



UKRAINE
OPEN FOR BUSINESS

USAID CALLED ON AMERICAN COMPANIES TO INVEST IN UKRAINE



The risks of investing in Ukraine are already lower than at the beginning of the war and the opportunities are higher, the first foreign investors such as Kingspan, Nestle and Bayer are already investing in the country and American businesses should follow their lead and benefit while they will have government support, USAID Administrator Samantha Power said.

“By investing in Ukraine, you can join companies like Kingspan, Nestle, and Bayer who are pioneering, you can invest in the future of Ukraine, and in doing so, you will be investing in the future of democracy. Know that USAID and our partners around the world plan to provide full support,” she said at the Ukraine-U.S. Partnership Forum hosted by the American Chambers of Commerce of the two countries in Washington, D.C. on Thursday.

Power said Ireland’s Kingspan group recently announced a \$200 million investment to build a technology campus in Lviv that will employ 600-800 people, Nestle is investing nearly \$43 million in a new food processing facility that will add 1,500 new jobs and Bayer is investing over \$65 million to expand its corn seed plant, new warehouses and bomb shelters to protect employees.

She added that even during the war Ukraine has expanded its leadership in advanced industries such as artificial intelligence, fintech and blockchain, and in 2022 the IT industry brought more than \$7 billion to the Ukrainian economy – 20% more than the year before.

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18 April 2023



WORLD BANK INTENDS TO INCREASE GRANT FUND FOR UKRAINE TO \$2 BLN



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RETURN TO INTERNATIONAL ORGANIZATION OF WINE WILL ACCELERATE RECOGNITION AND PROMOTION OF UKRAINIAN WINE IN WORLD



KHARKIV “TERRA” WILL BUILD NEW \$20 MLN PLANT

WORLD BANK INTENDS TO INCREASE GRANT FUND FOR UKRAINE TO \$2 BLN

Part of the donor funds for Ukraine's quick recovery is being channeled through the new Ukraine Recovery, Rehabilitation and Reforms Trust Fund (URTF) created by the World Bank late last year, whose size the bank intends to increase to \$2 billion, WB Governor David Malpass said.

“We intend to increase this fund to \$2 billion and to mobilize an additional \$1 billion to \$2 billion from private partners,” he said Wednesday at the third ministerial roundtable in support of Ukraine, which took place at the WB and IMF spring meeting in Washington.

Malpass specified that the mechanism was created to mobilize additional support from the International Finance Corporation (IFC) of the World Bank Group, which works with the private sector and has already allocated about \$150 million to Ukraine's private sector with support from donor partners across Europe.

“We have pledged to share risks with the IFC,” the WB chief noted.



He added that the Multilateral Investment Guarantee Agency (MIGA), part of the WB Group, would also help with this task and had already provided more than \$116 million in guarantees for Ukraine since the war began.

“It is critical to support the country's long-term growth through projects in sectors such as energy infrastructure, transportation, agriculture and human capital. Our investments will be accompanied by policy and reform advice and the structuring of viable projects that can mobilize private capital,” Malpass stressed.

UKRAINE RESUMES ELECTRICITY EXPORTS

Ukrainian Energy Minister Herman Galushchenko signed a decree authorizing the start of the process of resumption of electricity exports in conditions of a surplus of generating capacity.

“The Ukrainian energy system has been operating without consumer restrictions with a capacity surplus for almost two months now. We achieved this result thanks to the titanic work of power engineers, our international partners, helping to restore the system. The most difficult winter is over. The next step is to open the export of electricity, which will attract additional financial resources for the necessary reconstruction of the destroyed and repair of the damaged energy infrastructure, “- said Galushchenko, as quoted in a message of the Ministry of Energy in Telegram channel late Friday night.

At the same time, the energy minister stressed that meeting the power needs of Ukrainian consumers is a priority.

“The export of electricity will work under the condition of providing the resource to Ukrainian consumers and may be terminated in the event of a change in the situation,” the minister assured.

As reported, export of electric power, which began last June, was stopped by order of the Ministry of Energy since October 11 after the beginning of massive attacks of Russian invaders on the energy system of Ukraine. According to the Ministry of Energy, the export of electricity to Moldova and EU countries during this time amounted to 2.6 billion kWh. Exporters of electricity directed 80% of the income from exports to maintain tariffs for the population within the framework of special obligations. As a result, according to calculations of the ministry, 2.8 billion hryvnias were allocated for this purpose.



EXPERTS CLUB AND EXPORTERS CLUB ANALYZED THE MAIN EXPORT RISKS IN 2023

A new video has been released on the YouTube channel of the Club of Experts, in which the Kyiv-based think tank Club of Experts and the Ukrainian Exporters Club presented a joint study on the main risks facing Ukrainian companies in exporting goods in 2023. Yevheniia Lytvynova, President of the Ukrainian Exporters Club, emphasized that exporters should consider five key risks for their business: currency risk, payment risk, production risk, transportation risk, and bureaucratic risk.

“Understanding these risks is critical for successful exports, especially in the current geopolitical situation, exporters should consider these risks and plan at least 3 months in advance when cooperating with foreign companies,” Lytvynova said.

“Over the past year, the situation in Ukrainian exports has undergone significant changes. Poland, Romania, and Turkey have become Ukraine’s main trading partners,” explained Maksym Urakin, founder of the Club of Experts. He added that in 2022, Ukraine exported goods worth \$44 billion, which is 35% less than in the previous year. The main profit in the global market came from the export of grains and vegetable oils, although exports of metallurgical products declined.

““ *The Club of Experts and the Club of Exporters also emphasized the importance of supporting Ukrainian exporters in the current global market environment.*”

“We recommend Ukrainian exporters to contact our clubs with questions about certification, access to foreign markets and opening production facilities abroad. We are always ready to help and advise,” emphasized Yevgeniya Litvinova.

She urged Ukrainian companies to be active in the global market.

“We want Ukrainian companies to maintain competitive prices for their goods while working with foreign partners. Do not hesitate to contact us with any questions related to exports,” added Ms. Litvinova.

Yevheniia Lytvynova urged Ukrainian companies not to lose hope and to actively develop their capabilities.

“Ukrainian exports have great potential, and we believe that cooperation with the Club of Experts and the Club of Exporters will help companies realize it,” she said.

The experts also emphasized that in order to enter new export markets and verify counterparties around the world, we suggest that Ukrainian exporters consider products and solutions from Dun & Bradstreet, the world leader in the market of information on legal entities.

Watch the full video here:

You can subscribe to the Club of Experts channel by clicking here:

<https://www.youtube.com/@ExpertsClub>



UKRAINE REQUESTS ADDITIONAL HUMANITARIAN AID FROM INDIA

Ukraine's First Deputy Foreign Minister Emine Japarova will visit New Delhi next week to discuss, among other things, providing additional humanitarian aid, The Hindu reported, citing diplomatic sources.

"Ukraine has requested additional humanitarian aid from India, including pharmaceuticals, medical equipment and energy equipment to repair energy infrastructure damaged during the war, and both sides are expected to discuss providing such support," the report said.



Japarova is also expected to extend an invitation to Indian Prime Minister Narendra Modi to visit Kiev.

Diplomatic sources said final arrangements are still being discussed, but confirmed that Emine Japarova, the first deputy foreign minister, is expected to arrive in Delhi on Monday and hold an interagency dialogue and meet with media and think tanks in the capital to enlist Ukraine's support in India," the report noted.

UKRAINE APPROVES DOCUMENT ALLOWING CREATING COMMON ROAMING SPACE WITH EU

On Friday, the Government of Ukraine approved amendments to Annex XVII-3 (Rules applicable to telecommunication services), Annex XVII to the Ukraine-EU Association Agreement, creating the legal framework for the internal market regime in the telecommunications services sector, including with regard to roaming in public mobile networks, provided for by the draft decision of the Ukraine-EU Association Committee in Trade Configuration, Taras Melnychuk, a representative of the Cabinet of Ministers in the Verkhovna Rada, wrote on his Telegram channel.

“*We are moving towards Roam like home with the EU. Today, we approved a document that will allow Ukraine to conclude an agreement with the European Union this year,*” Prime Minister Denys Shmyhal said, commenting on this decision on his Telegram channel.

At the same time, he said that joining the EU roaming space means not only the abolition of call charges, but also modern, transparent European rules in the field of telecommunications.

It is envisaged that the legislation in the field of telecommunications services in Ukraine, in particular with regard to roaming, will be supplemented taking into account current changes in EU legislation.

As First Deputy Prime Minister, Minister of Economy Yulia Svyrydenko commented on the document, this government decision is one of the stages in the implementation of the updated Priority Action Plan agreed by the Ministry of Economy and the European Commission to strengthen the implementation of the Free Trade Area Agreement. The main focus of this plan is the integration of Ukraine into the internal market of the EU.



LABOR MARKET IN UKRAINE CONTINUES TO SHOW POSITIVE DYNAMICS – RESEARCH

Labor market continues to demonstrate positive growth dynamics: the number of vacancies in March increased by 14% compared to February and reached almost 75.6 thousand.

These are the main results of the regular labor market survey presented by Work.ua on Thursday.

“The number of vacancies in the category of hotel and restaurant business and tourism has increased rapidly. Jobs and candidates are returning to frontline areas,” the study said.

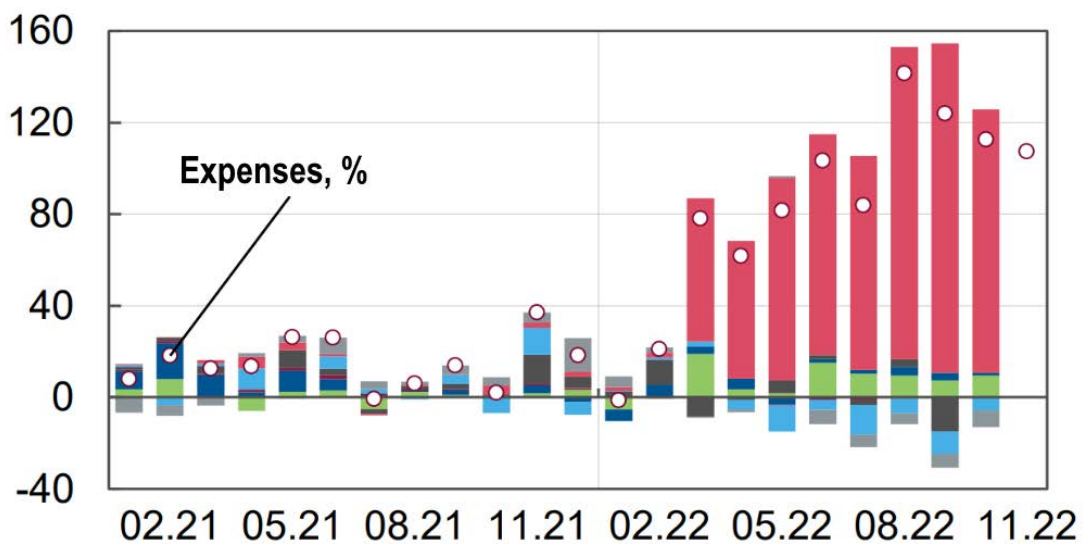
According to it, the number of vacancies relative to the 2022 prewar level is almost 75%, when compared to the 2021 figure of 91%.

It is noted that the top five countries by number of vacancies are the Kiev region – nearly 22.8 thousand (+14% compared to February), Lviv region – 7.52 thousand (+9%), Dnipropetrovsk region – 7.2 thousand (+12%), Odessa region – 5.46 thousand (+22%) and Ivano-Frankivsk region – 2.43 thousand (+21%).

It is indicated that with the advent of spring a record for the growth of job offers, according to the system of recruitment management (HMS) from Work.ua, was the category “hotel, restaurant business and tourism” – 7.22 thousand vacancies, which is 29% more than a month earlier. The most popular position in this category is a bartender: 1.37 thousand job offers, which is 40% more than in February. And the greatest trend was for barbecue cook vacancies with 95 offers, up 94% from February’s numbers.

In contrast to job openings, which are increasing each month, job seeker competition continues to decline, down 13% from February, with fewer than one person per day responding on average now, down from close to 3.5 in March-April 2022.

CHANGES IN CONSOLIDATED BUDGET EXPENDITURES IN 2021-2022 (%)



- Other expenses
- Healthcare
- Debt service
- Social protection
- Economic activity
- General government functions
- Education
- Army and law enforcement agencies

Source: Open4Business.com.ua and experts.news

CSD LAB MEDICAL LABORATORY OPENS PARTNERSHIP OFFICES IN FRONTLINE REGIONS OF UKRAINE

CSD LAB medical laboratory is opening partner laboratory offices in the front-line regions of Ukraine. The company told Interfax-Ukraine news agency that, in particular, CSD LAB is opening laboratories on their basis together with medical centers.

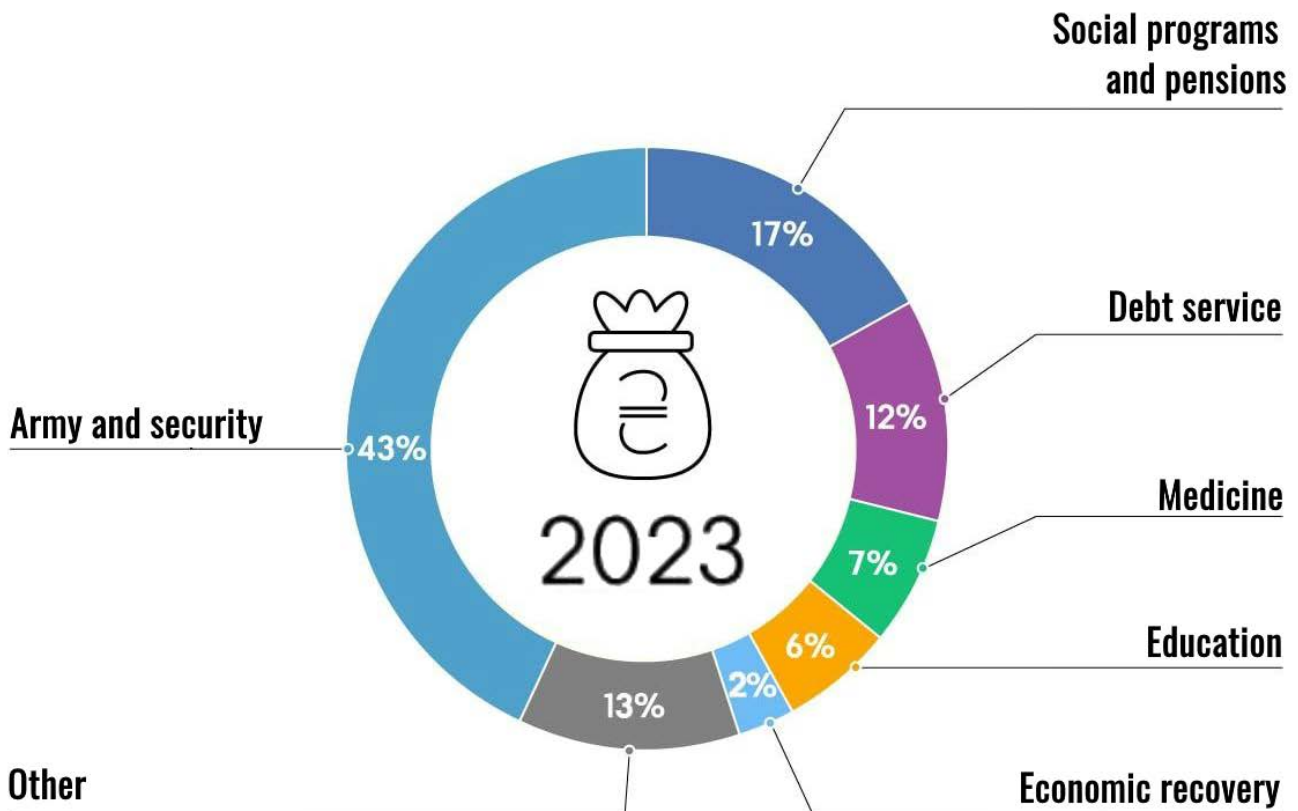
“We opened partner laboratory offices in the frontline regions of Slavyansk, Kramatorsk and Konstantinovka (Donetsk region),” the company specified.

CSD LAB reported that the company opened more than 15 lab offices together with partners during the war, including three in Ternopil, offices in Dnipro, Khmelnytsky, Drohobych, Kamyanyets-Podilsky, Ivano-Frankivsk, Lutsk, Chernivtsi, Chernomorsk, Slavyansk, Kramatorsk and Konstantinovka.

Currently there are over 70 laboratory offices and biomaterial collection points in the network all over Ukraine. CSD LAB – one of the leading laboratories in Ukraine, provides more than 1500 tests – from general blood analysis to determination of genetic disorders in the tumor by NGS method. For 12 years CSD LAB has been one of the largest pathomorphological laboratories in Eastern Europe.

CSD LAB unites six laboratories: pathomorphology, cytomorphology, oncohematology, microbiology, clinical diagnostic laboratory and molecular genetics center. Every year it conducts more than 1.5 million tests. Production facilities and modern high-tech equipment are located in Kiev and Lviv on a total area of more than 5 thousand square meters, as well as in Moldova and Georgia.

STRUCTURE OF APPROVED UKRAINIAN STATE BUDGET EXPENDITURES FOR 2023



Source: Open4Business.com.ua and experts.news

“DOBROBUT” CONTINUES PROGRAM OF FREE TRANSFER OF MEDICINES FOR CANCER PATIENTS

The Dobrobut medical network has launched the second stage of the program of free medications for oncology patients.

The nursing network informed Interfax-Ukraine that the program is implemented with the support of Direct Relief International Charitable Foundation.

During the second stage of the program providing free drugs for cancer patients will be able to get drugs for pancreatic, intestinal and breast cancer – Cyclophosphamide 500mg, Cyclophosphamide 1g made in USA and Fluorouracil 50mg made in UK.

“*Patients who are diagnosed with breast cancer or colon cancer or pancreatic cancer and prescribed the appropriate drug can receive the drug, the company specified.*”

“Dobrobut” is one of the largest private medical networks in Ukraine. It consists of 17 medical centers in Kyiv and Kyiv region, emergency service, dentistry and pharmacy. Medical centers of network provide services for children and adults in more than 75 medical directions. Annually experts of “Dobrobut” carry out more than 7000 operations. The network has over 2,800 employees.

Collaborates with a number of international charities Direct Relief International, Children of War Foundation, International Medical Corps and the University of Miami Global Institute, as well as the Dobrobut Foundation, a charitable foundation founded by the clinic.

ADONIS MEDICAL GROUP OPENED NEW REHABILITATION CENTER

Adonis Medical Group has opened a modern physical rehabilitation center in Kiev.

The company informed the Interfax-Ukraine news agency that the Center services are free for Ukrainian servicemen who have been wounded; the programs will be paid for by charitable foundations.

“*The center is designed for 16 inpatients and a large number of outpatients and has two operating rooms. It is equipped with modern simulators and rehabilitation equipment for restoration of motion function and inclusion of different muscle groups, a shared hospital, and a diagnostic complex for rapid assessment with its own laboratory.*”

The center specializes in rehabilitation after injuries and contusions, limb injuries, preparing limbs for prosthetics, as well as rehabilitation after strokes, craniocerebral injuries, spinal cord injuries and CNS lesions, rehabilitation after injuries, traffic accidents and accidents, speech rehabilitation, treatment of chronic pain in spinal conditions.

In addition, the center provides training in nursing skills for patient’s relatives and implements ready-made rehabilitation programs at home.

According to Vadim Kerestei, head of the rehabilitation division of the Adonis network of medical clinics, the treatment of wounds sustained during the war requires a comprehensive approach, so the center has a number of specialists working with the wounded.

“We work according to an international protocol and our main goal is to comprehensively cover all the disorders that the patient has. We have a professional team: a physical therapist – he works with movement disorders; an occupational therapist works with the patient to restore self-care skills; a psychologist to stabilize the psychological state. All rehabilitation is designed to comprehensively address all the impairments the patient has: mental, physical and medical, to restore him comprehensively,” he said. Adonis is a network of private medical centers for adults and children.

Adonis Private Clinic was founded more than 20 years ago. Its network consists of 11 branches in Kiev and Kiev region. Physicians receive patients in 66 medical fields in branches of the clinic.



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ATTEMPT TO REGULATE INTELLECTUAL PROPERTY RIGHTS HAS LED TO PROBLEMS IN PHARMACEUTICAL MARKET – SURVEY

The attempt to regulate intellectual property rights issues during the war, undertaken after the full-scale invasion of Ukraine by Russia, has led to problems in the pharmaceutical market, the inability to introduce to the market and launch production of new drugs.

Such opinions were expressed by lawyers interviewed by Interfax-Ukraine, commenting on the consequences for the pharmaceutical market in Ukraine of the law on the protection of individuals' interests in intellectual property during martial law, imposed in connection with the armed aggression of Russia against Ukraine, adopted in March 2022. The document extends the validity of all intellectual property rights without exception until the day following the day of termination or cancellation of martial law.

Partner and Co-Head of the Intellectual Property Practice at Arzinger Law Firm Taras Kisliy noted that the law was adopted at one of the most dramatic stages of military aggression, when many citizens were forced to leave their homes and could not fully work, "including those who work in the field of intellectual property – for example, submit documents for renewal of trademark certificates or patents for inventions".

"In order to prevent this from leading to mass miss deadlines for filing all sorts of documents with the Patent Office, this law was basically passed. But its wording, unfortunately, was not clear enough and was perceived differently, primarily in relation to the pharmaceutical market, "- he said.

The lawyer explained that the originator pharmaceutical companies (owners of active drug patents – IF) "saw in this law that their patents, which should expire during the war, now will not actually expire and will remain in force as long as the war lasts". As a result, after the law was passed, there was a discussion among intellectual property professionals. Some of their colleagues (including the authors of the law) believed that the patents had not been extended, while others insisted that the vague wording of the law could be interpreted as carte blanche for the originator pharmaceutical companies, which would hold a monopoly on their drugs throughout the war.

The lawyer also stressed that in terms of extending the monopoly on pharmaceuticals, the adopted law directly contradicts the European commitments of Ukraine, in particular the provisions of the EU-Ukraine Association Agreement. At the same time, only international generic pharmaceutical companies that received an open-date monopoly benefited from the law.

MHP AGROHOLDING ENDS 2022 WITH NET LOSS OF \$231 MLN

MHP Agroholding, Ukraine's largest chicken producer, managed to make \$38 million in net profit in the fourth quarter of 2022, 2.4 times better than in the fourth quarter of prewar 2021.

The agriholding said in its annual report to the London Stock Exchange on Tuesday, while it ended the year as a whole with a net loss of \$231 million, compared with \$393 million in net income in the previous year.



According to the report, MHP's revenues in the fourth quarter of 2022 increased by 6% to \$766 million, and for the year as a whole, by 11% to \$2 billion 642 million.

Including export revenue for the quarter reached 64% (\$491 million) compared to 61% (\$1 billion 601 million) for all of 2022 and 53% (\$1 billion 265 million) for all of 2021.

RETURN TO INTERNATIONAL ORGANIZATION OF WINE WILL ACCELERATE RECOGNITION AND PROMOTION OF UKRAINIAN WINE IN WORLD – UKRSADVINPROM

Director General of the International Organization of Vine and Wine Industry (IOVI) Pau Roca thanked representatives of the Ukrainian wine industry for the work done to restore Ukraine's membership in this international structure.

"In this difficult time that Ukraine is going through and in this difficult situation, we focus on the promotion of Ukrainian winemaking in the world. The fact that Ukraine joined our interstate organization is a very important step at this very period. This step will bring results in the near future", – stressed the Head of IGOV at a press conference in the news agency Interfax Ukraine.

In turn, the Deputy Minister of Agrarian Policy and Food of Ukraine Markiyany Dmytrosevych also noted the importance of Ukraine's membership in IGOV, as this organization currently unites 85% of the world's specialists in the field of viticulture and winemaking, as well as represents the interests of 80% of consumers.

"The International Organization of Winegrowing and Winemaking is primarily a platform for the exchange of experiences in the promotion of wine products. Membership in IGOV and work in its committees will give Ukraine the opportunity to be aware of all the changes and directions of development of the industry, which, in turn, is important in the context of European integration of our country, "– said Dmitrasevich.

The head of the public association "Ukrsadvinprom" Volodymyr Pechko noted that in 2021 in Ukraine officially there were about 266 industrial producers of grapes and wine, 125 winegrowing enterprises, 29 small producers of grapes and wine products.

“*About the figures, to process each hectare involved 33 employees on a permanent basis, each enterprise employed an average of 250 people. Thus, the employment rate in viticulture and horticulture in Ukraine is one of the highest compared to other industries,” stressed the industry representative.*

According to the moderator of the press conference and the deputy head of the public association "Ukrsadvinprom" Maxim Urakin, in the current realities it is extremely important to extend the status of winemaking to all regions of Ukraine.

“*Granting the status of winemaking regions to all regions of Ukraine without exception is especially relevant in connection with the displacement of viticulture in the central and western regions of the country, where dozens of winemakers are already working effectively; the status of winemaking region will allow winemakers to claim assistance, technology, benefits,” – said Urakin.*

According to the deputy head of "Ukrsadvinprom" on international relations Natalia Burlachenko, the main purpose of the renewal of membership in the IOVV is the popularization of the Ukrainian product.

“*First of all, we want to show what heights and quality Ukraine has achieved, despite the realities in which we live. This is an important platform to sound to the world. It is an opportunity not only virtually but also offline to communicate with foreign colleagues and show that Ukrainian wine exists, exists and will become more competitive in the future,” Burlachenko said.*

Ricardo Nuñez, owner of the Vinos de La Luz wine company and investor in Ukrainian winemaking, stressed that Ukraine needs a state program for the development of winemaking to bring the industry to a new level of development after the war.

“In February 2022 the dynamic development of the wine industry in Ukraine came to a halt. Many Ukrainians, including those involved in winemaking, left their homes. But they will return with the knowledge and experience gained outside the country. They must be prepared for new opportunities”, Nuñez said.

Ricardo Nunez presented the novelty of the season – a red dry wine Big Wines Big Art, which was produced from the grapes of Odessa black vintage 2020 grown in the Rhenia district of the Odessa region. The first batch of 1,000 bottles was produced at the facility in the Kyiv region. A well-known artist Ivan Marchuk was involved in the work on the new Ukrainian wine, who provided his painting “Awakening” symbolizing the revival of Ukrainian winemaking after the war, said Ricardo Nuñez.



USAID TO PROVIDE UKRAINE WITH NEARLY UAH 400 MLN TO DEVELOP GRAIN AND OILSEEDS PROCESSING

The USAID Agro program will allocate UAH 367 million to co-finance projects to support processing of grains, oilseeds and pulses in Ukraine, the press service of the Ministry of Agrarian Policy reported. “This will create the potential for the production of products with added value and ensure the expansion of channels and markets. Consequently, qualitatively and quantitatively improve the food security of Ukraine and the world,” the report stresses.

According to USAID, the goal of the project is to improve small agricultural producers’ access to capacities for processing and refining grains, oilseeds and pulses into food, feed, industrial products and biofuel.

As it is specified, it is planned to allocate up to 367 million hryvnia within 20 projects with the term of realization up to two years. It is assumed that the amount of each sub-grant will be from 10 to 36 million UAH and will be discussed individually.

“It is expected that under the projects executors – Ukrainian entities – will provide MSME with expert, technical and financial support to expand the processing of grain, oilseeds and pulses. Activities will be aimed primarily at expanding existing processing facilities, which will lead to increased production of higher value-added cereal products for domestic consumption and export,” the report summarizes.

KHARKIV “TERRA” WILL BUILD NEW \$20 MLN PLANT

Terra (Kharkiv), one of Ukraine’s largest cereals and flakes producers, will build a \$20 million plant in the west of the country, ZAXID.NET writes.

“Now we are determining the site for the construction. We are considering Lviv, Ternopil and Rivne regions. We have big requirements for the territory: we need a railroad, a transportation hub, infrastructure and people. Logistika is important for us, both for consumers in Ukraine and for export”, – informed the commercial director of the company Alexandr Yasinsky.

Capacities of the new plant will allow to process 300 thousand tons of raw materials a year and produce 150 thousand tons of products a year. Besides groats, flour, flakes, kasha and instant soups, “Terra” is going to launch buckwheat and corn processing lines. It is planned to build a bio boiler house at the plant to meet production needs.

According to the commercial director, production lines, packaging and transportation will be automated as much as possible.



Terra is currently negotiating with a foreign bank to open a \$20 million credit line, is looking for a partner to invest in the new plant, and is considering cooperation with large agricultural producers.

According to Jasinski, if the company manages to find ready-made premises, it will be possible to launch a new factory in a year, while the construction of production from scratch will take about two years.

In parallel, Terra will be developing its own retail network of stores across Ukraine. The first market has already been opened in the Kharkiv region.

“PROMETEV” BOUGHT 54 GRAIN WAGONS FROM UKRAINIAN MANUFACTURER KARPATY

Prometev Group bought 54 hopper cars from Ukrainian wagon manufacturer Experimental Mechanical Plant (OMZ) Karpaty, the agricultural holding said on its website.

“Control over the logistics chain allows for high margins, therefore, our own railcar fleet will increase the turnover of elevators and strengthen the efficiency of the entire group of companies. We have an extensive network of granaries in different regions of Ukraine, so there will always be work for the wagons,” said Rafael Goroyan, the owner and chairman of the supervisory board of Prometev.

To implement this project Prometev signed a \$3 million leasing agreement with the First Ukrainian International Bank (FUIB, Kiev).

In January 2023 Prometev has purchased seven new haulers with DAF trailers and Wielton semi-trailers and announced its intention to increase the number of grain carriers up to 200 units in the nearest future. As of January 2023 the holding owned 52 grain carriers. Prometev Group provides services in storing, processing and logistics of crops.



EXPORT OF AGRICULTURAL PRODUCTS FROM UKRAINE INCREASED BY 12% IN MARCH 2023

Exports of agricultural products from Ukraine in March 2023 increased by 12% compared to the previous month and reached a record 7.8 million tons since the war, the Ukrainian Confederation of Agrarian Business (UCAB) said in a statement on its website.



“51% of exports in March 2023 were made through the work of the “grain corridor”, and the rest through alternative export routes. However, it is necessary to take into account that not all products had time to physically cross the border,” UCAB pointed out.

According to the data of UCAB, in March 2023, vegetable oils showed the largest increase in the structure of exports – by 28%, to 556.2 thousand tons, oilseeds – by 23%, to 683.1 thousand tons, cereals – by 10%, to 5.7 million tons (corn – 67%, wheat – 29%, barley – 4%) and oilcake – by 10%, to 454.7 thousand tons (sunflower – 83%, soybean oil – 17%).

BOOK BY SERHIY BELINSKY AND YULIA IVASHKO “AND LIGHT SHINES IN DARKNESS...” WAS PRESENTED IN POLAND BULGARIA CALL ON BRUSSELS TO BUY THEIR GRAIN FROM UKRAINE

On March 28, 2023, the Władysław Strzemiński Academy of Arts in Lodz (Poland) hosted a book signing and presentation of the book by Serhiy Bielinski and Yulia Ivashko “A światłość w ciemności świeci...” (“And the light shines in the darkness...”). The meeting was hosted by Dr. Lukasz Mikołaj Sadowski. According to Yulia Ivashko, Professor of the Department of Architecture and Architectural Design, this meeting with the presentation of the book published by the Krakow-based Impuls Publishing House was a logical continuation of the briefing at the Interfax Agency, when the first public presentation of both the book and an art project aimed at popularizing the work of wartime artists and, as Anastasia Urakina (a graduate student at the Department of Architecture and Architectural Design) announced, art therapy for those returning from the front line. In a short time, this project from Europe has already spread to Japan.

The art project about the war in Ukraine presented earlier at the Interfax-Ukraine agency also received a scientific component: in addition to photographs and videos by Serhiy Belinsky, photographs of the destruction of Bakhmut taken by a scientist at war, Doctor of Technical Sciences, Professor Denys Mykhailovskiy, were shown during the meeting at the Academy of Arts. According to Yulia Ivashko, today the main efforts to present and financially support this project with the participation of artists and scientists who are at war have been taken over by Polish partners.



TOP 5 YOUTUBE CHANNEL DEVELOPMENT TIPS FOR 2023

YouTube today is a competitive environment where to be successful, it is necessary not only to create high-quality content, but also to master the art of promotion. At the same time, it is very important to keep up with the times and use the latest strategies to promote your YouTube channels. Let's take a look at the top 5 YouTube channel promotion tips for 2023, focusing on increasing YouTube views, likes and subscribers, as well as using best practices for YouTube channel promotion and YouTube advertising.

TIP 1: Create engaging content to increase views and likes on YouTube

The key to increasing views and likes on YouTube is to create content that captures the attention of your target audience. In order to properly develop your YouTube channel and always be on trend, you should first of all define your niche and take into account the interests and needs of your target audience. Stick to a consistent posting schedule to attract subscribers and increase your YouTube views. You can also use attention-grabbing video icons, titles and descriptions to attract more viewers and increase the number of likes on YouTube. By including stories and strong visuals in your videos, you can create shareable and memorable content.

TIP 2: Use the power of other social media to promote your YouTube channels

Social media is an indispensable tool for promoting YouTube channels because it helps you reach a wider audience and attract more views, likes and subscribers to YouTube. Share your videos on platforms like Facebook, Twitter, Instagram, LinkedIn and Telegram, encouraging your subscribers to watch, like and in turn share your content. Respond to comments by soliciting feedback and starting conversations. Using hashtags, keywords and targeted ad campaigns will help increase your visibility and drive traffic to your YouTube channel.

TIP 3: Collaborate with other authors to increase your YouTube subscribers

Collaborating with popular authors in your niche can help you attract their audience and get more subscribers. It's important to keep in mind that you don't just need to identify authors with similar target audiences, as they may perceive you as a competitor and refuse to collaborate. To avoid the negative experience of finding partner YouTube channels, stick to the principle of complementary content, develop mutually beneficial collaboration projects such as guest appearances, joint live broadcasts or shared video series. Invite other creators to promote their channels on their social networks, websites and email newsletters.

TIP 4: Optimize your videos for search and advertising on YouTube

Effective search engine optimization (SEO) and advertising on YouTube are critical to increasing views, likes and subscribers. First and foremost, conduct a keyword analysis and include relevant search terms in your video titles, descriptions and tags. Use compelling titles and detailed descriptions that accurately describe the video content and include targeted keywords, but don't go overboard with clickbait. Add subtitles and translations to your videos to make them more accessible and searchable. It's important to learn how to properly use advertising opportunities like Google Ads and TrueView ads to reach a larger audience and increase views on YouTube.

TIP 5: Analyze your channel metrics to refine your promotional strategies

To ensure the success of your YouTube channel, you need to constantly analyze its metrics and adjust your promotional strategies accordingly. Use YouTube Analytics to track key metrics such as YouTube views, viewing time, and audience retention. This will help you determine which videos resonate the most with your viewers. Don't forget that your YouTube subscribers have a number of unique characteristics, such as gender, age, language background and other demographics. To understand your audience and tailor your content, you need to understand their preferences. Also track traffic sources and search queries to determine how viewers find your content and optimize your SEO strategy, as well as engagement metrics such as youtube likes and comments to gauge your audience's level of interest and interaction with the content on offer.

Use this data to make data-driven decisions and improve your channel, promotion and advertising strategies on YouTube. Constantly improve your approach based on your channel metrics to maximize YouTube views, likes and subscribers.

So, promoting YouTube channels in 2023 requires a comprehensive approach that focuses on creating engaging content, using social media to promote, collaborating with other creators, optimizing your videos for search and advertising, and constantly analyzing effectiveness. By applying these tips from us, you can increase the success of your channel and make a lasting impression on your audience.

UKRAINE WILL REFRAIN FROM EXPORTING GRAIN AND SUNFLOWER TO POLAND UNTIL NEW SEASON

Ukraine will temporarily refrain from exporting grain and sunflower to Poland until the new season in order to solve the problem of overstocking the Polish market and protests of Polish farmers, the Polish Ministry of Agriculture and Rural Development reported, citing Ukrainian Minister of Agricultural Policy and Food Nicholas Solski.

“We all understand who is to blame for this situation, but we must solve the problem. Therefore, Ukraine will refrain from exporting wheat, corn, rapeseed and sunflowers to Poland (until the new season),” the Polish agency quoted Solsky from a joint press conference on Friday with his Polish colleague Robert Telus at the border with Ukraine in Dorohusk.



“The Ukrainian side made a proposal to very much limit for some time, and at the moment even stop the flow of grain to Poland,” Telus said, in turn.

As reported, April 5, Ukrainian President Vladimir Zelensky at a meeting with Polish Prime Minister Mateusz Morawiecki in Warsaw said that the parties have found a way out of the problem of Ukrainian grain exports to Poland.

“We discussed the issues of our farmers – Polish and Ukrainian. We have found a way out. I believe that in the coming days, weeks we will finally solve all the issues, because there cannot be any difficulties between such close partners and real friends as Poland and Ukraine,” Zelenski said.

This digest is a mutual project of the Interfax-Ukraine News Agency and the Open4business.com.ua. Maksim Urakin is a project director of the Biweekly news digest of Open4business.com.ua.

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