

Doing Business in **Ukraine**



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Department for
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Ukrainian Embassy
London

A group of four diverse professionals (three women and one man) standing in a modern office hallway with large windows. They are all smiling and looking towards the camera. The woman on the far left is wearing a teal ruffled blouse and a black skirt. The woman next to her is wearing a dark grey blazer over a white top and a dark skirt. The man in the center is wearing a light blue shirt and a dark tie. The woman on the far right is wearing a light green blazer over a white dress. An orange semi-circular graphic is overlaid on the bottom half of the image, containing the main text.

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SUPPORTING ORGANISATIONS





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Ukraine overview

The UK is the fourth largest investor in Ukraine, after Cyprus, Netherlands and Russia (as of 2017). There are over 150 well-established UK companies in Ukraine, with many more brands present. Major UK companies in the market include BP, Shell, GSK, AstraZeneca, BAT, Imperial Tobacco, Mott MacDonald, Crown Agents, Next, and Marks & Spencer.

Ukraine has significant economic potential as a result of its strategic location connecting Europe, Russia and Asian markets, a well-educated labour force, its large domestic market, and access to a variety of resources, including some of Europe's best agricultural land, significant coal and some oil and gas reserves.

Despite the current difficult political and economic climate, Ukraine continues to offer opportunities in a broad range of sectors. Many of these involve co-operation with Ukrainian companies and authorities, and require Western financial investment.

Ukraine is a large country, and different regions will have different industry clusters. Good local research is needed and you should consider regional plans and market-entry requirements using both desk research and market visits. Talking to other people in your industry and regularly visiting Ukraine will give you access to the most-current advice and such experience can often lead to new insights and form the basis for further research.

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Welcome from Lesley Batchelor OBE, FIEEx (Grad) – Director General, Institute of Export & International Trade

The Doing Business in Ukraine Guide looks at one of the largest markets in central Europe in terms of both geographical size and population, and yet it is a market that is often overlooked when it comes to export. Despite recent well-documented political uncertainty, Ukraine remains a lucrative market for UK businesses, with a population of over 44 million and a marketplace worth an estimated £500 million plus to UK exporters.

With a Free Trade Agreement with the EU that came into force in 2016, the conditions for trade between the UK and Ukraine have never been stronger. It has a diverse industrial base, a highly educated and skilled workforce, low labour costs and good natural resources. Throw into the mix its strategic location neighbouring several European markets and Russia, as well as 6 cities with a population of at least 1 million, and you have a market with plenty of opportunities for UK businesses.

In 2016 the UK's goods exports made up 2% of the overall inflow of goods into Ukraine, while the UK also supplied 10.5% of the services sold into Ukraine, with a particularly robust recent growth in IT services. The UK has a strong presence when it comes to the exports of petroleum products, vehicles, pharmaceutical and chemical products and is also the 4th largest investor into Ukraine. Several large UK businesses already operate in Ukraine including BP, Shell, GSK, AstraZeneca and Marks & Spencer.

There are of course challenges and hurdles to overcome, as is the case with any market. The political uncertainty has had its hit on economic growth and there is plenty of red tape to navigate through too. The country's IP and corruption issues remain a concern, though integration with the EU should help to stabilise on this front. However, the Russia situation is often overstated when it comes to doing day-to-day business in Ukraine, the challenges involved can all be overcome with decent preparation and market research.

As ever, we at the Institute are on hand to support businesses looking at selling into Ukraine with our training, qualifications, shipping office and technical helpline.

Lesley Batchelor OBE, FIEEx (Grad)

Director General – Institute of Export & International Trade

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**British Embassy
Kyiv**

Foreword from Judith Gough CMG, Her Majesty's Ambassador to Ukraine

I am delighted to welcome you to this guide on doing business in Ukraine. The Institute of Export & International Trade is working with the British Government to help companies find new business opportunities globally and we look forward to helping you navigate the Ukrainian market successfully.

Ukraine has been designated one of the priority markets for the UK Government after we leave the European Union, reflecting its strategic importance in UK foreign policy and position as the largest emerging market in Europe. Despite the impact of Russia's illegal annexation of Crimea and the conflict in the east of the country, the Ukrainian economy shows encouraging signs of recovery. The country has a strong base of natural resources including oil and gas, coal and potential for renewable energy. There is a broad, if ageing, industrial base which includes much of the former USSR's space and rocket industry and a well-developed defence and security industry. The deterioration in relations with Russia means that Ukraine is now looking to replace Russian systems and components with Western technology, opening up commercial opportunities for the UK. The nuclear sector is another area of importance, offering a valuable and long-term market. Meanwhile, Ukraine ranks among the leading agricultural producers worldwide and there are ambitious plans to develop this sector. The full potential will only be realised through modernisation and innovation in machinery, storage and processing facilities, again providing excellent prospects for UK technology and expertise. Ukraine also offers a highly educated and capable workforce, particularly in the IT sector, which continues to grow.

The business climate is challenging but the establishment of a Business Ombudsman and National Anti-Corruption Agency are steps in the right direction. Ukraine has made more progress in the last four years than in the previous twenty, particularly in the banking sector and good governance institutions. It continues to rise in the World Bank's Ease of Doing Business rankings, currently standing in 71st place – the most improved country over the period 2010-2017.

I hope that the Department for International Trade team at the Embassy in Kyiv can join the IOE&IT in supporting you to develop your business in Ukraine. Please get in touch and ask how we can help.

Judith Gough CMG
Her Majesty's Ambassador to Ukraine
Commercial.Kyiv@fco.gov.uk



Foreword from Natalia Galibarenko, Ukrainian Ambassador to the UK

The world of business never stands still. The search for new opportunities, new ventures and new partnerships drives it across the globe. In truth, it all happens in a world that is continuously changing, and so both Ukraine and the UK need to adjust to the changes.

At home, we can do that by improving investment climate, ensuring ease of doing business and bringing out new opportunities. On the global stage, we can do it through building solid and trustworthy partnerships, establishing global value chains and adhering to rules-based trading system.

Ukraine and the UK can be partners in this. We can support, learn and benefit from each other. One may say we don't have much in common, but I believe the reverse is true. Both are freedom-loving nations with progressive worldview that rely on open societies and open trade. Moreover, although for quite different reasons, both countries are now rebuilding their foreign trade and looking for their place in global economy.

The external aggression against Ukraine that began in 2014 was largely conceived as a form of economic warfare against the Ukrainian economy and caused two years of recession. Despite these challenges, the country withstood. Pivotal political and economic shift together with unprecedented structural reforms were not only noted and acknowledged by our foreign partners, but have borne fruit.

Starting from 2016, Ukraine's GDP has been growing for 11 consecutive quarters while the GDP growth rate for 2018 is expected to rise to 3.5% according to the IMF. In 2017, the Financial Times identified Ukraine as the world's most improved nation in the World Bank's Doing Business survey since 2010. Ukraine has now climbed nine additional spots, being ranked 71 in the latest report released in 2018.

In trade, Ukraine continues its chosen path of maximum openness. Having joined the WTO in 2008, Ukraine has set one of lowest average tariffs globally. Today with its growing network of 16 free trade agreements covering 45 markets and more than 70 bilateral investment treaties, Ukraine has further advanced in its global trade agenda.



The Association Agreement with the European Union, with its Deep and Comprehensive Free Trade Agreement, stands out among all of those international agreements. A desire for closer economic relations with the EU inspired Ukraine's pro-democracy revolution of 2014, although free trade and prosperity were not the only considerations.

Since then, the 28-nation EU gradually became Ukraine's largest commercial partner, accounting for more than 40% of its trade in 2017, while trade between the UK and Ukraine increased 14.5% to about \$2.3 billion last year. In addition to trade in goods and services, investments are essential. The UK is the 4th largest investor in Ukraine, having invested around \$2 billion since 1991.

Ukraine welcomes the UK's determination to stay fully committed to a global free trade agenda and to take all possible active measures to seize the opportunities of Brexit, including transformation of the EU-Ukraine Association Agreement into a comprehensive UK-Ukraine agreement with free trade at the core of it.

With the abundance of ongoing negotiations, talks and consultations with the EU, WTO and third world countries around the globe, the UK has a heavy trade agenda and Ukraine deserves to be a part of it.

Therefore we were excited to know the UK Government's recent decision to name Ukraine as one of the UK's post-Brexit priority markets. We encourage UK business to take full advantage of that decision.

Ukraine is still a challenging market. The country is in the process of structural transformations and therefore changes rapidly. At the same time it can be very rewarding and many UK businesses can share success stories working in Ukraine.

For all that, it's utterly important for foreign companies to stay abreast of those political, economic and legislative changes. I believe this guide is an excellent source of reliable information and a proper companion for doing business in Ukraine.

Natalia Galibarenko

Ukrainian Ambassador to the UK

<https://uk.mfa.gov.ua/en>



HM Government



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Department for International Trade (DIT)

(formerly UK Trade & Investment - UKTI)

DIT is the British Government department that helps UK-based companies succeed in an increasingly global economy. DIT also helps overseas companies bring their high quality investment to the UK's economy. DIT's range of expert services are tailored to the needs of individual businesses to maximise their international success. DIT provides companies with knowledge, advice and practical support.

Through a range of unique services, including participation at selected tradeshows, outward trade missions and providing bespoke market intelligence, DIT can help you crack foreign markets and get to grips quickly with overseas regulations and business practice.

With headquarters in London, DIT have professional advisers around the UK and staff across more than 100 countries.

Contact DIT

Contact your local International Trade Team or Scottish Development International (SDI), Welsh Government (WG) or Invest Northern Ireland (INI) offices to find out more about the range of services available to you.

You can find your nearest International Trade Team at:

www.contactus.trade.gov.uk/office-finder/

General enquiry number: +44 (0) 207 215 5000
Department for International Trade
3 Whitehall Place
London
SW1A 2AW
United Kingdom

Email: enquiries@trade.gsi.gov.uk



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To check your eligibility for trade finance and insurance visit:
www.great.gov.uk/trade-finance

UK Export Finance is the operating name of the Export Credits Guarantee Department (ECGD)

Website: www.gov.uk/uk-export-finance
Telephone: +44 (0) 20 7271 8010
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- Links to the Department for International Trade (DIT) support services.

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About International Market Advisor (IMA)

International Market Advisor (IMA) works with British and foreign government departments, Embassies, High Commissions and international Chambers of Commerce throughout the world. Our work helps to identify the most efficient ways for British companies to trade with and invest in opportunity-rich overseas markets.

During the last ten years IMA has worked with the British Government's overseas trade and investment department, the Department for International Trade (DIT) [formerly UK Trade & Investment (UKTI)], and has written, designed, produced, launched and distributed over one million copies of more than 100 country-specific print and multi-media based reports, guides and publications, including the internationally-recognised 'Doing Business Guide' series of trade publications. These are composed of market and industry sector-specific, multi-format print and digital trade reports, together with some of the internet's most visited international trade websites - all of which are designed to advise and assist UK companies looking to trade with and invest in overseas markets. These reports and guides are then distributed free-of-charge through the IMA and DIT global networks - over 500 distribution outlets in total. Further distribution takes place at global exhibitions, roadshows, conferences and trade missions, and IMA receives daily requests for additional copies of the guides from these networks and from businesses considering exporting.

Each of IMA's 'Doing Business Guides' is produced in three formats: a full colour, glossy, paper-based brochure; a supporting fully-interactive and updatable multi-media based website; and the website contents available as a free-of-charge downloadable smartphone/tablet app.

The guides' contents focus on the market in question, how to approach that market and the help and support available, and include informative market overviews, plus details of business opportunities, listings with website links to British and Foreign Government support services and essential private sector service-provider profiles.

Sponsoring a 'Doing Business Guide' therefore offers a unique opportunity to positively promote your products and services to high-profile business leaders, specific exporters, investors and effective business travellers who will be actively seeking out service providers to assist them in developing their business interests in the targeted markets.

For more information on IMA please visit our website:

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About the Country

Territory Surface

With an extension over an approximate area of 603 700 km² and a population around 44 M. persons, Ukraine is one of the largest countries within Europe

Highly Educated Labor Force

Ranked 4th most educated country in the world, over 99.7% are literate and over 70% have a higher or secondary education.

Strategic Location

It's only 2-3 hours of flight from most of European cities. It's visa free for UK and some others citizen (90 days within 180)

Competitive Labor Costs

The min. salary guaranteed by laws is around 3 723 UAH (107 £) with relative low taxes rates:

PIT 18%

MT 1.5%

USSC 22%

VAT 20%

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Reasons to invest in Ukraine

www.hwc.com.ua

Underdeveloped Business Opportunities

Information Technology (IT)

№1 Software Engineering force in CEE
№1 in CEE in Outsourced Volume
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Agriculture Industry

41 M Hectares of Farmland
Good Water Access
Favorable Weather Conditions
Lack of Machinery, Fertilizers and Herbicides

Renewable Energy

Attractive Green tariff systems (FIT)
Good Wind Conditions
High Radiation
Huge Volume of Biomass

Industrial Outsourcing

Favorable Labor Costs
Ideal Location
Skilled Workforce



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ABOUT THIS GUIDE

This guide aims to provide a route map of the way ahead, together with signposts to other sources of help.

The main objective of this **Doing Business in Ukraine Guide** is to provide you with basic knowledge about Ukraine; an overview of its economy, business culture, potential opportunities and to identify the main issues associated with initial research, market entry, risk management and cultural and language issues.

We do not pretend to provide all the answers in the guide, but novice exporters in particular will find it a useful starting point. Further assistance is available from the Department for International Trade (DIT) team in Ukraine. Full contact details are available in this guide.

To help your business succeed in Ukraine we have carefully selected a variety of essential service providers as 'Market Experts'.

The guide is available in 4 formats:

- website: www.Ukraine.DoingBusinessGuide.co.uk
- a 'free' downloadable 'mobile device-friendly' app
- this full colour hard-copy brochure
- PDF download/e-flipbook (available on the guide website)

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UKRAINE

The UK is the fourth largest investor in Ukraine after Cyprus, Netherlands and Russia (as of 2017). There are over 150 well established UK companies in Ukraine, with many more brands present.



Why Ukraine?

Summary

Area:

603,628 km²

Population:

44.8 million (World Bank, 2017)

Urban population:

69.9%

Population density:

77.7 people per km²

Population growth rate (change):

-0.2%

Capital city:

Kyiv

Official language:

Ukrainian

Currency:

Ukrainian Hryvnia (UAH)

Nominal GDP:

US \$112.9 billion (World Bank, 2017)

Real annual GDP growth:

2.5% (FY 2017)

GDP per capita:

US \$2,639 (World Bank, 2017)

Annual inflation rate:

14.4%

Unemployment rate:

9.4%

General government gross debt:

72.3% of GDP (2017)

Fiscal balance:

-2.4% of GDP

Current account balance:

US -\$3.8 billion/-3.5% of GDP (2017)

Exports of goods to UK:

\$480 million (State Statistics of Ukraine)

Exports of services to UK:

\$573 million (State Statistics of Ukraine)

Imports of goods from UK:

\$799 million (State Statistics of Ukraine)

Imports of services from UK:

\$499 million (State Statistics of Ukraine)

[Source – FCO Economics Unit, BBC, State Statistics of Ukraine, Ukrainian Embassy London, World Bank (<http://pubdocs.worldbank.org/en/684631523347829626/Ukraine-Economic-Update-April-2018-Eng.pdf>)]



Geography

With an area of 603,628 km² and a coastline of almost 2,800 km on the Black Sea to the south, the eastern European country of Ukraine is the largest country wholly in Europe, and lies between latitudes 44° and 53° N, and longitudes 22° and 41° E. It shares a border with Belarus, Hungary, Moldova, Poland, Romania, Russia and Slovakia, strategically situated between the EU, Russia and the Caucasus.

The Carpathian Mountains are found in the extreme west, and a smaller mountain range is in the Crimean Peninsula in the south. However, most of Ukraine consists of fertile plains (steppes) and plateaux, with major rivers flowing south into the Black Sea. These plains are some of Europe's best agricultural land. Indeed, Ukraine has one-third of the world's richest soil, the chernozem, known as the "black earth". It is estimated that Ukraine, if fully cultivated to Western standards, could feed a fifth of the world's population, increasing its agricultural production by over 500%, to become the world's leading grain exporter and a leading producer of many other agricultural products.

Ukraine has a temperate continental climate with a Mediterranean climate on the Black Sea coast. Precipitation is disproportionately distributed, highest in the west and north, and less in the east and southeast. Winters vary from cool along the Black Sea to cold further inland; summers are warm across most of the country, and hot in the south.

Overview

Ukraine has significant economic potential as a result of:

- strategic location connecting Europe, Russia and Asian markets
- well-educated labour force
- large domestic market
- access to a variety of resources, including some of Europe's best agricultural land, significant coal and some oil and gas reserves

It is going through a difficult political transition following Russia's illegal annexation of the Crimean Peninsula and the 'Operation of the United Forces' in Eastern Ukraine.

However, despite the difficult political and economic climate, Ukraine continues to offer opportunities in a broad range of sectors. Many of these involve co-operation with Ukrainian companies and authorities, and require Western financial investment. Contact a Department for International Trade (DIT) export adviser at: <https://www.great.gov.uk/contact/triage/location/> for a free consultation if you are interested in exporting to Ukraine.

Contact UK Export Finance (UKEF) about trade finance and insurance cover for UK companies, see: <https://www.gov.uk/government/organisations/uk-export-finance>.

[Source – DIT/ UKEF/gov.uk]

Political situation

Prominent Ukrainian businessman and politician, Petro Poroshenko was elected President of Ukraine in May 2014. His election followed the ouster of former President Yanukovich as a result of a violent crackdown on the “Euro-Maidan” demonstrations of 2013/14. These demonstrations had been triggered by Yanukovich’s decision not to sign the EU Association Agreement in November 2013, but soon broadened their focus to include challenging corruption and lack of transparency.

In October 2014, pro-EU political forces formed a ruling coalition, declaring their commitment to conduct comprehensive political and economic reforms. Parliament voted to support a new government headed by Prime Minister Arseniy Yatsenyuk in early December 2014.

In April 2016, Yatsenyuk was replaced as Prime Minister by (former Speaker) Volodymyr Groysman; several Cabinet Ministers also changed at this time. The majority coalition in Ukraine’s Parliament (Rada) continues to include the Bloc Petro Poroshenko and Yatsenyuk’s People’s Front but other parties that had been part of the coalition in 2014 are now in opposition. The reduced and unstable majority has hampered the government’s ability to pass new legislation.

Ukrainian and international electoral watchdogs, including OSCE/ODIHR observers, praised Ukraine’s local elections held on 25th October 2015 for their progress towards free and fair political competition. According to the OSCE conclusions, the 2015 local elections were competitive and well organised,

and showed respect for the democratic process, although certain areas for improvement to enhance public confidence were also identified.

Combating corruption, reforming Ukraine’s judiciary as well as decentralisation, deregulation and de-oligarchisation remain among the key priorities for Ukraine’s Government. Ukraine’s civil society plays an active role in advocating for these reforms and others, including electoral reform. The international donor community is playing an important part in supporting the reform process. The UK has a significant bilateral assistance programme focused on the areas of good-governance, humanitarian, defence support and energy. The British Embassy Kyiv is also working closely with the EU, World Bank, EBRD and other IFIs and bilateral donors active in Ukraine.

On 1st January 2016, the Deep and Comprehensive Free Trade Area (DCFTA) – as part of the Association Agreement between the EU and Ukraine signed in June 2014 – was provisionally applied. (The EU had unilaterally applied year one of the DCFTA, the “Autonomous Trade Measures”, in 2015.) The rest of the Association Agreement had already been in force since November 2014. The provisional application of the DCFTA is a significant milestone in the EU-Ukraine relationship, offering new economic benefits to both sides. Ukrainian businesses receive stable and predictable preferential access to the largest market in the world with 500 million customers, while EU businesses benefit from easier access to the Ukrainian market and build new relationships with Ukrainian partners. This is also to the benefit of Ukrainian citizens,

driving up the quality of domestic products and providing better access to high quality imports. Increased competition and the lowering of import tariffs should lead to lower prices.

Through its ambitious goals of approximation to EU legislation in areas such as competition, government procurement, and protection of Intellectual Property Rights, the agreement will contribute to the modernisation and diversification of the Ukrainian economy and will create additional incentives for reform, notably in the fight against corruption. The DCFTA thus offers an opportunity to Ukraine to improve its business climate, attract foreign investment, and further integrate with the world economy. The DCFTA is foreseen to be implemented over several years, allowing gradual alignment of legislation and tariffs and time for all affected stakeholders to adjust.

Illegal annexation of Crimea

Russia illegally annexed Crimea in March 2014, following a 'referendum' on the peninsula which violated Ukrainian law. Since then there has been a severe deterioration of the human rights situation, access issues and a serious economic decline.

The UK Government's position on Crimea:

- Russia's annexation of Crimea in March 2014 is illegal and illegitimate. The UK along with the rest of the EU and the G7 does not, and will not, recognise it. It is a violation of a number of Russia's international commitments, including under the UN Charter, the OSCE Helsinki Final Act

and the 1997 Partition Treaty on the Status and Conditions of the Black Sea Fleet with Ukraine.

- The EU has imposed sanctions on individuals and entities in relation to Russia's illegal annexation of Crimea. See: http://europa.eu/newsroom/highlights/special-coverage/eu_sanctions/index_en.htm.
- Both the G7 and EU have affirmed their condemnation, and non-recognition, of Russia's illegal annexation of Crimea and the UK Government is implementing a strict policy of non-recognition with respect to Crimea/Sevastopol, in line with UN General Assembly Resolution 68/262.
- The EU Foreign Affairs Council of 23rd June 2014 decided to prohibit the import into the European Union of goods originating from Crimea and Sevastopol with the exception of those having been granted a certificate or origin by the Government of Ukraine or to provide, directly or indirectly, financing or financial assistance, as well as insurance and reinsurance, related to the import of such goods.
- The 16th July 2014 European Council agreed to impose additional measures relating to the illegal annexation of Crimea, in particular on restricting investments in Crimea, and called on the international financial institutions to refrain from financing any projects that explicitly or implicitly recognise the illegal annexation of Crimea and Sevastopol.

- EU members have agreed to continue to monitor the situation and to consider further trade measures as necessary.
- UK businesses should be mindful of these impacts for commercial operations and of the increased commercial risks created by this situation.
- The UK Government will continue to offer UK companies advice where it can but is not in a position to offer advice on the legal implications of operating in Crimea. Commercial decisions are ultimately for companies to make themselves on the basis of commercial risk, bearing in mind also the increased risk that high-profile business engagement might be exploited by Russia for political reasons.

Check with the DIT Ukraine team in Kyiv at: <https://www.gov.uk/world/organisations/departement-for-international-trade-ukraine#contact-us> for up-to-date information and advice on the business risks in Crimea.

Economic overview

Ukraine has a broad (if ageing) industrial base which is strong in ferrous metals and chemicals. This includes much of the former Union of Soviet Socialist Republic's (USSR) space and rocket industry and a well-developed defence and security sector.

Ukraine is a major producer of agricultural products such as:

- grain
- sunflower seeds and oil sugar beet
- corn

The EU accounts for about 40% of Ukraine's trade, while CIS countries account for about 20%. Ukraine has a major ferrous metal industry, producing cast iron, steel and steel pipe, and its chemical industry produces coke, mineral fertilisers, and sulphuric acid. Ukraine has a broad industrial base, including much of the former USSR's space and rocket industry.

[Source – EU accounts 2017, Ukrainian Embassy London]

Manufactured goods include:

- aeroplanes
- turbines
- metallurgical equipment
- diesel locomotives
- tractors

Ukraine is a member of the European Bank for Reconstruction and Development (EBRD) and joined the World Trade Organization (WTO) in May 2008.

Ukraine is also the third-largest International Finance Corporation (IFC) exposure in the region after Turkey and Russia, and is the 12th largest IFC exposure globally, accounting for about 10% of IFC's total outstanding portfolio.

Ukraine's GDP was US \$112.9 billion in 2017, and growth is projected to strengthen to 3.3% for the year, to 3.5% in 2019 and rise above 4% in 2020-21 after election-related uncertainties abate, according to the "World Bank Group – Ukraine Partnership: Country Program Snapshot" dated October 2018. See: <http://pubdocs.worldbank.org/en/927541538997812113/Ukraine-Snapshot-Fall2018.pdf>.

[Source – DIT/gov.uk/World Bank]

UK and Ukraine trade

UK exports to Ukraine in 2017 amounted to \$1.3 billion.

[Source – Ukrainian Embassy London]

Top goods exports include:

- medicinal and pharmaceutical products
- road vehicles
- textile fibres
- chemical materials and products
- various specialised and industrial machinery

The UK is the fourth largest investor in Ukraine after Cyprus, Netherlands and Russia (as of 2017). There are over 150 well-established UK companies in Ukraine, with many more brands present. Major UK companies in the market include BP, Shell, GSK, AstraZeneca, BAT, Imperial Tobacco, Mott MacDonald, Crown Agents, Next, and Marks & Spencer.

Benefits of Ukraine market for UK businesses

Benefits for UK businesses exporting to Ukraine include:

- large developed consumer market
- £500 million+ market for UK exports
- six cities with a population of at least 1 million
- starting to harmonise with European Union (EU) regulations
- free trade agreement signed with the EU
- strategic location at the crossroads of European, Russian and Asian markets

[Source – DIT/gov.uk]

World rankings

- In Transparency International's 2017 Corruption Perceptions Index (Feb 2018), Ukraine is ranked 130th out of 180 countries (the second-lowest in Europe): https://www.transparency.org/news/feature/corruption_perceptions_index_2017#table
- Ukraine is ranked 71st out of 190 countries in the World Bank's 2019 Ease of Doing Business Index (the UK ranks 9th): <http://www.doingbusiness.org/en/rankings>

Open to Export is a free online information service from The Institute of Export & International Trade, **dedicated to helping small UK businesses** get ready to export and **expand internationally**



How can we help?

A wealth of free information and practical advice on our website using:

Step-by-step guides covering the whole export journey from 'Selecting a market' to 'Delivery and documentation'

A comprehensive webinar programme covering all aspects of international trade

The online Export Action Plan tool helping businesses create a roadmap to successful new markets

Quarterly competitions for the chance to win £3,000 cash and further support

Sign up today to take your next steps in international trade

Register for free on www.opentoexport.com for updates on our content and webinars, and to start your Export Action Plan.

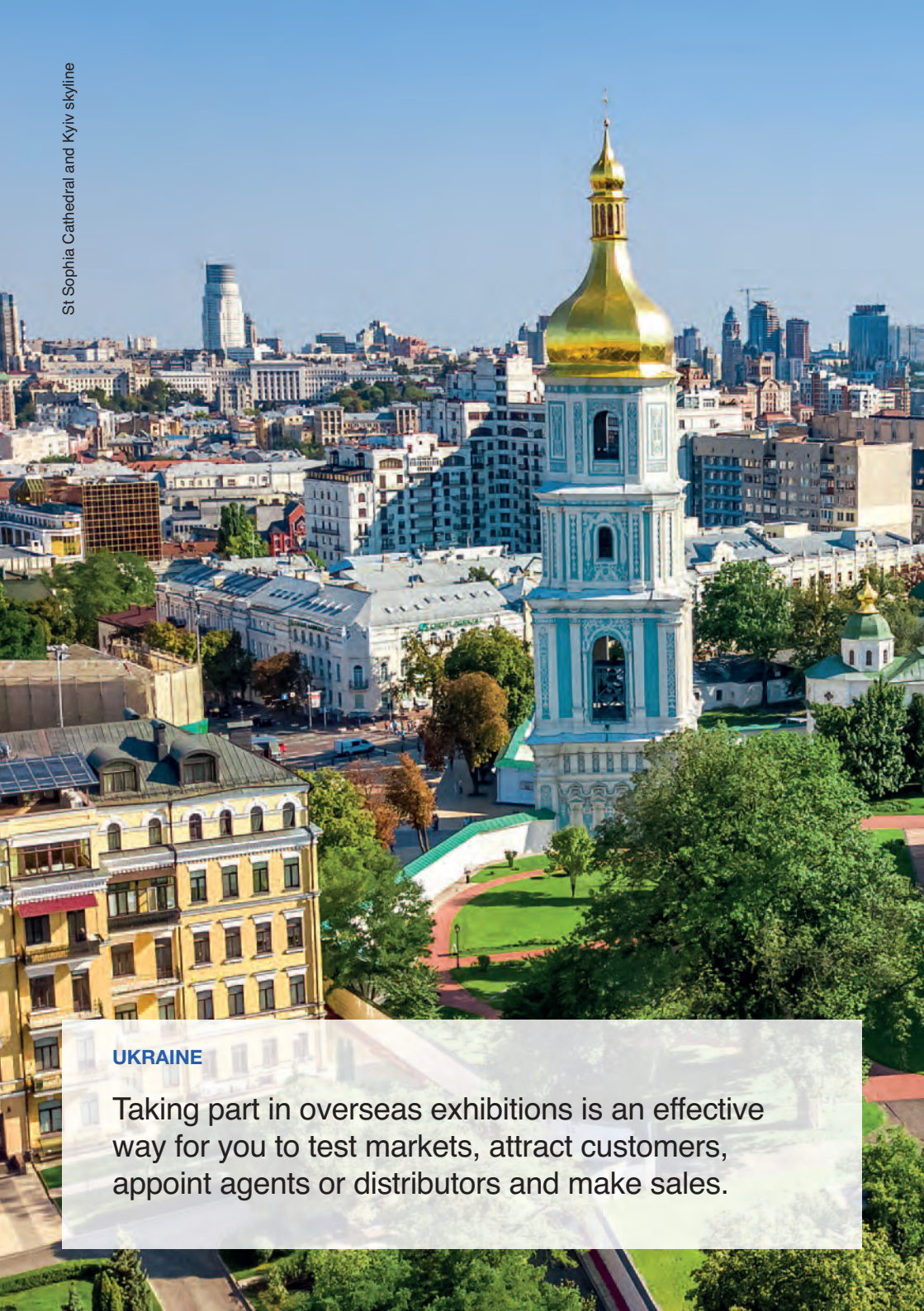
Powered By

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- The World Economic Forum's Global Competitiveness Report 2018 ranks Ukraine 83rd out of 140 (the UK is ranked 8th): <http://reports.weforum.org/global-competitiveness-report-2018/country-economy-profiles/#economy=UKR>
 - Ukraine is ranked 150th out of 180 countries ("Mostly Unfree") in the Heritage Foundation's 2018 Index of Economic Freedom (the UK ranks 8th): <https://www.heritage.org/index/ranking>

Contact a DIT export adviser at: <https://www.great.gov.uk/contact/triage/location/> for a free consultation if you are interested in exporting to Ukraine.

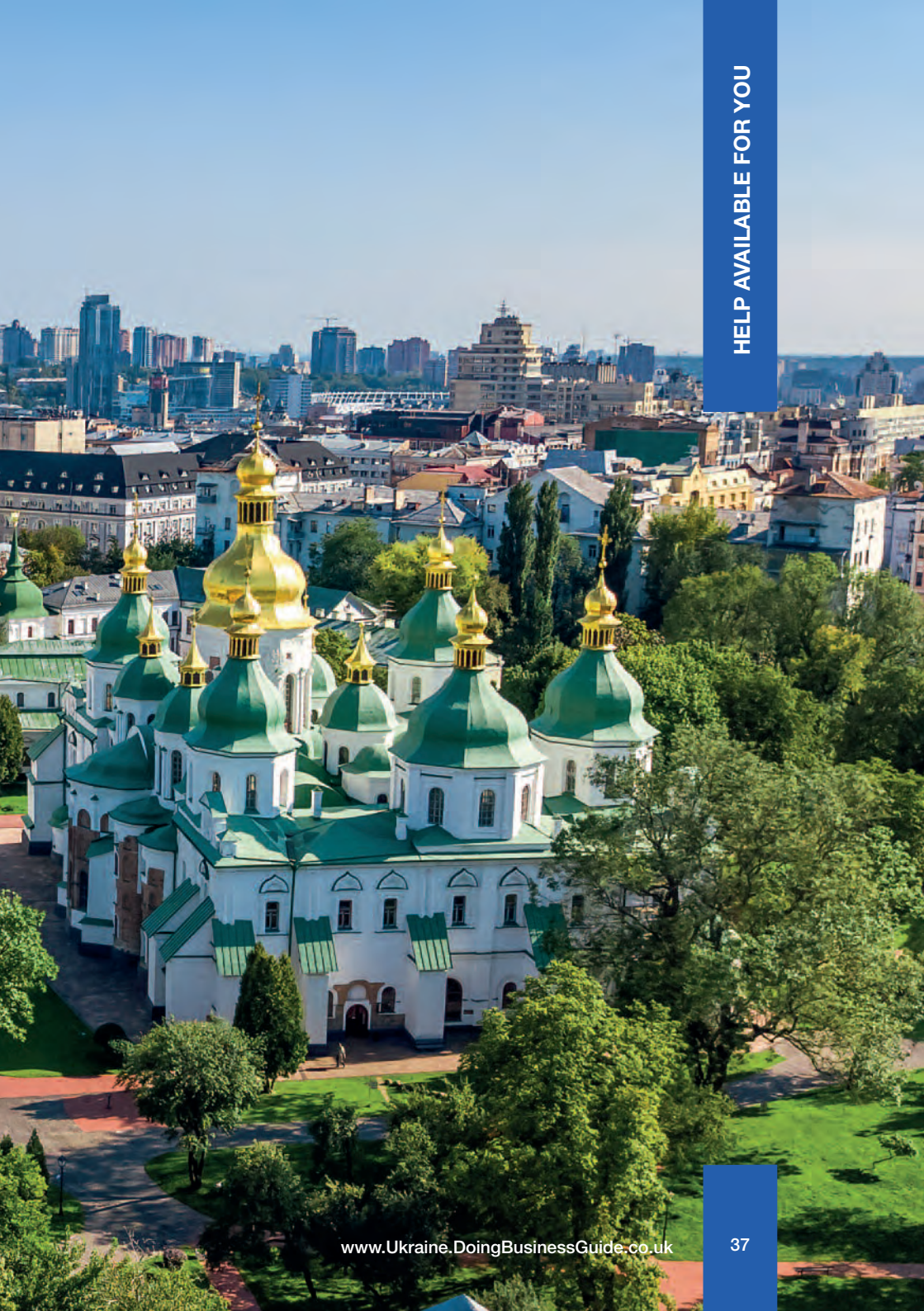
Contact UK Export Finance (UKEF) about trade finance and insurance cover for UK companies: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#ukraine>.

[Source – DIT/UKEF/gov.uk]



UKRAINE

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales.



Help available for you

Support from the British Ukrainian Chamber of Commerce (BUCC)

The British Ukrainian Chamber of Commerce (BUCC) brings together British, Ukrainian and international companies and individuals doing business in Ukraine.

They provide in-depth information on business, commerce, trade and culture in Ukraine to assist their members and others interested in business opportunities in Ukraine, holding regular meetings with interesting speakers and conducting a wide variety of other activities.

See: <http://bucc.com.ua/> for further information.

[Source – BUCC]

Support from the UK Department for International Trade (DIT)

The UK Department for International Trade (DIT) provides tailored support packages for companies who are:

- first time exporters (FTEs)
- small and medium-sized enterprises (SMEs)
- medium-sized businesses (MSBs)

Business opportunities

If you are a UK-registered company you can benefit from a unique programme 'Exporting is GREAT', presenting real-time export opportunities that you can apply for

online. This is part of the drive to significantly increase the number of UK companies exporting.

'Exporting is GREAT' is part of the UK Government's GREAT campaign, and presents live export opportunities to UK businesses across a range of media outlets and digital channels. Hundreds of these export opportunities, with a potential total value of more than £300 million, are hosted on: <https://www.great.gov.uk/>.

Selling online overseas

Use this service to help choose a suitable online marketplace to sell your products overseas.

You can:

- find major online marketplaces in other countries
- see whether these online marketplaces are suitable to sell your products
- discover how to list your products on an online marketplace
- get information about costs of listing on the marketplace and how logistics are fulfilled
- access special terms negotiated by the UK Government

DIT E-Exporting Programme

DIT's E-Exporting Programme aims to help you get your brand to millions of global consumers and grow your business through online exports. DIT's E-Exporting Programme helps you if you are a UK company:

- new to selling online
- already selling online, but need help with specific issues
- experienced in online sales, but are looking to sell on multiple platforms globally

The programme enables you to:

- arrange a free meeting through your local DIT office to get expert international trade advice and support, and access to DIT's global network of contacts. See: <https://www.great.gov.uk/contact/triage/location/>
- meet a Digital Trade Adviser where relevant, to help you develop and implement an international online strategy
- set up on e-marketplaces quickly and also identify new e-marketplaces around the world
- access better-than-commercial rates to list on some e-marketplaces, including lower commission fees and 'try for free' periods. See: <https://www.gov.uk/guidance/e-exporting#preferentialrates>
- access the 'E-Expertise Bank', a community of over 175 B2B/B2C service providers offering free advice. See: <https://www.gov.uk/guidance/e-exporting#eexpertise>
- join DIT's mailing list for opportunities to hear from industry experts, network with like-minded individuals and find out about e-commerce trends

Find-a-buyer service

This is the place to let international buyers know all about your business – highlight the vital facts about your company to give buyers confidence to get in touch; show-off your company's experience and outstanding projects to give potential buyers more insight; get emails from international buyers straight to your sales or business development teams; see relevant government-supported export development events where overseas buyers will be attending.

Events and missions

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. DIT's Tradeshow Access Programme (TAP) provides grant support for eligible SMEs to attend trade shows overseas.

Participation is usually as part of a group – a great advantage for inexperienced businesses – and is usually led by one of DIT's Accredited Trade Associations (ATOs). ATOs work with DIT to raise the profile of UK groups and sectors at key exhibitions.

The DIT calendar of events has some 400 core events and missions, and 1,000 opportunities across the Trade Access Programme and the English national regions.

DIT events portal

The DIT events portal provides a single calendar view of all DIT events and missions, and has been developed to provide you with more-detailed information on each event in order to help you decide on the most appropriate event to attend.

The calendar can be filtered and searched by sector and/or market.

There are also detailed events websites which include more information about each event, and also allow you to register for an event.

The DIT events portal is your central hub for business and networking opportunities. Search for future events and missions, register online and network with fellow delegates. See: <https://www.events.great.gov.uk/ehome/index.php?eventid=200183029&>.

DIT webinars

The DIT webinar service runs hundreds of free hour-long internet events covering topics, sectors and countries around the world, helping you shape your export plan. These events allow you to interact with the experts in specific sectors and countries and allow you to ask questions to enhance your knowledge.

To see upcoming DIT webinars, please visit: <https://www.events.great.gov.uk/ehome/index.php?eventid=200183029&> and search for webinars.

Other DIT services

DIT assists new and experienced exporters with information, help and advice on entering overseas markets such as Ukraine. These services include:

- an Export Health Check to assess your company's readiness for exporting and help develop a plan of action
- training in the requirements for trading overseas
- access to an experienced local International Trade Adviser
- help to grow your business through online exports
- specialist help with tackling cultural issues when communicating with Ukrainian customers and partners

- advice on how to go about market research and the possibility of a grant towards approved market-research projects
- ongoing support to help you continue to develop overseas trade, and look at dealing with more-sophisticated activities or markets
- information, contacts, advice, mentoring and support from DIT staff in the UK and their network of staff in Ukraine
- support to participate in trade fairs in Ukraine
- opportunities to participate in sector-based trade missions and seminars
- access to major buyers, local government and supply chains in Ukraine
- advice on forming international joint ventures and partnerships
- exploratory visits to Ukraine
- alerts to the latest and best business opportunities

To find out more about commissioning any of these services, contact a DIT export adviser at: <https://www.great.gov.uk/contact/triage/location/> for a free consultation, or see further details at: <https://www.gov.uk/government/organisations/department-for-international-trade/about-our-services>.

In-market support

If you already export, and have decided Ukraine is part of your business strategy, you are advised to contact DIT at the British Embassy Kyiv prior to your visit to discuss your objectives and what help you may need. See: <https://www.gov.uk/world/organisations/department-for-international-trade-ukraine#contact-us>.

They can provide a range of Ukraine-specific services for you, including the provision of market information, validated lists of agents/potential partners, key market players or potential customers; establishing interest from such contacts; and arranging in-market appointments for you. In addition, they can also organise events for you to meet contacts in Ukraine, or to promote your company and your products/services.

For further information about DIT services, see: <https://www.gov.uk/government/organisations/department-for-international-trade/about-our-services>.

[Source – DIT/gov.uk]

Support from the Institute of Export & International Trade (IOE&IT)

Raising the profile of international trade qualifications and experienced members is only part of how IOE&IT membership is essential for any individual or business involved with global trade.

Importantly, the IOE&IT also offer access to a unique range of benefits and services specific to international trade:

- Help with any export issues you come across. Our team of experts can help with questions on documentation, export controls, the UK Bribery Act, customs and VAT procedures, regulatory and compliance issues, insurance issues, payment terms, transport and logistics. Members get free access to our experts via a technical helpline. See: https://www.export.org.uk/page/Export_Helpline.
- A voice for your ideas and concerns. We represent your point of view and feed back to government, HMRC and other influencing bodies on issues that impact you, plus participate in Institute responses to central government with regard to proposed legislative changes.

- A complete range of international trade qualifications – for those that have no experience, up to those who wish to qualify themselves to take a business degree. The Institute's qualifications are widely recognised as providing both employers and employees with the necessary international business practice linked to satisfying career planning and development. See: <https://www.export.org.uk/page/qualifications>.
- A range of short courses giving you the skills and expertise you need to gain a competitive advantage in the challenging and complex world of export, import and international trade. See: <https://www.export.org.uk/page/TrainingCourses>.
- An extensive events programme to help you share information and connect at every level in the international trade community, whether it is sector-specific or regional. See: https://www.export.org.uk/events/event_list.asp.
- Inclusion in surveys to research the attitudes and changes to world trade.

For more information on how the IOE&IT can help you, or on becoming a member, contact the IOE&IT at: <https://www.export.org.uk/page/about>.

Open to Export

Open to Export is the IOE&IT's free online advice service for UK companies looking to grow internationally. It offers free information and support on anything to do with exporting and hosts online discussions via its forum, webinars and social media, where businesses can ask any export question and learn from each other.

Open to Export can be accessed at: <http://opentoexport.com/>.

[Source – Institute of Export & International Trade]

UKRAINE

British citizens are allowed to enter Ukraine without a visa for visits of up to 90 days within a 180 day period. If you are travelling without a visa, your passport should be valid for the proposed duration of your stay.





Getting here and advice about your stay

Entry requirements

Visas

British citizens are allowed to enter Ukraine without a visa for visits of up to 90 days within a 180 day period. Otherwise, you will need to get a visa. For more advice on entry requirements contact the Ukrainian Embassy in London or Consulate General in Edinburgh. See: <https://uk.mfa.gov.ua/en/consular-affairs/contacts>.

You do not need to complete an immigration card. Immigration officials may require you to scan your fingerprints as part of biometric data collection at border crossing points. For more details, visit the website of the State Border Guard Service of Ukraine. See: <https://dpsu.gov.ua/en/activity/propusk-cherez-kordon/>.

Proof of financial means

You may be asked to provide evidence that you have sufficient funds to support you during your stay. The Ukrainian authorities accept the following as a proof of sufficient funds: cash, bank cards along with bank statements, accommodation bookings, tourist vouchers, a letter from the person or company you are visiting stating that they will cover your expenses, a return ticket or onward travel ticket. You can find more information on the websites of the Ukrainian Embassy in the UK at: <https://uk.mfa.gov.ua/en/consular-affairs/contacts> and State Border Service of Ukraine at: <https://dpsu.gov.ua/en/activity/propusk-cherez-kordon/>.

Passport validity

If you are travelling without a visa, your passport should be valid for the proposed duration of your stay. No additional period of validity beyond this is required. If you are applying for a visa, your passport may need to have an additional period of validity. Check with the Ukrainian Embassy in London at: <https://uk.mfa.gov.ua/en/consular-affairs/contacts> for further details.

UK Emergency Travel Documents

UK Emergency Travel Documents are accepted for entry, airside transit and exit from Ukraine.

Customs regulations


You can find general information about importing and exporting items on the website of the State Fiscal Service of Ukraine at: <http://sfs.gov.ua/en/>.

There are strict customs regulations governing the export from Ukraine of antiques and items of historical interest. If in doubt seek prior permission from the customs authorities. Telephone: (+38 044) 454 16 13, or email: idd@sfs.gov.ua.

Bringing your car to Ukraine

Non-residents are allowed to bring a vehicle for personal use into Ukraine for up to one year. There is no need to complete a customs declaration form. The vehicle can only be used in Ukraine by the person that brought it into the country. The vehicle cannot be used for commercial purposes, dismantled, sold or rented to other people. If you want to do any of these things, you will need register the vehicle in Ukraine and pay the appropriate customs tax.

You must take the vehicle out of Ukraine within the required timeframe, or place it into the customs regime of the State.



If your vehicle breaks down and cannot be fixed, you should inform the customs service and provide them with evidence that it cannot be repaired. You may then dispose of the vehicle through the official channels of the customs service.

If you bring a private vehicle into Ukraine with the intention of transiting the country, you may be asked to complete a customs declaration form and pay a deposit.

You can find more information on bringing your car to Ukraine on the website of the State Fiscal Service of Ukraine at: <http://sfs.gov.ua/en/>.

[Source – FCO Travel Advice/gov.uk (Oct 2018)]

Money

ATMs are available and credit cards are widely used in cities. Cloning of credit and debit cards is common. You should be vigilant when using ATMs and not let your card out of your sight during transactions. Outside cities you should make sure you have sufficient cash in local currency.

The official currency of Ukraine is the Ukrainian Hryvnia (UAH). US Dollars and Euros are the easiest currency to exchange in Ukraine. Sterling may also be exchanged at a more limited number of sites. Scottish and Northern Irish notes are not accepted. You should only use official exchange booths and make sure you are given a receipt.

You will need to present your passport if you wish to exchange currency worth UAH 150,000 or over. Keep the receipt as you may need to produce it if you exchange money back on departure.

[Source – FCO Travel Advice/gov.uk (Oct 2018)]

Local laws and customs

Penalties for being caught in possession of drugs are severe.

Smoking and drinking alcoholic drinks in public places is officially banned. Public places include transport, bus stops, underground crossings, cultural, sports and governmental establishments, playgrounds and parks.

Carry your passport at all times for ID purposes. Police may carry out passport checks on foreign nationals, particularly in the central area of Kyiv. Police officers should introduce themselves (name, post, rank, reason for ID check) and present a document verifying their position. Your original passport is required since no other document can provide information on your legal status in Ukraine. If you are detained because you have been unable to present your passport, you should ask for an official report.

Ukrainian officials generally only speak Ukrainian and Russian.

Do not take photographs near government or military establishments.

Although homosexuality is not prohibited by law, public attitudes are less tolerant than in the UK and public displays of affection may attract negative attention. There is no provision under Ukrainian legislation guaranteeing freedom from discrimination on the grounds of sexual orientation. The Kyiv Pride parade in June 2018 passed off without incident.

See the UK Government's information and advice page for the LGBT community at: <https://www.gov.uk/guidance/lesbian-gay-bisexual-and-transgender-foreign-travel-advice> before you travel.

Corruption remains a major problem. If you think you have been mistreated by an official then you should report your case to the relevant government department:

- you can make a complaint about political corruption and mistreatment from the authorities to the National Agency on Corruption Prevention at: <https://nazk.gov.ua/report-corruption> or telephone (+38 044) 200 06 91
- complaints about immigration issues should be raised with the State Border Guard Service of Ukraine at: <https://dpsu.gov.ua/en/contacts>; telephone: (+38 044) 527 63 63; email: dovira@dpsu.gov.ua
- corruption by the police should be reported to the General Prosecutor's Office at: <https://en.gp.gov.ua/ua/index.html>; telephone: (+38 044) 200 76 24; online form: <https://www.gp.gov.ua/ua/treatment.html>
- you should complain about customs officials to the State Fiscal Service of Ukraine at: <http://sfs.gov.ua/en/>; telephone: (+38 044) 284 00 07; or send your scanned signed enquiry to: zvernennya@sfs.gov.ua

[Source – FCO Travel Advice/gov.uk (Oct 2018)]

Safety and security

Political situation

The situation in Kyiv and other areas outside Donetsk and Luhansk is generally calm. However, public demonstrations do regularly take place. Policing of these events may include road closures. You should avoid all demonstrations and take extra care at public gatherings. In Kyiv, the areas around Maydan Nezalezhnosti (Independence Square) and government buildings such as the Verkhovna Rada (parliament building) and the National Bank of Ukraine are most frequently affected.

Pay close attention to your personal security and monitor the media for information about possible safety or security risks. You should avoid demonstrations and public gatherings, as even peaceful protests may turn violent.

Eastern Ukraine

The security situation in the southeastern parts of the Donetsk and Luhansk oblasts of Ukraine remains highly unstable with ongoing clashes between Ukrainian armed forces and Russian-backed armed separatists. The UN calculates this has resulted in over 10,300 deaths and approximately 1.5 million internally displaced people residing permanently in government-controlled areas of Ukraine. Civilians continue to get caught up in the fighting.

If you travel to eastern Ukraine to fight, or to assist others engaged in the conflict, your activities may amount to offences against UK terrorism or other legislation and you could be prosecuted on your return to the UK.

The FCO is not able to provide consular services to anyone in the parts of the Donetsk and Luhansk oblasts not currently under control of the Ukrainian authorities.

Crimea

The FCO is not able to provide consular services to anyone in Crimea.

Russian forces and pro-Russian groups have established full operational control in Crimea. Following an illegal referendum on 16th March 2014, Russia illegally annexed Crimea on 21st March 2014 and tensions remain high.

Ukrainian International Airlines have cancelled all flights to and from Simferopol.

All train and official bus services to Crimea have been cancelled. To enter or exit Crimea, foreign nationals will need to provide their passport and a special permit issued by the State Migration Service of Ukraine. See: <https://uk.mfa.gov.ua/en/press-center/comments/3952-rules-on-entry-into-and-exit-from-crimea>.

The European Union has imposed restrictions on economic relations with Crimea following its illegal annexation by Russia. These restrictions apply to all UK people and companies and include an import ban, a full ban on investment and a prohibition on supplying tourism services in Crimea. Exports of further key goods for certain sectors are also banned. See: <https://www.consilium.europa.eu/en/policies/sanctions/ukraine-crisis/>.

The Crimean sea ports of Kerch, Sevastopol, Feodosia, Yalta and Yevpatoria have been designated by the Ukrainian authorities as closed to international shipping.

Crime

Most visitors to Ukraine experience no difficulties. Serious crime against foreigners is relatively rare, but incidents do occur.

In some cases attacks have been racially motivated.

You should report any incidents to the police by dialling 102. A list of local translators is available at: <https://www.gov.uk/government/publications/ukraine-list-of-interpreters>.

Be alert to the possibility of street crime and petty theft, which is on the increase in Kyiv. Foreigners may appear to be lucrative targets. Where possible, avoid walking alone late at night in dark or poorly lit streets. Keep valuables and cash safe and out of sight, especially in crowded areas, tourist spots, and public transport, where pickpockets and bag snatchers operate.

A common scam is to drop a wallet or bundle of money in front of a tourist. The criminal then “finds” the money and asks if it is the tourist’s or offers to share the money with them. If you are approached in this way, you should walk away without engaging in conversation.

Do not lose sight of your credit cards during transactions.

Some British nationals have reported being charged inflated prices in bills from bars, cafes and restaurants. If you have any concerns, take care to confirm the price before ordering and check the bill and receipt against the price of ordered items from the menu.

Theft of and from vehicles is common. Do not leave documents or money in your vehicle.

Unregulated taxi drivers can overcharge. Use official taxis, which have the name and telephone number of the taxi company on the side of the door and on the top of the taxi.

Do not leave drinks or food unattended as they could be spiked. Beware of accepting drinks from casual acquaintances.

Terrorism

Terrorists are likely to try to carry out attacks in Ukraine. The Ukrainian authorities have announced that they have disrupted a number of planned attacks, including in Kyiv. Attacks have mainly been aimed at official Ukrainian targets, but could happen anywhere and could affect Western interests and places visited by foreigners.

British nationals have not been specifically targeted, but you should remain vigilant and avoid large gatherings and demonstrations.

There is a heightened threat of terrorist attack globally against UK interests and British nationals, from groups or individuals motivated by the conflict in Iraq and Syria.

Find out more about the global threat from terrorism, how to minimise your risk and what to do in the event of a terrorist attack, at: <https://www.gov.uk/guidance/reduce-your-risk-from-terrorism-while-abroad>.

[Source – FCO Travel Advice/gov.uk (Oct 2018)]

Travel advice

Local travel

Bus, trolleybus and tram tickets normally need to be validated by being ‘punched’ when you board. You can be fined on the spot if you are travelling with a ticket that has not been validated.

There is a wide network of minibuses. The fare is normally displayed on the window inside the minibus. You may need to pass your money to the driver via other passengers.

There is now a metro connection to Kyiv city centre from Boryspil International Airport. Alternatively, you could reach the city centre by taxi. You should only use registered taxi companies. Another alternative is to take the ‘Sky Bus’ from the airport to the city centre (via Kharkivska metro station to the main railway station “Pivdenny”). You can buy a ticket from the driver.

Use official taxis which display the name and telephone number of the taxi company. Where possible ask your hotel to get a taxi for you or ask for the telephone number of a reputable taxi company. You should agree the fare before getting into the taxi.

Chernobyl

A number of local companies offer tours to Chernobyl. Some areas around the reactor are covered by an exclusion zone, and you may need to get a permit and travel with a guide. According to the International Atomic Energy Agency, although some of the radioactive isotopes released into the atmosphere still linger, they are at tolerable exposure levels for limited periods of time. The State Agency for Managing the Chernobyl Exclusion Zone has issued safety instructions and advice for people visiting the zone. See: <http://dazv.gov.ua/en/news-and-media/do-you-know-which-rules-of-safety-are-available-and-why-do-you-need-to-follow-them.html>.

Road travel

You must have a valid International Driving Permit to drive legally in Ukraine, as well as your UK driving licence. See: <https://www.gov.uk/driving-abroad>. Make sure you have original vehicle-registration papers, ownership documents and insurance papers available at all times.

These will be required if you are stopped by the police and when crossing borders. This also applies to rental vehicles. If you do not have these papers when stopped by the police they have the right to impound your vehicle and charge you for this.

If you intend to rent a vehicle for your travel to Ukraine, you should check with the car hire company and insurance company for their policy on renting cars in Ukraine and any other country you will pass through, especially non-EU countries. Ensure they provide you with a rental agreement permitting you to cross the border into Ukraine.

Local driving standards are poor. Street lights are weak, speed limits, traffic lights and road signs are often ignored, and drivers rarely indicate before manoeuvring. There are a high number of traffic accidents, including fatalities. Speeding, drink driving and infrequent use of helmets, seat belts and child restraints in vehicles are the main contributing factors.

Roads are of variable quality. Driving outside major towns at night can be hazardous. Avoid night-time travel wherever possible.

You must wear a seat belt. Using a mobile phone while driving is prohibited. There is a zero limit on drinking alcohol and driving. Ukrainian law allows the police to stop a vehicle. The police officer should give their name and rank, explain why you have been stopped and make an administrative offence report. The police may film interactions with members of the public. Fines can be levied for minor offences such as illegal parking or jumping a red light. The police may be carrying a credit card terminal to collect payment on the spot, or fines may be paid online or at a bank within 15 days. See payment options at: <https://police.kiev.ua/statti/203-yak-splatiti-shtraf-pdr> (in Ukrainian).

In case of a road accident dial 102. Local officials generally only speak Ukrainian and Russian.

See the AA and RAC guides to driving in Ukraine, at: <http://www.theaa.com/driving-advice/driving-abroad> and: <https://www.rac.co.uk/drive/travel/country/ukraine/>.

Rail travel

If you travel by train, make sure your belongings are secure.

Do not agree to look after the luggage of a fellow traveller or allow it to be stored in your compartment. Train timetables and ticket reservations are available online on the Ukrainian Railways site at: <http://www.uz.gov.ua/en/>.

Air travel

You can find a list of recent incidents and accidents on the Ukrainian page of the Aviation Safety network at: <http://aviation-safety.net/database/country/country.php?id=UR>.

The FCO cannot offer advice on the safety of individual airlines. However, the International Air Transport Association publishes lists of registered airlines that have been audited and found to meet a number of operational safety standards and recommended practices – IATA Operational Safety Audit at: <https://www.iata.org/whatwedo/safety/audit/iosa/Pages/registry.aspx> and IATA Standard Safety Assessment at: <https://www.iata.org/whatwedo/safety/audit/issa/Pages/registry.aspx?Query=all>. These lists are not exhaustive and the absence of an airline from this list does not necessarily mean that it is unsafe.

The International Civil Aviation Organization has carried out an audit of the level of implementation of the critical elements of safety oversight in Ukraine. See: <https://www.icao.int/safety/Pages/USOAP-Results.aspx>.

Direct flights between Ukraine and Russia ceased on 25th October 2015, and on 25th November 2015 Ukraine banned all Russian airlines from transiting its airspace. Check latest developments with your airline or travel company before you travel.

[Source – FCO Travel Advice/gov.uk (Oct 2018)]

Travel insurance

Take out comprehensive travel and medical insurance before you travel. See the FCO Foreign Travel Insurance guidance at: <https://www.gov.uk/guidance/foreign-travel-insurance>.

FCO travel advice

If you are travelling to Ukraine for business, the Foreign & Commonwealth Office (FCO) website has travel advice to help you prepare for your visit overseas and to stay safe and secure while you are there.

For up-to-the-minute advice please visit the FCO Travel section pages on the gov.uk website: <https://www.gov.uk/foreign-travel-advice/ukraine>.

Health

Visit your GP at least four to six weeks before your trip to check whether you need any vaccinations or other preventive measures.

Check the latest country-specific information and advice from the National Travel Health Network and Centre (NaTHNaC) on the TravelHealthPro website: <https://travelhealthpro.org.uk/countries> and by NHS (Scotland) on the FitForTravel website: <http://www.fitfortravel.nhs.uk/destinations.aspx>.

Useful information and advice about healthcare abroad is also available on the NHS Choices website: <https://www.nhs.uk/using-the-nhs/healthcare-abroad/>.

There is no reciprocal healthcare agreement between the UK and Ukraine. Make sure you have adequate travel health insurance and accessible funds to cover the cost of any medical treatment abroad and repatriation.

State medical facilities in Ukraine are generally poor. Private clinics and hospitals offer a better standard of care, though these do not always meet Western standards and practices. If you are involved in an accident or taken ill, it is likely that you will be taken to a state hospital unless you can show that you have comprehensive medical insurance cover.

English is not widely spoken and British patients may face communication difficulties.

There has been an outbreak of measles in Ukraine. 4,782 cases were recorded in 2017. For more information and advice, visit the NaTHNaC website at: [#CloutBreaks](https://travelhealthpro.org.uk/country/232/ukraine).

If you need emergency medical assistance during your trip, dial 103 and ask for an ambulance. You should contact your insurance/medical assistance company promptly if you are referred to a medical facility for treatment.

[Source – FCO Travel Advice/gov.uk (Oct 2018)]



Oakeshott Insurance Consultants Limited

OUR BACKGROUND AND STRUCTURE

A. Offices and Classes of Business

London

Oakeshott Insurance Consultants Ltd (Established 1993) is an FCA registered independent insurance and reinsurance broker (No. 300236), with offices in

Kyiv

Founded in 2000 as a representation of the English insurance broker authorised and regulated by The State Commission for Regulation of Financial Services Markets of Ukraine.

Kyiv

OAKESHOTT BRITISH INSURANCE AGENCY
Founded in 2018, an insurance agency controlled by Oakeshott, London. Its tasks are to carry out intermediary activities within Ukraine for medium and large corporations seeking to optimise their insurance protection.

Further offices:

Almaty, Kazakhstan
Denia, Spain
St Petersburg (Partnership with Max Marine)

From the foundation of the Company in 1993 the main sectors of our insurance and reinsurance practice have been as follows:

- Marine Hull and Liability
- Cargo and all related transportation risks by road/rail and warehousing

Further lines of business have been added at the beginning of 2000s, when Oakeshott extended its operations to Ukraine, Kazakhstan, Uzbekistan, Kyrgyzstan and other countries:

- Commercial property and Casualty
- All types of liabilities, including Directors and Officers, Product Liability, Environmental Impairment liability
- Financial, Credit and Political risks: Export credit, Political violence, Delay in start-up.



B. Position and Role in the Eastern European Insurance Industry

George Grishin graduated from Moscow Finance University with a Masters Diploma in International Credit and Currency, following this degree with a PhD in Insurance Company Solvency. He was the first Eastern European to obtain the ACII Qualification and is now a Chartered Insurance Practitioner.

When he founded Oakeshott Insurance Consultants in 1993 he embarked on an extensive period of travelling and educating the market that was opened up following the Gorbachev era, but hardly anyone to guide or educate it. Oakeshott arranged frequent seminars in many centres within the FSA.

Several booklets were published and George has written the only Russian language book on Marine Insurance published in the 20th Century. A further book – on Cargo Insurance – was published in 2012. Significantly, most of the books and articles are written on the basis of English law and practice, which will have the effect of spreading the influence and practices of the English insurance market.

Oakeshott sees its training and educational role as an essential service to the insurance markets and practitioners; it is arguable that in proportion to the Company's size, Oakeshott has done more than other major brokers in relation to their size.

As a result of George Grishin's educational background and extensive involvement with local companies and practitioners, Oakeshott has a sound and shrewd grasp of the financial position of most of the significant companies in the market. Whilst not claiming to be a ratings organisation such as Standard and Poors, we have been able to assess the financial strength of insurers and reinsurers and to avoid those entities which are likely to default.

Our professional standing is confirmed by the Financial Services Authority license No. 300236 in the UK. Lloyd's of London has underwritten our professional indemnity policy since 1995.

Oakeshott is a member of the Association of Professional Insurance Intermediaries of Ukraine. As of 2011, we are also a member of the American and British Chambers of Commerce in Ukraine.





COMPANY STRUCTURE

The structure of Oakeshott Insurance Consultants Ltd is as follows
(in brackets the year in which individuals started their insurance careers):

George Grishin	Managing Director (1984)
Barry Pierce	Marine Director (1987)
Samson Akande	Senior Accounts Manager / Compliance Officer (1987)
Katerina Grishina	Insurance / Reinsurance Specialist (1999)
Gareth Morrow	Insurance / Reinsurance Broker / Claims Manager (2001)
Alex Mann	Insurance / Reinsurance Associate (1973)
Tatyana Babko	Head of Representative Office in Kyiv (1993)
Yury Gryshan	Head of Oakeshott British Insurance Agency (2002)
Andrey Korotkov	Head of Representative Office in Almaty (1998)
Maksim Shimchenko	Max Marine – Founder and CEO (2005)

**Oakeshott Insurance
Lloyd's of London broker**

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42-47 Minories
London EC3N 1DY
wecanhelp@oakinsur.com,
+44 20 7680 1230 (24 hours)

Kyiv office:
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(ex. Aistova Street)
Kyiv, 01010, Ukraine
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UKRAINE

There are opportunities for UK business to get involved in sectors such as agriculture, education, energy, infrastructure, retail, security and defence, and many others.





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Sector-specific opportunities

There are opportunities for UK business to get involved in sectors such as agriculture, education, energy, infrastructure, retail, security and defence, and many others.

Research

You should carry out as much market research and planning as possible before exporting to Ukraine, using both desk research and visits to the market. You need to determine if there is a market for your product or service and whether your pricing is competitive.

DIT's trade specialists can help you identify local representatives for your products in Ukraine: <https://www.gov.uk/overseas-customers-export-opportunities>.

DIT provides free international export sales leads from its worldwide network. Find export opportunities in Ukraine at: <https://opportunities.export.great.gov.uk/>.

For information on opportunities to supply products and services to the international aid agencies, contact DIT's Aid Funded Business Service at: <https://www.gov.uk/guidance/aid-funded-business>.

Government tenders in Ukraine

According to current Ukrainian law (2015), public tenders must be held for the procurement of goods, works, and services if the cost of goods and services is over UAH 200,000, and of works is over UAH 1.5 million.

You can register for public procurement notifications at Prozorro, which can be reached via <https://prozorro.gov.ua/en>.

In addition tender announcements for major Ukrainian infrastructure development projects can sometimes be found on the websites of the World Bank, the European Bank for Reconstruction and Development (EBRD); the International Finance Corporation (IFC), and the United Nations Development Program (UNDP).

If you choose to have your tender bids submitted by a domestic company or consultant, you should check with DIT in Kyiv first, at: <https://www.gov.uk/world/organisations/departement-for-international-trade-ukraine#contact-us> for assistance and information about third-party advisers.

Agriculture sector

Agriculture is the lead export sector in Ukraine. There are a number of UK companies already operating in this market and it offers a wide range of opportunities. 70% of Ukraine is arable land. The agriculture sector is responsible for 16% of Ukrainian GDP and 30% of exports.

By 2020 the Ukrainian Government plans to:

- increase grain production to 100 million tons a year
- double agricultural exports
- triple production of high value-added products

The EBRD has made EUR 250 million of funds available to Ukraine agribusiness sector.

Opportunities include:

- agribusiness/farm management consultancy
- project engineering
- agri-tech
- animal feeds
- crop protection products
- animal health and genetics
- biomass and biogas
- ports and logistics development

Contact DIT Ukraine at: commercial.kyiv@fco.gov.uk for more information on agriculture sector opportunities.

[Source – DIT/gov.uk]

Education sector

Ukrainian Government reforms include pilot projects on enhanced use of modern information and communications technology (ICT) for education. There is also an increased focus on the quality of English language training.

Extensive English language training is considered a must for a successful career in Ukraine. 20,000 Ukrainian students per year go to study abroad and the UK is

regarded as a top destination for Ukrainian students.

Opportunities for UK companies include:

- studying in the UK, ranging from summer camps and boarding schools up to postgraduate study
- distance learning
- exchange programmes with private schools/universities
- supply of learning materials
- development of UK qualifications in Ukraine
- English language training and certification
- business training
- ICT for education

Contact DIT Ukraine at: commercial.kyiv@fco.gov.uk for more information on education sector opportunities.

[Source – DIT/gov.uk]

Energy sector

Ukraine has a broad base of natural resources including oil and gas, coal and renewables potential.

The most recent energy sector crisis in Ukraine has led to increased interest in energy efficiency/biomass and biogas projects. Many of these are funded by the international donors.

Opportunities for UK companies in the energy sector include:

- domestic gas and oil production development/rehabilitation of existing fields
- energy efficiency projects
- renewable energy (especially biomass and biogas)
- nuclear energy projects
- grid modernisation and capacity increase
- upgrades of the gas transportation system

Contact DIT Ukraine at: commercial.kyiv@fco.gov.uk for more information on energy sector opportunities.

[Source – DIT/gov.uk]

Infrastructure sector

Opportunities in the infrastructure sector are linked to donor financing.

The EBRD has channelled funds into the infrastructure sector with investment in road rehabilitation projects, municipal utilities as well as port improvements. 26% of the current EBRD portfolio of EUR 5.1 billion in Ukraine (including undisbursed commitments) is allocated to infrastructure projects.

Increased agricultural exports from Ukraine have resulted in new opportunities in ports and logistics capabilities development.

Projects include new grain terminals and development of river transport infrastructure.

Opportunities for UK companies include:

- consultancy
- supply
- maintenance

Contact DIT Ukraine at: commercial.kyiv@fco.gov.uk for more information on infrastructure sector opportunities.

[Source – DIT/gov.uk]

Retail/luxury goods/e-commerce sector

Many British retail brands are already present in Ukraine and there is potential for more.

Ukraine's well-developed delivery networks and the EUR 150 duty-free import allowance for individual customers opens up new opportunities for e-commerce exports.

Opportunities for UK companies include:

- designer clothes and accessories
- interior products
- fine foods and drinks

Contact DIT Ukraine at: commercial.kyiv@fco.gov.uk for more information on retail sector opportunities.

[Source – DIT/gov.uk]


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Security and defence sector

Since the Russian annexation of Crimea and the ongoing conflict in the east of the country, rearming and modernising Ukrainian Armed Forces has become a priority for the Ukrainian Government.

President Poroshenko aims to make the Ukrainian Armed Forces fully compatible with NATO standards by 2020.

There are opportunities for UK companies to supply a range of non-lethal defence products. There is also potential business in supplying cyber security, innovative and niche solutions for:

- cyber forensics
- cloud security
- mass data collection/analysis
- audit for system vulnerabilities
- e-government
- critical national infrastructure protection

Contact the Export Control Joint Unit (ECJU) at: <https://www.gov.uk/government/organisations/export-control-organisation> to check your goods meet legal requirements for export.

Contact DIT Ukraine at: commercial.kyiv@fco.gov.uk for more information on defence and security opportunities.

[Source – DIT/gov.uk]



UKRAINE

Ukraine is a large country, and different regions will have different industry clusters. Good local research is needed and you should consider regional plans and market-entry requirements using both desk research and market visits.



Preparing to export

Consultation and bespoke research

Visit: <https://www.great.gov.uk/> for guidance on how to research overseas markets as well as a range of other important issues for exporters.

Researching the market

Ukraine is a large country, and different regions will have different industry clusters.

Good local research is needed and you should consider regional plans and market-entry requirements using both desk research and market visits.

You need to determine whether:

- there is a market for your product or service
- your pricing is competitive
- to adapt your business model

The questions listed here should help you to focus your thoughts. Your answers to them will highlight areas for further research and also suggest a way forward that is right for your company. You may then want to use this as a basis for developing a formal Ukraine strategy, although this may not be necessary or appropriate for all companies:

Your aims:

- Do you wish to buy from Ukraine, sell to Ukraine or both?
- Do you wish to establish your own

company presence in Ukraine (for example setting up an office, direct sales, appointing a local agent, online selling, licensing or franchising)?

- Do you need to be involved in Ukraine at all?
- Do you see Ukraine as part of a wider plan including e.g. other Eastern European markets now or in the future?

Your company:

- Can you carry out a detailed SWOT analysis of your company?
- Are your competitors already in Ukraine? If so, what are they doing?
- Can you carry out a detailed SWOT analysis of your competitors?
- What are the Unique Selling Points of your product or service?
- Do you know if there is a market for your product or service in Ukraine?
- Do you know if you can be competitive in Ukraine?
- Do you have the time and resources to handle e.g. the demands of communication, travel, product delivery and after-sales service?

Your knowledge:

- Do you know how to secure payment for your products or service?
- Do you know where in Ukraine you should start?

- Do you know how to locate and screen potential partners, agents or distributors?
- Have you carried out any Ukraine-specific customer segmentation, and do you know how to best reach potential customers in-market?

It is unlikely that you will have the answers to all these questions at the outset and these 'knowledge gaps' could form the basis for further research and investigation. Some of these questions will require quantitative research in your sector, while others involve more-contextual and cultural considerations.

Talking to other people in your industry and regularly visiting Ukraine will give you access to the most-current advice and such experience can often lead to new insights and form the basis for further research.

There is also some useful guidance on developing a marketing strategy, customer segmentation, competitor and SWOT analyses, etc. on the <https://www.great.gov.uk/> site – and the IOE&IT and British Chamber can help too.

There may be trade shows held in Ukraine each year, which could be useful to test product viability in the market. The Department for International Trade (DIT) Tradeshow Access Programme at: <https://www.gov.uk/guidance/tradeshow-access-programme> provides funding in the form of grants for eligible businesses to attend overseas trade shows.

The funding helps your business gain:

- market knowledge

- experience in attending and getting the most from overseas trade shows
- advice and support from trade experts

Visit the DIT events portal at: <https://www.events.great.gov.uk/ehome/index.php?eventid=200183029&> to find upcoming events and missions in Ukraine.

Find out more about marketing your goods and services for Ukraine at: <https://www.great.gov.uk/>.

Contact DIT in Ukraine at: <https://www.gov.uk/world/organisations/department-for-international-trade-ukraine#contact-us> for events and company launches at British Embassy locations.

Start-up considerations

Visit: www.great.gov.uk for guidance on how to research overseas markets as well as a range of other important issues for exporters.

Getting started in the Ukrainian market

Ukraine is not an easy market to enter. The most straightforward option to start exporting your product into Ukrainian market is to appoint a distributor. This should be a local company with importing experience and be registered as an importer with the local customs service.

Previously local retail chains were not interested in direct imports. However, this practice is now changing as businesses try to offer the best cost margins to their customers. This follows local currency devaluation and increased import costs.

The following business forms/structures for foreign investors are usually:

- representative office
- wholly-owned foreign subsidiary or enterprise (usually in a form of either PJSC or LLC)
- joint ventures
- agreement on joint co-operation and production

Some industries, including banks and insurance companies, are more heavily regulated, and must be established in compliance with specific requirements.

A foreign company may also establish a representative office in Ukraine which can carry out marketing, promotional and other functions on behalf of the company. A foreign legal entity can have both a representative office and establish a wholly-owned subsidiary at the same time.

You should seek legal advice as the tax and legal obligations of each business structure can differ.

A local lawyer can help you to avoid costly mistakes and ensure you start out in the way that is best suited to your sector of activity. See: <https://www.gov.uk/government/publications/ukraine-list-of-lawyers> for a list of lawyers in Ukraine.

You should conduct due diligence checks once you have chosen your method of entry into the market. However, if you want to establish a business relationship that goes beyond exporting, you will need to carry out further research.

Direct exports and sales

Direct exports means you supply your products direct to the customer. You handle all the logistics of marketing, selling, sending overseas and getting paid. You may wish to use local representation. Options include using an agent, distributor or wholesaler.

The DIT's trade specialists at: <https://www.gov.uk/overseas-customers-export-opportunities> can help you identify local representatives for your products in Ukraine.

Appointing an agent, distributor or importer

A foreign company will often appoint one or more agents or distributors. They can keep track of market regulations, which can change at short notice.

You should spend time taking local advice and assessing a range of potential agents before making a choice. Beware of agents promoting similar or identical products. DIT in Kyiv can help you identify and meet potential agents and distributors. See: <https://www.gov.uk/world/organisations/departments-for-international-trade-ukraine#contact-us>.

Online selling

Find out about DIT's E-Exporting programme at: <https://www.gov.uk/guidance/e-exporting>, which can help you export your products to Ukraine. Check out online marketplaces in Ukraine at: <https://selling-online-overseas.export.great.gov.uk/>, where DIT has negotiated listings at better-than-commercial rates.

Franchising

Franchising is developing extensively in Ukraine, and is one of the most successful mechanisms for entrepreneurship. More than 50% of Ukraine's franchised outlets are in the services sector, more than 30% are in the restaurant sector, and nearly 10% are in the retail sector.

The Franchising and Retail Industry Forum 2019 trade show takes place in Kyiv from 12th-14th March. See: https://franchexpo.com/index_e.php for more information. Further advice on franchising in Ukraine can be found at the Ukrainian Franchise Group: <https://franchisegroup.com.ua/en/>, the Ukrainian Retail Association at: <https://rau.ua/en/> and the Franchising Association Ukraine at: <http://franchising.org.ua/>.

Contact DIT in Kyiv at: <https://www.gov.uk/world/organisations/departments-for-international-trade-ukraine#contact-us> for advice, or for help to find a legal adviser in Ukraine.

Visit the international section of the British Franchise Association at: <http://www.thebfa.org/international> for more information on franchising.

Financial considerations

Getting finance to fulfil an export contract

Globally, Ukraine ranks 32nd out of 190 economies for "Ease of Getting Credit" in the World Bank's "Doing Business" report 2019. See: <http://www.doingbusiness.org/data/exploreeconomies/ukraine>.

To make it easier to fulfil an export contract and grow your business, schemes are available to UK companies selling products and services to Ukraine. Contact your bank or specialist financial organisation for assistance.

UK Export Finance (UKEF) has significant risk capacity to support exports. See: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#ukraine>. You can contact one of UKEF's export finance advisers at: <https://www.gov.uk/government/publications/find-an-export-finance-manager> for free and impartial advice on your finance options.

Getting paid

You may wish to talk to a specialist about finance, including how to get paid in Ukraine. This could be a bank, an accountant or you can contact DIT in Kyiv at: <https://www.gov.uk/world/organisations/departments-for-international-trade-ukraine#contact-us> for help to find a financial adviser in Ukraine.

Payment risks

UK Export Finance (UKEF) helps UK companies to get paid by insuring against buyer default.

Be confident you will get paid for your export contract. Speak to one of UKEF's export finance advisers at: <https://www.gov.uk/government/publications/find-an-export-finance-manager> for free and impartial advice on your insurance options, or contact one of UKEF's approved export insurance brokers at: <https://www.gov.uk/government/publications/uk-export-finance-insurance-list-of-approved-brokers/export-insurance-approved-brokers>.

Currency risks when exporting to Ukraine

If you have not fixed your exchange rate you have not fixed your price. You should consider whether the best option for you is to agree terms in Sterling (GBP), US Dollars (USD), Euros (EUR) or Ukrainian Hryvnia (UAH) in any contract. You should also consider getting expert financial advice on exchange rates (sometimes called FX).

[Source – DIT/UKEF/gov.uk]



UKRAINE

VAT is generally levied on goods and services at 20%, calculated on the cost, insurance and freight (CIF) value plus import duty. Special VAT regimes apply to certain goods.







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How to do business in Ukraine

Legal considerations

Contact the DIT team in Ukraine at: <https://www.gov.uk/world/organisations/departments-for-international-trade-ukraine#contact-us> to help find tax and legal advisers before entering into agreements.

Standards and technical regulations

There is no bilateral agreement between Ukraine and the UK on mutual recognition of standards. Most products must be certified locally. The EU Commission in the context of DCFTA is working on an agreement for mutual recognition of standards.

The Ukrainian State Inspection on Consumer Protection has responsibility for standards and technical regulations.

You should consider taking out product liability insurance if you manufacture or supply a physical product that is sold or given away for free. See: <https://www.abi.org.uk/products-and-issues/choosing-the-right-insurance/business-insurance/liability-insurance/product-liability-insurance/>.

Intellectual Property (IP) protection

IP rights are territorial, that is they only give protection in the countries where they are granted or registered. If you are thinking about trading internationally, then you should consider registering your IP rights in your export markets.

Ukraine is a member of the World Trade Organization (WTO).

Trademarks, designs, patents and copyright are the principal forms of Intellectual Property protection governed by Ukrainian legislation. The legislation is harmonised with most relevant international treaties and compliant with WTO requirements.

Ukraine is not a party to the European Patent Convention. IP rights protection in Ukraine is a serious concern. The Office of the United States Trade Representative (USTR) named Ukraine a 'Priority Foreign Country' in a Special 301 report on IP in 2013. This rarely used, bottom-tier judgement demonstrated the deteriorating climate for Intellectual Property Rights (IPR) protection in Ukraine.

Information is provided on the UK Government's Intellectual Property page at: <https://www.gov.uk/intellectual-property-an-overview>, and at the Intellectual Property Office – the UK Government agency providing free and impartial advice on protecting and registering your IP in the UK and abroad. See: <https://www.gov.uk/government/organisations/intellectual-property-office>.

[Source – FCO Overseas Business Risk/gov.uk (2017)]

Ukraine's 2018 Intellectual Property Rights Index (IPRI) rating is 110th out of 125, placing it 23rd out of 24 in the region. See: <https://www.internationalpropertyrightsindex.org/country/ukraine>.

Export licences for Ukraine

You can find out about getting a licence to export dual use goods, services or technology to Ukraine at: <https://www.gov.uk/guidance/beginners-guide-to-export-controls>.



To find out which products will need certification or licensing before they can be exported to Ukraine, see: <https://www.gov.uk/starting-to-export/licences>.

The EU Foreign Affairs Council meeting on 22nd July 2014 agreed to lift the EU temporary suspension of arms export licences to Ukraine. A temporary suspension had been in place since February 2017 of equipment where there was a risk that they might be used for internal repression. All licences for military equipment for Ukraine will now be considered on a case-by-case basis against the EU and relevant national Arms Export Licensing Criteria.

Companies requiring further information on this issue should consult the Export Control Joint Unit. See: <https://www.gov.uk/government/collections/strategic-export-controls-licensing-data>.

[Source – FCO Overseas Business Risk/DIT (2017)]

Law on marketing and selling

If you are selling to consumers you must be aware of and comply with relevant Ukrainian consumer protection laws. It is recommended you consider using an agent in Ukraine to provide customer support services.

Labelling your products

Labels on non-food items must include the following information in Ukrainian:

- product name
- volume, weight, etc.
- price

- terms and conditions of purchase
- country of origin
- name of manufacturer
- Genetically Modified Organism (GMO) details
- hazardous substances information
- date of manufacture
- storage requirements
- guarantees
- usage and safety instructions
- expiration date, shelf-life and disposal instructions, etc.
- certification and compliance details

Labels on food items must include the following in Ukrainian:

- product name
- ingredient quantities
- volume, weight, etc.
- expiration date
- storage details
- terms and conditions of use
- importer details and contact for complaints
- serial number

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- Genetically Modified Organism (GMO) details
- country of origin
- nutritional value/content of proteins, carbohydrates, fats, calories, etc.
- health warnings with regard to consumption
- trade mark details as applicable

Due to the complexity of these regulations, and because they may change at short notice, you may decide to take advice from an agent, or contact DIT at the British Embassy Kyiv first. DIT in Ukraine can help you identify and meet potential agents and distributors. See: <https://www.gov.uk/world/organisations/departments-for-international-trade-ukraine#contact-us>.

Taxation

The State Fiscal Service administers tax and operates customs services in Ukraine. See: <http://sfs.gov.ua/en/>.

The general principles of the Ukrainian tax system are laid out in the Tax Code adopted in 2010. The Ukrainian tax reporting year uses the calendar year, starting 1st January and ending 31st December.

Value added tax (VAT)

VAT is generally levied on goods and services at 20%, calculated on the cost, insurance and freight (CIF) value plus import duty. Special VAT regimes apply to certain goods.

There are excise duties levied on beer, wine, spirits, tobacco and fuel. Many foreign companies have experienced delays with VAT refunds in Ukraine. This situation has recently started to improve but has not been completely resolved.

Corporate income tax

Corporate income tax is levied at 18%.

Individual income tax

Personal income tax in Ukraine is 18%.

Tax residents can benefit from certain tax exemptions and reduced tax rates.

[Source – DIT/gov.uk]

Double-taxation agreement

The UK and Ukraine have signed a double taxation agreement. This allows some taxes paid in one country to be deducted in the other.

The double taxation convention entered into force on 11th August 1993.

It was effective in Ukraine from:

- 10th October 1993 for tax on dividends, interest, royalties and tax on Ukrainian, foreign and stateless citizens
- 1st January 1994 for tax on enterprises

It was effective in the UK from:

- 1st April 1994 for corporation tax
- 6th April 1994 for income tax and capital gains tax

However, the Protocol to the 1993 Convention was signed on 9th October 2017 and has not yet entered into force. This will happen when both countries have completed their parliamentary procedures and exchanged diplomatic notes. An announcement will be made when these procedures have been completed. See: <https://www.gov.uk/government/publications/ukraine-tax-treaties>.

You can zero-rate the sale of your goods to Ukraine, provided you get and keep evidence of your export, and comply with all other laws. You must also make sure the goods are exported, and you must get the evidence within three months from the time of sale.

More information on GST in non-EU markets can be found at: <https://www.gov.uk/guidance/vat-exports-dispatches-and-supplying-goods-abroad>.

Excise duty

You should check you have paid excise duty on any alcohol, alcoholic drinks, energy products, electricity or tobacco products you send to Ukraine.

Customs

The State Fiscal Service operates customs services in Ukraine. See: <http://sfs.gov.ua/en/>.

All imported goods must be cleared with customs whether they are imported by air, sea or post. Import of goods under EUR 150 for private use is free of customs charges. Import duty is based on the CIF value of goods.

You can find out about import tariffs at the EU's Market Access Database (MADB). See: <http://madb.europa.eu/madb/indexPubli.htm>.

The MADB also has a full list of trade barriers and import tariffs for Ukraine at: http://madb.europa.eu/madb/barriers_result.htm?isSps=false&countries=UA.

Documentation

The following documents are required to import goods into Ukraine:

- commercial invoice showing the value of the goods (prepared in English and Ukrainian)
- international waybill
- certificate of origin
- certificate of conformity

Additional documents may be required depending on the goods and the means of transportation.

Import controls are in place for certain products. There may be pre-shipment controls on imports of manufactured products.

Customs clearance of goods (regular export-import documentation) is required by the Ukrainian authorities when transporting goods between mainland Ukraine and Crimea. Customs clearance is carried out at border checkpoints with Crimea.

Complying with HMRC regulations to export to Ukraine

You must make export declarations to HMRC through the National Export System (NES) to export your goods to Ukraine. See: <https://www.gov.uk/guidance/export-declarations-and-the-national-export-system-export-procedures>.

You can find out how to declare your exports to Ukraine through the NES at: <https://www.gov.uk/guidance/export-declarations-and-the-national-export-system-export-procedures>.

You must classify your goods as part of the declaration, including a commodity code and a Customs Procedure Code (CPC). Commodity codes and other measures applying to exports in the UK Trade Tariff can be found at: <https://www.gov.uk/trade-tariff>.

Contact the HMRC Tariff Classification Service at: <https://www.gov.uk/government/publications/notice-600-classifying-your-imports-or-exports/notice-600-classifying-your-imports-or-exports#list-of-useful-contacts> for more help.

You must declare any goods that you take with you in your luggage to sell outside the EU. See: <https://www.gov.uk/take-goods-sell-abroad> for further information.

Temporary export of goods

You can use an ATA (Admission Temporaire/Temporary Admission) Carnet to simplify the customs procedures needed to temporarily take goods into Ukraine: <https://www.gov.uk/taking-goods-out-uk-temporarily>.

Use the SPIRE system at: <https://www.spire.trade.gov.uk/spire/fox/espire/LOGIN/login> to apply for a temporary export licence.

[Source – DIT/gov.uk]

Shipping your goods

If you are not knowledgeable about international shipping procedures you can use a freight forwarder to move your goods. A forwarder will have extensive knowledge of documentation requirements, regulations, transportation costs and banking practices in Ukraine.

You can find freight forwarding companies to help you transport your goods to Ukraine via the British International Freight Association (BIFA) at: <http://www.bifa.org/home> or the Freight Transport Association (FTA) at: <http://www.fta.co.uk/>.

Posting goods

You can find out about sending goods by post to Ukraine at: <http://www.royalmail.com/ukraine>.

Shipping restricted, banned and dangerous goods

Special rules apply if you are shipping dangerous goods to Ukraine. See: <https://www.gov.uk/shipping-dangerous-goods/what-are-dangerous-goods> for more information.

You should consider working with a local agent who can advise on the latest import licensing requirements. Contact the DIT in Ukraine at: <https://www.gov.uk/world/organisations/departments-for-international-trade-ukraine#contact-us> for assistance and information about third-party advisers.

Terms of delivery

Your contract should include agreement on terms of delivery using incoterms: <https://www.gov.uk/guidance/international-trade-paperwork-the-basics#international-trade-contracts-and-incoterms>.

UK Export Finance

The UK Government can provide finance or credit insurance specifically to support UK exports through UK Export Finance (UKEF) – the UK's export credit agency. See: <https://www.gov.uk/government/organisations/uk-export-finance>.

For up-to-date country-specific information on the support available see UKEF's cover policy and indicators for Ukraine at: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#ukraine>.

[Source – DIT/UKEF/gov.uk]

UKRAINE

Knowledge of English varies and generally depends on the generation and industry. Younger people tend to have a level of English suitable for communication in comparison to the older generation.

Donetsk skyline





Business etiquette, language & culture

Language

Ukrainian is the national language in the whole of the country, although Russian is widespread and is a major language in eastern and southern cities as well as in Crimea.

Knowledge of English varies and generally depends on the generation and industry. Younger people tend to have a level of English suitable for communication in comparison to the older generation. Contacts in heavy industries or agriculture would not usually speak English. Contrary to these, IT or creative sectors would normally have a decent command of English.

With rare exceptions, city signs are not duplicated in English so learning the Cyrillic alphabet is recommended. Learning a few words in Ukrainian is advisable, especially in the countryside, where English is not widespread.

For initial correspondence we recommend writing in Ukrainian or in Russian to ensure a higher response rate. Sending thank you letters or acknowledging nil interest is not common, therefore please do not be discouraged but pursue your enquiry. To ensure the best results for meetings, hiring an interpreter is recommended. See: <https://www.gov.uk/government/publications/ukraine-list-of-interpreters>.

Meetings and presentations

Personal contacts are extremely important and if after initial correspondence, you feel that your partner is interested, we highly recommend a visit to the market. Any important issues should be discussed face-to-face. However, general introductory meetings are not always welcome and you should be ready to present your specific points even during the first appointment. Appointments should be confirmed shortly before a meeting date and are usually difficult to arrange in advance. Smart dress code and punctuality are advisable to show respect. Hand shaking is more important than in the West and there are some associated customs such as avoiding shaking hands across a threshold. If you wish to present flowers, make sure they make an odd number.

Negotiations

Ukrainians are hospitable and business meetings/negotiations can be quite extended. There is also a chance that natural hospitality overshadows the overall business purpose. Nevertheless, cautiousness is usual and people normally treat even basic data as confidential, such as number of staff, turnover, etc. This information is difficult to get on the phone but can be obtained at a meeting when a link is established. When meeting with various officials, from municipalities to ministries, they may want to conclude a Memorandum of Understanding (MoU). Such MoUs are common in Ukraine and although they do not produce legal obligations such as commercial contracts, they are still regarded as an important part of the partnership process.



Ukrainian public holidays

2019

Date:	Holiday:
Tuesday 1 st January	New Year's Day
Monday 7 th January	Orthodox Christmas Day
Friday 8 th March	Women's Day
Sunday 28 th April	Orthodox Easter Sunday
Monday 29 th April	Orthodox Easter Monday (only in 2019)
Wednesday 1 st May	Labour Day
Thursday 9 th May	Victory Day
Sunday 16 th June	Orthodox Whit Sunday
Monday 17 th June	Orthodox Whit Monday (only in 2019)
Friday 28 th June	Constitution Day
Saturday 24 th August	Independence Day
Monday 26 th August	Independence Day Holiday (only in 2019)
Monday 14 th October	Defender's Day
Wednesday 25 th December	Catholic Christmas Day

(NB some dates may be subject to change)

> Clear, consistent content is vital to making your business understood overseas. **So don't leave it to chance.**

- > Well-known companies we already work with include: Serco, Experian, Intertek, IKEA and Caterpillar
- > For a structured approach to translation, please read the article that follows



Protecting your Reputation
Worldwide™

If you're reading this guide, the chances are you're either a seasoned exporter, or you're committed to investigating new export opportunities for your business. Whichever category you fall into, you'll have a good idea of the huge investment in time, effort and resources which is required for export success.

Your priority will be to get your product or service to market, and it's a fact of life that procurement of peripheral resources such as translation is often left to the last minute. In this article we'd like to demonstrate to you how building translation into the early planning stages of your export campaigns can pay dividends.

The internet, mobile connectivity and social media mean that now more than ever before customers, be they B2B or B2C, are buying goods and services within the context of a connected world of instant communication.

Buying decisions carried out in isolation of wider and constantly changing sector, economic or social contexts are a thing of the past. This means that increasingly any product or service has to be supported with professional technical, marketing or other contextual content.

As examples of this, exporters need their technical documentation to be easily assimilated, their marketing content to be compelling, and their website to be informative and memorable. Human resources departments on the other hand need sensitive localisation of policies & procedures in line with local legislation, corporate guidelines and house style. After all an international expansion strategy or company restructuring could easily be undermined by insensitive internal communication.

In non English-speaking markets, all of the above can be achieved by working with a reliable and professional translation partner.

So how can really good translation help build your export success:

- clear and accurate foreign-language branding and content will motivate foreign customers to buy from you
- consistent and harmonised messaging helps to convey and reinforce your company's values and ethos
- corporate and operational risk through poor quality communication and misunderstanding is eliminated
- overall brand integrity and reputation are enhanced



language services

Protecting your Reputation
Worldwide™

The following components are key to a successful translation project, and show how AST can make the process of internationalising outward-facing and internal communications simpler, more professional and more cost-effective:

Rigorous selection of translators

AST's ISO9001 certified and ISO17100 compliant processes mean that the company has approved sector-specialist translators whatever the language and deadline requirements, with experienced proofreaders to give the text precision and professionalism to really focus the reader's attention.

Translation memory technology

Client-facing documents produced periodically often contain sections which stay the same and sections which need updating. Similarly company websites and technical data or manuals can contain identical paragraphs and sections. Translation Memory technology is used in this situation to identify duplicate and legacy text. The duplicates are logged and reused – leading to reduced turnaround times and resulting

cost savings – with company wordings for products, processes, titles and descriptions translated consistently.

Terminology management

The key words used to describe your company's products, services and processes support your brand and identity. This is equally true in your foreign language communications. Unfortunately, once translated it is often easy to lose control of key terms, leading to uncertainty as to whether the translations are having the desired impact. AST's terminology management prevents this. Glossaries are maintained in multiple languages and client terminology is checked in each language by industry sector experts. As the glossary grows it can be reused with each new project, so client content is always on-message and brand integrity consistent.

So there's really no need for you to leave the "softer" aspects of your export campaign to chance. Using a professional translation company like AST provides a guarantee that your international content will be clear, consistent and effective. Whatever the language.

> YOU NEED YOUR SALES, TECHNICAL AND WEBSITE CONTENT TO BE **TRANSLATED BY EXPERTS!**

- > We're recognised as a UK leader for translating high profile, client-facing documents
- > All our translators are rigorously selected so your text will be translated by the best people in the business
- > We ensure you get premium quality translations every time, on time and within budget

No matter how urgent your assignment we can translate it.



UKRAINE

Despite the difficult political and economic climate, Ukraine continues to offer opportunities in a broad range of sectors. Many of these involve co-operation with Ukrainian companies and authorities, and require Western financial investment.



WHAT ARE THE CHALLENGES?

International business can be difficult

For 50 years we've helped
British companies succeed
in global markets.

Let us help you.

Join us.



Visit www.britishexpertise.org

Email mail@britishexpertise.org

Telephone +44 (0) 20 7824 1920

What are the challenges?

Challenges when doing business in Ukraine

The main challenges for UK businesses in Ukraine include:

- political and economic instability
- temporarily-occupied territory in Crimea and 'Operation of the United Forces' in Eastern Ukraine
- corruption
- bureaucracy and inefficient tax and legal system
- overregulation
- protection of Intellectual Property (IP)
- underdeveloped transport infrastructure
- local currency devaluation

[Source – DIT/FCO/gov.uk]

Business risk

Bribery and corruption

Bribery is illegal. It is an offence for British nationals or someone who is ordinarily resident in the UK, a body incorporated in the UK or a Scottish partnership, to bribe anywhere in the world. In addition, a commercial organisation carrying on a business in the UK can be liable for the conduct of a person who is neither a UK national or resident in the UK or a body incorporated or formed in the UK. In this

case it does not matter whether the acts or omissions which form part of the offence take place in the UK or elsewhere.

Transparency International estimates that Ukrainians pay between 10-20% of income on bribes, and that 80% of Ukrainians pay for services they are entitled to receive free of charge (higher than in any other country surveyed).

The new Ukrainian Government has declared a commitment to eliminate widespread corruption and is now developing a programme of reforms. The recently established National Anti-Corruption Bureau is now investigating high level corruption. Lower level criminality is dealt with by the National Police.

Ukraine took a major step forward towards the improvement of its investment climate with the appointment of a Business Ombudsman for the country's Anti-Corruption Initiative that was established in May 2017. The post of Business Ombudsman is a key element in the Initiative agreed under a Memorandum of Understanding among the Ukrainian Government, international organisations, including the EBRD and the OECD, and the following Ukrainian business associations: the American Chamber of Commerce in Ukraine, the European Business Association, the Federation of Ukrainian Employers, the Ukrainian Chamber of Commerce and Industry and the Ukrainian League of Industrialists and Entrepreneurs.

Visit the GAN Business Anti-Corruption portal at: <http://www.business-anti-corruption.com/country-profiles/ukraine> for procedures you can establish to protect your company from corruption risks. You can also find information on the UK Government's website on bribery and corruption at: <https://www.gov.uk/anti-bribery-policy>.

[Source – FCO Overseas Business Risk/gov.uk (2017)]

Intellectual Property

IP rights are territorial, that is they only give protection in the countries where they are granted or registered. If you are thinking about trading internationally, then you should consider registering your IP rights in your export markets.

Ukraine became a member of the World Trade Organization (WTO) in May 2008, and Ukrainian Intellectual Property (IP) legislation was marked by harmonisation of Ukrainian Law with international treaties. Most of the introduced amendments comply with the WTO's requirements to protection of IP rights within the framework of the Agreement on Trade-Related Aspects of Intellectual Property Rights (the "TRIPS Agreement").

Ukraine is a party to the following international treaties:

- Berne Convention for the Protection of Literary and Artistic Works
- 1952 Universal Convention on Copyright
- Paris Convention for Protection of Industrial Property
- International Nice Agreement concerning International Classification of Goods and Services
- 1994 Trade Mark Law Treaty
- Strasbourg Agreement concerning the International Patent Classification
- Locarno Agreement Establishing an International Classification for Industrial Designs

Ukraine is also a party to the Patent Co-operation Treaty and the Hague Agreement Concerning the International Registration of Industrial Designs. Unlike most European countries, Ukraine is not a party to the European Patent Convention (Munich Convention).

The US Trade Representative's annual 2017 Special 301 Report once again listed Ukraine on the Priority watch list of countries. Ukraine was designated a Priority Foreign Country (PFC) in the 2013 Special 301 Report. As described in that report, the three grounds for Ukraine's PFC designation were:

- the unfair, non-transparent administration of the system for collecting societies, which are responsible for collecting and distributing royalties to U.S. and other right holders
- widespread (and admitted) use of unlicensed software by Ukrainian Government agencies
- failure to implement an effective means to combat the widespread online infringement of copyright and

related rights in Ukraine, including the lack of transparent and predictable provisions on intermediary liability and liability for third parties that facilitate piracy, limitations on such liability for ISPs and enforcement of takedown notices for infringing online content

The report recognises that Ukraine has taken some positive steps under extremely trying circumstances. A special unit was created within the National Police of Ukraine to investigate IPR violations and enforcement officials have participated in international trainings on investigating IPR crimes. More broadly, the government appears to be working to address long-standing concerns about endemic corruption and mismanagement, including in IPR protection and enforcement. However, evidence of real progress is still not apparent.

IP information is provided on the UK Government's Intellectual Property page at: <https://www.gov.uk/intellectual-property-an-overview>, and at the Intellectual Property Office – the UK Government agency providing free and impartial advice on protecting and registering your IP in the UK and abroad. See: <https://www.gov.uk/government/organisations/intellectual-property-office>.

Ukraine's 2018 International Property Rights Index (IPRI) score increased by 0.0858 since 2017, bringing it to 4.282 and placing it 23rd out of 24 in the "Central Eastern Europe and Central Asia" region, and 110th out of 125 in the world (where 1st is best and 125th is worst). See: <https://www.internationalpropertyrightsindex.org/country/ukraine>.

Organised crime

In general, widespread corruption makes Ukraine an attractive country for organised criminals. Read the information provided on the UK Government's organised crime page at: <https://www.gov.uk/guidance/crime-and-fraud-prevention-for-businesses-in-international-trade>.

[Source – FCO Overseas Business Risk/gov.uk (2017)]



UKRAINE

Ukraine has one-third of the world's richest soil, the chernozem, known as the "black earth". It is estimated that Ukraine, if fully cultivated to Western standards, could feed a fifth of the world's population, increasing its agricultural production by over 500%, to become the world's leading grain exporter and a leading producer of many other agricultural products.



INSTITUTE OF EXPORT

& INTERNATIONAL TRADE

What does membership of the Institute of Export & International Trade mean?

To most the Institute of Export & International Trade simply plods away providing much needed qualifications to professionalise the industry however, did you realise that our helpline is one of the busiest and best in the industry? It's all part of membership and, if you need more than a phone call, we can put together a project to fulfil your needs. 2015 saw the launch of our Technical Help for Exporters that recognises the volume of legislation and regulation that covers our industry and gives you the comfort of knowing that if you don't know, you know someone who does!



Innovation is key to the success of the Institute and new ideas include our New Exporter package. This allows a business to enter a new market secure in the knowledge that they have an understanding of how they will operate and comply with any specific regulations and standards. Practical help and assistance is always available from the Institute so any additional training can be tailored to the business and the team that needs the knowledge.

The work of the IOE&IT also extends to representing membership views. Knowledge gained from our members' feedback, those who get involved with

the forums and Special Interest Groups, and those who attend our training courses or study with us, enables us to represent the industry at government levels in both the process and delivery of policy for international trade. These views also help us to ensure that the training programmes are effective and pertinent to the industry needs. Our Diploma in World Customs Compliance and Regulation is testament to the way we listen to our members' needs. This was driven by Nissan, Adidas, John Lewis and many others and will neatly dovetail into any AEO work ensuring that quality standards are met at manager and junior staffing levels.

Starting in 1935, the Institute committed itself to building competence and growing confidence for businesses trading in goods and services, which at the time, was a far reaching remit. Over the years this remit has seen us develop from simply providing training in short course format over a day, or perhaps two, into a fully-fledged Ofqual Awarding Organisation that operates specifically to deliver international trade education.



This status allows our individual members and corporates alike to be sure that they are part of a quality organisation with plans for growth integrated with a sustainable future for the global prosperity of UKPIc.

Part of our work includes mapping existing qualifications to roles and producing training needs analyses to ensure staffing progression and continuity. The need to upskill our workforce to match those of our competitors is a key element vital for growth. Our focus is on recognising that International trade needs specific knowledge, coupled with a strong belief that we must start to talk to

our young people at an earlier stage. We need to engage the next generation in thinking about how world trade works and how it will be great for British businesses. They need to know how items arrive in the shops which, in turn, will begin to spark ideas. As these young people join companies they will bring a fresh outlook that all things are possible especially if you operate globally.



Why not call us and get involved?

It has never been more important that we act as an industry to help – we need experts and commitment to professionalising international trade from businesses large and small – help your institute to stay ahead of the curve.

Institute of Export & International Trade

Export House
Minerva Business Park, Lynch Wood,
Peterborough, Cambridgeshire,
PE2 6FT, UK
Telephone: +44(0)1733 - 404400
Fax: +44(0)1733 - 404444



Lesley Batchelor OBE, FIEEx (Grad) –
Director General, Institute of Export & International Trade

Focusing on qualifications.

A focus on qualifications - but why do we need them?

I'd like to tell you about my story, it's ok it won't take too long but I think it's similar to a lot of people that work in international trade.

I left school with no ambition to do anything other than help my mum make ends meet. I wanted to be a seamstress but we couldn't afford the material for the interview so I went into an accounts department at a large pharmaceutical company. Luckily for me they recognised a hard worker and asked me to work in various departments. After a year they asked me which one I like the best and without even thinking I said "international", and that was my career set out for me.

Working in international trade I found that I needed to understand so many different things - from how trade agreements impacted a sale to the legal aspects of trade and how different systems worked in terms of contract and disputes. Getting paid brought about a whole new set of issues and this really made me learn and think about the implications of offering credit and how it can be used to your advantage.

Things I learnt about logistics and the paperwork that was needed to support a trade were empirical and slowly I became sure of my knowledge. The problem was, that when I wanted to move on to the next company, I had nothing to show I had that knowledge. It was frustrating to find that the knowledge that I had accumulated over 11 years wasn't evidenced in any way and that no-one knew exactly what I knew. I was lucky enough to get my next job with a well-known Japanese computer company but it made me realise that if I wanted a career, I needed to get qualified.

So I spent the next two years, two nights a week at night school honing my skills and building a knowledge and understanding of all aspects of the trade I had entered "by the back door". Finally, exhausted but with a full understanding of how planning and control worked, I passed and became a Graduate Member of the Institute of Export & International Trade, suffix MIEEx (Grad) in 1991.

Well, many things have changed since then, as after many years of working in international trade, I took over at the helm, steering the qualifications and the Institute towards a better place. We have now gained Ofqual Awarding Organisation status for the qualifications and have worked hard on ensuring we are ready for the next 80 years of representing the industry and standing as guardian of professional standards in international trade.

OFQUAL* awarding status is hard earned and we are proud to be the only professional body operating in this international trade environment.

IOE&IT Qualifications in brief

www.export.org.uk/page/qualifications

- Level 1 Young International Trader
(Available electronically)
- Level 2 International Trade Logistic Operations **
- Level 3 Certificate of International Trade
Certified International Trade Adviser
- Level 4 Advanced Certificate in
International Trade
- Level 5 Diploma in International Trade
Diploma in World Customs
Compliance and Regulations
- Level 6 Foundation Degree jointly
delivered with *** Anglia Ruskin
University
**Higher Apprenticeship in
International Trade - the first
so far.**

Our courses at level 3 onwards are delivered online using a blended learning technique which involves the support of an expert tutor for each topic. The IOE&IT online campus offers a range of learning tools, from power-point presentations and videos to online chats and forums for the students. The Institute has a success rate of 95% in helping our students through these academic programmes.

The Advanced Certificate in International Trade - Elective modules have been added to the level 4 Advanced Certificate syllabus. In addition to the three core modules of Business Environment, Market Research & Marketing and Finance of International Trade, students can now choose a fourth elective module from:

- a. International Physical Distribution
- b. Selling Services, Skills and Software Overseas
- c. Or one of:
 - i. Doing business & communicating in Arabic speaking markets
 - ii. Doing business & communicating in Spanish speaking markets
 - iii. Doing business & communicating in German markets
 - iv. Doing business & communicating in Chinese markets
 - v. Doing business & communicating in Russian markets

The series of modules above carry language skills training, the focus being on basic business language needed and business culture

Finally, eBusiness internationally will be launched summer 2016.

The Diploma in International Trade - level 5 is equivalent to the second year of a degree and is accepted as entry level for:-

BSc (Hons) in Management Practice - International Trade with Plymouth University
-Online 24 months

MSc International Trade, Strategy and Operations with Warwick University - 36 months part residential

www.export.org.uk/page/qualifications will give you more detail and a contact who will talk you through your options.

*The OFQUAL Register of Regulated Qualifications contains details of Recognised Awarding Organisations and Regulated Qualifications in England (Ofqual), Wales (Welsh Government) and Northern Ireland (Ofqual for vocational qualifications and CCEA Accreditation for all other qualifications).

** International Trade Logistic Operations is delivered through our approved centres

*** Anglia Ruskin University is Entrepreneurial University of the Year



British Embassy Kyiv

The British Embassy Kyiv maintains and develops relations between the UK and Ukraine.

Find out more on their Ukraine and the UK news page, here: <https://www.gov.uk/world/ukraine/news>.
The British Embassy Kyiv provides services to British nationals living in and visiting Ukraine.
You can access UK Government services while in Ukraine, here: <https://www.gov.uk/world/ukraine>.

Urgent assistance

If you are in Ukraine and you need urgent help (for example, you have been attacked, arrested or someone has died), call +380 44 490 3660. If you are in the UK and worried about a British national in Ukraine, call 020 7008 1500.

Get an emergency travel document

You can apply for an emergency travel document if you are abroad and your passport has been lost or stolen, damaged or expired, and you cannot get a new or replacement passport in time to travel, here: <https://www.gov.uk/emergency-travel-document>.

If the person needing the emergency travel document is under 16, a parent or guardian should apply on their behalf.

If you are due to travel in the next 24 hours, contact the British Embassy Kyiv as soon as possible, here: <https://www.gov.uk/world/organisations/british-embassy-kyiv#contact-us>.

If you are travelling in more than 3 weeks, check if you can get a new or replacement passport in time to travel, here: <https://www.gov.uk/renew-adult-passport>.

If you are not a British citizen or have not had a British passport before

If you are not sure, check if you are a British citizen, here: <https://www.gov.uk/check-british-citizen>.

If you are not a British citizen but think you may be eligible, contact the British Embassy Kyiv to apply for an emergency travel document, here: <https://www.gov.uk/world/organisations/british-embassy-kyiv#contact-us>.

Once you have contacted them, you will be advised to make an appointment to apply for an emergency travel document at the British Embassy Kyiv, here: https://www.consular-appointments.service.gov.uk/fco#!/british-consulate-kyiv/issuing-an-emergency-travel-document/slot_picker.

Other consular services

Notarial and documentary services

The British Embassy Kyiv may be able to offer notarial services, including administer an oath, affirmation or affidavit; make a certified copy of a document and witness a signature. See the full list of notarial and documentary services they provide, here:

<https://www.gov.uk/guidance/notarial-and-documentary-services-guide-for-ukraine>.

Consular fees

The British Embassy Kyiv charge fees for some of their services. See the full list of consular fees in Ukraine, here: <https://www.gov.uk/government/publications/ukraine-consular-fees>.

Contact details:

British Embassy Kyiv

9, Desyatynna St.
Kyiv
01901
Ukraine

Email: UKinUkraine@fco.gov.uk

Tel: +380 44 490 3660

Fax: +380 44 490 3662

Fax (trade/defence teams):

+380 44 490 3695/62

Consular: britconsular.kyiv@fco.gov.uk

Department for International Trade Kyiv

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Kyiv
01901
Ukraine

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The Institute of Export & International Trade

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Minerva Business Park
Lynch Wood
Peterborough
PE2 6FT, UK

Tel: +44 (0) 1733 404400

Website: <https://www.export.org.uk/default.aspx>



Department for International Trade (DIT):

If you have a specific enquiry about the Ukrainian market which is not addressed by the information in this guide, you may contact:

Email: enquiries@trade.gsi.gov.uk
Tel: +44 (0)20 7215 5000

Otherwise contact DIT at the British Embassy Kyiv directly, for more information and advice on opportunities for doing business in Ukraine:

**UK Department for International Trade
Ukraine**

British Embassy
9 Desyatynna St
Kyiv
01901
Ukraine

Email: commercial.kyiv@fco.gov.uk
Telephone: +380 44 490 3660



British Expertise

23 Grafton Street, London W1S 4EY

Tel: +44 (0)20 7824 1920
Fax: +44 (0)20 7824 1929

<https://www.britishexpertise.org/>



UK Export Finance

UK Export Finance is the UK's export credit agency.

UKEF's mission is to ensure that no viable UK export fails for lack of finance or insurance from the private sector, while operating at no net cost to the taxpayer.

We help UK companies of all sizes and in all sectors win, fulfil and get paid for export contracts. We provide insurance to exporters and guarantees to banks to share the risks of providing export finance. In addition, we can make loans to overseas buyers of goods and services from the UK.

As the world's first export credit agency, established in 1919, we've been innovating since day one.

- Last year, we provided £2.5 billion of support for UK exports, helping 191 companies sell to 75 markets around the world.
- 77% of all companies we supported were small to medium-sized businesses.
- We also lent £666 million directly to overseas buyers to help them buy from the UK - more than double the amount for 2016 to 2017.

New business enquiries:

To check your eligibility for trade finance and insurance:

Visit: www.great.gov.uk/get-finance

Call: +44 (0) 20 7271 8010

Email: customer.service@ukexportfinance.gov.uk



**Ukrainian Embassy
London**

Ukrainian Embassy London

60 Holland Park
London
W11 3SJ

Phone: +44 (0) 207 727 63 12

Fax: +44 (0) 207 792 17 08

Email: emb_gb@mfa.gov.ua

<https://uk.mfa.gov.ua>


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Language Services



AST Language Services Ltd

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Nottingham NG7 4FX
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Corporate Intelligence



COSA LLC

3 Floor, Yaroslavskaya str. 6
04071 Kyiv, Ukraine

Telephone: +380 974354274

Email Address: info@cosa.solutions

Website Address: www.cosa-is.com

Contact name: Pavlo Verkhniatsky

Market Entry/Business Process Outsourcing



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Obolon Residences Business Center
Obolonskyi Ave 26
04205 Kyiv, Ukraine

Kyiv: +380 44 451-5154

Vienna: +43 660 717-2456

Email: office@hwc.com.ua

Web: www.hwc.com.ua

Contact: Dipl.-Kfm. Sven Henniger,
Dr. Thomas Winkelmann

KINSTELLAR

Kinstellar LLC

1-A, Sportyvna sq.
01601, Kyiv, Ukraine

Telephone: +380 44 394 9040
Email: kyiv.reception@kinstellar.com

Website: www.kinstellar.com

Insurance & Risk Services



Oakeshott Insurance Consultants Ltd Lloyd's of London broker

London Head office:
42-47 Minories
London EC3N 1DY

Email: wecanhelp@oakinsur.com
Telephone: +44 20 7680 1230 (24 hours)

Kyiv office:
3, Ipsilantievskij Lane (ex. Aistova Street)
Kyiv, 01010, Ukraine

Email: wecanhelp@oakeshott.com.ua
Telephone: +38 044 374 04 12

Oakeshott British Insurance Agency -
same address and details as above

Accountants/Professional Business Services



PwC Ukraine

75 Zhylyanska Str.
Kyiv 01032, Ukraine

Phone: +380 44 354 0404
Fax: +380 44 354 0790

Email: pwc.ukraine@ua.pwc.com

Website: <https://www.pwc.com/ua>

Useful links

Country information:

BBC Website:

http://news.bbc.co.uk/1/hi/country_profiles/default.stm

FCO Country Profile:

<https://www.gov.uk/foreign-travel-advice/ukraine>

Culture and communications:

ICC – The international language association:

<http://www.icc-languages.eu/>

Customs and regulations:

HM Revenue & Customs:

<https://www.gov.uk/government/organisations/hm-revenue-customs>

Economic information:

The Economist:

<https://www.economist.com/topics>

Trading Economics:

www.tradingeconomics.com

Export control:

Export Control Joint Unit:

<https://www.gov.uk/guidance/beginners-guide-to-export-controls>

Export finance and insurance:

British Insurance Brokers Association (BIBA):

www.biba.org.uk

UK Export Finance (formerly ECGD):

www.gov.uk/government/organisations/uk-export-finance

Intellectual Property:

Intellectual Property Office:

<https://www.gov.uk/government/organisations/intellectual-property-office>

World Intellectual Property Organization (WIPO):

http://www.wipo.int/treaties/en/text.jsp?file_id=288514

Standards and technical regulations:

British Standards Institution (BSI):

<https://www.bsigroup.com/en-GB/industries-and-sectors/import-export/>

Export Control Joint Unit (ECJU):

<https://www.gov.uk/government/organisations/export-control-organisation>

Intellectual Property Office:

<https://www.gov.uk/government/organisations/intellectual-property-office>

National Physical Laboratory:

<http://www.npl.co.uk/>

Trade statistics:

HM Revenue and Customs (HMRC):

<https://www.uktradeinfo.com/statistics/buildyourowntables/pages/table.aspx>

National Statistics Information:

<https://www.gov.uk/government/statistics/announcements>

Office for National Statistics:

<http://www.ons.gov.uk/>

Trade shows:

British Expertise Events:

<https://www.britishexpertise.org/events/>

EventsEye.com online database:

www.eventseye.com

DIT Events Portal:

<https://www.events.great.gov.uk/ehome/index.php?eventid=200183029&>

Franchising and Retail Industry Forum, Kyiv (12th-14th March 2019):

https://franchexpo.com/index_e.php

Travel advice:

FCO Travel:

www.gov.uk/browse/abroad

FCO Foreign Travel Insurance:

<https://www.gov.uk/guidance/foreign-travel-insurance>

Healthcare abroad:

Travel health:

www.travelhealth.co.uk

TravelHealthPro:

<https://travelhealthpro.org.uk/countries>

NHS (Scotland):

<http://www.fitfortravel.nhs.uk/destinations.aspx>

NHS Choices:

<https://www.nhs.uk/using-the-nhs/healthcare-abroad/>

International trade:

British Chambers of Commerce (BCC):

www.britishchambers.org.uk

British Council:

www.britishcouncil.org

British Expertise:

www.britishexpertise.org

British Franchise Association:

<http://www.thebfa.org/international>

Centre for the Protection of National Infrastructure (CPNI):

<http://www.cpni.gov.uk/>

Confederation of British Industry (CBI):

www.cbi.org.uk

Department for Business, Energy & Industrial Strategy (BEIS):

<https://www.gov.uk/government/organisations/department-for-business-energy-and-industrial-strategy>

Department for International Trade (DIT):

<https://www.gov.uk/government/organisations/department-for-international-trade>

DIT e-exporting programme:

<https://www.gov.uk/guidance/e-exporting>

Export Britain:

<http://exportbritain.org.uk/>

Exporting is GREAT:

<https://www.great.gov.uk/>

Foreign & Commonwealth Office (FCO):

www.gov.uk/government/organisations/foreign-commonwealth-office

Heritage Foundation Index of Economic Freedom:

<https://www.heritage.org/index/ranking>

Institute of Directors (IoD):

www.iod.com

Institute of Export & International Trade (IOE&IT):

<https://www.export.org.uk/default.aspx>

International Monetary Fund (IMF):

<http://www.imf.org/external/index.htm>

Market Access database:

<http://madb.europa.eu/madb/indexPubli.htm>

Open to Export:

<http://opentoexport.com/>

Organisation for Economic Co-operation and Development (OECD):

<http://www.oecd.org/>

Overseas business risk:

<https://www.gov.uk/government/collections/overseas-business-risk>

Transparency International:

<http://www.transparency.org/>

UK Trade Tariff:

<https://www.gov.uk/trade-tariff>

UK Visas:

<https://www.gov.uk/government/organisations/uk-visas-and-immigration>

World Bank Group economy rankings:

<http://www.doingbusiness.org/en/rankings>

World Economic Forum Global Competitiveness Report:

<http://reports.weforum.org/global-competitiveness-report-2018/>

Ukrainian websites:**Boryspil International Airport:**

<https://kbp.aero/en/transport/>

British Ukrainian Chamber of Commerce (BUCC):

<http://www.bucc.com.ua/>

Franchising Association Ukraine:

<http://franchising.org.ua/>

General Prosecutor's Office:

<https://en.gp.gov.ua/ua/index.html>

Ministry of Agrarian Policy and Food of Ukraine:

<http://minagro.gov.ua/en>

Ministry of Culture of Ukraine:

<http://mincult.kmu.gov.ua/control/en>

Ministry of Defence of Ukraine:

<http://www.mil.gov.ua/en/>

Ministry of Ecology and Natural Resources of Ukraine:

<http://eng.menr.gov.ua/>

Ministry of Economic Development and Trade of Ukraine:
<http://www.me.gov.ua/?lang=en-GB>

Ministry of Education and Science of Ukraine:
<https://mon.gov.ua/ua>

Ministry of Energy and Coal Mining of Ukraine:
<http://mpe.kmu.gov.ua/>

Ministry of Finance of Ukraine:
<https://www.minfin.gov.ua/en>

Ministry of Foreign Affairs of Ukraine:
<https://mfa.gov.ua/en>

Ministry of Health of Ukraine:
<http://en.moz.gov.ua/>

Ministry of Information Policy of Ukraine:
<http://mip.gov.ua/en/>

Ministry of Infrastructure of Ukraine:
<http://mtu.gov.ua/en/>

Ministry of Interior of Ukraine:
<http://mvs.gov.ua/en/>

Ministry of Justice of Ukraine:
<https://minjust.gov.ua/en>

Ministry of Regional Development of Ukraine:
<http://www.minregion.gov.ua/>

Ministry of Youth and Sports of Ukraine:
<http://dsmsu.gov.ua/index/en>

National Agency on Corruption Prevention:
<https://nazk.gov.ua/report-corruption>

Police Payment Options:
<https://police.kiev.ua/statti/203-yak-splatiti-shtraf-pdr>

State Border Guard Service of Ukraine:
<https://dpsu.gov.ua/en/activity/propusk-cherez-kordon/>

State Fiscal Service of Ukraine:
<http://sfs.gov.ua/en/>

Ukrainian Embassy (London) and Consulate (Edinburgh):
<https://uk.mfa.gov.ua/en/consular-affairs/contacts>

Ukrainian Franchise Group:
<https://franchisegroup.com.ua/en/>

Ukrainian Public Procurements National Web Portal:
<https://tender.me.gov.ua/EDZFrontOffice/>

Ukrainian Railways:
<http://www.uz.gov.ua/en/>

Ukrainian Retail Association:
<https://rau.ua/en/>

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Trade shows

A trade show is a method of promoting a business through the exhibition of goods and services, an organised exhibition of products, based on a central theme, where manufacturers meet to show their products to potential buyers.

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. DIT's Tradeshow Access Programme (TAP) provides grant support for eligible SME firms to attend trade shows overseas.

Participation is usually as part of a group, a great advantage for inexperienced businesses, and is usually led by one of DIT's Accredited Trade Associations (ATOs). ATOs work with DIT to raise the profile of UK groups and sectors at key exhibitions. For more information visit: <https://www.gov.uk/guidance/tradeshow-access-programme>.

IOE&IT's events:

www.export.org.uk/events/event_list.asp

10 Times (formerly

BizTradeShows.com):

www.10times.com/Ukraine

British Expertise Events:

<https://www.britishexpertise.org/events/>

EventsEye.com online database:

www.eventseye.com

DIT online events search facility:

<https://www.events.great.gov.uk/ehome/index.php?eventid=200183029&>





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• KRYVYJ RIG

○ ZAPORIZHIA

• NIKOPOL

• SLOVYANSK

• SEVERODONETSK

• KRAMATORSK

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• ALCHEVSK

• ANTRATSIT

• SVERDLOVSK

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○ MYKOLAIV

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• NOVA KAKHOVKA

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Doing Business in Ukraine Guide Quick Facts

Location: Eastern Europe, bordering the Black Sea, between Poland, Romania, and Moldova in the west and Russia in the east

Area: 603,628 km²

Population: 44.8 million (World Bank 2017)

Urban population: 69.9%

Capital city: Kyiv

GDP per capita: US \$2,639 (World Bank 2017)

Languages: Ukrainian (official) 67.5%, Russian (regional language) 29.6%, other (includes small Crimean Tatar, Moldovan/Romanian, and Hungarian-speaking minorities) 2.9% (2001 est.)

Religion: Orthodox (includes Ukrainian Autocephalous Orthodox (UAOC), Ukrainian Orthodox - Kyiv Patriarchate (UOC-KP), Ukrainian Orthodox - Moscow Patriarchate (UOC-MP)), Ukrainian Greek Catholic, Roman Catholic, Protestant, Muslim, Jewish (2013 est.)

Government: semi-presidential republic

Legal system: civil law system; judicial review of legislative acts

Currency: Ukrainian Hryvnia

Climate: temperate continental; Mediterranean only on the southern Crimean coast; precipitation disproportionately distributed, highest in west and north, lesser in east and southeast; winters vary from cool along the Black Sea to cold farther inland; warm summers across the greater part of the country, hot in the south

Natural resources: iron ore, coal, manganese, natural gas, oil, salt, sulphur, graphite, titanium, magnesium, kaolin, nickel, mercury, timber, arable land

Natural hazards: occasional floods; occasional droughts

Time difference: UTC+2

Internet country code: .ua

National holiday: Independence Day, 24th August (1991)

National symbols: tryzub (trident); national colours: blue, yellow

[Source: FCO Economics Unit, CIA World Factbook]



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