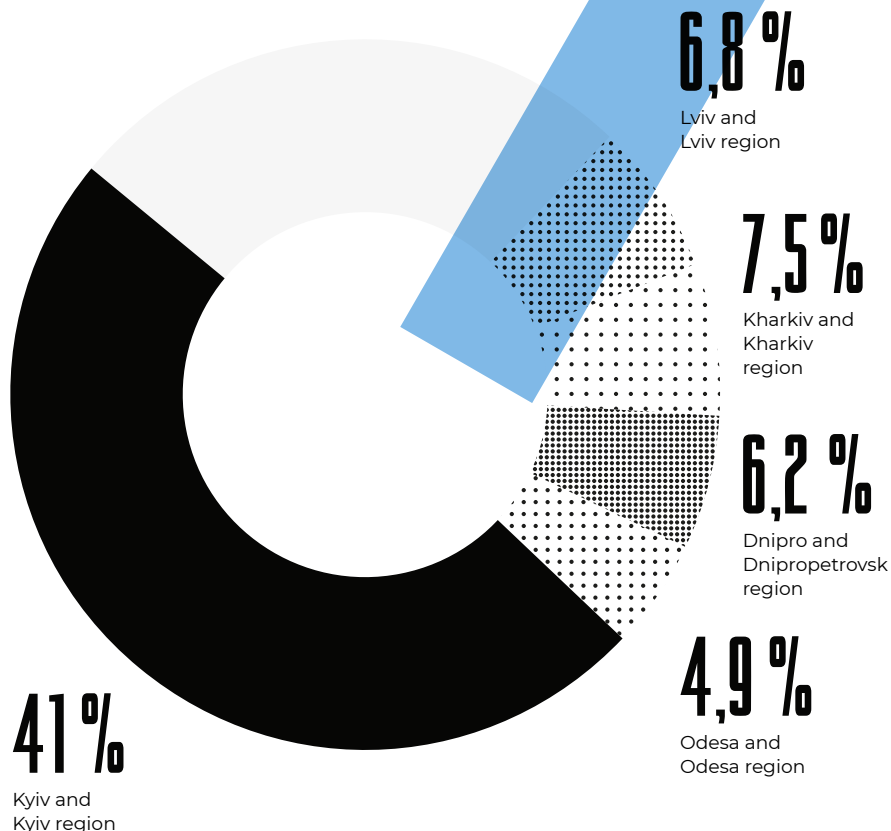
Number of visitors

Other online educational

22 787

Activities Participants
6 of which are supported by 

KEY REGIONS



KEY SECTORS

Creative industries

12,5%

Food and processing industry

29,6%

Services

19,1%

56

EDUCATIONAL PROGRAM «TRAIN THE TRAINERS»
Participants

2020, in implementation

It is an innovative educational program for public and private sector consultants in the field of export activities, which aims to improve the quality and availability of export advisory services and create (or mobilize) an existing network of national consultants.

10 teams from 13 regions of Ukraine:

- Kyiv and Kyiv region
- Vinnytsya and Vinnytsya Region
- Ivano-Frankivsk and Ivano-Frankivsk Region
- Lutsk and Volyn region
- Kharkiv and Kharkiv region
- Khmelnytsky and Khmelnytsky region
- Ternopil and Ternopil region
- Donetsk and Donetsk region
- Luhansk and Luhansk region
- Zaporizhzhia and Zaporizhzhia region
- Lviv and Lviv region
- Odesa and Odesa region
- Cherkasy and Cherkasy region

471

CREATIVE EXPORT UKRAINE
Participants

2019–2020, completed

It is a sectoral educational program for Ukrainian entrepreneurs and exporters - representatives of creative industries, who plan to create a strong national and international brand for their own design product, firmly establish their position in the domestic market and promote products for export.



START level

415

Participants

PRO level

56

Participants

908

EXPORT EVOLUTION UKRAINE
Participants

2019–2020, completed

This is a national two-level (START and PRO) educational program for Ukrainian entrepreneurs who want to start exporting, and for export professionals who want to systematize and deepen their knowledge and professional skills.



START level

766

Participants

PRO level

142

Participants

COMPETENCE DEVELOPMENT CENTER

A special section on the official website of EPO with a selection of recommended courses, manuals and opportunities for entrepreneurs and exporters.

<https://export.gov.ua/>



6

EXPORT CONSULTING

Export consulting is a set of services related to the provision of objective and independent advice and recommendations aimed at achieving the client's goals during entering foreign markets.

Calculating your efforts, making the right choice of market, determining specific steps during exporting to new countries - these are the most important elements of export activities that save exporter's time and money.

EPO experts continue to work on a unique methodology of providing consulting services, which is designed to help domestic companies effectively prepare for entering foreign markets. Export consulting includes consulting services from both EPO experts and international consulting companies from about 70 countries.

From March 2020, in response to the COVID-19 pandemic, EPO quickly adapted to the current market situation and introduced a number of internal changes that afforded to continue to provide consulting support to Ukrainian companies on the internationalization of their business.

Therefore, immediately after the outbreak of the pandemic, EPO's experts developed a number of tips and recommendations for Ukrainian business to minimize the negative consequences associated with the spread of the virus.

The operations of the year of 2020 have been mostly conducted under the slogan of online services for business. So, during the year about **500 companies** enjoyed the services of export consulting, more than 150 of which under new **online consulting** tool. EPO published **8 guides** and articles of an advisory and informative nature with a total of about **14,000 views**.

In 2020, EPO experts joined a pilot project, implemented with the support of USAID Competitive Economy Program (CEP), to form and operate **export alliances**. For the first time, Ukrainian companies have merged into **three different sectoral export alliances**, which will become a platform for cooperation between companies that have ambitions to increase the internationalization of their business. The purpose of creating export alliances is to promote business cooperation of Ukrainian business, which is an extremely important element for the successful conquest of new markets.

During 2020, the export resources of small and medium-sized businesses (human resources, know-how and export time) are limited, so companies need comprehensive expertise and experience that become more accessible through joint efforts.

Therefore, EPO continues to improve the provision of consulting services for Ukrainian exporters, and offers a range of **individual and group services** in online and offline format for successful expansion into new markets.

NUMBER OF CLIENTS

404

Companies

12

Business associations

3 first in Ukraine export alliances: coordination of creation and further project support

4 individual coaching sessions on GPA international public procurement tools

7 guides for exporters

76 selections on tender opportunities for associations and informal associations of companies

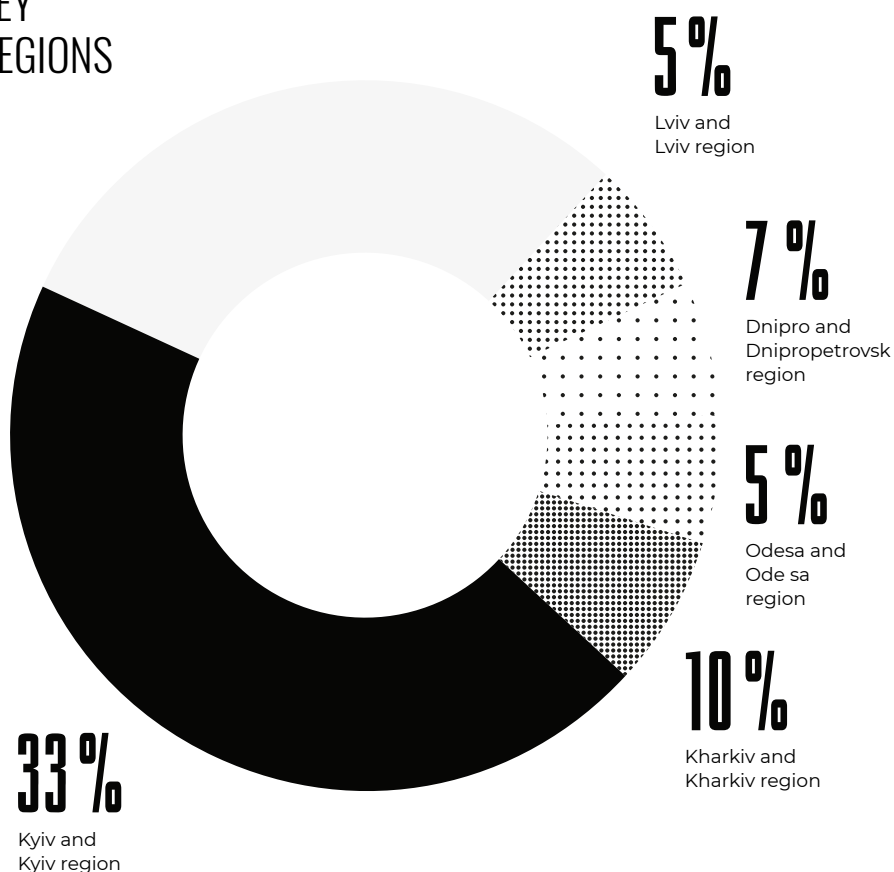
> 100 online consultations provided

31 EXPORT DIAGNOSTICS

Companies

The service consists of GAP analysis based on the results of the export readiness test, which allows EPO consultant to individually consider the company's potential taking into account the "white spots" in its readiness for export and to provide further quality advice on actions to eliminate them.

KEY REGIONS



KEY SECTORS

Food and processing industry



Creative industries



Engineering industry



10 SELECTION AND MEDIATION OF WORK WITH A CONSULTANT

Companies

The service includes assistance in finding experienced export consultants, who will help to find partners or conduct market analysis, assistance in developing a description of the amount of work required to work with consultant, mediation of the process of cooperation with the selected consulting company to achieve maximum interaction. EPO has a network of reliable international consulting partners with relevant expertise in various countries around the world.

139 GPA ADVICE

Companies

EPO provides consulting services within the framework of the mechanism of international public procurement of 48 GPA member countries. The main purpose of these services is to provide business with information on the mechanism of international public procurement, including the WTO Agreement on Public Procurement, to advise of opportunities for Ukrainian business and ways to use this tool for independent acquisition of new export markets. EPO consultants will also help to determine the target country, choose the code of the subject of procurement, carry out a relevant tender search, and provide step-by-step instructions that will allow you to work independently with the international public tender mechanism GPA.

224 ASSESSMENT OF EXPORT READINESS

Companies

The service allows you to determine the level of readiness of the exporter to enter new markets, as well as identify competencies that the company lacks and understand what knowledge and skills they need.

8

ANALYTICS AND INFORMATION

The selection and study of prospective markets is the first step towards export. Therefore, the **analytics department** prepares foreign market research, helps exporters to investigate and choose promising markets for export, as well as to understand the requirements for Ukrainian products in foreign markets.

Since the beginning of the COVID-19 pandemic, EPO analysts have launched a new service - **world market trend reviews**. In order to be successful in foreign markets, Ukrainian companies need to get ready for new challenges, understand emerging and growing trends and identify new niches. So, the new service helps to prepare for the establishment of export supplies in the new reality.

To assist exporters in foreign trends, in analysis of demand for their products and selection of prospective markets, the analytics department **has developed the guides** on online resources for market research, methodology for selecting promising markets, search tool for information on tariff and non-tariff barriers, and advice on using the TradeMap database.

In addition, moving to online trade missions and exhibitions under closed borders encouraged analysts of EPO to launch the individual analysis of new products in supermarkets in selected countries (**online store check**). This service was tested during an online mission to the Netherlands for representatives of the food sector, who received individual assistance.

In 2020, the analytics department also focused on research for promising sectors, namely: mechanical engineering, confectionery, organic products, furniture industry and IT. In 2020, **12 sectoral reviews** were published on the official website of EPO.

The experts of the analytics department also developed **training sessions** on the methodology of market selection for export, online resources for research, as well as the peculiarities of product regulation in the European Union. During 2020, 10 such trainings were conducted within various studying programs.

Helpdesk for exporters to the EU has been replenished with 4 new product groups' reviews.

In addition, work continued on providing the individual analytics services. Access to international analytical databases such as **Passport Euro-monitor** and **Mintel GNPD** gives valuable information used to **analyze overseas markets** for individual clients and business associations.

Another accomplishment of 2020 was the launch of **an internship program** in the analytics department for students and young graduates.

NUMBER OF CLIENTS

21970

Number of online visitors

759

Companies

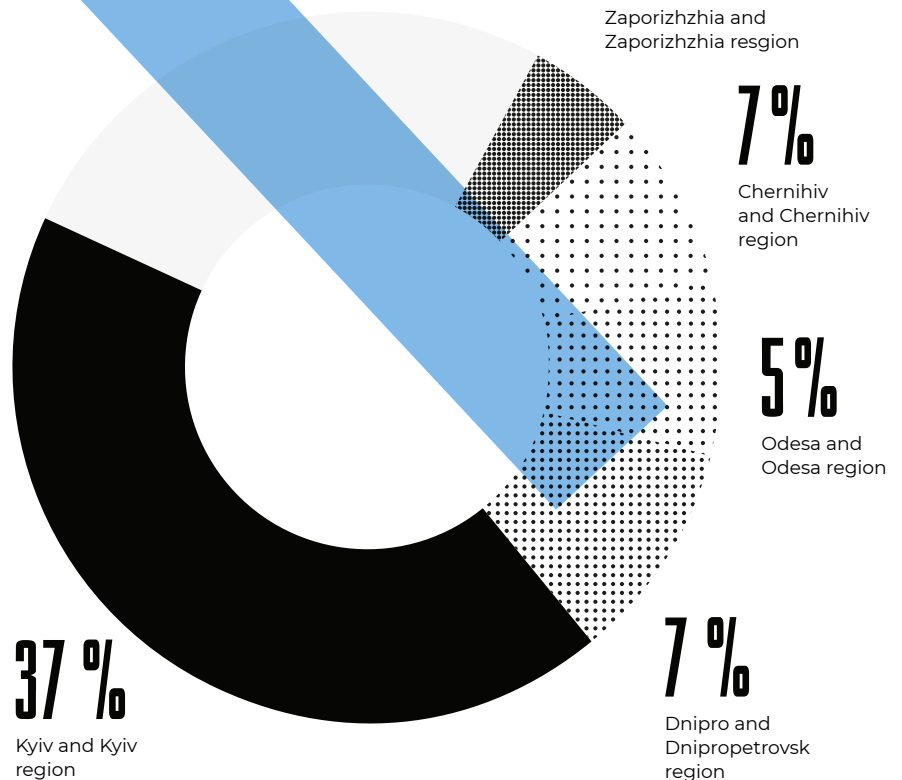
Business associations

SATISFACTION RATING

on a five-point scale

4.7

KEY REGIONS



KEY SECTORS

Engineering industry

43%

Food and processing industry

33%

Furniture industry

3%

CHOICE OF MARKET FOR EXPORT DEVELOPMENT

Country research to identify the most priority markets for exports. The research is based on criteria selected at the request of companies or associations, analysis of statistical and other secondary information, as well as the application of the scoring model.

Number of studies: 6

OVERVIEW OF PRODUCT REQUIREMENTS FOR THE EU MARKET

Individual assistance to companies and business associations seeking to understand tariffs and quotas, regulatory requirements for the EU market entry, methods of verifying compliance with local requirements and labeling rules.

Number of studies: 15

13607

Number of online

HELPDESK FOR EXPORTERS TO THE EU

Helpdesk is an online page for exporters aiming to start exporting to the EU. It contains information on tariffs, tariff quotas, detailed information on requirements for up to 14 groups of goods.

Total viewing time: 100+ hours.

ANALYSIS OF FOREIGN MARKETS

Sectoral survey to the request of individual companies and business associations on consumer preferences, trade information, consumption and market trends.

Number of studies: 46

8363

Number of visitors

ANALYTICAL MATERIALS AND REPORTS

In 2020, the EPO analysts developed 67 analytical materials, of which 49 were individual reviews, 9 for associations and merged companies and 9 additional reviews in the framework of work with sectors.

Sectors which the department worked with:

- Confectionery
- Organic products
- Other food products
- Agricultural machinery
- Wood industry
- Other mechanical engineering
- Innovations (drones, engineering)
- Furniture industry
- Light industry

The countries studied were the EU countries, the United States of America, the United Kingdom, the Kingdom of Saudi Arabia, Serbia, the State of Qatar and the Czech Republic, Kazakhstan and Uzbekistan, Kingdom of Bahrain, State of Kuwait, State of Qatar, Sultanate of Oman, Islamic Republic of Iran, United Arab Emirates, The People's Republic of China, the Republic of India, the Republic of Indonesia, the State of Japan, Malaysia, the Republic of Singapore, the Republic of Korea, Taiwan, the Republic of the Philippines, the Kingdom of Thailand, the Socialist Republic of Vietnam and Australia.

MATCHMAKING

The Business Opportunities Department assists representatives of Ukrainian business in finding and connecting with potential partners abroad, expanding the network of business contacts, and presenting Ukrainian products and services through the most effective tools such as trade missions, international exhibitions, business forums and conferences.

Due to the COVID-19 pandemic, the closure of borders, the cancelation of mass events and the transformation of work in online in early 2020, EPO quickly adapted to the current market situation and introduced a number of internal changes that allowed to continue to assist Ukrainian companies in finding partners as usual. Therefore, in 2020, EPO continued to act as **an organizer, co-organizer and information partner** of many international events with the participation of Ukrainian exporters.

During 2020, **532 companies used the tools of the Business Opportunities Department** and participated in international events. Most of the activities were carried out online using special technical support. Among them, there were **20 events within the Enterprise Europe Network (EEN)**, 5 trade missions and 1 exhibition. Using available opportunities, EPO also joined the organization of 2 offline trade missions, 1 mission within the Enterprise Europe Network and 4 international exhibitions.

According to the results of 2020, trade missions and exhibitions remain very effective tools for meeting new partners in the selected country or region. The main difference between these tools is that as part of the trade mission, companies are scheduled to meet in advance with potential partners who are familiar with the products and show interest in further cooperation. In the case of an exhibition, companies attract customers and develop a network of contacts independently, but have the opportunity to build business linkages with multiple markets within one event.

The biggest discovery in terms of efficiency and business opportunities in 2020 was the Enterprise Europe Network, which brings together business representatives and experts from more than 60 countries. Today, with the help of the EEN network, small and medium-sized businesses can find buyers and sellers of goods and services in international markets online; find investors and partners for production cooperation, as well as attract the latest technologies, or implement their own technologies in the international market.

In 2020, EPO covered the following countries: the Kingdom of the Netherlands, the Republic of Turkey, the Kingdom of Denmark, the State of Israel, Romania, Bulgaria, the Republic of Poland, the United Arab Emirates, the Federal Republic of Germany, the United States of America, the Republic of Austria, the Italian Republic, the State of Qatar, the Kingdom of Belgium, the Czech Republic, Bosnia and Herzegovina, the Kingdom of Spain, and the French Republic.

As part of the organized events, Ukrainian companies held **7764 B2B meetings** and generated **3675 contacts**.

NUMBER OF CLIENTS

3675

Generated quality contacts with importers

7764

Meetings in B2B format during business events

13

contracts for the amount of

11

Business Associations

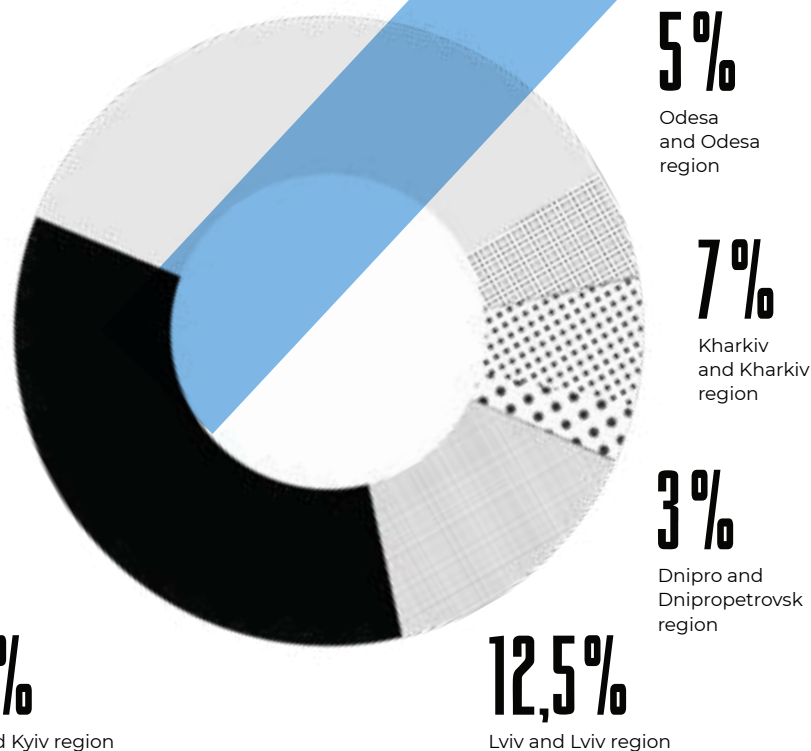
\$345,109

+ 5 NDA

5

Contracts at the stage of the negotiations

KEY REGIONS



36%

Kyiv and Kyiv region

12.5%

Lviv and Lviv region

KEY SECTORS

Agro-industry

17%

ICT industry

25.7%

Food and processing industry

26%

79

Companies

ORGANIZATION OF TRADE MISSIONS

Organizational and information partner of 8 trade missions:

- Online Trade Mission to the Kingdom of the Netherlands with the financial support of the USAID Competitive Economy Program (CEP).
- Trade Mission to the Republic of Turkey within the work of the Enterprise Europe Network.
- Trade mission to the State of Israel. The project is funded by the EU initiative EU4Business and implemented by the EBRD.
- Trade Mission to the Kingdom of Denmark. The project is funded by the EU initiative EU4Business and implemented by the EBRD.
- 2 Trade Missions to the Republic of Turkey. Projects are funded under the EU initiative EU4Business and implemented by the EBRD.
- Trade Mission to Romania, Bulgaria and the Republic of Turkey. The project is funded by the EU initiative EU4Business and implemented by the EBRD.
- Series of online B2B meetings with business partners from Poland and Romania. The project is funded by the EU initiative EU4Business and implemented by the EBRD.

150

Companies

EXHIBITION ACTIVITIES

Organizational partner of collective stands at 5 international exhibitions:

- United Arab Emirates: Arab Health, in conjunction with the Association of Medical Operators for Medical Devices.
- United Arab Emirates: Gulfood, in cooperation with the Export Promotion Center KCCI, the Ukrainian Food Export Board, the Ukrainian Business Hub in GCC and the International Trade Center funded within EU initiative EU4Business and implemented by the EBRD.
- Federal Republic of Germany: Biofach Exhibition 2020, jointly with the Association Organic Ukraine, with the financial support of the USAID Competitive Economy Program (CEP).
- State of Israel: OurCrowd Summit, in conjunction with Sigma Software, with financial support from the USAID Competitive Economy Program (CEP).
- United States of America: United Fresh online exhibition, jointly with the International Trade Center funded within EU initiative EU4Business and implemented by the EBRD.

380

Companies

ENTERPRISE EUROPE NETWORK

EEN helps to find business partners and buyers of products, place and track commercial offers, promote innovative technologies in EU markets, seek and attract investors and partners in the EU to create joint ventures.

The platform also helps to attract investment for the production of goods and services, new technologies to increase the competitiveness of Ukrainian producers and enterprises that provide services.

In 2020, the EPO experts processed **420 requests** from Ukrainian companies

and **135 requests** from foreign companies to Ukrainian manufacturers. They also published **75 business profiles** and more than **250 informational matchmaking announcements**, conducted **1 trade mission** offline and **20 missions** online, in which almost **300 individual meetings** took place.

1795

Companies

SOURCING SERVICES FOR FOREIGN PARTNERS

Every month, EPO is approached by foreign companies that want to buy Ukrainian products or services and are looking for reliable suppliers. To automate this process, the official website of the Institution has an online platform that allows foreign companies to easily find their business partner among registered Ukrainian companies and establish direct contact. Also, when receiving requests from foreign importers to EPO, our experts also turn to the Sourcing Platform to select proven Ukrainian companies.

In 2020, **1795 contacts** of Ukrainian companies were provided to international partners on the basis of **115 requests** received from them.

4000+

Participants

HOLDING SPECIAL EVENTS

In 2020, EPO acted as a **Golden Partner** of the largest technology conference in Ukraine and Eastern Europe - **IT Arena 2020**, which due to the pandemic and logistical constraints took place in a new online format with broadcasting from Lviv: participants could join the conference in a safe distance from the monitor from anywhere on the planet using two devices - a smartphone and a computer at the same time. The functionality of the platform allowed them to easily switch between reports, ask questions to speakers and meet other participants. As a result, **4076 participants** joined the web platform, including hundreds of programmers, designers, top managers, PMs, business analysts, entrepreneurs and startups. The key topic of IT Arena 2020 was the speed of change. High-class networking, establishing business contacts and festival spirit have inspired hundreds of IT professionals to new solutions and business ideas.

THE KINGDOM OF THE NETHERLANDS

Online: September, 21-25

Co-organizer**Sector:** Food and processing industry

49

Number of
B2B meetings

27

Number of
generated lids

10

Companies

THE REPUBLIC OF POLAND AND ROMANIA

Online: December, 7-11

Information partner**Sector:** Agro-industry

76

Number of
B2B meetings

15

Number of
generated lids

8

Companies

ROMANIA, BULGARIA AND THE REPUBLIC OF TURKEY

Online: November

Information partner**Sector:** Chemical Industry

57

Number of
B2B meetings

50

Number of
generated lids

THE KINGDOM OF DENMARK

Copenhagen, Bradstrup

March, 2-6

Information partner**Sector:** Light industry

11

Companies

36

Number of
B2B meetings

20

Number of
generated lids

8

Companies

22

Number of
B2B meetings

THE REPUBLIC OF TURKEY

Online: July, 20-29

Information partner**Sector:** Chemical Industry

16

Number of
generated lids

THE REPUBLIC OF TURKEY

Izmir: October, 6-9

Co-organizer**Sector:** Agro-industry,
textile industry

54

Number of
B2B meetings

20

Number of
generated lids

18

Companies

THE STATE OF ISRAEL

Online: March-April

Information partner**Sector:** Light industry

30

30

Number of
B2B meetings

18

Number of
generated lids

THE REPUBLIC OF TURKEY

Istanbul: February, 10-12

Information partner**Sector:** Food and processing industry,
agro-industry

14

Number of
generated lids

8

Companies

27

Number of
B2B meetings

8

Companies

Exhibition activities



USAID
United States Agency for International Development



FIBL

SAFOSO



ARAB HEALTH EXHIBITION

United Arab Emirates,
Dubai: January, 27–30

Co-organizer

Sector: Healthcare

500

Number of
B2B meetings

5

Companies

450

Number of
generated lids

5000

Number of
B2B meetings

35

Companies

2000

Number of
generated lids

GULFOOD EXHIBITION

United Arab Emirates,
Dubai: February, 16–20

Information partner

Sector: Food and processing
industry

SUMMIT OURCROWD

Israel,
Jerusalem: February, 11–13

Co-organizer

Sector: ICT

5

Companies

180

Number of
generated lids

500

Number of
B2B meetings

NORTH AMERICA

650

Number of
generated lids

37

Companies

BIOFACH EXHIBITION

Germany,
Nuremberg: February, 12–15

Information partner

Sector: Food and processing industry

650

Number of
B2B meetings

UNITED FRESH 2020

USA,
Online: June, 15–19

Co-organizer

Sector: Food and processing
industry

150

Number of
B2B meetings

49 340

Companies
Number of
generated lids

EUROPE

Online ACTIVITIES within Enterprise Europe Network (EEN)



QATAR MATCHMAKING EVENT 2020

Qatar

Online: July, 7

Co-organizer

Sector: Building industry

28

Number of B2B meetings

18

Companies

TEXTILE CONNECT 2020 – VIRTUAL MATCHMAKING

Sweden

Online: May, 4-8

Co-organizer

Sector: Light industry

6

Number of B2B meetings

7

Companies

GAMESMATCH 2020 – VIRTUAL NETWORKING EVENT

Germany

Online: August, 25-27

Co-organizer

Sector: ICT

6

Companies

17

Number of B2B meetings

EUROPEAN LOGISTICS INNOVATION DAY 2020 – DIGITAL MATCHMAKING EVENT

Germany

Online: September, 22-23

Co-organizer

Sector: Logistics

6

Companies

3

Number of B2B meetings

TECHNOLOGY & BUSINESS COOPERATION DAYS 2020

Germany

Online: July, 13-16

Co-organizer

Sector: ICT

71

Number of B2B meetings

32

Companies

STOM 2020 MATCHMAKING

Poland

Online: September, 23

Co-organizer

Sector: Machinery and metallurgical industries

8

Companies

2

Number of B2B meetings

APPLIED ARTIFICIAL INTELLIGENCE CONFERENCE 2020

Austria

Online: May, 11

Co-organizer

Sector: ICT

42

Number of B2B meetings

30

Companies

FOOD CONNECTIONS 2020

Belgium

Online: September, 17-24

Co-organizer

Sector: Food and processing industry

40

Number of B2B meetings

46

Companies

COOPERATION PLATFORM WOOD CONSTRUCTION 2020 – VIRTUAL EDITION

Austria

Online: December, 10

Co-organizer

Sector: Building and woodworking industries

2

Number of B2B meetings

7

Companies

B2WORTH 2020 – VIRTUAL MATCHMAKING

Italy

Online: June, 17-18

Information partner

Sector: Light industry, as well as the furniture and interior industries

37

Number of B2B meetings

23

Companies

15

Online ACTIVITIES within Enterprise Europe Network (EEN)



GREEN DAYS 2020 – VIRTUAL EDITION

France

Online: December, 1-4

Co-organizer

Sector: Energy, environmental protection, climate, circular economy

2

Number of
B2B meetings

4

Companies

TORINO FASHION- MATCH 2020 VIRTUAL EDITION

Italy

Online: October, 5-8

Co-organizer

Sector: Fashion and design industry

27

Companies

29

Number of
B2B meetings

THE RIOJA ICT VIRTUAL TRADE MISSION 2020

Spain

Online: October, 26-30

Co-organizer

Sector: ICT, high-tech sectors, agro-industrial complex, education and healthcare

14

Companies

44

Number of
B2B meetings

BROKERAGE EVENT @ SMART MANUFACTURING MATCHMAKING 2020

Italy

Online: November, 18-20

Co-organizer

Sector: ICT, Industry 4.0

12

Companies

8

Number of
B2B meetings

SMART CITY LIVE 2020

Spain

Online: November, 17-18

Co-organizer

Sector: ICT, modern smart technologies in urban infrastructure

65

Number of
B2B meetings

14

Companies

MATCH & FURNISH 2020

Bosnia and Herzegovina

Online: October, 21-22

Co-organizer

Sector: Furniture and woodworking industries

4

Number of
B2B meetings

7

Companies

WEGATE SUMMIT – VIRTUAL EDITION

North Macedonia

Online: December, 10

Co-organizer

Sector: Women's entrepreneurship

14

Companies

7

Number of
B2B meetings

DRONETECH 2020

Poland

Online: November, 6-7

Co-organizer

Sector: ICT, unmanned systems and technologies

2

Number of
B2B meetings

5

Companies

CONTACT-CONTRACT 2020 – ONLINE B2B MATCHMAKING EVENT

Czech Republic

Online: October, 5-7

Co-organizer

Sector: Machine-building and electrical industry

5

Number of
B2B meetings

10

Companies

TEXTILE FASHION TECH 2020

Ukraine

Online: November, 2-6

Co-organizer

Sector: Light industry

4

Number of
B2B meetings

4

Companies

16

PRIORITY SECTORS 2020

In 2020 EPO has deepened its focus on the following priority sectors: engineering industry, food and processing industry (organic products and confectionery), information and communication technologies and the furniture industry. The key sectors in focus have been selected based on the results of the analysis, which was undertaken by the EPO experts. The main goal of this work was to provide those industries with more detailed information about the opportunities available and the modes of export strategies' implementation. Among with this, the customized analytical reports and information on global trends and tendencies have been provided as well as the series of the sectoral training programmes have been organized aimed to engage specific target audiences to the capacity building activities.

EPO Sectoral Managers were responsible for the building up the separate communication lines with the export communities of each particular sector in order to build up the trust and respond to their requests and needs. As a result, the specific sectoral reports and sectoral monthly digests have been issued. Thus, **38 sectoral digests** have been prepared and distributed, which were read by **about 13,000 representatives of Ukrainian companies in selected sectors**. In total, EPO team worked **with more than 1,700 companies and 12 business associations within 5 sectors**.

MACHINERY SECTOR

EPO organized **7 educational events**, provided opportunities to participate in **5 international B2B events**, prepared **8 sectoral digests**, informed about **24 proposals within public tenders GPA** and distributed **more than 100 requests for partnership in the Enterprise Europe Network (EEN)**. In total, **more than 500 Ukrainian companies** became clients of EPO for the machinery sector.

In terms of its sectoral work, EPO has covered the following countries: the Republic of Poland, Romania, the State of Qatar and the Czech Republic.

FURNITURE INDUSTRY

EPO prepared and distributed **6 sectoral digests**, prepared and published **3 analytical reviews** for the furniture sector, processed **5 sourcing requests**, within which **130 Ukrainian companies** were able to offer their services to foreign companies, held **3 targeted events in the EEN** with a total of **580 participating companies**, distributed **more than 25 requests for partnership in the EEN**, and informed about **21 proposals within public tenders GPA** for the furniture sector.

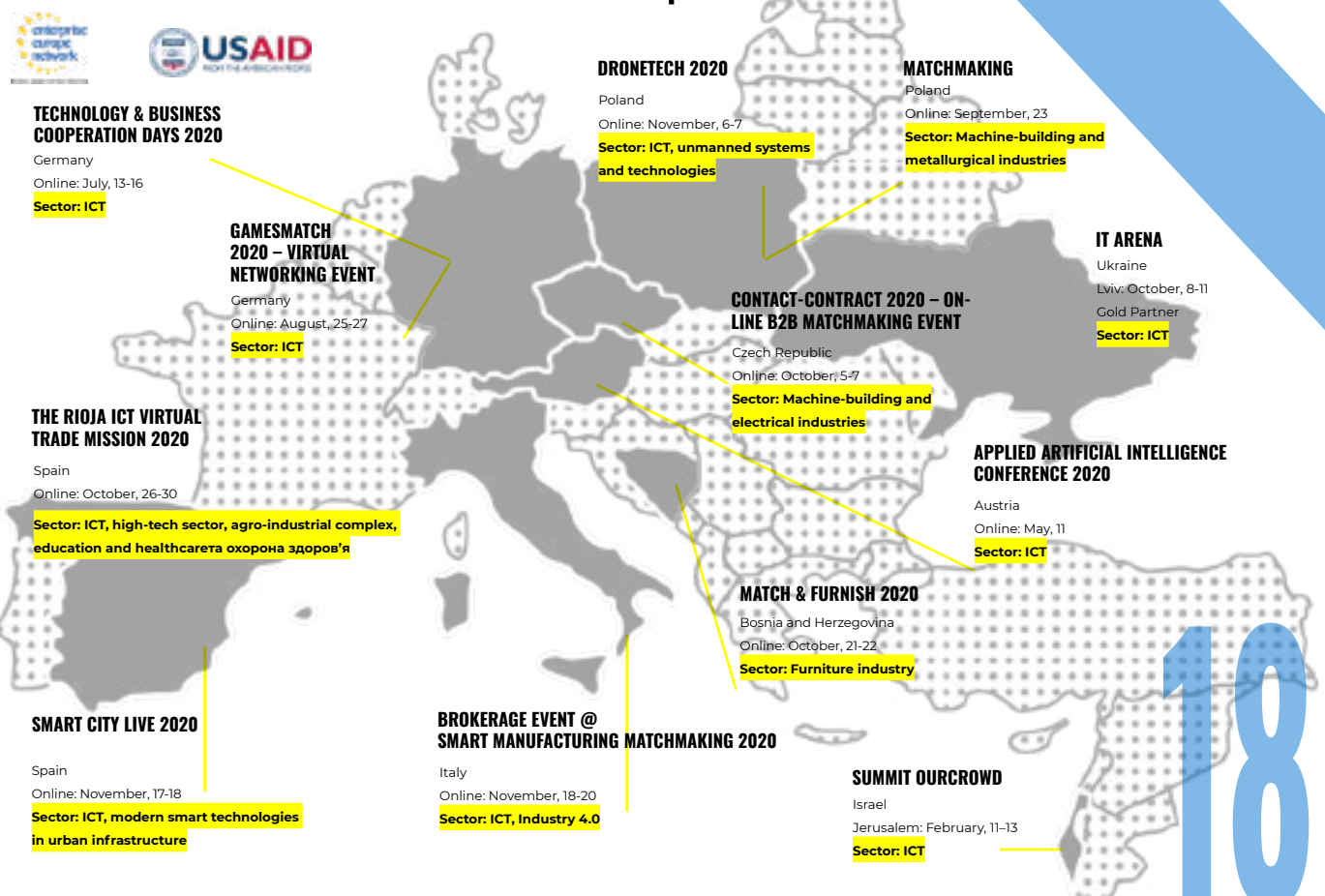
In terms of its sectoral work, EPO has covered the following countries: the Kingdom of Denmark, Norway, the United States of America, Belgium, and the Federal Republic of Germany. Cooperation with the German Import Promotion Desk in the Wood Sector also continues.

INFORMATION AND COMMUNICATION TECHNOLOGIES SECTOR (ICT)

EPO provided the opportunity to participate in **11 international B2B events**, prepared **9 sectoral digests**, informed about **32 proposals within public tenders GPA** and distributed more than **100 requests for partnership in the EEN**. Work was carried out to promote international events in the IT sector in Ukraine. In particular, work was carried out to attract participants to the **IT Arena** conference, which brought together **more than 4,000 participants, 88 speakers and more than 100 startups**.

The First Ukrainian Export IT Alliance was launched for the first time in the history of Ukraine together with partners from **the IT Ukraine Association and the Civitta consulting company**. Thus, **21 IT companies** have joined forces to conquer foreign markets and expand their business opportunities. Work was also carried out to identify the needs of the sector in terms of simplifying access to foreign markets.

In terms of its sectoral work, EPO has covered the following countries: the Kingdom of Denmark, the Federal Republic of Germany, the People's Republic of China, Romania, the Kingdom of Spain, the Portuguese Republic, the Kingdom of Belgium, the Republic of Armenia, the State of Israel, Serbia, the Republic of Slovenia, the Kingdom of the Netherlands, the Republic of Finland, the Republic of Poland, the Republic of Austria, the United Kingdom of Great Britain and Northern Ireland, Bosnia and Herzegovina, the Republic of Croatia, the Republic of North Macedonia, Lithuania, the Republic of Turkey, the Republic of Korea.



FOOD AND PROCESSING INDUSTRY

ORGANIC PRODUCTS

EPO organized **2 training webinars** involving international experts, prepared and released **9 sectoral digests**, informed about **24 proposals within public tenders GPA**, selected and distributed **more than 30 requests for partnership in the EEN** for import of organic products from Ukraine, held **25 presentations at organic events** to promote the services of EPO for organic producers, released **3 analytical materials** on trends in organic products in the world, worked **to coordinate the creation of an organic alliance** and further support the project to develop, train and find partners for export of products of the alliance members **Organic Ukraine Business Hub CEREALS**.

In terms of its sectoral work, EPO has covered the following countries: the United States, the Kingdom of the Netherlands, the United Arab Emirates, the Kingdom of Belgium, the Republic of Turkey, the Federal Republic of Germany. Supported by EPO in 2020 were: trade missions to the Kingdom of the Netherlands (online) and the Republic of Turkey, exhibitions: Biofach Exhibition (Federal Republic of Germany), FOOD CONNECTIONS 2020 (online) (Kingdom of Belgium), GULFOOD 2020 (United Arab Emirates) and UNITED FRESH 2020 (online) (United States of America), which were attended by representatives of the organic sector of Ukraine.

CONFECTIONERY

EPO organized **3 educational events** on the specifics of work and analysis of priority markets for the sector, as well as provided the opportunity to participate in **3 training programs** for exporters, prepared **4 analytical materials** on global trends in confectionery and **3 reviews of promising countries for export development**, prepared and distributed **9 sectoral digests**, **26 proposals within public tenders GPA** and **more than 46 requests for partnership in the EEN**. In total, **more than 210 Ukrainian companies** became EPO clients in the confectionery sector. In 2020, the number of EPO clients increased by 32%.

In terms of its sectoral work, EPO has covered the following countries: the United States, the Kingdom of the Netherlands, the Persian Gulf countries - the Kingdom of Saudi Arabia, the Kingdom of Bahrain, Kuwait, Qatar, Sultanate of Oman, Islam Republic of Iran, United Arab Emirates; the countries of the Asia-Pacific such as the People's Republic of China, the Republic of India, the Republic of Indonesia, the State of Japan, Malaysia, the Republic of Singapore, the Republic of Korea, Taiwan, the Republic of the Philippines, the Kingdom of Thailand, the Socialist Republic of Vietnam and Australia.

TRADE MISSION TO THE KINGDOM OF THE NETHERLANDS

Online: September, 21-25

BIOFACH EXHIBITION 2020

Germany,
Nuremberg: February, 12-15

TRADE MISSION TO THE REPUBLIC OF TURKEY

Istanbul: February, 10-12

FOOD CONNECTIONS 2020

Belgium
Online: September, 17-24

UNITED FRESH 2020

USA,
Online: June, 15-19

GULFOOD EXHIBITION

United Arab Emirates,
Dubai: February, 16-20



19

COMMUNICATION AND MARKETING

In 2020 EPO team has actively engaged the audience in its activities through the proactive communicational campaigns and activities both live and online. In order to raise the awareness about the current opportunities, we covered all the important domestic and international events for the exporters and SMEs. While communicating, our main goals were the following:

- Strengthen the reputation of EPO as an innovative State Institution working for the economic well-being of the country in general and for the development of Ukrainian exports in particular.
- Improve the level of awareness of Ukrainian business about the activities of EPO and tools for expanding exports.
- Encourage the development of small and medium-sized enterprises to improve their export skills and competencies and expand their sales by establishing systematic exports and entering new markets.
- Promote the spread of Ukraine's Export Brand in the international arena to build Ukraine's image as a powerful, reliable and innovative trading partner for the world.

To achieve these goals, EPO actively participated in national and regional events, published articles and interviews in the media, and actively published information through its own communication channels. EPO conducted large-scale surveys among exporters and business associations to understand the needs of exporters and to develop services and international matchmaking activities accordingly.

EPO has been constantly developing its own communication channels and increasing the base of direct contacts. We actively communicated with our audience online (Facebook, LinkedIn, YouTube) every day and used online broadcasting tools to reach entrepreneurs and exporters from all over Ukraine. Thus, in 2020 the number of subscribers to the EPO Facebook page increased to over 13,000, and more than 500 information messages have been published.

Also, the EPO Communications team constantly announced information about educational programs, matchmaking requests, trade missions and collective stands at international exhibitions, business surveys and other useful information for exporters via e-mail. Thus, during 2020, more than 13,000 subscribers received about 450 mailings.

In December, 2020 EPO launched the Single Export Web Portal, an effective tool used by governments and trade facilitation organizations around the world to increase national exports and support businesses to enter new markets.

It is the first government portal that consolidates and unifies all available information for exporters and companies interested in exporting on a "single window" basis. In addition, the Single Export Web Portal provides the first government online services that help to solve a wide range of tasks related to business internationalization - from auditing the company's export activities to matchmaking abroad. Simple, free, and available for companies from any sector.

The Export Web Portal is an implementation of one of the key measures of the Export Strategy of Ukraine ("roadmap" of strategic development of trade) for 2017-2021, which lays the foundation for the full-scale implementation of key initiatives designed to reveal the export potential of Ukrainian enterprises.

13000

subscribers received about
450 mailings

EPO team prepares and distributes monthly sectoral digests with a selection of the most up-to-date and useful information developed by EPO and its partners, which can be useful in preparing for export or expanding its presence in international markets.

SINGLE EXPORT WEB PORTAL

400

pages created

48

published
country profiles

150+

informational
publications

20+

guides
on research

search for information,
e-commerce development
and elaboration of export
market entry plans



UKRAINE'S EXPORT BRAND

The Export Brand is extremely important for the promotion of Ukrainian exports and is the core of communication about Ukrainian goods. A strong export brand is especially important for small and medium business segment exporters. The additional costs connected with promotion in foreign markets often become a significant obstacle to the development of export potential. This year the brand was used to design collective business stands at large-scale international exhibitions:

Arab Health exhibition (UAE), Summit Ourcroud (Israel), BioFach Exhibition (Federal Republic of Germany), Gulfood Exhibition (UAE), United Fresh 2020 (USA).

6

business stands
are designed using
Ukraine's Export
Brand



SOCIAL NETWORKS

YOUTUBE

26 000

views of the EPO channel
on Youtube

LINKEDIN

600+

followers

FACEBOOK

13000

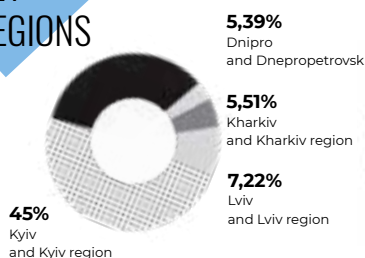
followers

WEBSITE

69 000

Number of visitors
to the official web site

KEY REGIONS

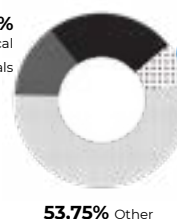


37,3
Women



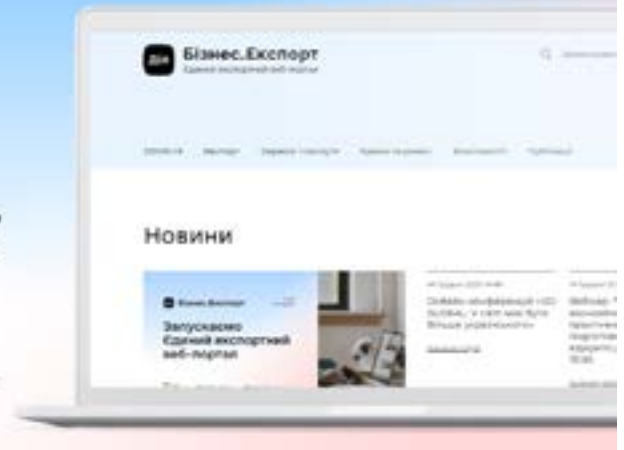
19,94% Helpdesk f
or exporters to the EU

14,05%
Analytical
materials



12,25% Educational
materials

Єдиний експортний веб-портал працює в тестовій експлуатації



SINGLE EXPORT WEB PORTAL — NEW OPPORTUNITIES FOR EXPORTERS

The Single Export Web portal was launched on Diia Business Platform. The web-portal was created with the strategic support of the Government of Ukraine and the Ministry for Development of Economy, Trade and Agriculture of Ukraine, and financial support from the German government through Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. Single Export Web Portal has launched in test mode and available on the following link: <https://export.gov.ua>.

There are many Internet resources in Ukraine with data on export opportunities, procedures and events, but they do not reflect a complete and clear picture of the world trade market, its requirements for domestic exporters, do not always provide regulatory and other information necessary for entrepreneurs.

EPO, understanding the importance of comprehensive, high-quality information support for Ukrainian exporters in the current reality and the need to create such a resource, began work on its implementation.

The creation of a Single Web Portal is one of the key measures of the **Export Strategy of Ukraine** («roadmap» of strategic development of trade) for 2017-2021, which lay the foundation for the full implementation of key initiatives designed to unlock the export potential of Ukrainian enterprises. It is the first government portal to consolidate all available information for exporters and companies interested in exporting on a «single window» basis. The issue of creating an Export Web Portal was under the control of the **Office of the President of Ukraine** and the **Cabinet of Ministers of Ukraine** as one of the urgent measures to implement reforms and strengthen the export capacity of the

state.

It is now the only platform that consolidates all available information for exporters and companies interested in exporting.

Such resources are effective tools used by governments and trade facilitation organizations around the world to increase national exports and support businesses to enter new markets.

The web portal provides support to Ukrainian exporters and stakeholders through:

- Information

The portal is an information system for exporters, which adequately and clearly explains export procedures and actions, demonstrates to users various requirements, national and international standards.

The resource clearly states what the entrepreneur needs at different stages of export activity, what tools will be needed to analyze foreign markets, how to use them and what are the requirements for products, export procedures, certification, etc.

- Opportunities

The web portal contains advice on research of foreign markets, analysis of potential markets. There are also opportunities to facilitate the search for buyers abroad, which provides support for participation in international business events: trade missions, exhibitions and fairs, providing institutional and financial support to entrepreneurs to develop export potential. With Ukraine's accession to the WTO Agreement on Government Procurement, new opportunities for Ukrainian exporters have emerged - participation in international public procurement.

- Services

The platform implements effective and convenient services that help to solve a wide range of problems related to the internationalization of business - from auditing the export activities of the company to matchmaking abroad. Simple, free and available for companies from any sector and ready to export.

- EPO Services

The EPO experts have developed a system of an integrated approach to solving issues related to export activities - from gaining an understanding of the company's readiness for foreign economic activity, ending with the implementation of their ideas with the help of selected external experts.

- Data on foreign markets

It is now possible to study new markets thanks to large amounts of analytical information, structured by countries and markets:

- Data on existing and potential markets, which includes analysis of the economic situation, market potential, features of the country's business culture, current standards and technical regulations, recommendations on doing business in these countries or regions, useful contacts of government agencies and business associations, etc.;
- Clarification of preferential terms that apply in the field of trade for a number of countries or regions (FTAs, preference systems);
- Reviews of the development of foreign markets, individual products and regions;
- Calendar of domestic and international exhibitions, business forums, trade missions, trade and industrial conferences in various fields of activity and other events related to trade.

The Export Web Portal in its activity focuses on cooperation with companies interested in starting to export, with companies that export and have the potential to develop through specialized services and advice on business development in international markets, as well as with foreign companies interested in import of goods and services from Ukraine and establishing partnerships.

All information on the web portal, taking into account the standard forms required for various procedures and requests, is free of charge.



Web portal already works in test mode.

During the development of this resource experts researched all relevant issues for exporters and sought the most constructive solutions with the best experts in the field. Therefore, the portal embodies a mutual vision of opportunities and needs, information-analytical and expert-consulting capabilities of a group of developers in the process of preparing decisions on issues related to export development are formed.

The Export Web Portal will meet all the information and consulting needs of the business environment and the general public regarding export and import opportunities, and this will optimize the resources of domestic exporters and significantly strengthen the position of our companies in the global market. The Single Export Web Portal is located in a secure data center and meets global standards for protection against cyber threats. User information is stored in encrypted form to prevent their interception or theft.

No budget funds were spent on creating the web portal.

The project was implemented with the financial support from the **German government through Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.**

FEEDBACK FROM BUSINESSES ASSOCIATIONS AND PARTNERS

NADIYA SHCHIPUN

Director

Lisochimik LLC

We would like to express our gratitude to the Export Promotion Office for support and detailed consultations on international matchmaking platforms. EPO experts have always provided a quick response to our inquiries and questions. A clear understanding of the company's needs allowed us to quickly create the necessary company profile for partner search resources.

OLGA PLIUSKVIK

Consultant

Business Evolution LLC

Thank you for the opportunity to participate in the online event The Rioja ICT Virtual Trade Mission from EEN. It was the first event of this scale for our company and a great opportunity to meet potential partners. In addition, such meetings helped us to understand the needs of the market, as well as the strengths and weaknesses of the product.

KATERYNA DOMCHENKO

COO and co-founder

AGRO BI by horos.tech

Thank you for your work on co-organizing an online event in the field of unmanned systems and technologies DroneTech 2020 from EEN. This event helped to find organizations that are open for communication and interested in a potential partnership in the field of AgTech. I recommend Export Promotion Office as an excellent information resource for international business programs. It was a quick and easy way to join B2B meetings with potential foreign partners. Thank you for your work!

HALYNA PEREPELYTSIA

Independent expert on
international trade

Training project for export consultants "Market analysis for export" is a very useful course for systematizing knowledge for those who are already working in the field of export consulting, as well as for those who are just beginning to develop this area. I have already managed to use some of the tools of the course in my work, and I have realized that these tools really work. This is the value of this project - knowledge, tools, useful cases.

INNA REVA

Marketing Manager

Food Development (Terra Food Group)

After receiving analytical information from the Export promotion office our company conducted a market research using the information provided, and developed a sales strategy for the next year to the selected country. In general, we have been using the services of the EPO for more than two years: education, analytics, participation in exhibitions and trade mission. I am grateful for your support and look forward to further co-operation.

MARIA MAKHNOVETS

Chairman

Ukrainian Organic Cluster

Training project for export consultants: "Analysis of markets for export" is an excellent EPO's educational course, during which I managed to acquire new knowledge and skills, as well as get acquainted with real practical cases from trainers. During 4 study days I received an invaluable exchange of professional experience and great pleasure working with colleagues. I look forward to the new module.

STEPAN VESELOVSKY

CEO

Lviv IT Cluster

Clearly, we already have a positive experience of cooperation with the State Institution "Export Promotion Office", and we are grateful for the help in expanding exports for the IT industry. The companies that are members of the cluster have repeatedly mentioned their participation in events organized by EPO, such as the trade mission to Toronto (Canada) in the fall of 2019. We also thank you for the support in such projects as the IT-Arena, which is held annually in Lviv, and thanks to the support of EPO gathered more than 4,000 participants from 41 countries this year.

this, we were able to find a partner in Spain and started exporting to Europe. Also, we have opened a company and reorienting from a private entrepreneur to an LLC. This opens wide horizons and opportunities to work with both Ukrainian and foreign partners and contractors. In 2020, we were able to double our sales and hope that the international situation will not affect us very much.

OLENA BEREZOVSKA

President

Organic Ukraine

The Union of organic certified products manufacturers Organic Ukraine, which represents the interests of the organic business, expresses its respect and gratitude to Export Promotion Office for its assistance in expanding exports for the organic sector. During 2020, EPO team was a reliable partner in the implementation of many interesting and ambitious projects.

Thus, the EPO experts assisted in organizing a collective stand of Ukrainian producers at the Biofach Exhibition, which took place in March 2020 in Nuremberg (Germany). Biofach Exhibition is the largest event for organic food producers, which provides an opportunity to find potential buyers from all over the world, learn about the requirements for organic products and global trends.

The EPO experts assisted in the development of design and development solutions for the collective stand and the attraction of financial support from international donors. This made it possible to present the products of more than twenty Ukrainian producers and draw attention to Ukraine as a key player in the world market of organic products.

EPO also organizes a number of useful training programs and trainings for exporters. Thus, this year, at the request of the Union, EPO held webinars "Export of organic products: requirements and certification of Canada" and "EPO tools for finding and analysing new markets." As speakers, experts of EPO joined forums in 24 regions of Ukraine organized by the Union.

The partnership with EPO in the implementation of the first Ukrainian export Organic Ukraine Business Hub CEREALS should be singled out, which became possible with the support of the USAID Competitive Economy Program (CEP). The EPO experts helped a lot with the launch of this initiative, which unites 6 Ukrainian producers of organic products. We also receive ongoing support from the EPO experts on further project support and initial market research, on which the members of the export alliance Organic Ukraine Business Hub CEREALS have decided on the US focus market;

And it is all in order for Ukrainian producers to be able to expand export markets for their own organic business and find new foreign partners.

We appreciate our cooperation and look forward to further common projects!



A year after education program Creative Export Ukraine, Apilat Wedding started export to the EU and doubled their sales.

LIUBOV APILAT

The head of the wedding salon

"APILAT"

I would like to thank Estonian Marketing Institute, Estonian Embassy and Export Promotion Office for the Creative Export Program! I applied to participate in the program because I lacked the practical knowledge to expand exports. At that time we (a small family company) had only one wholesale client. Due to the fact that the teachers of the course are people with real experience in export activities the course was rich and full of practical and useful advice. I am very grateful to the course mentor Anu Mal for advice on how to select "your" partner abroad. Thanks to

VOLODYMYR KRIPKYY

Director for Production
Development and Innovation
Implementation

Kyivhuma LLC

We appreciate the help and support we received from colleagues from the Export Promotion Office of Ukraine in the process of preparing the necessary technical documentation. Kyivguma LLC became one of the participants in the program "Capacity Building of Ukraine in the direction of forming a program of compliance with the safety of small and medium enterprises under the Free Trade Agreement with the EU", which was implemented by EPO with the support of our partners - "Good Governance Fund" of Great Britain Embassy in Ukraine. As part of the project, the EPO experts advised Ukrainian manufacturers on the process of reaching their products' compliance with EU requirements. Thanks to the project, Kyivguma has completed the certification process of its products in accordance with the requirements of EU technical standards and received the relevant certificates from the SATRA authorized body.

SUCCESS STORY



Thanks to the EPO services, Kyivguma LLC has completed the certification process for entering the EU market

SUCCESS STORY



With the help of EPO team, Try Vedmedi received a grant to participate in the SIAL China 2021 exhibition from the USAID Competitive Economy Program (CEP)

NATALIA BOLSHOVA

Project Manager

Try Vedmedi LLC

In only three months of cooperation with EPO team Try Vedmedi LLC managed to go through all the preparatory stages to start exporting to China, optimize the budget for entering the Chinese market, develop an export strategy for the Chinese market, based on consumer preferences, competitor analysis and pricing analysis, traditional and cultural characteristics. The company gained this knowledge during the China Market Review from the EPO analysts led by Olga Gvozdeva, speeded up matchmaking with the help of Anastasia Normatova and support from consultants who, in cooperation with EPO, held a series of individual sessions and provided valuable recommendations. We also received a grant to participate in SIAL China 2021 from the USAID Competitive Economy Program (CEP) thanks to the teamwork of Anna Milenina and Oleksiy Hrushetsky from EPO, and Natalia Bolshova from the Try Vedmedi Company. These are very cool results and super cool collaboration between business and state institute! Thank you from the whole team of Try Vedmedi LLC

ALEXANDER YURCHAK

CEO

Association of Industrial Automation
Enterprises of Ukraine

We express our respect and gratitude to the team of the Export Promotion Office for their help in expanding exports / facilitating access to foreign markets for industry, and in particular for supporting the project to represent Ukrainian companies at Hannover Messe 2020. Although it was canceled and we entered a close and productive format of cooperation, which was further developed in the creation of the Analytical Center Industry4Ukraine, by which EPO provided us with important analytical reports.

HALYNA PEREPELYTSIA

Independent expert on
international trade

Being not a beginner in export consulting, I understand how important it is now to update knowledge and approaches. Business seeks for ready-made solutions and strategies that work and win. Train the trainers 2020 is a very rich, voluminous and incredibly useful course from a practical point of view. Behind only 3 training modules, but there are a lot of new tools in my expert arsenal. Some are already implemented in the work, and I can not but note their applicability and value. I am grateful to Export Promotion Office and Estonian Marketing Institute for this opportunity!

SUCCESS STORY



The company opens new markets with the EPO services and tools

ANASTASIA KORUNOVA

Business Development Manager AVK SKAETON LLC

We would like to express our sincere gratitude on behalf of AVK SKAETON LLC (Carbon-Invest group of companies) for the received services on the analysis of requirements on the EU market for unmanned aerial vehicles (UAVs), as well as the analysis of WTO tenders for this group of goods for the period 2018-2020. Despite the fact that unmanned aerial vehicles are a rather specific product, EPO analysts Tetyana Shpita and Olga Gvozdova have studied this issue in depth, taking into account all the features of this product. We would like to especially thank the EPO advisor Milenina Anna for constant assistance in preparing documents for participation in tenders and analysis of tender requirements for the above-mentioned product. The important point here is that all services provided to us were absolutely free! We believe that it is very important what your team does for Ukrainian exporters!

IRYNA TYTARCHUK

Executive Director

Ukraine Investment & Trade Facilitation Center (ITFC)

2020 brought unexpected events for everyone and changed the target plans. But along with that, it has made the business environment more flexible and adaptable. And we are proud that this adaptability enabled us to cooperate at a high level with the Export Promotion Office in a framework of the implementation of the Trade Mission to the Kingdom of the Netherlands. Together, we conducted the mission online, opening the Dutch market to 10 Ukrainian food producers, despite the obstacles of the pandemic. While working on the project, EPO proved to be a reliable partner. Thanks to the professionalism and coordinated work of the EPO team, the trade mission to the Kingdom of the Netherlands was carried out at a high level. We genuinely thank you for the fruitful partnership and support, and we also hope for further close cooperation in the framework of other projects for the development of Ukrainian business!

KONSTANTYN VASYUK

Executive Director

IT Ukraine Association

In 2020, the IT Ukraine Association launched the First Ukrainian Export IT Alliance with the support of the USAID Competitive Economy Program (CEP) and with the support of the Export Promotion Office.

EPO was very helpful with the launch of this initiative and together we managed to implement this project, which unites 20 Ukrainian ambitious IT companies. We also receive ongoing support from the EPO experts in planning the Alliance's future work, conducting analytical research on potential export markets and other organizational issues within of the project.

In 2019, we already had a positive experience of cooperation with EPO in the implementation of the Trade Mission to the Kingdom of Norway, a significant part of the participants the First Ukrainian Export IT Alliance.

We appreciate our cooperation and hope for the implementation of further joint revolutionary projects!

ALYONA KOLOMOYTSEVA

National Manager

ITC Project "Linking Ukrainian SMEs in the Fruits and Vegetables Sector to Global and Domestic Markets and Value Chains"

During August-September 2020, together with Export Promotion Office of Ukraine, the ITC project organized a series of training events for businesses and organizations of the nut sector on export marketing, cooperation with buyers from EU countries, communication in foreign markets and more. We are confident that our vision is in line with the mission of EPO, so joining forces will support Ukrainian producers more effectively, assist them in integrating into national and global value chains, get access to new markets, increase sales, even in the context of overcoming the consequences of the COVID-19 crisis, and most importantly, further promotion the country's brand in the international arena.

OLEKSANDR BALDNYIUK

President of the Association

Ukrkondprom Association

Thanks to EPO, the Ukrkondprom Association was able to present the Ukrainian confectionery industry at the Yummex exhibition as part of a collective business stand. This allowed to establish 200 contacts with importers of the Gulf countries. EPO also organizes a number of useful training programs and trainings for exporters. So, this year, at the request of the association, EPO organized an online webinar "Overview and features of work with the Gulf countries", as well as held a webinar "Confectionery trends in the Asia-Pacific region." The EPO's analytical materials, in particular on trends in international markets, are extremely important for the use of industry enterprises, as well as assistance in finding buyers and international consultants in preparation for trade missions to the UAE.

SUCCESS STORY



Ukrkondprom Association established 200 contacts with importers during participation in the Yummex Middle East exhibition organized by EPO in 2019

SUCCESS STORY



Received a purchase order from a Polish importer after participating in the online B2B EEN event

ANTONINA BORODINA

Entrepreneur

I am very grateful for the cooperation with the Export Promotion Office of Ukraine and for the opportunity to continue working during the quarantine period. Thanks to the consulting support of EEN experts, I was able to take part in the online B2B event B2Worth (virtual trade mission in fashion and design) as a result of which I already have my first contract with the Poles. I am very glad that our clothes for dancing and sports are already presented in one of the EU countries.

In addition, it was extremely interesting and productive to participate in the offline trade mission of the EEN consortium of Ukraine to Izmir (Turkey) in early October, during which individual meetings with interested companies were organized, the opportunity to visit manufacturers and share experiences with Turkish colleagues.

CLIENTS FEEDBACK

PARTNERS OF EXPORT PROMOTION OFFICE

KEY PARTNERS

Diia.Business

TechUkraine

IT Ukraine Association

Association "Ukrkondprom"

Non-governmental union "Foundation for support of reforms in Ukraine"

European Commission

Marketing Institute (Estonia)

Canada-Ukraine Chamber of Commerce

Canada-Ukraine Trade and Investment Support project

Kyiv School of Economics

Lviv Business School of Ukrainian Catholic University

Lviv IT Cluster

ITC Project "Linking Ukrainian SMEs in the Fruits and Vegetables Sector to Global and Domestic Markets and Value Chains"

Ministry of Foreign Affairs of the Republic of Estonia

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Import Promotion Desk (IPD)

Norwegian-Ukrainian Chamber of Commerce (NUCC)

Embassy of Ukraine in the Kingdom of Denmark

Embassy of Ukraine in the Kingdom of the Netherlands

The British Embassy in Kyiv

Delegation of the European Union to Ukraine

Internews Ukraine

USAID Competitive Economy Program (CEP)

The project "Consolidating SME export potentials and facilitating access to foreign markets", funded by the EU under the EU4Business initiative and implemented by the EBRD

Civitta

Open Trade Gate Sweden

Ukrainian Chamber of Commerce and Industry

Ukrainian interior design and furniture cluster "EF Cluster"

Ukrainian Association of Furniture Manufacturers

Association of market operators of medical devices

Good Governance Fund (Joint initiative of the Department for International Development of the United Kingdom and the Ministry of Foreign Affairs and the Commonwealth of Great Britain)

National Board of Trade of Sweden (Kommerskollegium)

Swiss-Ukrainian Program "Higher Value Added Trade from the Organic and Dairy Sector in Ukraine"

Eastern Partnership: Ready to Trade - an EU4Business initiative

Organic Ukraine
Economic Recovery Center
Ukrainian Food Export Board
AgriTrade Ukraine
DLG Ukraine
Ukrainian Association of Woodworking Equipment
Public Union "Association of Gardeners, Grape Growers and Winemakers of Ukraine"
Corporation "Ukrvynprom"
SheExports Platform
Advanter Group
Gradus Research
PwC in Ukraine
Association of Industrial Automation of Ukraine
Export promotion centre KCCI
Ukrainian Business & Trade Association
Organic Standard
Ukraine Investment & Trade Facilitation Center (ITFC)
Association "Ukrlegprom"

INFORMATION PARTNERS

U.S. Embassy in Ukraine
Embassy of the Republic of South Africa in Ukraine
Agrofoodcluster Kharkiv
Avitar group
Cases (Creative Platform)
Creaheart
Creascope
Design4Ukraine
Donbas fashion cluster
Kharkiv fashion cluster
MAİNO Design Ukraine
PPV Knowledge Networks
Ukrainian Fashion Cluster
Ukrainian Fashion Week
West Ukrainian Fashion Industry Cluster
Institution Zhytomyr Regional Development Agency (Institution ZDRA)
Institution Regional Development Agency of Rivne region (Institution RDARR)
Municipal enterprise of Bila Tserkva City Council Bila Tserkva Strategic Development Agency

Vinnitsia Chamber of Commerce and Industry
Vinnitsia Municipal Center of Innovation (ME VMCI)
Volyn Chamber of Commerce and Industry
Dnipropetrovsk Regional State Administration
Dnepropetrovsk Chamber of Commerce and Industry
Donetsk Regional State Administration
European Design School
Magazin Railway Supply
Zaporizhzhia Regional State Administrative
Zaporizhzhia Chamber of Commerce and Industry
West Ukrainian Fashion Industry Cluster
Ivano-Frankivsk Regional State Administration
Ivano-Frankivsk Chamber of Commerce and Industry
Kirovohrad Regional Chamber of Commerce and Industry
League of Business and Professional Women of Ukraine
Luhansk Regional State Administration
Luhansk Regional Chamber of Commerce and Industry
Lviv Regional State Administration
Lviv Regional Chamber of Commerce and Industry
Lviv Cluster of Fashion & Design
State Administration of Mykolaiv Oblast
Odesa Regional State Administration
Embassy of Israel to Ukraine
Embassy of the United Arab Emirates to Ukraine
Embassy of Ukraine in the State of Israel
Mykolaiv Chamber of Commerce and Industry
Rivne Regional State Administration
Rivne Chamber of Commerce and Industry
Sumy Chamber of Commerce and Industry
Ternopil Regional State Administration
Ukrainian Association of enterprises of textile & leather industry
Ukrainian Cultural Foundation
Ukrainian Organic Cluster
Khmelnitskyi Regional State Administration
Khmelnitsky Chamber of Commerce and Industry
Export Support Center of Odesa Regional State Administration
Cherkasy Regional State Administration
Chernihiv Regional State Administration
Chernihiv Regional Chamber of Commerce and Industry
Lviv city council

EXPORT PROMOTION OFFICE TEAM

In the year 2020, the EPO Team put all the efforts designed to provide the Ukrainian entrepreneurs, companies, exporters and business associations with a comprehensive support tools aimed to survive in these challenging times and continuing the exports from Ukraine. Although, due to the impact of the pandemic COVID-19 on the global value chains and the restrictions of the movements between the countries, when the search of the new partners has been basically paralysed, since March, we have transferred our services online and have piloted the new online formats of the B2B matchmaking events.

2020 was a challenging transformational year for all of us, and we are incredibly grateful to all our partners, donors, government representatives and above all, our clients - business representatives, exporters and business associations for their trust, cooperation and proactive support on the way to our common goal of the Ukrainian exports promotion.

We have done a lot together, and we are sure that together we can achieve even more. We hope to deepen and continue our cooperation in 2021 in order to achieve better results in the development of exports and internationalization of Ukrainian businesses. So please take a good care of yourselves, grow your businesses and export with EPO and remember, the world needs to know more Ukrainian goods and services!

ADMINISTRATION



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Deputy Director



Mariia Shevchuk
Adviser to the Director on a voluntary basis



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Adviser to the Director on a voluntary basis



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Adviser to the Director on a voluntary basis



Tetiana Shpyta
Adviser to the Director on a voluntary basis



Anastasiia Bytko
Adviser to the Director on a voluntary basis

ADMINISTRATIVE SUPPORT DEPARTMENT

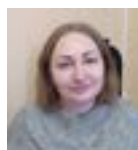


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Hanna Tumanova
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Olga Salivonenko
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BUSINESS OPPORTUNITIES DEPARTMENT



Valentyna Liashenko
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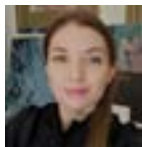


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MARKETING AND PUBLIC RELATIONS DEPARTMENT

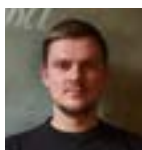


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DEPARTMENT FOR DEVELOPMENT AND SUPPORT OF EXPORT WEB PORTAL



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Expert



EXPORT PROMOTION
OFFICE OF UKRAINE
STATE INSTITUTION

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