



MINISTRY FOR DEVELOPMENT OF
ECONOMY, TRADE AND AGRICULTURE
OF UKRAINE

#ЕКСПОРТУЙ
EXPORT STRATEGY TEAM



CROSS-SECTOR OVERVIEW

Promotion of export is included in a range of economic policies, development interventions and private initiatives aimed at export growth. The main objective of export promotion initiatives is to improve performance in a particular region or a specific sector.

EXPORT of GOODS



Export of goods **\$ 22 912 571,4k**

Ukrainian products are exported to **160** countries

TOP 5 exported products

	Products of plant origin \$ 5 725 985,1k
	Base metals and manufactures \$ 5 291 352,1k
	Animal or vegetable fats and oils \$ 3 427 493,2k
	Mineral products \$ 2 801 375,5k
	Machinery and equipment \$ 2 362 318,8k

Key export destinations

	EU countries	\$ 8 525 672,9k
	China	\$ 3 005 244,6k
	Turkey	\$ 1 176 620,2k
	Egypt	\$ 969 888,8k
	India	\$ 870 417,7k
	Belarus	\$ 644 622,9k
	USA	\$ 444 535,9



Export of services **\$ 5 370 853,4k**

Ukrainian services are exported to **156** countries

TOP 5 exported services

	Transport services \$ 2 337 894,3k
	Telecommunications, computer and information services \$ 1 401 959,8k
	Processing of material resources \$ 671 660,3k
	Business services \$555 266,9k
	Travel services \$ 128 020,1k

Key export destinations

	EU countries	\$ 2 011 046,4k
	USA	\$ 663 718,5k
	Switzerland	\$ 402 040,6k
	UAE	\$ 152 511,2k
	Russia	\$ 1 266 564,2k
	Israel	\$ 98 290,9k



WHY UKRAINE



UKRAINE IN GLOBAL RANKINGS

20th in Global
Services Location
Index 2019 by
KEARNEY

45th by
**GLOBAL
INNOVATION
INDEX 2020**

51st by
World's Top Export
Countries ranking 2019

Gradually improving in
the Doing Business ranking



R&I Rating and Investment
Information, Inc. - **B+**
FitchRatings - **B**



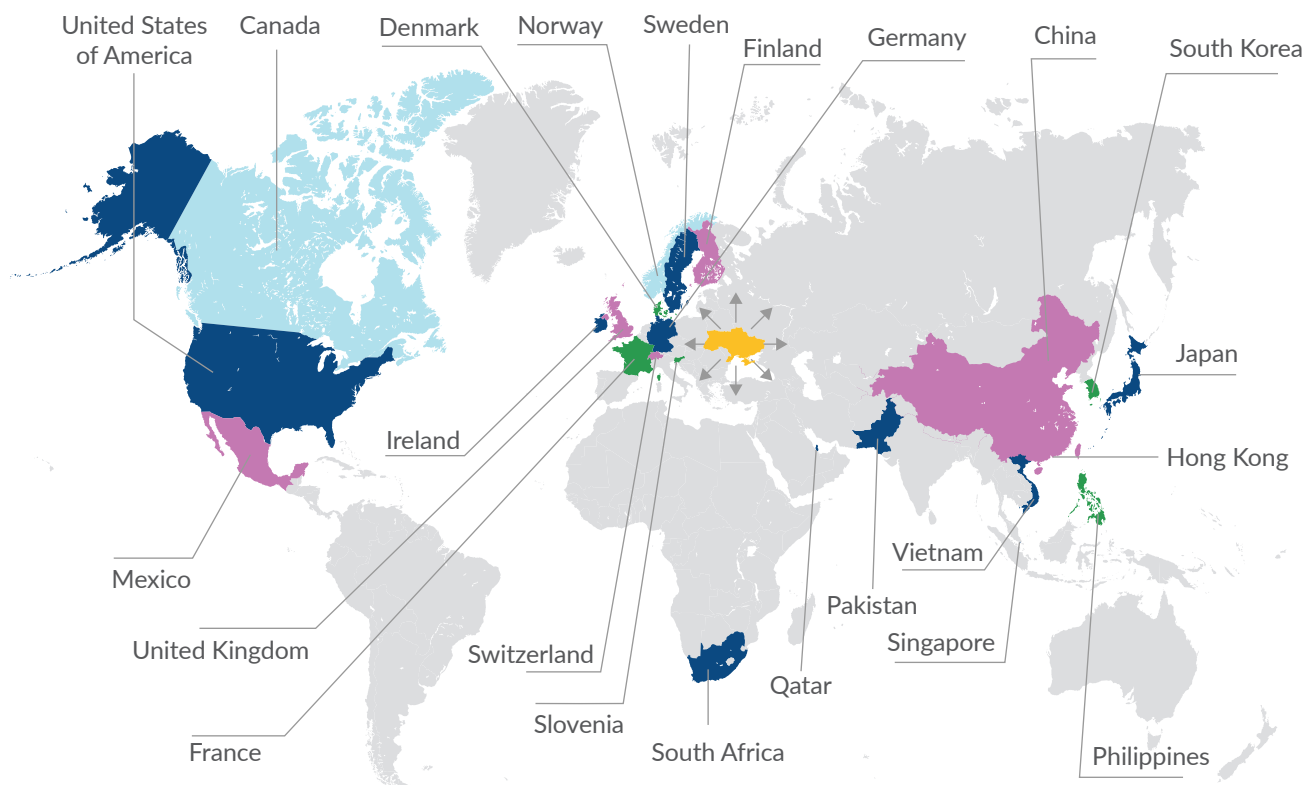
Export Promotion Office of Ukraine is EEPA 2020 National
Winner in Supporting the Internationalisation of Business

Ukraine

WOW





















won SABRE Awards
EMEA 2020

MARKETS IN FOCUS

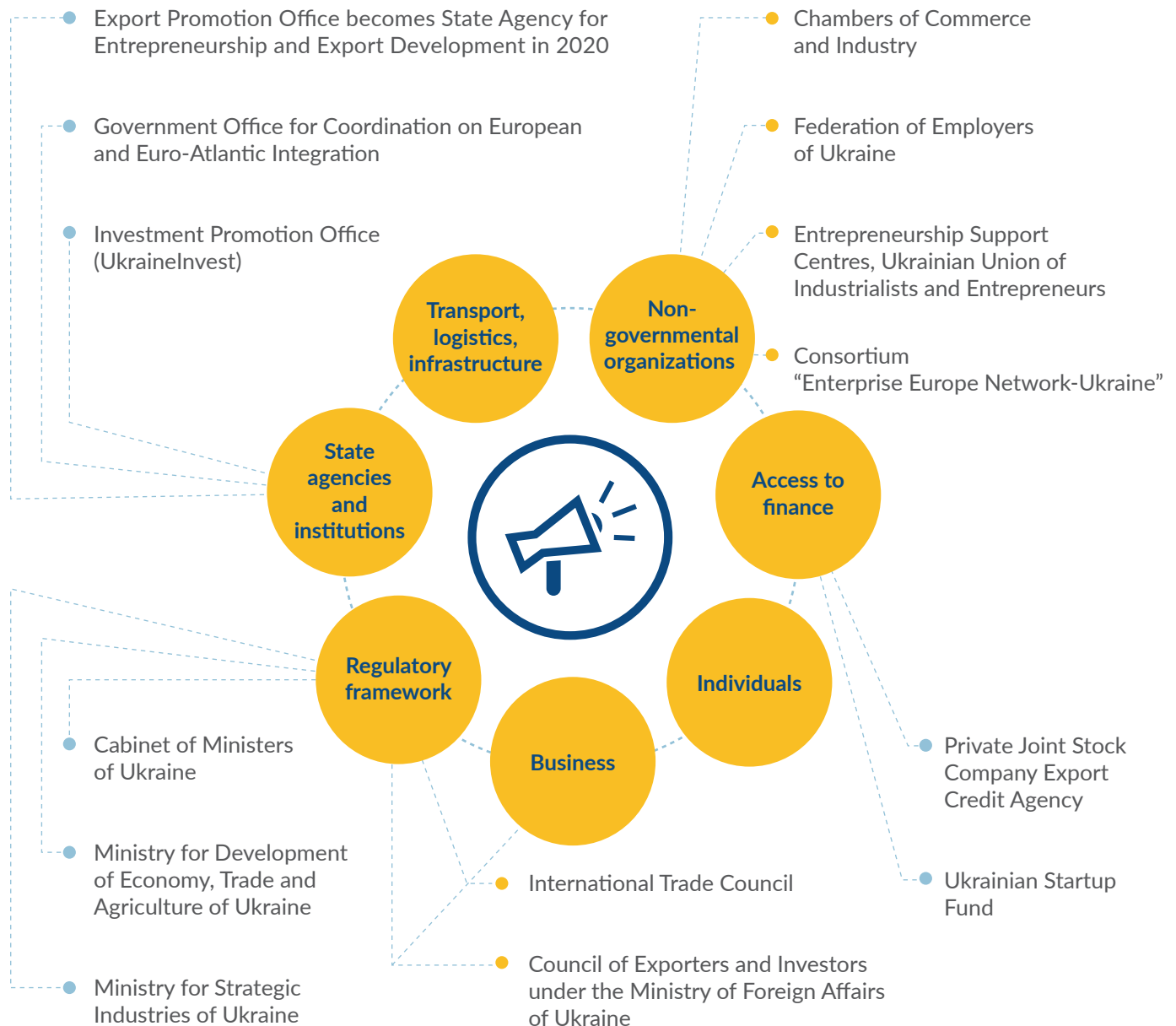


PRIORITY SECTORS UNDER THE EXPORT STRATEGY OF UKRAINE

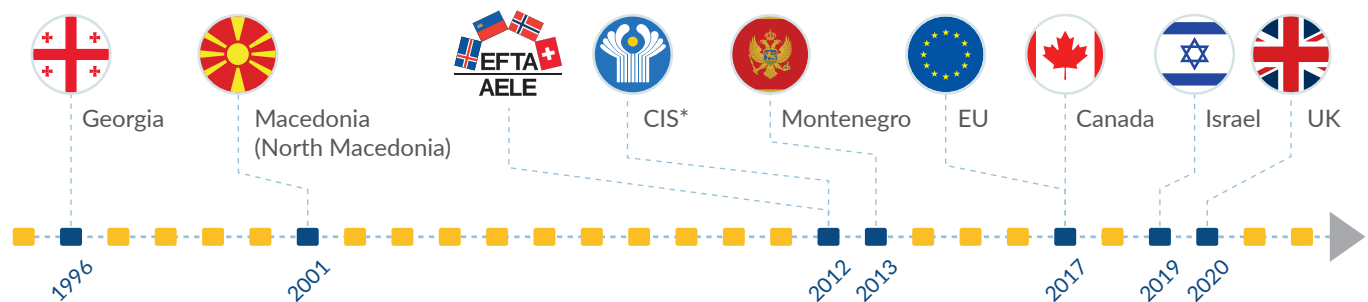
Priority sectors are those that promote innovations, modernisation and high added value, have the potential to develop small and medium-sized enterprises, as well as compete successfully in foreign markets. They also create new jobs, attract investments and can help Ukraine join global value chains.

	Value of export	TOP export destinations																			
 INFORMATION TECHNOLOGIES SECTOR	\$ 2,43 ^{bln}	 USA  EU  Canada	<p>No1 in Europe by the volume of IT services</p> <p>2nd largest services exporter in Ukraine in 2019</p> <p>100+ Fortune 500 companies are Ukrainian IT companies' clients</p>																		
 FOOD AND BEVERAGES SECTOR	\$ 22,1 ^{bln}	 EU  China  Egypt	<p>44.2% of total export in 2019</p> <p>Sector products are exported to 190 countries</p> <p>Leading products:</p> <ol style="list-style-type: none">1. Sunflower oil, sunflower meal2. Rapeseed3. Walnuts																		
 MACHINERY SECTOR	€ 375, 2 ^{bln}	 EU  China  Russia	<p>Ukraine's export-oriented machinery subsectors:</p> <ul style="list-style-type: none">electric and electronic appliancesagricultural machinery and equipment, including forestryaircraft and spacecraft, related equipmenttelecommunications equipment																		
 CREATIVE INDUSTRIES SECTOR	\$ 1,3 ^{bln}	 EU  USA  Israel	<p>TOP-25 most awarded countries by Cannes Lions in 2019</p> <p>29 Red Dot Awards in 2018-2019</p> <p>12 Ukrainian audiovisual products presented at A listed film festivals around the globe in 2019</p> <p>25 + 5% cash rebate for qualified expenses</p>																		
 AIRCRAFT REPAIR AND MAINTENANCE SECTOR	Around \$ 120 ^{mln}	 India  Algeria  EU	<p>Leading Ukraine's aircraft repair and maintenance sector customers, whose share increased in 2018</p> <table><tr><td>USA</td><td>Bangladesh</td><td>British Virgin Islands</td></tr><tr><td>\$ +5,6^{mln}</td><td>\$ +1,7^{mln}</td><td>\$ +1,4^{mln}</td></tr><tr><td>India</td><td>Ethiopia</td><td>Peru</td></tr><tr><td>\$ +2,9^{mln}</td><td>\$ +1,6^{mln}</td><td>\$ +1,3^{mln}</td></tr><tr><td>Republic of Korea</td><td>Egypt</td><td>Uzbekistan</td></tr><tr><td>\$ +2,4^{mln}</td><td>\$ +1,5^{mln}</td><td>\$ +1,1^{mln}</td></tr></table>	USA	Bangladesh	British Virgin Islands	\$ +5,6 ^{mln}	\$ +1,7 ^{mln}	\$ +1,4 ^{mln}	India	Ethiopia	Peru	\$ +2,9 ^{mln}	\$ +1,6 ^{mln}	\$ +1,3 ^{mln}	Republic of Korea	Egypt	Uzbekistan	\$ +2,4 ^{mln}	\$ +1,5 ^{mln}	\$ +1,1 ^{mln}
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UKRAINE'S EXPORT & TRADE SUPPORT ECOSYSTEM



FREE TRADE AGREEMENTS



* the FTZ does not include Russia

EPO promotes Ukrainian companies abroad using the European Enterprise Network tool. By September 2020 seven B2B missions and online exhibitions were held and 213 B2B meetings were organized for Ukrainian companies.



TRADE FACILITATION by EPO



[Database](#) of Ukrainian companies seeking for cooperation with foreign partners



[#UATRADECOVID19](#) that publishes relevant information on the most recent changes in trade regulations, as well as official updates addressed to exporters regarding the spread of COVID-19



Monthly digests on mechanical engineering, IT, confectionery, organic products and furniture sectors with information on sectors' researches, educational seminars, partners' search, as well as trade mission and exhibition announcements

[Helpdesk](#) for exporters to the EU with up-to-date information on the EU market requirements

UKRAINE'S INITIATIVES TO OVERCOME COVID-19 IN DIFFERENT SECTORS OF ECONOMY

Ukrainian government has developed a number of initiatives to support the business and economy in the face of Covid-19 pandemic. In particular, it arranged for the launch of the State Program "Affordable Loans 5-7-9%" and ensured incentives for investment attraction – "Global Program for Eco-Industrial Parks in Ukraine: Implementation at the Local Level" was signed between the Ministry for Development of Economy, Trade and Agriculture of Ukraine and the United Nations Secretariat for Industrial Development.



Agriculture

- UAH 4 bln support to agrarians
- land reform adopted



Services

- access to finance by expanding current government lending programs
- grant support for culture and education



Machinery

- increase of tax rates was banned till 2021
- procurement of machinery in mechanical engineering under the qualitative criteria



IT

- flexibility in the employment of Ukrainians and foreigners
- implementation of a favourable tax policy
- minimal government intervention



Transport and infrastructure

- sector modernization through reform of the joint stock company "Ukrainian Railway" and the state enterprise "Administration of Seaports of Ukraine"
- launch of river transport

UKRAINE NOW

Ukraine NOW is the global marketing campaign that was launched by the Ukrainian government in 2018. It aims at creating the brand of Ukraine globally to attract investments to the country and enhance tourism.



TRADE WITH UKRAINE – THE MAIN EXPORT SLOGANS

The export brand **Trade with Ukraine** is a part of the national brand **Ukraine NOW**. It aims at promoting Ukrainian goods and services on international markets.



[Video presentation](#)



TRADE FAIRS AND INTERNATIONAL EXHIBITIONS



EXPO 2020 DUBAI

October 1, 2021 - March 31, 2022

The Ukrainian pavilion will be a platform for demonstrating the possibilities of a smart approach in life: reducing damage to nature, rational use of resources and territories, creating sustainable and simple products. All exhibits display the idea of sustainable development of a "new innovative and mobile society" that exists in harmony with nature. The exhibition and events in the Ukrainian pavilion will be divided into four subtopics: smart life, smart health, smart thinking, smart feelings.



The Organizing Committee of Expo 2020 in Dubai recognized Ukrainian pavilion among top-25.

The Ukrainian pavilion will represent specific devices and technologies – innovative products that are already in operation, as well as the products that belong to the creative industries – works of art and conceptual smart clothing.

More information on Ukrainian Innovative Products is here



TRADE FAIRS AND INTERNATIONAL EXHIBITIONS

during COVID-19 pandemic

The Ministry for Development of Economy, Trade and Agriculture of Ukraine promotes trade with Ukraine by participation in trade fairs and international exhibitions.



Ukrainian exhibitions and fairs



CROSS-SECTOR EXPORT STRATEGY FOR TRADE INFORMATION AND EXPORT PROMOTION

Vision

Enabling Ukraine to tap into new markets by providing SMEs with a relevant and responsive ecosystem of international trade information and export promotion services

Strategic objectives



Create an institutional framework, responding to the needs of the private sector and providing it with relevant, customer-oriented intelligence

- Facilitate distribution of relevant information, enabling the private sector to access and interpret it
- Effectively manage the TSIs network to make information collection, processing and dissemination accurate and transparent



Build an effective international network for delivering market intelligence and promote exporters abroad

- Leverage international network of trade support institutions
- Enhance presence of Ukrainian exporters abroad



Increase international recognition of Ukraine as a world-class exporter of quality, sustainably produced products

- Promote export brand “Made in Ukraine”
- Increase the number of sustainable export-oriented companies
- Promote international recognition through FTAs





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#ЕКСПОРТУЙ
EXPORT STRATEGY TEAM



giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



NON - GOVERNMENTAL UNION
FOUNDATION FOR SUPPORT OF REFORMS IN UKRAINE

