



EXPORT BOOSTER



MINISTRY OF
ECONOMY
OF UKRAINE



European Bank
for Reconstruction and Development



UKRAINE
REFORMS
ARCHITECTURE



REFORM
SUPPORT
TEAM
MINECONOMY



USAID
FROM THE AMERICAN PEOPLE



ENTREPRENEURSHIP
AND EXPORT
PROMOTION OFFICE
STATE INSTITUTION



BUSINESS GLOBALIZATION SERVICE



About Project

Export Booster is an initiative of the Ministry of Economy of Ukraine, implemented by the Ministry's Reform Support Team, with the assistance of the USAID Economic Resilience Activity (ERA) in partnership with the Entrepreneurship and Export Promotion Office, the national project Diia Business and the Nazovni platform (MFA).

The project aims to promote the integration of Ukrainian manufacturers into global supply chains.



Main Goals

- To increase Ukrainian export through the development of Ukrainian manufacturers' capabilities in entering new markets
- Facilitate the integration of Ukrainian manufacturers into the supply chains of global companies
- Ensure a wide presence of Ukrainian value-added goods in international markets
- Assist in building long-term partnerships with foreign clients



Focus On

- High value-added products
- Substitution of manufacturers from russia and belarus
- Synergy of stakeholders: state and public institutions, donor projects
- Development of potential in sales, the establishment of long-term relations with foreign partners, etc.
- Demand-driven approach



Road Map for Pilot Phase

Selection of product groups based on comprehensive analysis of export potentials

1

Selection of Ukrainian manufacturers according to designated products

3

Search for customers, (work with large buyers) and other orders opportunities

5

Match-making, building relations with foreign partner, support of signing contracts

7

Market research on selected product groups

2

Analysis and ranking of manufacturers by readiness/potential

4

Development potential for entering international markets, training and consulting

6

Evaluation and scaling

8



Key Stakeholders

Beneficiary

Food and machinery
manufacturers



Donors & Consultants



Partners





Services for **Manufacturers**

- Information support
- Analytics, market research
- Identification of problems and support in export capacity building
- Search for customers and establish contacts (matchmaking)
- Facilitating and supporting sales operations
- Assistance in closing export deals
- Integration into supply chains of global companies



Benefits for Foreign Partners

- Reduce the burden on buyers by preselecting and proposing suppliers/products
- Access to a wider range of products potentially at more competitive prices
- Only verified products and Ukrainian manufacturers (risk mitigation - more reliable supply chains)
- Option to receive a tailored proposal based on demand (according to needs/procurement list)
- Bravery to support Ukraine via cooperation, not a donation



Team Presentation



Serhii Maidanevych
Project Manager
(RST Mineconomy)

More than 10 years of proficient management experience, proven track record in executing development projects, strong IT and communication expertise.



Stanislav Brus
Senior Analyst
(RST Mineconomy)

More than 7 years of extensive experience and expertise in handling data, skilled in data analysis and exploration.



Krzysztof Gluc
External Consultant
(ERA USAID)

Associate Professor at Krakow University of Economics, experienced in management, innovative development, public policy analysis.



Bohdan Senchuk
Global Account
Manager

More than 20 years of professional experience in project management. Solid background in procurement services and effective interaction with global companies.



Team Presentation



Olena Poperechna

Account manager
(Food Industry)

More than 15 years of professional experience in agricultural/food consulting. Proven track record in market analytics and business development.



Andriy Kishchynskyy

Account manager
(Machinery)

More than 20 years of professional sales management experience, proven track record in business development, working both with local and global companies.



Victor Halych

Country manager
(Germany, Austria, Poland)

More than 20 years' experience in international businesses (retail and commodities trade); skilled in category management, procurement, sales and project management.



Denys Radiuk

Country manager
(Netherlands, Belgium)

More than 20 years' track of B2B business development and sales, as well as trade relations, community building within agrifood, IT, and advanced manufacturing.



Thank you

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information*

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