



**ENTREPRENEURSHIP
AND EXPORT
PROMOTION OFFICE**

STATE INSTITUTION

TRADE WITH UKRAINE: EXPORT POTENTIAL

Ukraine

Population: 44 million

GDP: \$155.5 billion

GDP growth in 2022: 3.4% (IMF)

GDP per capita: \$3,725

National currency: Ukrainian hryvnia

Inflation rate: 10%



Discover more about
Ukraine's culture, on official
website - ukraine.ua

Why Ukraine?



Largest country located entirely in Europe - 603,500 sq. km



People and skills: well-educated and high-skilled innovators



World player in **agriculture & food processing**, booming **IT and high-tech** sectors, developed **energy, metallurgy, chemicals, manufacturing**, massive innovative **industrial base**



Trade openness: 18 free trade agreements including with EU, EFTA, UK, Israel



Cost-competitiveness: most cost-efficient manufacturing platform in Europe

Ukrainian business is resilient and united!

- **Ukrainian economy is booming:** in 2021 the highest GDP in the history of Independence
- **Export from Ukraine** have reached a record of \$81.4 billion (goods and services)
- 69% of businesses have **contingency plans in place**
- **Ukraine is supported by partners:** macro-financial assistance provided by the US (\$1 billion), the EU (€1.2 billion), Japan (\$100 million in loans) and others



IT sector



Ukraine is among **top10 countries in conducting IT-friendly reforms** (World Bank)



2rd largest export service industry with **\$6.8 billion** revenue in 2021



+35% annual increase in Ukrainian exports in 2017-2021



IT sector represents **10%** of total Ukrainian **exports** of goods and services

Ukraine's export potential



IT sector represents **2.7%** of country's GDP

IT sector

- 6,000+ tech companies
2,275+ IT service companies
288,000+ IT specialists
- 2000+ fast-growing startups
- IT sector, being the most dynamic and prosperous type of service, is **highly supported by the government**

- **Diia City** – the world's first digital city (taxation, legal framework)



IT Export Opportunities



**IT Ukraine
Association**

itukraine.org.ua

Ukraine's export potential



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

100+ companies on the **Fortune 500** list order IT products and services in Ukraine

Mechanical engineering/ machinery

Ukraine's export
potential

- 16.7% of workforce is employed by manufacturing companies
- 4,500 enterprises within the sector
- 130,000+ engineering graduates annually
- 8% of total Ukrainian exports of goods and services
- $\frac{2}{3}$ of Gross Value Added originates from vehicle manufacturing (**aircraft and spacecraft**)

Machinery Export Opportunities



Railway
machine-building



Machine-building
for agriculture



Ship-
building



Heavy
machine-building:

- metallurgy machinery
- mining machinery
- oil and gas, chemical machinery
- engines and turbines
- Nuclear reactors, boilers



Automotive
components



Electronic and
communication
equipment



Metalworking
production:

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



Unmanned Aerial
Vehicles (UAVs)
and autonomous
vehicles

Ukraine's export
potential

Food & Food processing

- 40,7% in total export (\$27.75 bn)
- Among the world's **top 3** exporters to the EU
- **33%** of the world's black soil is in Ukraine (Ukraine's agriculture land = 1.1 of territory of Japan)
- **3.25 million people** employed in agriculture and food processing
- **Among top exporters** of sunflower oil, grain, walnuts, poultry meat, beef, white sugar

Ukraine's export potential





Cereals and oils

- In 2021 cereals and oils made **\$19.39 billion or 28.4%** of total export of goods and services
- Ukraine is **N°2 exporter** of cereals in the world (7.9% of world exports) and **N°3 exporter** of oils and fats in the world (5.6% of world exports)
- Ukraine is **N°1 exporter** of sunflower oil accounted for **6.9 million tons** which means almost **40% of world export**



Ukrainian Grain Association

uga.ua/en/home





Honey

- Ukraine is **Nº 5 exporter** of honey in the world (6% of world exports) **#1 exporter** to Europe
- In 2021 Ukraine exported near **58** thousand tons of honey (or \$144.1 million)
- Sector includes more than **300** big, small and medium companies
- Ukraine exported almost **\$4 million** of honey to **Japan** in 2021 (a record so far).



Ukrainian Food Association
u-food.org/en



Ukrainian Association of honey exporters and processors
uahep.com.ua/en/home/



Nuts

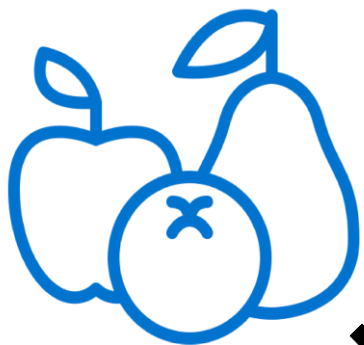
- Ukraine is among **top-5 walnut producers** in the world and among **top walnuts exporters** in the world
- **\$117.4 million** of shelled and in shell walnuts were exported in 2021 (+21%)
- Area of **nut plantation increased** by more than 100% over the last 5 years
- **Hazelnuts and almonds** are also prospective sourcing opportunities



Ukrainian Nut Association
ukr-nuts.com.ua/en/



Gulfood, February 2022



Berries and fruits

- In 2021 Ukraine exports over **\$250 million** of berries and fruits (fresh, frozen preserved) – the highest rate for the last 5 years
- Ukraine is the **third-largest** raspberry exporter in Europe
- In 2021 apples made **79.3%** of total export of fresh fruits
- Ukrainian producers are rapidly expanding their preparation of packaged, quickfrozen, wild, and cultivated berries that meet all standards to be labeled as **“Organic”**

- Wide range of **wild (blueberry, blackberry, cranberry, elderberry, lingonberry, and chokeberry)** and **cultivated berries (strawberries, raspberries, black currant)**
- Main production of cultivated fruits includes **apples, sour cherry, pears and plum.**



UKRAINIAN
BERRIES
ASSOCIATION

uaberries.com/en/



Vegetables

- In 2021 export of fresh and processed vegetables was estimated for **\$198 million** (+17% compared with 2020)
- In 2021 Ukraine is among top-20 dried leguminous vegetables exporters in the world with total value of **\$143 million**
- Ukrainian vegetables are known for **high-quality production** and non-GMO crops
- **Canned tomatoes and garlic** are also prospective sourcing opportunities



fruit-ukraine.org/eng



Confectionary

- Every year Ukraine produces **750.000** tones of confectionary, a third of which is exported to more than 100 countries
- Three Ukrainian confectionary manufacturers are members of the global **Top 100 candy** companies ranking
- Over the past four years, the total value of Ukrainian confectionary exports **has increased by 50%** in value terms

- **\$395.8 million** confectionery exported from Ukraine in 2021 (+20%)



Association of Confectionery of Ukraine
ukrkondprom.com.ua



Meat

- Ukraine accounts for **0.5%** of global meat exports with total valuation of more than **\$850 million** in 2021
- Ukraine mainly exports **fresh, chilled or frozen beef, pork and poultry**
- Ukrainian meat producers export their products to **113 countries**
- The Ukrainian meat sector includes **3.452 large, medium-sized and small companies** involved in the production, processing and preserving of meat and meat products
- Ukraine is the **third-biggest exporter** of chicken to the European Union



association-mg.com.ua/en/



Alcoholic drinks

- In 2021 Ukraine exported wine for **\$16.5 million**
- Ukraine is among **top 13 exporters** of vodka in the world (\$46.9 million in 2021)
- Ukraine's export of beer in 2021 estimated for **\$42.6 million** (doubled from 2016)



Ukrainian 46 Parallel Wine Group, Artwinery, Chateau Chizay medalist of **London Wine Competition 2021**



Association of Gardeners, Grape Growers, and Winemakers of Ukraine

ukrsadvinprom.com/en/

Organic food

➤ **#1** supplier of organic products to EU from Europe

➤ **#4** supplier of organic products to EU in the world

➤ Ukrainian organics exported to **40+ countries**

➤ Wide range of products: grain, juice, berries, honey and other

Ukraine's export potential

Apparel and Footwear

Ukraine's
export
potential

- 26% export growth of apparel from Ukraine in last 3 years
- 400 producers of leather and footwear
- More than **1 800** producers of apparel
- More than **70 000** Ukrainians employed in light industry



Apparel and Footwear

Well-known brands like

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

are already cooperating with Ukrainian manufacturers

Ukraine's export potential



Ukrainian Association of enterprises of textile & leather industry

ukrlegprom.org/en/

Ukrainian Fashion Week – main fashion show in Ukraine

fashionweek.ua/en/

Furniture Industry

- \$1 billion exported in 2021 (+40% growth)
- 5000+ Furniture manufacturers
- 100 000+ employees
- 20 million + m³ wood and lumber for furniture production is harvested annually in Ukraine
- Exporting to 116 countries

Ukraine's export potential



Furniture Industry

Experience in supplying to the international DIY networks, e-commerce website and marketplaces:

- IKEA JYSK
- Amazon Ebay
- Auchan Metro
- Praktiker

Experience in producing furniture to project orders for the hotels, restaurants, apartments, public places and offices:

Facebook, Royal Beach, Hilton, Radisson Blu, Fairmont Grand Hotel, Mall of Dubai, Ministry of defence of Saudi Arabia, Al badie group residence etc

Ukraine's export potential



Ukrainian interior design and furniture cluster

uidfcluster.com

Ukrainian Association of Furniture Manufacturers

uafm.com.ua/en/



Creative industries

Ukraine's export potential

- **GlobalLogic Ukraine's** engineers received:
 - 2 Oscar awards
 - 1 Grammy award
 - 16 Emmy Award
- **Ukraine is the place for video shooting:** movies and videoclips
- **Booming advertising and PR:** Mazda, Nissan, Apple, Google, Motorola, Nike, Lacoste, Diesel, Lexus filmed their ads in Ukraine



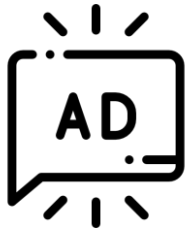
Creative Industries



Audiovisual Art



Publishing



Advertising



Music



Object and fashion design



Ukraine is well-known for **traditional crafts**:

- Embroidery
- Pottery
- Decorative painting
- Weaving
- Art wood carving
- Toys manufacturing
- Pysanky creation
- Wicker weaving
- Blacksmith craft

Ukraine's export potential

Entrepreneurship and Export Promotion Office

EEPO functions as a state institution, the purpose of which is to:

- develop and support small and medium enterprises,
- support and promote the export of goods, works, and services of Ukrainian producers
- promote Ukraine and its export capabilities abroad.



Online services for exporters

Helps companies move from one-off export contracts to systematic long-term sales

Education for exporters

Competence Development
Center

Consultancy

Market research and
analytics

Partners search

Partners search

Catalogue of the Ukrainian exporters

Allows foreign companies to easily find their business partner among registered local companies and establish direct contact.

Every day the sourcing platform is updated with new Ukrainian exporters.

HITACHI
Inspire the Next

F A L K E

Sander's
SCANDINAVIAN DESIGN FOR CHILDREN

DECATHLON

SUN GLOBAL CORPORATION

DALE
NORWAY



imp.export.gov.ua/sourcing

Sourcing service

We help foreign importers to find reliable UA suppliers of

- Goods
- Components
- Services
- Technology solutions

Sourcing benefits in Ukraine

- Cost reduction
- Value creation
- Innovation

Why EEPO

- Status and reputation of Government agency
- Access to databases of reliable suppliers
- Professional consulting team
- Free of charge

Priority Sectors

- Food and processing industry
- ICT
- Creative industries (Furniture, Apparel, Footwear, etc)
- Mechanical engineering/machinery



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Export Web Portal: imp.export.gov.ua/

Linkedin [/company/export-promotion-office/](https://www.linkedin.com/company/export-promotion-office/)

Email: sourcing@epo.org.ua

info@epo.org.ua