



BUSINESS OPPORTUNITIES IN UKRAINE

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2- UKRAINE:

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Our Company

FACTS AND FIGURES

- Private organization
- Established in 1927 as «Schweizerische Zentrale für Handelsförderung»
- Non-profit-organization with 2,290 members
- Annual budget of CHF 36 million, including CHF 24 million in subsidies from the national government
- Global presence with 22 Swiss Business Hubs
- 100 employees in Switzerland
- 85 employees abroad
- Head office in Zurich, Offices in Lausanne and **Lugano (Monica Zurfluh)**



ExportHelp

For all your export related questions

exporthelp@s-ge.com

0844 811 812 / 091 601 86 86 (Ticino)

GLOBAL NETWORK

Swiss Business Hubs

- 1 United Kingdom / London (Ireland)
- 2 Spain / Madrid
- 3 France / Paris
- 4 Germany / Stuttgart
- 5 Italy / Milan
- 6 Austria / Vienna
- 7 Poland / Warsaw
- 8 Russia / Moscow
- 9 Turkey / Istanbul

- 10 Southern Africa / Pretoria (Botswana, Lesotho, Mauritius, Namibia, South Africa, Swaziland)

- 11 Middle East / Dubai (Countries from the Gulf Cooperation Council (GCC): Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE)

- 12 India / Mumbai
- 13 Hong Kong

- 14 China / Beijing

- 15 South Korea / Seoul

- 16 Japan / Tokyo

- 17 ASEAN / Singapore (Malaysia, Vietnam)

- 18 Indonesia / Jakarta

- 19 Canada / Montreal

- 20 USA / New York City

- 21 Mexico / Mexico City

- 22 Brazil / São Paulo

Additional Offices

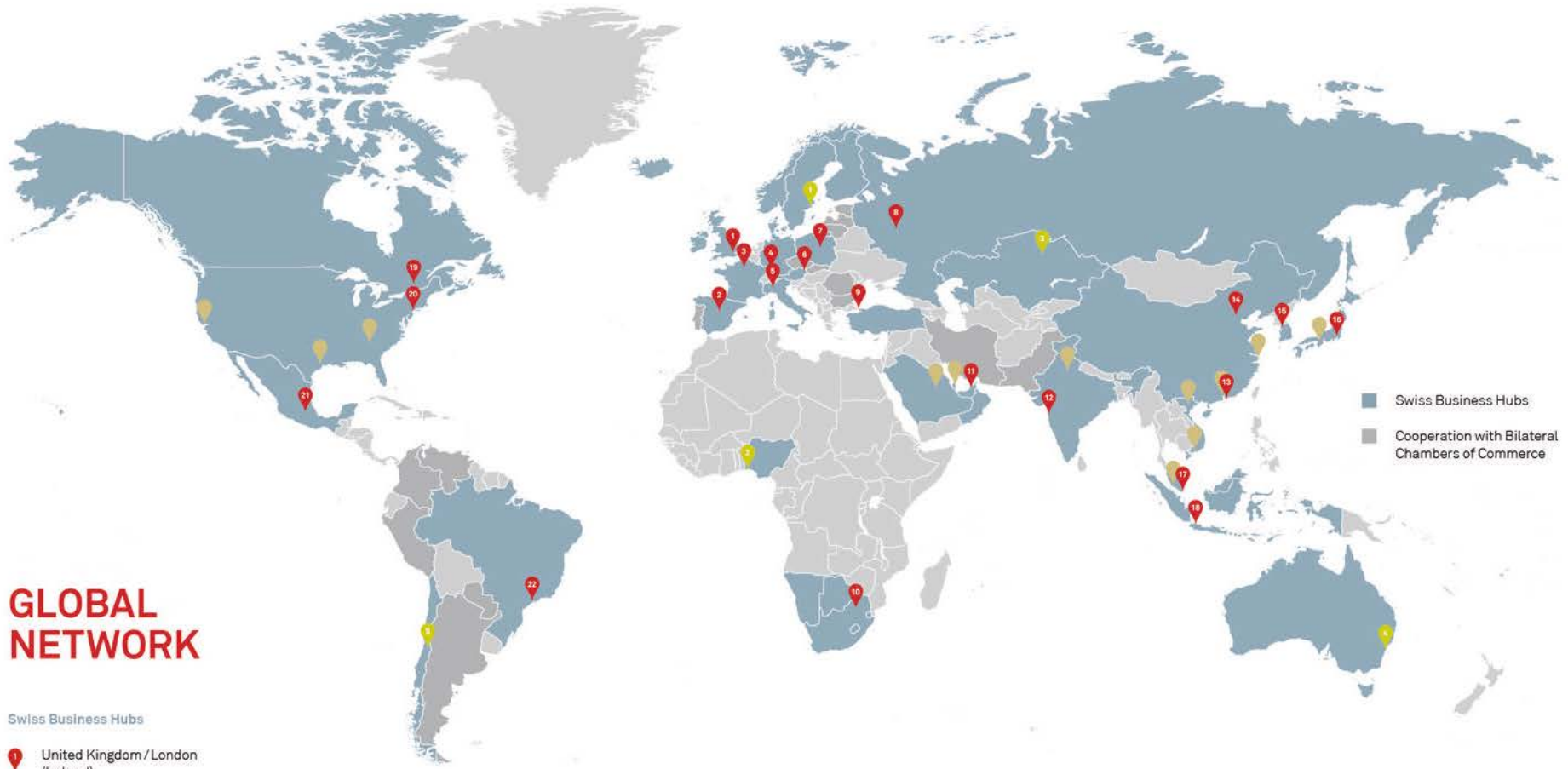
- Riyadh
- Doha
- New Delhi
- Shanghai
- Guangzhou
- Osaka

Hanoi

- Ho Chi Minh City
- Kuala Lumpur
- San Francisco
- Atlanta
- Houston

Trade Points

- Nordics / Stockholm (Denmark, Finland, Iceland, Norway, Sweden)
- Nigeria / Lagos
- Kazakhstan / Astana
- Australia / Sydney
- Chile / Santiago



Ukraine: Key Facts

Area:

603,500 square kilometers
The largest country
within Europe



Location:

Borders Poland, Romania, Slovakia, Hungary and Moldova in the west, Belarus and Russia to north and east, Bulgaria, Georgia and Turkey to the south over the Black Sea,

Economy:

Market economy
Major industries: world player in agriculture industry, energy, metallurgy, chemicals, manufacturing, massive high-tech industrial base, fast developing IT and high-tech sector

Political System:

Parliamentary-Presidential Republic

Diaspora Worldwide:

20 million strong network



Currency:

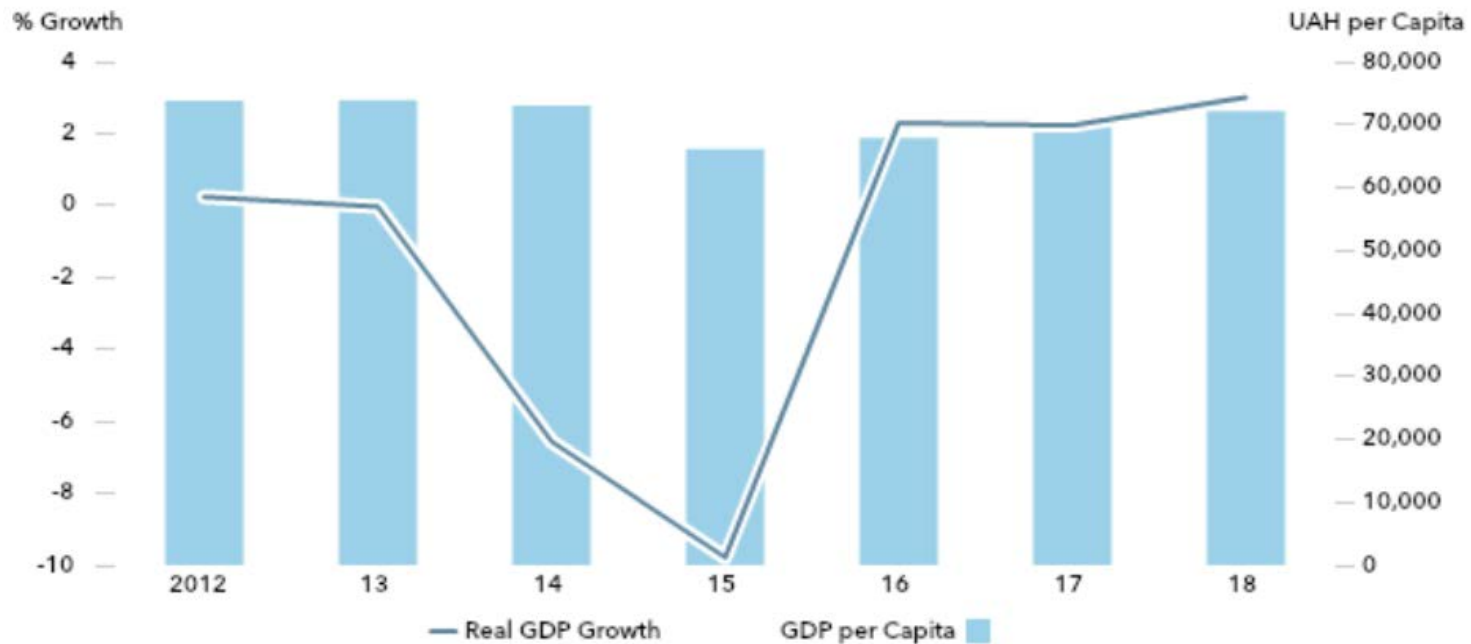
Ukrainian hryvnia – UAH
Average rate – 26.6 UAH per 1 USD
(official average rate as of Jan-Dec 2017)

Population:

45 million
70% urban-based
Source: World Bank, data as of 2016

Ukraine: Key Facts

Chart 1 Real GDP Growth and Per Capita GDP: 2012-2018



Source: Euromonitor International from national statistics/Eurostat/OECD/UN/IMF

Note: Data for 2018 is forecast. GDP per capita are in constant 2017 prices

Ukraine: Bilateral Relations

Switzerland-Ukraine Trade Relations

- Free Trade Agreement between Ukraine and EFTA
- Agreement on Double Taxation CH-UA

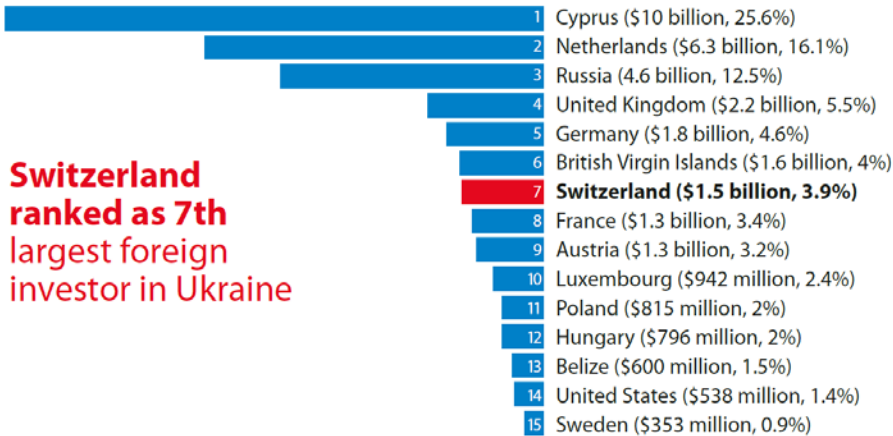
- Exports from Switzerland to Ukraine:
 - Pharmaceuticals
 - Machinery
 - Watches
 - Agricultural Products

Ukraine: Bilateral Relations

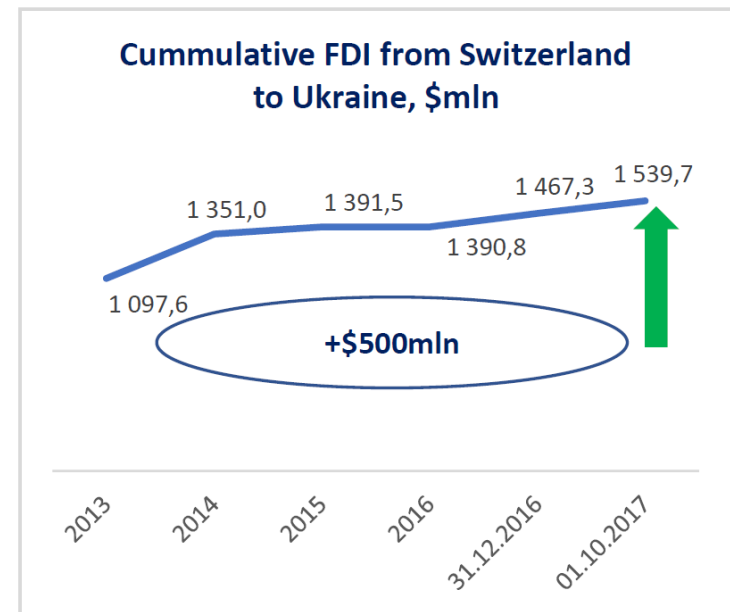
Switzerland-Ukraine Trade Relations

- Switzerland is one of the Top 10 foreign investors (2017, cumulated: \$1.5bl)

Top 15 investing countries



Switzerland ranked as 7th largest foreign investor in Ukraine



Ukraine: Bilateral Relations

Swiss Presence in Ukraine



SORBES+UKRAINE



WEIDMANN





SWOT Analysis: Ukraine

Strengths	Weaknesses
<ul style="list-style-type: none">- Domestic Market (45m)- Proximity to EU- Free Trade Agreement with EU- Huge Agricultural Resources- Low Production Costs	<ul style="list-style-type: none">- Corruption- Lack of Transparency (e.g. Public Proc.)- Lacking Legal Security and IP-Protection- Shrinking Population- Low Income per capita- Outdated Infrastructure
Opportunities	Threats
<ul style="list-style-type: none">- Continuation of Reforms- Further Economic Integration with EU- IFI projects in Infrastructure, Industry and Agriculture- Strengthening of Value Chain in Agriculture and Food Industry	<ul style="list-style-type: none">- Political Instability in Relations to Elections 2019- Macroeconomic Instability- End of Reforms and Fight against Corruption- Further Emigration of Skilled Workers- Unsolved Conflict in Eastern Ukraine

Business Opportunities (1/3)

Agribusiness / Food Processing & Packaging:

- “Bread Basket of Europe”
- 70% of country is agricultural land
- Ukraine is leading producer and exporter of:
 - Sunflower Oil
 - Barley
 - Corn
 - Wheat
 - Walnuts



→ **Potential: “Value Chain Food” (Agritech, Foodtech, Packaging)**
(livestock breeding, grain storage, irrigation, fertilizer, ...)

Business Opportunities (2/3)

Medical Equipment / Pharma

- Medical Equipment Market worth \$290ml (2017)
- Market Growth 3-4%: State Programs and World Bank Projects
- 90% import rate!

- Pharma: fast growing market
- Trend to Import Substitution
- Pharmtech as opportunity



Business Opportunities (3/3)

Outsourcing / Production

- ICT: «The World's Digital Workshop»
- Automotive
- Textile
- Aerospace





Ukraine: Outlook

What will the future bring?

Developments relying on many internal and external factors:

- Relations to Europa and Russia
- Presidential Elections 2019
- Continuous reform process
- Fight against Corruption
- Sustainable State Programs
- Currency Stability
- Continuation of IMF-Cooperation
- Building trust → Attraction of new FDI
- ...and many more

Business Mission

– Business Mission to Ukraine: 30.9.-2.10.2018



The poster features logos for the Swiss Confederation in Ukrainian, SWITZERLAND GLOBAL ENTERPRISE, and the Joint Chamber of Commerce JCC. It also lists countries covered by the mission: Russia, Ukraine, Belarus, Moldova, Kazakhstan, Uzbekistan, Turkmenistan, Kyrgyzstan, Tajikistan, Afghanistan, Azerbaijan, Georgia, and Armenia. The central text reads 'Business Mission to Ukraine' and 'September 30 – October 2, 2018'. At the bottom is an aerial photograph of the St. Sophia Cathedral in Kyiv, Ukraine.

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Embassy of Switzerland in Ukraine

**SWITZERLAND
GLOBAL
ENTERPRISE**
enabling new business

Joint Chamber
of Commerce
JCC

Switzerland
Russia - Ukraine - Belarus - Moldova
Kazakhstan - Uzbekistan - Turkmenistan
Kyrgyzstan - Tajikistan - Afghanistan
Azerbaijan - Georgia - Armenia

Business Mission to Ukraine

September 30 – October 2, 2018



Thank you for your attention!

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