



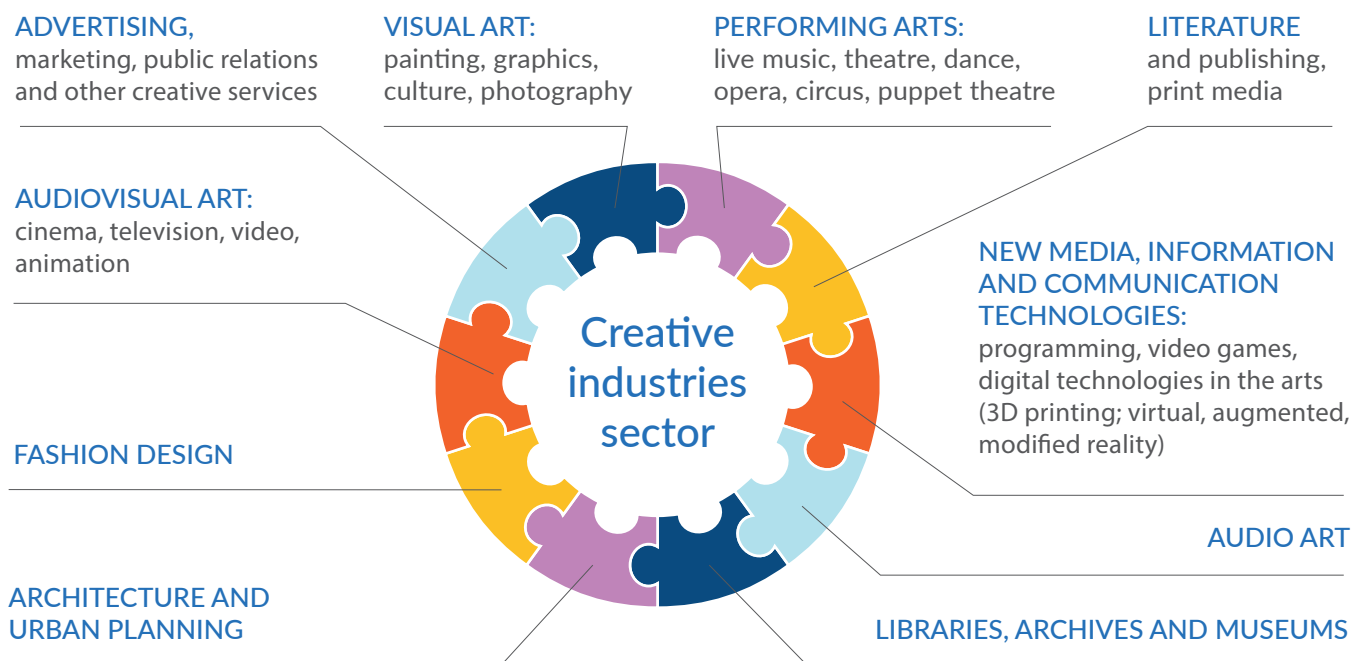
MINISTRY FOR DEVELOPMENT OF
ECONOMY, TRADE AND AGRICULTURE
OF UKRAINE

#ЕКСПОРТУЙ
EXPORT STRATEGY TEAM



Ukraine's Creative Industries Sector

OVERVIEW OF UKRAINE'S CREATIVE INDUSTRIES



The creative environment in Ukraine benefits from the development of professional platforms, emerging creative hubs and other forms of creative cooperation, which addresses needs of entrepreneurs. Big cities have been particularly vibrant with a rise of co-working spaces, hubs, anti-cafes, and other initiatives. These centres offer diverse services and facilities to nurture the creative ecosystem.

Ukrainian economy has all necessary products and services prerequisites for the development of creative activities, which can be turned into higher value-added.

Design industry is a leader in the export basket of creative goods. Ukraine is a net importer of creative goods, while there is a reverse trend in services.

WHY UKRAINE?



Ukraine's Creative Industries Sector in Global Rankings



28th

by the World
Design Ranking
among
106 countries



29

Red Dot
Awards
in 2018-2019



45th

place by
the Global Creativity
Index among
139 countries



45th

place by
Global Innovation
Index 2020 among
131 countries

Key data of Ukraine's Creative Industries Sector



175 254

entities or 9.5%
of the total number
of business entities



0.5% of
GDP total
expenditure
on culture



3,86%
of added value or
UAH 97^{bln} in 2018



\$1,3^{bln}
export of Creative
Industries Sector
in 2018



Around 2%
of total employment
(more than
300K employees)

ADVERTISING*

- **17,6^{bln}** UAH of added value
- **12 213** registered entities
- **32 195** employees

AUDIOVISUAL ART*

- **21,3^{bln}** UAH of added value
- **4 177** registered entities
- **33 436** employees

ARCHITECTURE AND URBAN PLANNING*

- **4,3^{bln}** UAH of added value
- **5 355** registered entities
- **16 890** employees

AUDIO ART*

- **15.7^{bln}** UAH of added value
- **591** registered entities
- **1 679** employees

DESIGN*

- **921,4^{mln}** UAH of added value
- **5 116** registered entities
- **6 764** employees

LITERATURE, PUBLISHING*

- **9,6^{bln}** UAH of added value
- **7 495** registered entities
- **23 186** employees



17 sites included in
the UNESCO World
Heritage Tentative List



7 000
objects and sites of
monumental art



152 000
monuments of cultural
and historical heritage



7 UNESCO
World Heritage Sites



≈ 15 000
monuments of urban
planning and architecture



56 000
historical monuments

Chernobyl's



episodes shot in Ukraine by HBO
in partnership with Ukrainian
production company Radioactive
Film. The computer model of
Chornobyl reactor featured for the
series was created by Ukrainian
Postmodern Digital studio.

The Stolen Princess



Ukrainian animated feature film by
Animagrad animation studio was
released in the cinemas of across 50
countries worldwide and became the
first Ukrainian film that was theatrically
released in China. The total audience
of the film amounted to over 2 mln
worldwide. The Stolen Princess was
released on iTunes, Amazon Prime and
Google Play in Canada.

Ukrainian Sheriffs



a tragicomic portrait of a two-man
team of sheriffs in a remote village
disturbed by everyday incidents and
political issues. It won the Special Jury
Award in IDFA's Feature-Length
Competition at IDFA 2015 and was
successfully presented at international
festivals. The series was released in
Ukraine, Balkan and Baltic countries.

*Creative industries in Ukraine: statistics 2013-2018, prepared by the Directorate of creative industries of the Ministry of Culture of Ukraine



GLOBAL RECOGNITION OF UKRAINE'S CREATIVE INDUSTRIES

Success stories



Dakha Brakha

is a world-famous folk quartet from Ukraine. The band has performed at more than 24 music festivals in Europe, the US and Canada. Their song "Sho z-pod Duba" was used as a soundtrack for the popular TV Series " Fargo " (US).



Ukraine Now

is an award winning national brand approved by the Cabinet of Ministers of Ukraine to promote Ukraine abroad. Brand was developed by Banda Agency (Ukraine) and won the Red Dot Design Award.



Serhiy Zhadan's

literary works received numerous awards and were translated into over 20 languages. Serhiy is internationally known Ukrainian poet, novelist, essayist, and translator. He is also an internationally recognized representative of Ukraine's contemporary literature.



The Great Gatsby Ballet

is a dance show, created by a team of professionals from Ukraine, Europe and the US. The show has travelled across Europe and reached over 70,000 audience.



Corporate design for the Eurovision Song Contest 2017

was developed by Ukraine's Banda Agency and Republique, it won two major international awards in the field of creativity and design: a Bronze Lion award at Cannes Lions International Creative Festival and Red Dot: Grand Prix.

Ukraine is endowed with creative people who have received international recognition for their original thinking in areas as diverse as audiovisual art, PR and marketing, design and fashion, architecture.



GLOBAL RECOGNITION OF UKRAINE'S CREATIVE INDUSTRIES

Success stories



Ksenia Schnaider

is a Ukrainian fashion brand available in more than 70 stores worldwide and gained its recognition following invention of "demi-denims".



Brave Bunnies

is a musical and educational 2D animated series for younger kids. The series is looking to encourage curiosity and empathy in children, so that they embrace, respect, and celebrate the diversity of the world.



Sergey Makhno Architects

is a workshop of modern Ukrainian design and architecture based in Kyiv, it received over 70 awards in the fields of architecture, interior and product design, including International Design Awards, Red Dot Award, SBID International.



Anatoly Kryvolap

is one of the most famous and expensive painters in Ukrainian contemporary art. His works are sold at Christie's, Sotheby's and Phillips.



Shepherds

is four documentary stories in a 360° virtual reality about modern Carpathian shepherds. Received bronze in 'Virtual reality/360 VR' nomination at Virgin Spring Cinefest 2018, is a winner in 'Best Realm/360 VR' nomination at Barcelona Planet Film Festival 2018, and prizewinner in 'Best Documentary' nomination at 360 Film Festival 2017's Film Selection.

Ukraine is endowed with creative people who have received international recognition for their original thinking in areas as diverse as audiovisual art, PR and marketing, design and fashion, architecture.



KEY FIGURES FOR THE FILM INDUSTRY

State support of Ukrainian film industry

UKRAINIAN
CULTURAL
FOUNDATION

334 mln UAH
assigned to Ukrainian
Cultural Foundation in 2020



UKRAINIAN
STATE FILM
AGENCY

450 mln UAH
assigned to Ukrainian State
Film Agency in 2020



Ukraine is a full-fledged
member of EURIMAGES

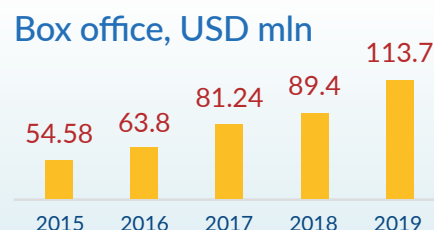
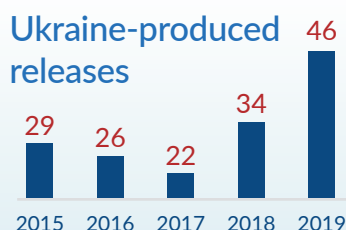


Ukraine is a member of
the International Federation
of Cinema Archives (FIAF)

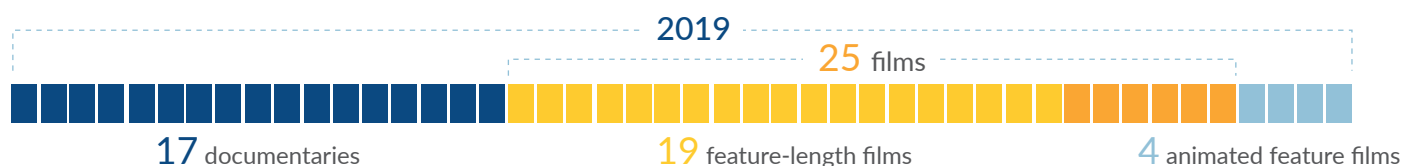


Ukraine is a part of
the Creative Europe
Programme

25 + 5% cash rebate for qualified expenses; 10% rebate for the foreign talent fees paid in Ukraine



Films supported by Ukrainian State Film Agency



12

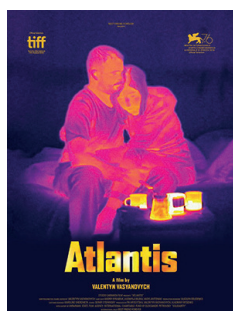
Ukrainian audiovisual projects presented at A listed film festivals around the world in 2019



My Thoughts Are Silent
(by Antonio Lukich)
won the Special Jury Prize in Karlovy Vary's East of the West (at Karlovy Vary International Film Festival)



Deep Love
(by Mykyta Lyskov)
has been awarded the Golden Dove in the Next Masters Competition Short Documentary and Animated Film (at the 62nd DOK Leipzig Film Festival) Best short animation at PÖFF Shorts (at PÖFF | Tallinn Black Nights Film Festival)



Atlantis
(by Valentyn Vasyanovych)
won the Orizzonti Award for Best Film (at Venice International Film Festival)



The Tribe
(by Myroslav Slaboshpytskyi)
received over 30 awards at the international film festivals worldwide, including Cannes Film Festival. The movie was also shortlisted into the Rolling Stone's 50 best movies of the 2010s.

Audiovisual industry represents a promising domain to drive the development of a diverse range of creative subsectors in Ukraine. As it has the potential to bring together other creative industries within its value chain (soundtrack, costume design, scriptwriting, set design, storyboarding, animation, SFX), the audiovisual industry is seen as a core subsector across creative industries.



EXPORT STRATEGY FOR CREATIVE INDUSTRIES SECTOR

Vision

The power of emotion through a new era of “Uniquely Ukrainian” innovation, productivity and growth

Strategic objectives



To create

- ◆ linkages between creative industries and educational institutions to match market-driven in skills
- ◆ favourable and beneficial investment conditions for national and foreign investors
- ◆ public-private dialogue between authorities, sector businesses and institutions
- ◆ annual “Creative Industry Forum” with educational institutions and practitioners as a permanent networking platform



To support

- ◆ co-production between Ukrainian and foreign companies
- ◆ cooperation and exchange programs of Ukrainian and foreign educational and cultural institutions
- ◆ creative industry companies, startups and entrepreneurs to enter new export markets
- ◆ harmonization of Ukrainian legislation with EU acquis



To become

- ◆ top 50 in IPRI Global Rank
- ◆ a member of the leading international associations, funding programs and professional events
- ◆ recognizable on international market





MINISTRY FOR DEVELOPMENT OF
ECONOMY, TRADE AND AGRICULTURE
OF UKRAINE

#ЕКСПОРТУЙ
EXPORT STRATEGY TEAM



NON - GOVERNMENTAL UNION
FOUNDATION FOR SUPPORT OF REFORMS IN UKRAINE

