



BUSINESS POTENTIAL OF UKRAINE - 2022

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SOME FACTS ABOUT UKRAINE

Ukraine is the largest country by area in Europe, the total area of Ukraine is 603.63 square km



Ukraine has common borders with Poland, Slovakia and Hungary (West), Romania and Moldova (South), Belarus (North), Russia (East and Northeast) and has a coastline along the Sea of Azov and the Black Sea

The capital and largest city is Kyiv – population is 4,5 MLN inhabitants



The country's population is nearly 40 million and is composed of ethnic Ukrainians as well as Russians, Belarusians, Moldovans, Crimean Tatars, Bulgarians, Hungarians, Romanians, Poles and Jews

The country is a member of the UNO, Council of Europe and OSCE.

Since June 2017, Ukrainians travel to the Schengen area by **visa free regime** for tourism, family visits and business purposes

Flight time from Zurich to Kyiv is 2,5 hours (every day direct flight)

Driving distance from Zurich to west border of Ukraine is less than 1500 km

The agreement between EFTA States and Ukraine is valid since 2012

Free

Trade Area between the EU and Ukraine entered into force in 2017



We are glad and privileged to keep high-level **political dialogue between Ukraine and Switzerland** going despite pandemic

On July 20-23, 2020, we welcomed President Sommaruga during the first-ever presidential state visit to Ukraine. It has become a historic landmark in the bilateral relations between our countries

We were honored to receive National Council President Aebi with an official visit to Ukraine on August 22-25, 2021. It was remarkable that President Aebi represented Switzerland at the International Crimea Platform Summit as well as state celebrations on the 30-th anniversary of Ukraine's Independence



Productive meetings of then Vice-president, Head of FDFA Ignazio Cassis with President Zelenskyy and Prime Minister Shmyhal on the sidelines of Ukraine Reform Conference on July 7 - 8, 2021, in Vilnius had brought a new momentum to our cooperation

A wide variety of bilateral and multilateral issues enriched with frank discussions was a core of the official visit of Vice-president, Head of FDFA Ignazio Cassis to Ukraine on October 27-29, 2021



Early 2022 has already shown that our countries maintain fruitful political dialogue on the highest level. Recently, the issues of mutual interest were discussed during President Cassis' telephone call with President Zelenskyy on January 10, 2022

Ukraine Reform Conference in Lugano, July 4-5 remains a top priority for both sides cooperating as closely as possible. It is even more remarkable that this jubilee event, the fifth in a row, will take place in Switzerland, when our countries celebrate the **30-th anniversary of bilateral diplomatic relations**



Intensive bilateral political dialogue at the higher and highest levels a favorable factor for trade, economic and investment cooperation between Ukraine and Switzerland

The Thirteenth Session of the Ukrainian-Swiss Joint Economic Committee took place in Kyiv on December 2, 2021:

The Joint Committee is one of the key elements of our bilateral economic cooperation and proved to be an effective tool for purposes of finding new mutually beneficial trade and investment projects

The Ukrainian delegation was headed by Vice-Prime Minister, Minister of Digital Transformation of Ukraine Myhaylo Fedorov. The high level of representation certifies our special attention to economic cooperation with Switzerland



The Council of Exporters and Investors under the Ministry of Foreign Affairs of Ukraine and Ukrainian-Swiss Business Association – [USBA St.Gallen](#) signed Memorandum of Understanding in Kyiv on December 2, 2021





Three quarters of 2021 showed a positive dynamics of bilateral trade

*Double growth of total Swiss-Ukrainian bilateral trade in goods and services
- **2,385** billion USD (for 9 months of 2020 - 1.167 billion USD)*

*Threefold increase in turnover – **1,817** billion USD (for 9 months of 2020 -
602 million USD)*





Switzerland is one of the top-4 largest investors in Ukraine

*As of **June 30, 2021**, Swiss investments in Ukraine amounted to **3.736 billion USD**. It is **8.8%** of the total foreign direct investment in Ukraine. According to this indicator, Switzerland shares 3rd and 4th place with Great Britain*





Ukraine is consequent in its investment sector reforms and made significant progress in improving the investment climate.

In 2021, the Law “On the State Support of Investment Projects with Significant Investments in Ukraine” entered into force. The Law provides state support for strategic investors with an investment of more than **20 million EURO** and creating more than **80 jobs** with an average salary **15% higher** than in the region. Such investors conclude a direct agreement with the Government and receive a package of incentives

State support may be provided to the investor in the form of tax and customs benefits or the provision of related infrastructure at the expense of the State





We have successful cooperation with Swiss global companies and welcome the investment plans of Swiss business in various sectors of Ukraine's economy

Number of Swiss companies are working successfully in Ukraine: Sandoz AG, F.Hoffman la Roche, Geberit International AG, Sika AG, Novartis Pharma AG, Syngenta AG, Hilti (Schweiz) AG, Ferrexpo AG, Acino AG, Risoil S.A.

syngenta

Roche



Nestlé



FERREXPO

SANDOZ

RISOIL S.A.

GEBERIT

acino

HILTI

NOVARTIS



**Ukraine is famous in the world for its fertile farmlands - so called “chornozem”.
We are one of the largest grain producers and exporters in the world**

Ukraine is also the world’s largest sunflower seed producer

*In January-August 2021 the export of agricultural products reached **15 billion USD**, exceeding the level of 2020 by almost 10%*





Since 2008, Ukraine and Switzerland have been cooperating in the agricultural sector, particularly in the field of organic market development and dairy safety

The production of organic products is developing dynamically in Ukraine and is a promising area of cooperation

*Currently, there are dozens of organic product producers in Ukraine who have received the relevant certificates from respective authorities in EU, USA and Canada. Many of them also have **Swiss certificates***





The wood-processing and wood products sector are considered to be promising and interesting in terms of cooperation and investment

In January-August 2021, the volume of Ukrainian exports of wood and wood products increased by 44.3% to 1.6 billion USD

Regarding the bilateral Ukrainian-Swiss trade, furniture exports from Ukraine increased in the first three quarters to 4.5 million USD exceeding the level 2020 by more than 2 times





Ukraine attracts huge attention as IT destination in the region

The country has more than 250 thousand high-skilled IT professionals

IT-sphere is one of the key areas and directions of bilateral cooperation both at the institutional and B2B level

Together with the Ukrainian-Swiss Business Association (USBA) in March 2022 it is planned to hold the third event for representatives of the IT industry of Ukraine and Switzerland (3-rd USBA IT-Bridge)



**3rd USBA
IT-BRIDGE**

Meet your new service provider

- B2B meeting between Swiss and Ukrainian IT-specialists
- Presentation of the Ukrainian IT potential on the Swiss market
- Opening new opportunities for Ukrainian and Swiss IT-companies

Zurich, Switzerland 10-11 March 2022

USBA
Ukrainian-Swiss
Business Association



It is a success when an influential newspaper «Neue Zürcher Zeitung» informs, that «Schweizer Firmen loben die Ukraine»



«Das Geschäftsklima für ausländische Investoren ist gut», sagt Aleksyj Rakow, der Geschäftsführer des Schweizer Sanitärtechnikherstellers Geberit in der Ukraine. Vor 2014 hätte er so etwas nicht gesagt, erklärt Rakow. Doch die prowestliche Maidan-Revolution habe sehr viel zum Guten gewendet. Wer heute, sieben Jahre danach, in der Ukraine ehrliche und transparente Geschäfte betreiben wolle, finde offene Türen», 14.12.2021



Ukraine is attractive for European producers due to its favorable geographical location in immediate neighborhood with the EU and subsequent development of transport infrastructure

Availability of the highly skilled workforce and specialists is another additional favorable factor

Ukraine would welcome the decisions of European producers on relocation of their foreign production facilities closer to the borders of the European Union. Ukraine can provide international partners with all kinds of **favorable conditions**

It would contribute to the optimization of the global supply chains

COVID-19 pandemic additionally stressed the importance of this issue



The intensive political dialogue, sustainable character and positive development of trade, economic and investment cooperation provide grounds for optimism and confidence in the success of the fifth Ukraine Reform Conference July 4-5, 2022 in Lugano



UkraineReform
Conference

4-5 July 2022 - Lugano, Switzerland 



THANK YOU FOR YOUR ATTENTION!

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