Summary

- Ukraine Export Potential
- Export Promotion Office of Ukraine (EPO) Activities
- Sourcing Services by EPO
Key information

**Largest country** within Europe - 603,500 square km

World player in **agriculture** industry, developed **energy, metallurgy, chemicals, manufacturing**, massive innovative **industrial** base, booming **IT and high-tech** sector

**Trade openness:** Among the top countries open for trade with 99% (trade as % of GDP)

42 million + 20 mln diaspora worldwide

Ukraine’s export potential
Key figures

17 FTAs with 46 countries
DCFTA with EU, FTAs with CIS, EFTA, Canada, Georgia, Macedonia, Montenegro, Israel. On-going negotiations with Turkey

$25 bln
Of goods and services exported to EU in 2019

51.5%
UA export growth to the EU since signing of DCFTA (Jan 2016)

41.5%
Share of UA export of goods and services to the EU

Ukraine’s export potential
Priority Sectors of Ukraine

- Information and communication technology (ICT)
- Creative Industries (incl. Apparel, Footwear & Furniture)
- Technical servicing and repair of air vehicles
- Manufacturing of spare parts and components for aerospace and airplane industries
- Mechanical engineering/machinery
- Food and processing industry

Ukraine’s export potential
IT sector

- 3rd largest export service industry - 4% of GDP
- $4.5B revenue in 2018
- 1600+ software development companies
- 2300+ tech companies
- 185,000+ IT specialists,
  Every year more than 36,000 students graduate from local universities with degrees in IT-related fields
IT industry is growing at 26% rate

- Average software developer salary varying between $2,500 and $4,000 per month (excluding taxes and social contributions). (up to 4 times chipper than in North America or Western Europe)

- 2,000+ Up-and-Coming Startups: Grammarly, Readdle, Jooble, DepositPhotos, GitLab, TemplateMonster, PetCube, Viewdle, CleanMyMac and others

- 100+ Global companies have software R&D facilities in Ukraine: Ubisoft, Wargaming, Boeing, Skype, eBay, Bosch, Siemens, Samsung, Ericsson, Oracle, Cisco, SoftServe, Huawei, Mellanox Technologies, NetCracker, Procter & Gamble, Bioclinica, WIX

- English: 81% of IT professionals has intermediate and upper English language level

Ukraine’s export potential
IT Export Opportunities

- Product development
  - R&D facilities
- Game development
- IT-outsourcing
- Software development
  - (e-Commerce, enterprise, finance, education, healthcare, travel tech, telecom)

Global giants like
- General Electric
- Samsung
- Boeing
- Deutsche Bank
- Canadian Tire
- tech start-ups
- and even American hospitals

turned to Ukraine for their IT needs
Mechanical engineering/machinery

- 25% of population is employed by manufacturing companies
- 130,000+ engineering graduates annually
- Largest Lithium Reserves in Europe 500,000 tons
- 38 automotive components production plants
- 8,000 Ukrainians are involved in vehicle manufacturing
- 49 industrial parks registered in Ukraine

Ukraine’s export potential
Ukraine’s export potential

**Mechanical engineering/machinery**

- 33,000 Ukrainians are involved in manufacturing of electric and electronic equipment for vehicles.
- 443,000 km of road network – 19 European road routs.
- 20,900 km operational range of railways – 3 international railway corridors, 13 sea ports, 20 airports – in order to carrier the products all over the globe.
- Ukrainian Antonov Airlines operates the unique AN-225 Mriya – the world’s heaviest aircraft with 250,000 kg (551,155 lbs) Maximum Payload.
- Wide range of different manufacturing subsectors: metallurgy, heavy machinery, automotive, railcar manufacturing, shipbuilding, aerospace & aviation etc.
- Since 2015, 13 plants producing automotive parts have been opened in Ukraine with the foreign investment involved (mainly plants by German and Japan): Bader, Leoni, Kromberg & Schubert, Flex, Fujikura etc.
Machinery Export Opportunities

- Railway machine-building
- Ship-building
- Automotive components
- Electronic and communication equipment
- Unmanned Aerial Vehicles (UAVs) and autonomous vehicles

- Heavy machine-building:
  - metallurgy machinery
  - mining machinery
  - oil and gas, chemical machinery
  - engines and turbines
  - Nuclear reactors, boilers

- Machine-building for agriculture

- Metalworking production:
  - Processing of metals
  - Development of metal products
  - New technologies (laser cutting)

Ukraine’s export potential
Food & Food processing

42% in total export (food and agriculture)

34% in total export to EU (food and agriculture)

14% of workforce is employed in the agricultural sector

33% of the world’s black soil is in Ukraine

Ukraine’s export potential
Food & Food processing

2000 food processing companies

#1 exporter of sunflower oil

#6 exporter of grain

Global giants like

- Mondelez,
- Nestle,
- Danone,
- PepsiCo,
- CocaCola,
- Carlsberg,
- Jacobs,
- East Balt Bakery,
- Wim-Bill-Dann

are well established in Ukraine
Food Export Opportunities

- Animal fats and vegetable oil production
- Dairy products/processing
- Meat processing
- Fruits and vegetable products/processing (including oils)
- Nuts and honey
- Eggs
- Chocolate and confectionary products/processing
- Bakery & cereals
- Food packaging
- HORECA Ingredients:
  - flour and bread mixes
  - cereal flour blend
  - cake mixes
  - bakery mixes
  - frozen pastry
  - frozen dough
  - yeasts
  - cereal mixes (for snack bars, breakfast cereals, mueslis and trail mix, chocolate)
Light Industry
Apparel and Footwear

- 26% export growth of apparel from Ukraine in last 3 years
- More than 90% share of EU in total apparel export

Ukraine’s export potential
More than 1,800 producers of apparel

400 producers of leather and footwear

More than 70,000 Ukrainians employed in light industry

Well-known brands like

- Zara
- Hugo Boss
- Laura Ashley
- Decathlon
- Triumph
- New Look
- Lener Cordier

are already cooperating with Ukrainian manufacturers
Furniture Industry

- 61% export growth of furniture from Ukraine in last 3 years
- Exporting to 90 countries (incl. USA, Germany, Canada, UK)
- 80% of furniture export – to EU countries
- 3000 Furniture manufacturers
- Diverse range of products
- 3000 flats in Israel are being furnished by Ukrainian companies (furniture+design Solution)(recent achievement)
Creative industries - Audiovisual Sector

GlobalLogic Ukraine’s engineers since 1987 received:
- 2 Oscar awards
- 1 Grammy award
- 16 Emmy Award

Radioaktive Film Company received:
- Best Production Service in the World at the Shots Awards 2018

Banda – advertising agency:
- Winner in 7 nominations at the German Red Dot Award event
- Best Agency in Central and Eastern Europe by Epica Awards (2019)
Creative industries – Audiovisual Sector

GlobalLogic Ukraine’s technologies are used by musicians:

- Maroon5,
- Coldplay,
- Linkin Park,
- Okean Elzy

And for creating musical soundtracks for movies:

- The Hobbit
- Jurassic World
- Deadpool 2
- Game of Thrones

Radioaktive Film Company technical solutions were used in movies:

- Bohemian Rhapsody
- The Star is born
- Black Panther
- The Favourite
- Power

Advertising video filmed in Ukraine: Mazda, Nissan, Apple, Motorola, Nike, Lacoste, Diesel, Lexus

Musical video clips shot in Ukraine: Miley Cyrus, Hurts, Avicii

Banda – advertising agency clients: Borjomi, Eurovision song contest, UBER, Ashtik etc
Export Promotion Office of Ukraine

State Institution under the Ministry of Development of Economy, Trade and Agriculture

Trade promotion activities

About EPO Activities
Mission of the Export Promotion Office

EPO mission is to help Ukrainian business to become successful on the international markets by:

- Developing export competencies
- Facilitating partnership and cooperation with foreign businesses
- Promoting Ukrainian products and services abroad

About EPO Activities
Sourcing Services

Sourcing benefits in Ukraine:
- Cost reduction
- Value creation
- Innovation

Sourcing challenges for foreign importers:
- Time and money consuming
- Cross cultural communication problems

Best Solution – professional Sourcing Services offered by the Export Promotion Office of Ukraine
Best Solution to Source in Ukraine - Export Promotion Office

Our Team offers Professional Turnkey Search Services for foreign companies to help them find Reliable Suppliers of:

- Goods
- Components
- Subcomponents
- Services
- Technology Solutions

in Ukraine.

Introduction to Quality Suppliers

B2B meetings with shortlisted companies
Best Solution to Source in Ukraine - Export Promotion Office

- Status and reputation of a government agency
- Access to the databases of reliable suppliers
- Professional consulting Team
- Able to communicate Western customers’ expectations through the supply chain
- Free of Charge
How Sourcing with EPO works

1. Customer’s request to EPO when looking for new partner in Ukraine
2. EPO sourcing offer

3. Kick-off teleconference to discuss the Customer’s needs in details
4. Search of quality suitable suppliers (long-list, short-list, reference check)

5. B2B meetings arranged with shortlisted companies

Sourcing services of EPO
Our Team is your contact point to import from Ukraine.

- **Introduction to Ukrainian quality suppliers**
- **Assistance with local sourcing**
- **Organisation of buyers' visits & B2B meetings**
- **On-line services “Your Ukrainian Supplier”**
Our Team is your contact point to import from Ukraine

1. Send us your supply enquiries
2. We source them
3. We reply you for free

Sourcing services of EPO
Featured Clients whom we helped to find reliable manufacturers in Ukraine

Falke Ag, Germany
Sanders, Denmark
Decathlon, France
Sun Global Corporation, Japan
Gulf Waves Food Stuff Trading, UAE

Next PLS, Great Britain
Dale of Norway AS, Norway
Hitachi Europe GmbH, Japan
Naaman Refractories, Israel
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