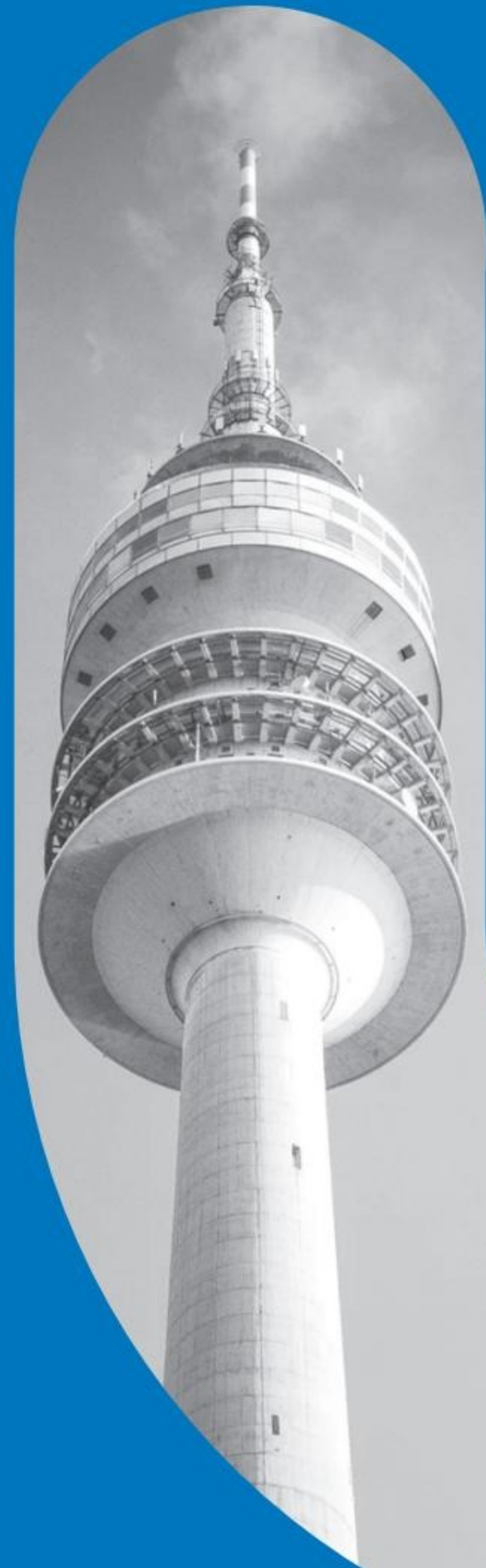


UKRAINIAN TRADE MISSION TO GERMANY

15-17 OCTOBER 2018



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FOREWORD



STEPAN KUBIV

The First Vice Prime Minister of Ukraine –
The Minister of Economic Development and Trade of Ukraine

It is a great pleasure to greet the participants of The Ukrainian Trade Mission to Germany and to present you the export potential of Ukrainian food industry.

Germany is our strategic trade partner and market in focus according to the Export Strategy of Ukraine. Bilateral trade in goods between German and Ukrainian companies has increased by 22.4% in 2017. The strongest drivers of growth of Ukrainian export to Germany were agricultural products (+69%), metallurgical products (+57%), as well as chemical industry products (+39%), and food products (+14.5%).

We believe this Trade mission is a great opportunity to strengthen trade and economic cooperation, establishing business-to-business contacts, that will lead to trade growth and collaborative business ventures. Therefore, we have selected Ukrainian companies in the food sector, which according to our estimations have one of the largest export potentials and offer a wealth of opportunities for German importers.

We are sure this visit will intensify the strong commercial relationship between Ukraine and Germany and raise awareness of Ukraine as the supplier of world-class products.



FOREWORD

MARYANA KAHANYAK

The Head of The Export Promotion Office

Ukrainian businesses have great ambitions to go global and the Export Promotion Office supports Ukrainian exporters in their goal to enter and expand to foreign markets. The Office is therefore ready to assist foreign companies in finding reliable partners and producers in Ukraine.

Today, Ukraine proudly introduces its export potential in the food sector, represented by 10 Ukrainian companies specialized in pasta, biscuits, organic snacks, candies, organic honey, jams and frozen berries, fermented vegetables, canned fruits, juices and compotes, sauces and peanut butter. They came to Germany to establish stronger trade links, win new business opportunities and demonstrate that Ukraine is open for business. We believe that this Trade mission is a reasonable advantage for upcoming intensification of our bilateral cooperation.

Our goal is to create mutually beneficial business opportunities for Ukrainian and international companies, by:

- supporting international companies in sourcing;
- inviting to our Trade missions and B2B events;
- providing marketing and promo materials about opportunities in Ukraine;
- communicating on the opportunities for Ukrainian companies with international companies and organizations.

We hope for our fruitful cooperation! Trade With Ukraine!



EXPORT
PROMOTION
OFFICE

The logo for the Export Promotion Office, featuring a stylized graphic of a globe or network of dots in blue and yellow.



UKRAINE: FACTS & FIGURES

Political system

Parliamentary-
Presidential
Republic

President

Petro
Poroshenko

Prime Minister

Volodymyr
Groysman

Capital and largest city

Kyiv

Diaspora worldwide

20 million
strong network

GDP (PPP):
int.\$350
for 2016 acc.to WB

Average salary:
\$280
per month
Most cost efficient
manufacturing
platform in Europe
(2018)

Big Mac price:
\$1.64
World's lowest index
price (2018)

3 months Visa free
travel for approx.
65
countries (2018)

Economy:

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

1
Eurasian Hub
Geographical center
of Europe Trade hub
to the EU, Middle
East and Asia

2
World Trade
Organization member

3
Deep and Comprehensive
Free Trade Agreement
with EU

Top-5 export categories, 2017

	Iron	\$8.7 bln
	Cereals	\$6.5 bln
	Fats	\$4.5 bln
	Ores	\$2.7 bln
	Electric machinery	\$2.5 bln

EXPORTS, 2017 \$43.3 bln

Top-5 import categories, 2017

	Fuels	\$11.7 bln
	Machinery	\$5.8 bln
	Electrical machinery	\$4.1 bln
	Vehicles	\$4.0 bln
	Plastics	\$2.5 bln

IMPORTS, 2017 \$49.6 bln

6

UKRAINE IS



THE LARGEST
country in Europe

**MANUFACTURING
GROUND-BASE**
for European, Asian and
Middle Eastern companies

33% of world's black soil
(chornozem) is located here

70% of the country's total
area is agricultural land

Potentially the **#3** food
producer worldwide by the
mid 2020s (industry experts)

No. 1 exporter of
sunflower oil (4.8 million tons)

3rd largest grain exporter (2016)

Human Capital Index,
Ukraine ranked 24 out
of 130 countries

TOP 50 world's most
innovative economies
(Bloomberg.com)

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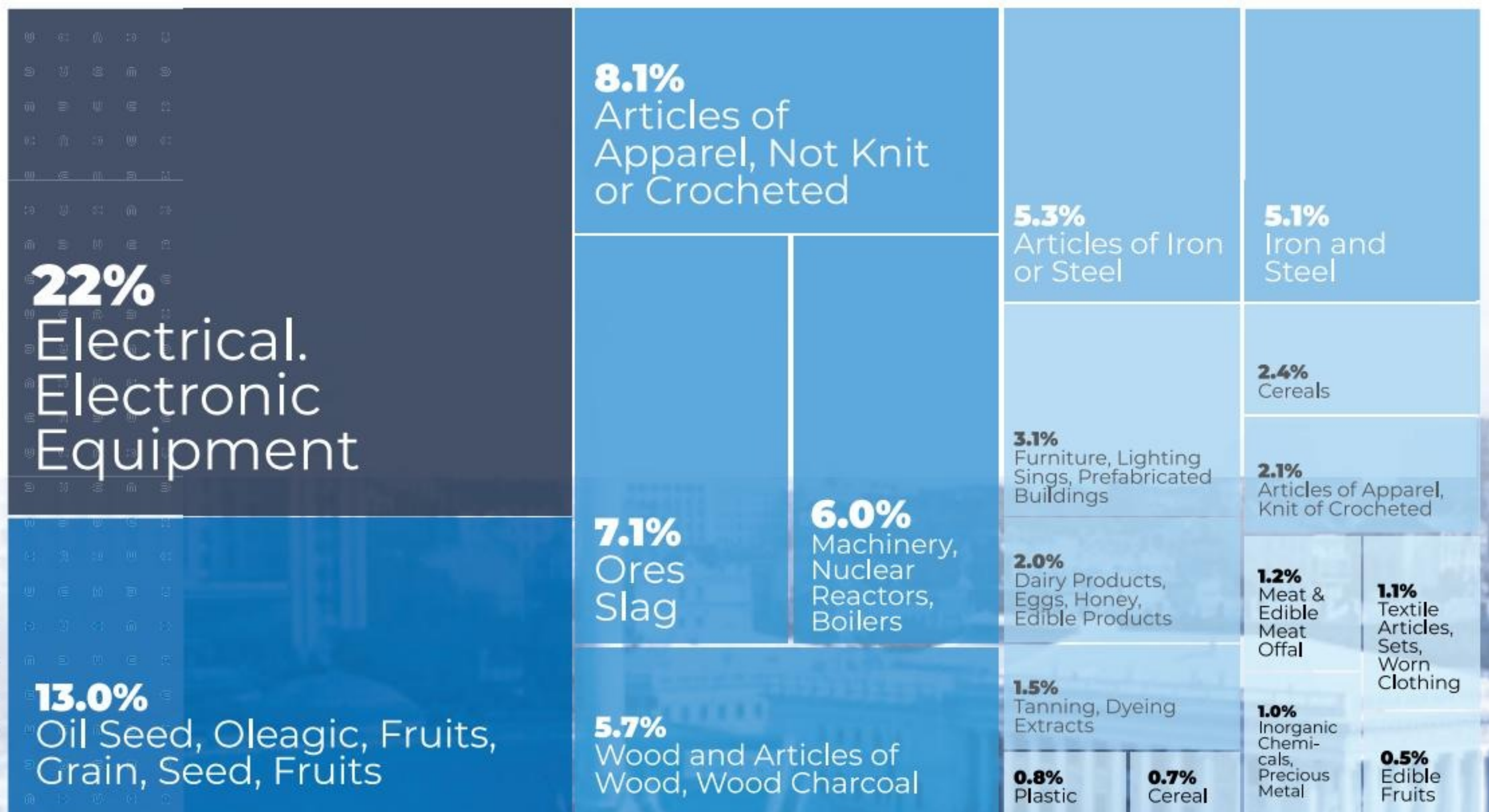
ECONOMY OF UKRAINE

The economy of Ukraine is an emerging free market. Ukraine is covering about 20 major industries, namely power generating, fuel, ferrous and non-ferrous metallurgy, chemical and petrochemical and gas, machinebuilding and metal-working, forest, wood-working and wood pulp and paper, construction materials, light, food and others. The country possesses a massive high-tech industrial base, including electronics, arms industry and space program.

In 2016 and 2017 all industries showed significant growth. Food and beverages industry is one of the most stable, while producers of furniture, machinery, rubber and plastic goods achieved stable growth in terms of amount of produced goods.

In agricultural sector, production and sales of most of products in 2017 have risen significantly, especially sunflower oil, beet sugar, and sugar, cereals, in which Ukraine has deep specialization, have also shown moderate growth.

Ukraine Exports to Germany










AGRICULTURAL SECTOR



Often referred to as the “bread basket of Europe”, Ukraine is focused on becoming the “food basket” of the world. With 33% of the world’s black-earth soil concentrated in Ukraine, a favourable climate and proximity to key markets, Ukraine is positioned to become an agricultural export powerhouse.

Ukraine is already a leading global agro-production and export player

	Production	Export
 in sunflower oil	#1	#1
 in barley	#2	#3
 in corn	#6	#4
 in wheat	#6	#5
 in soybeans	#8	#6
 in walnuts	#4	#3
 in poultry	#9*	#7

(*data as of 2016)

Source: USDA, rank by natural indicators, 2017/2018 proj, Oct-Dec 2017

60
million hectares of land

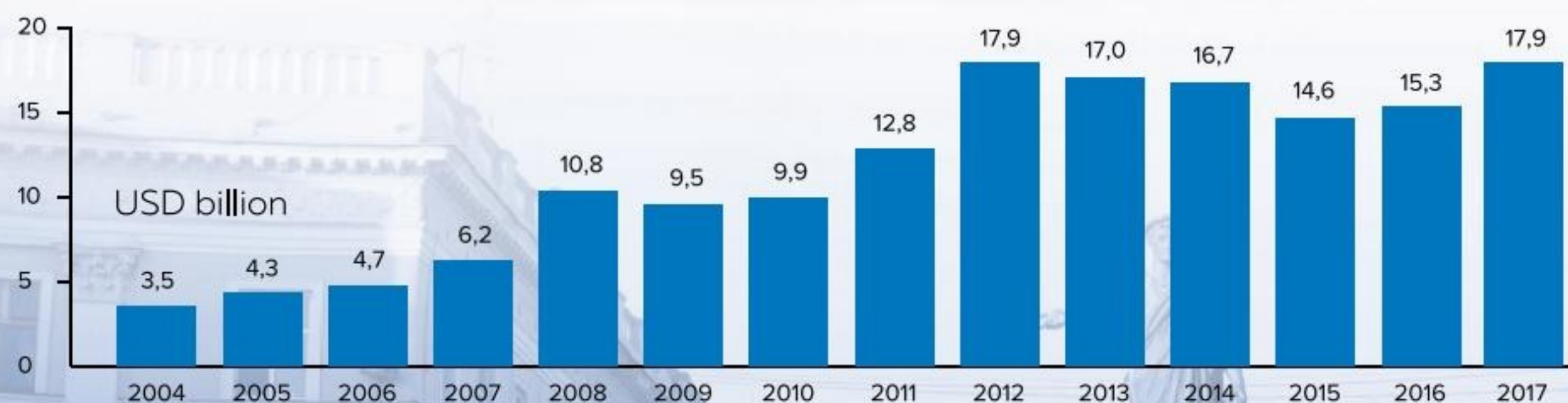


42
million hectares of agricultural land



33
million hectares of arable land

Agro and food exports growing at 13.5% for over 10 years



The export of agricultural and food products is one of the most dynamic sectors of Ukrainian foreign trade. The industry **grew at 15% per annum** since 2003 and 2016 figures place the industry as **the single biggest export contributor with about 40% share of all exports**. Growing concern over food security and demand from the developing world, supported by investments into Ukrainian agricultural infrastructure and market consolidation, amplified this growth. Ukraine’s geographic location, on average much closer to main export markets and a shorter average distance from site to nearest port, gives Ukraine a lasting competitive advantage relative to other global exporters.

COMPANY PROFILES

10



AGRO-YUG-SERVICE



 **2001**
established

 **150**
employees

 **export.amina-ua.com**
amina-ua.com/en/
web

Agro-Yug-Service is a family-run producer of wheat flour, pasta, and biscuits. Company's main focus is on using existing technology to provide the product quality and specifications for the products that are popular around the globe to satisfy its international clients.

Working with large retail chains like Metro, Fozzy Group, Auschan and producers like PepsiCo, the company is ranked number #1 in the industry for the quality of it's produce.

Range of products:

- Soft wheat and Durum wheat flour
- Durum wheat semolina Pasta
- Soft wheat short-cut pasta
- Oatmeal biscuits
- Sugar biscuits, crackers, and galettes

Certification:

FSSC22000



**SHAMIL
MALACHIYEV**

Director of Sales

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s.malachiyev@amina-ua.com



BOB SNAIL
FRUIT
SWEETS

BOB SNAIL

 **2015**
established

 **110**
employees

 bob-snail.com/en/web



YEVHENII SHUHAIEV

Co-owner

+38 050 464 48 62
eshugaev@eco-snack.com

Eco-Snack LLC - is a Ukrainian start up founded by a group of enthusiasts, united by a strong wish to produce high-quality healthy products to make people healthier and happier.

The Company's main pride is a range of natural fruit sweets of Bob Snail™, sweets are 100% produced from fruits and berries without adding any sugar, preservatives, colorants. This allows our consumer to enjoy fruits and berries throughout the year.

The sweets are made in the shape of our invented Hero - Bob Snail, so our young consumers can have some fun

while eating a delicious confection wich is good for their health! To cook the Bob Snail, we pick the best Ukrainian fruits and berries within the season, press them gently and bake slowly at low temperature. Such a process allows preserve all the useful vitamins and minerals essential for health.

Range of products:

- Natural fruit sweets of Bob Snail™
- Natural fruit stripes of Bob Snail™
- Natural fruit jelly-marmalade of Bob Snail™

Certification:

FSSC22000, ISO 9001, IFS will be obtained in Q4 2018



MED PODILLYA



 **1939**
established

 **48**
employees

 medpodillya.com/en/web

For over 70 years, our company has served as a guarantor for high quality honey specialties and beekeepers support.

Nowadays Med Podillya supplies bottled honey to major Ukrainian retailers: Metro C&C, Auchan, Billa (REWE Group), etc.

Med Podillya demands compliance with the highest standards of honey quality from each of the beekeepers providing honey. Single varietal honey and building personal business relationships with apiarists supplying the honey, create a perfect product which is natural and good for consumers' health.

Range of products:

- Honey and other bee products

Certification:

Kosher



**IVAN
MYKYTYUK**

Owner, Director

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**YURII
POKUTSA**

Sales Director

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Leading Honey Trading Company





LOL&POP



**OLENA
TOKAR**

Co-owner

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**DMYTRO
PANTYUKHIN**

Co-owner

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candy@lolandpop.ua



2013
established



4
employees



en.lolandpop.ua
web

LOL&POP is a young family candy-manufacturing business, established in 2013. All of the sweets are made from natural ingredients, without any preservatives, artificial colorings and flavors. The products are 100% handmade.

Originated as a small candy kitchen and an online store, nowadays LOL&POP has two retail stores in Ukraine. You can buy our products in various middle and premium retail chains, including Ukraine's largest eco- and health product

retail chain, retail stores selling products for children and premium wine and food chains all over Ukraine, and coffee shops.

The production facility is located in Kyiv, Ukraine.

Range of products:

- Marshmallows
- Jellies
- Lollipops
- Hard candy

Certification:

Local certificates and permits. HACCP in Q4 2018.

BUDMO ZDOROVI

Smakuli

 **2016**
established

 **6**
employees

 **smakuli.com**
web

BUD'MO ZDOROVI is a Ukrainian family-owned enterprise specializing in the manufacturing of gluten-free and lactose-free cookies under the SMAKULI trademark.

BUD'MO ZDOROVI doesn't use artificial flavours and colours.

The products are sold through Ukraine's biggest retailers Novus, MegaMarket, as well as in small eco-stores.

The mission of the Company is to make the World a sweeter

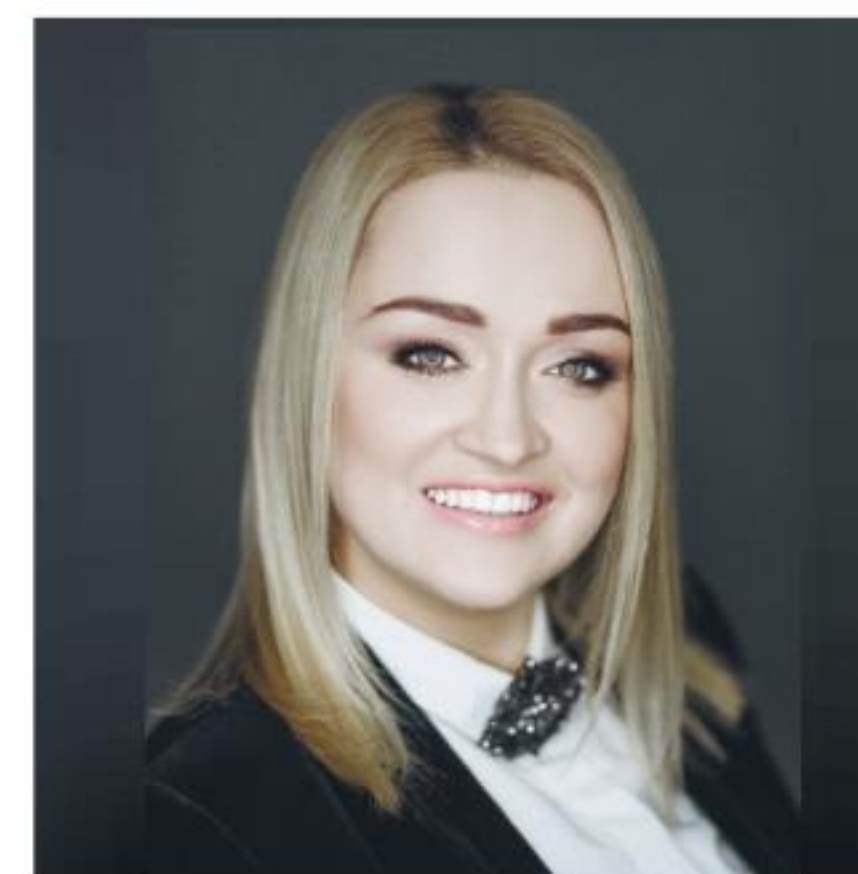
place for all, supplying Ukrainian and international markets with top-quality cookies, and especially for those who can't enjoy ordinary sweets because of the allergy or intolerance for gluten and lactose.

Range of products:

6 different flavours of gluten-free and lactose-free cookies: vanilla, coconut, chocolate, candied fruits, walnuts, chocolate chunks.

Certification:

ISO 22000 (HACCP, ISO 9001), Halal



RUSLANA RYMARSKA

CEO

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15



STODOLA

 **2010**
established

 **20**
employees

 **organic.stodola.com.ua**
web



**YAN
OSTROVSKYY**

Owner

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yan_ostrovskyy@ukr.net

Stodola is an organic farming & food production company of full cycle, based in the South of Ukraine. Stodola has its own land, farms, gardens and natural ponds where they grow organic vegetables and mushrooms, fruits and berries, meat and fish. Everything Stodola farms is organic, without any dangerous chemical additives and substances, growth hormone injections and other techniques that increase profit but are dangerous for consumers.

After farming all raw products immediately come to preserving facility, where pickled and fermented vegetables, canned berries and fruits, jams and jellies, sauces and butters, compotes and juices are produced. For canning, Stodola uses filtered artesian water only. In spring 2019 a new preserving plant will be launched,

constructed according to all modern international regulations and standards (HACCP, ISO) and certified as organic.

The Company cooperates with prominent Ukrainian retailers of organic food.

Stodola is open for dialog and ready to meet foreign requests for specific products and private label cooperation.

Range of products:

- Pickled and fermented vegetables
- Canned berries and fruits
- Jams and jellies
- Sauces and butters
- Compotes and juices

Certification:

The land is certified according to EU organic standards #834/2007 and #889/2008.



POLUS (FAVORITO LLC)



 **1996**
established

 **123**
employees

 **polus.ua/#!/ua**
web

The first product, released by POLUS company, was our legendary Polus bar, which has been a favorite delicacy of Ukrainian people for more than 20 years. This bar gained incredible popularity because of its nutritious, rich taste, convenient format, and natural and high-quality components. Polus bar with hazelnuts is the basis of our confectionery manufacturing. For its production, we purchase high-quality Georgian hazelnuts and cocoa of the best grades.

Our products do not contain any preservatives and GMOs.

The top priority of the POLUS Confectionary Factory is quality. Entering new markets, we are ready to receive all the necessary certificates to fully comply with the standards of the importing country. We have an in-house certified laboratory and all necessary local certificates.

Range of products:

- Chocolate wafer bars

Certification:

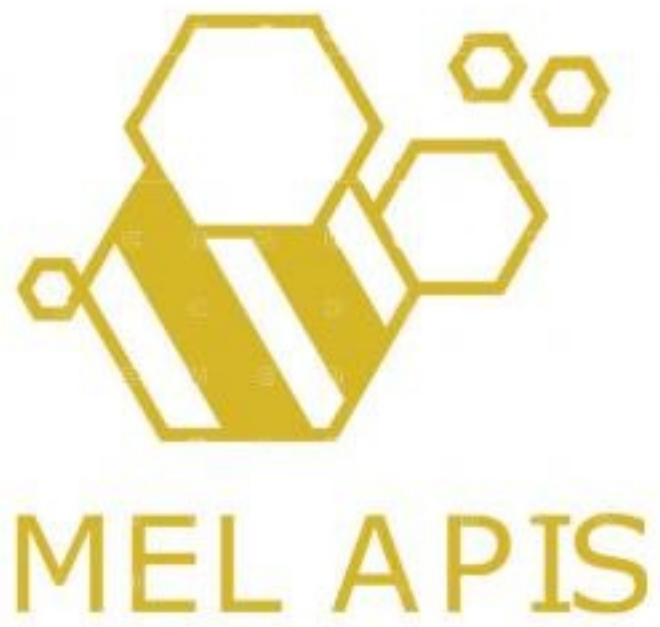
FSSC 22000 vers. 4.1., HACCP ISO 22000, HALAL



**IULIIA
SHOSHYNA**

Deputy Commercial
Director on Export

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y.shoshyna@polus.ua



MEL APIS



**OLEKSANDR
LAFA**

CEO

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lafa@melapis.com.ua
melapis.office@gmail.com

MEL APIS is a craft Ukrainian brand which creates a natural, simple and dainty diversity of high-quality Honey products which are designed for people with an active lifestyle who stay healthy and appreciate quality.

At MEL APIS we are convinced that our high quality Raw monofloral natural honey packed in as short period of time as possible (in 9 days), gathered directly from the Beekeepers who made their best to keep excellent taste and full range of the beneficial elements created by Nature and bees!

We offer the following kinds of Natural and Raw honey: acacia, linden, wildflower and sunflower packed in jars of 50, 200, 285, 400, 655g. Other type of packag-

ing according to the client's need is the issue for negotiation.

Mel Apis is established on the belief that honey, being safe and healthy, will taste for you personally and will be available for fans in each country around the World!

We believe that partnership is an exclusive way to reach sustainable results and development for both - business and every person.

We work, believe, care and are proud - this is our approach to Natural Honey production!

Range of products:

- High quality Natural Honey

Certification:

FSSC 22000



TOM PEANUT BUTTER

TOM

 **2012**
established

 **30**
employees

 maslotom.com/en
web

TOM is a Ukrainian producer of natural peanut butter. We also produce various nut butters, organic condensed milk, fruit and berry teas and other healthy confectionery. Our butters are made of peanuts and natural ingredients which add flavors (dried fruit, black chocolate). We do not use any stabilizers or other harmful additives.

We have been working since 2012 and have become leaders in the Ukrainian peanut butter market. The equipment we use is modern and we constantly implement new technologies.

We see popularizing peanut butter as an important part of introducing the healthy lifestyle.

The production is located in

Lviv, Ukraine. We sell through the online shop and two retail shops, as well as an established and expanding network of food stores, health stores, distributors and confectioneries.

The assortment includes 10 flavors and 4 volumes. Most of the packaging is glass and plastic jars of various volumes (180g, 300g, 500g, and 1000g).

Range of products:

- Classic/sweet/salty peanut butter
- Chocolate peanut butter
- Peanut butter & chocolate chips
- Crunchy/honey peanut butter
- Peanut butter & dried cranberries
- Peanut butter & crunchy chocolate
- Peanut butter & chocolate chips

Certification:

ISO22000, HACCP



**TARAS
FITO**

Co-owner

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Fitiojunior@gmail.com



**TETIANA
KUZMYCH**

Sales Manager

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VOGNYAR



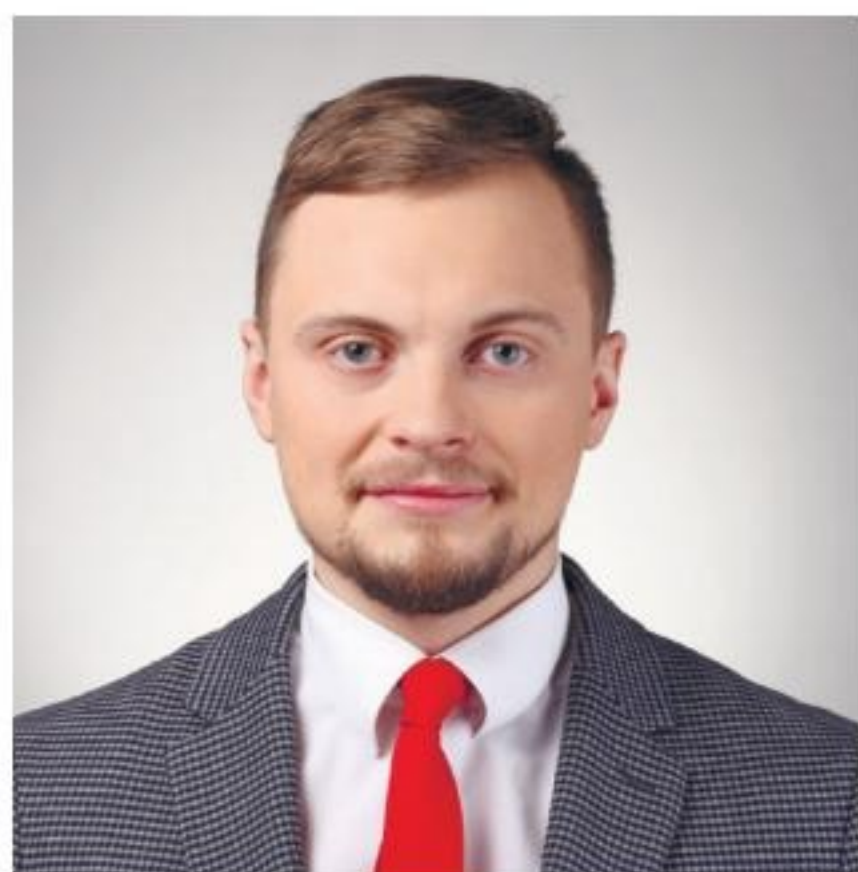
2016
established



8
employees



vognyar.com
web



**VITALII
ZUROV**

CEO

+38 093 497 37 22
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VOGNYAR is a Ukrainian brand of hot sauces made exclusively from chilies, salt and few drops of vinegar. It is 100% natural, organic and vegan product produced in Ukraine.

Our aim is to deliver pure taste and flavor of Ukrainian pepper.

Originally all peppers used in VOGNYAR are grown in the south of Ukraine. The weather of the region allows to receive high-quality peppers with appropriate heat level. On the day of harvest all peppers are ground into a mash and introduced in fermentation process for 40 days. After this the mash is strained to remove skin and seeds. The resulting liquid is then mixed with vinegar, salt and other ingredients. All sauces are produced at HACCP-certified manufacture.

Our consumers include men and women living an active and healthy lifestyle. People who appreciate tasty and healthy food.

VOGNYAR is 100% natural organic product, no thermal treatment, no preservatives, colourants, stabilizers, thickeners and other taste stimulators; unique production technology and recipes; suitable for vegans and rawatarians; balance of taste and heat.

Range of products:

- 6 original tastes (PET 200 ml, 40 ml glass)
- Oil
- Vinegar
- Adobo soy sauce
- Candies
- Limited series of extra-hot sauces (habanero, scorpion, naga viper).

Certification:

HACCP



PANFRUIT UKRAINE



Panfruit Ukraine ASC is a cooperative uniting 4 certified producers of organic berries in Kyiv and Poltava regions, Ukraine Dykanski Yagody LLC, Friendsberry LLC, VLT Flora LLC and Olexiy Tregubov PE. The total planted area as of 2018 is 50 hectares: raspberry – 30 ha, strawberry – 5 ha, blueberry – 15 ha, blackberry – 2 ha.

The lands have not been cultivated with chemicals for more than 10 years. We manage soil health, weeds and pests in a natural way, using no synthetic fertilizers, pesticides, herbicides or other materials that can harm

the environment. Instead of chemicals we use organic techniques such as crop rotation, green manure, cover crops and compost. The cooperative controls all stages of production – from planting to freezing and delivering the product to the buyer.

Range of products:

- Organic frozen raspberry
- Organic frozen strawberry
- Organic frozen/fresh blueberry

Certification:

Organic (certifying authority - Organic Standard LLC, Ukraine) EU organic standards #834/2007 and #889/2008.



**DENYS
KULGAVYI**

Co-founder of Panfruit
Ukraine ASC

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panfruitukr@gmail.com

JOIN US:

 epo.org.ua

 /ExportPromotionOffice

 /EPOUkr

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Office 369
Kyiv, Ukraine

EPO is supported by Western NIS Enterprise Fund which supports initiatives to promote reforms in Ukraine and transformational projects and The Expert Deployment for Governance and Economic Growth (EDGE) Project. This project is funded by the European Union under the EU4Business Initiative and implemented by the EBRD

EXPORT PROMOTION OFFICE (EPO) – is an advisory and consultative body under the Ministry of economic development and trade of Ukraine that has been founded to help Ukrainian exporters in opening new markets.

OUR STRATEGIC GOAL is to help Ukrainian companies become successful in the international markets by:

- developing export competencies of Ukrainian business;
- ensuring partnership and cooperation between Ukrainian and foreign businesses;
- developing a full scale export promotion institution as a single window entry point;
- promoting Ukrainian products and services abroad.

WE WORK WITH:

- Ukrainian businesses & associations;
- foreign businesses, associations, consultants & import/ trade support organizations.

BUSINESS OPPORTUNITIES

We encourage foreign companies to join EPO's events, that are opening doors to business opportunities such as: B2B meetings between the representatives of Ukrainian and foreign companies during Trade missions abroad, business networking events and also Incoming trade missions to Ukraine to meet with Ukrainian suppliers and visit the production of leading Ukrainian companies and distribution networks.

If you would like to meet Ukrainian companies in your country or in Ukraine, please contact us at

opportunities@epo.org.ua

EXPORT CONSULTING & SOURCING

For foreign importers interested in finding Ukrainian business partners and suppliers we provide sourcing services at no charge. We can find the right contacts regardless of the complexity of your request. Our experts will also contact Ukrainian companies to verify interest in cooperation and make sure that their offer meets your sourcing requirements.

Find your business partners in Ukraine with us, send your sourcing request at

sourcing@epo.org.ua



European Bank
for Reconstruction and Development

This project is funded by the European Union under the EU4Business Initiative and implemented by the EBRD



MOVING FORWARD
TOGETHER