

Ukrainian Business Outlook

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Since 24.02 3 stages of development

24.02.22 – 31.03.22

entering survival mode (saving teams, families and businesses)

01.04.22 – 09.10.22

stabilization and adaptation to the new reality

10.10.22 – up until now

moving to autonomy in terms of energy supply

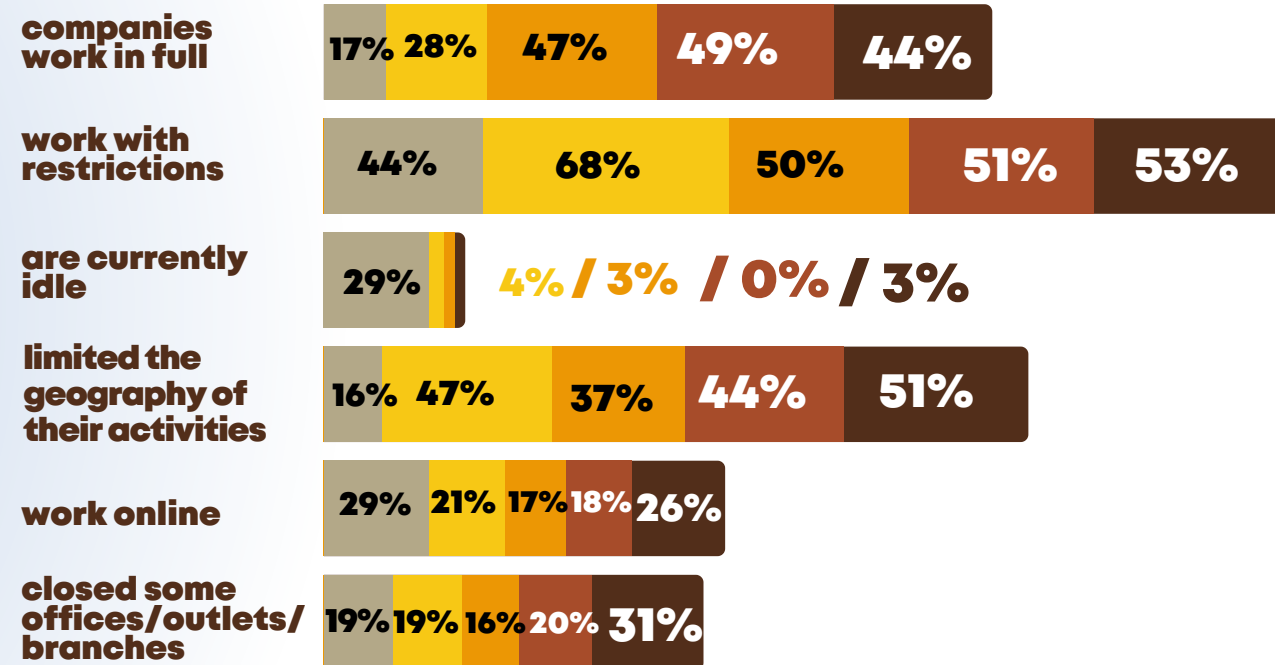
Main sentiments



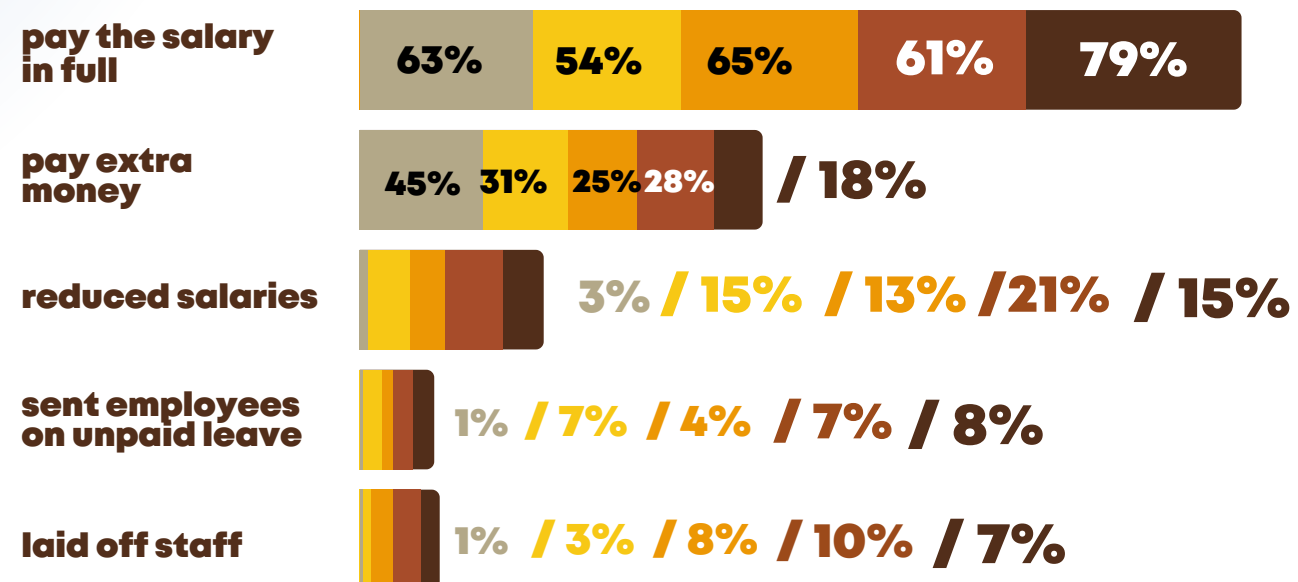
BIG AND MEDIUM BUSINESS

MARCH APRIL MAY JULY OCTOBER

WORK OF COMPANIES



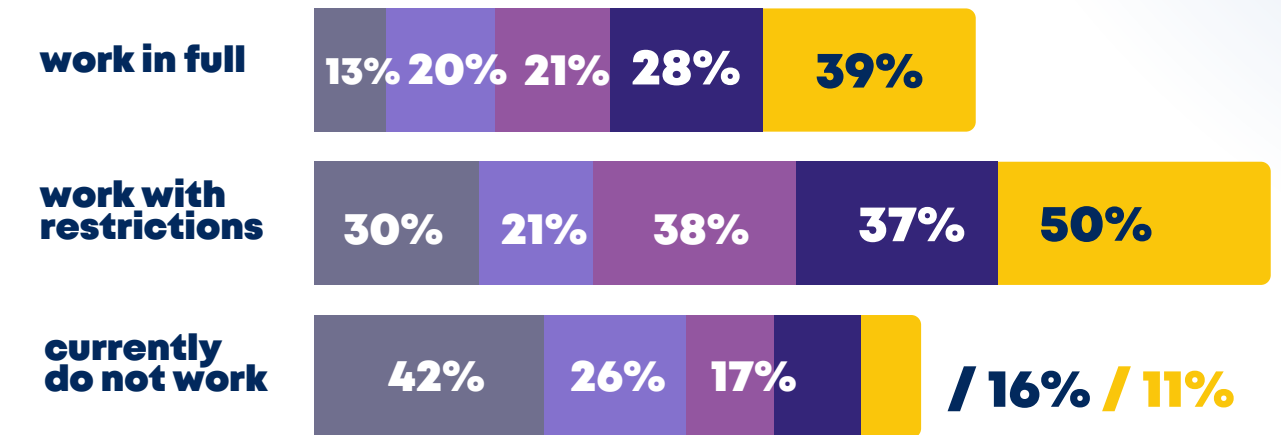
SALARIES



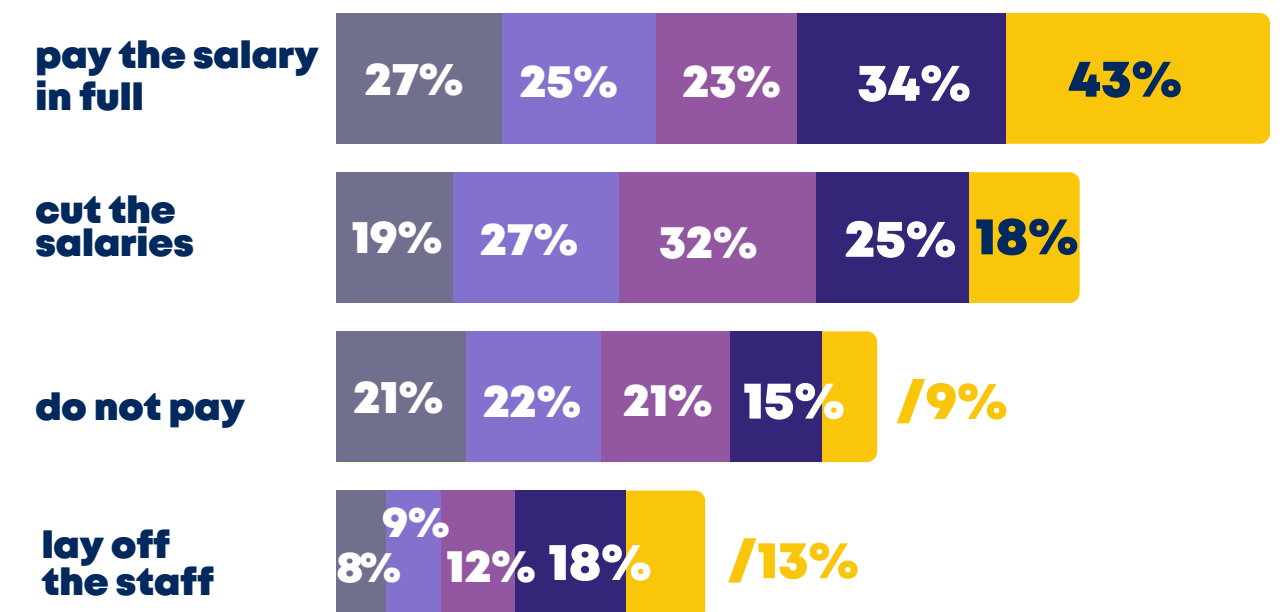
MICRO BUSINESS

MARCH APRIL MAY JULY OCTOBER

WORK OF COMPANIES



SALARIES



Main sentiments

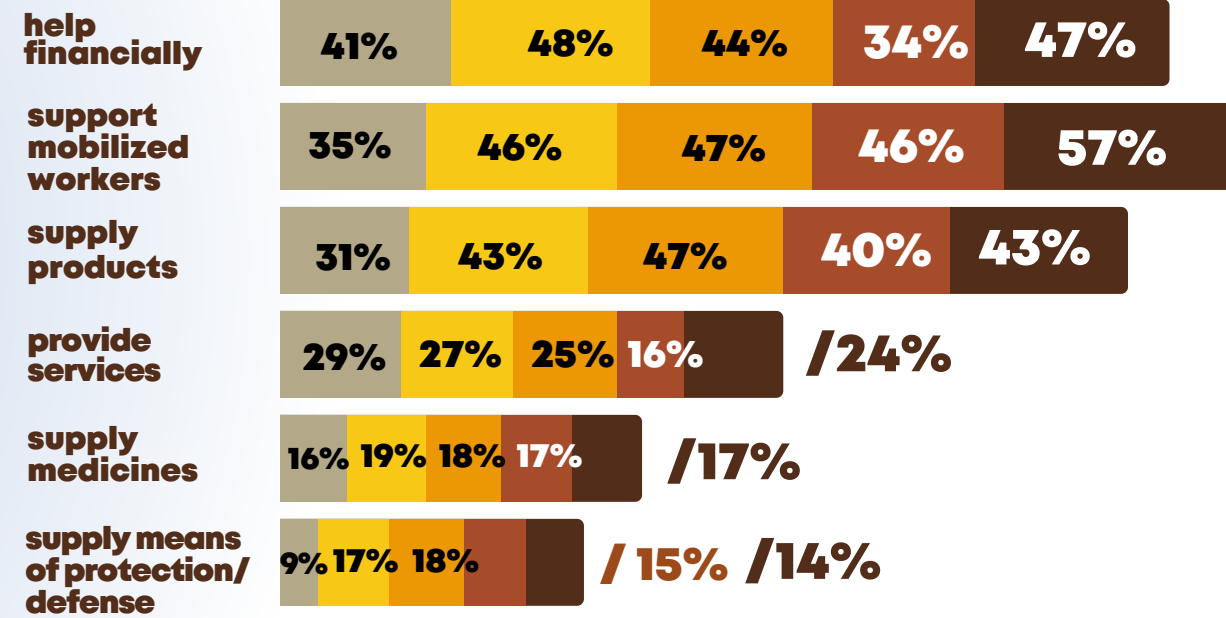


BIG AND MEDIUM BUSINESS

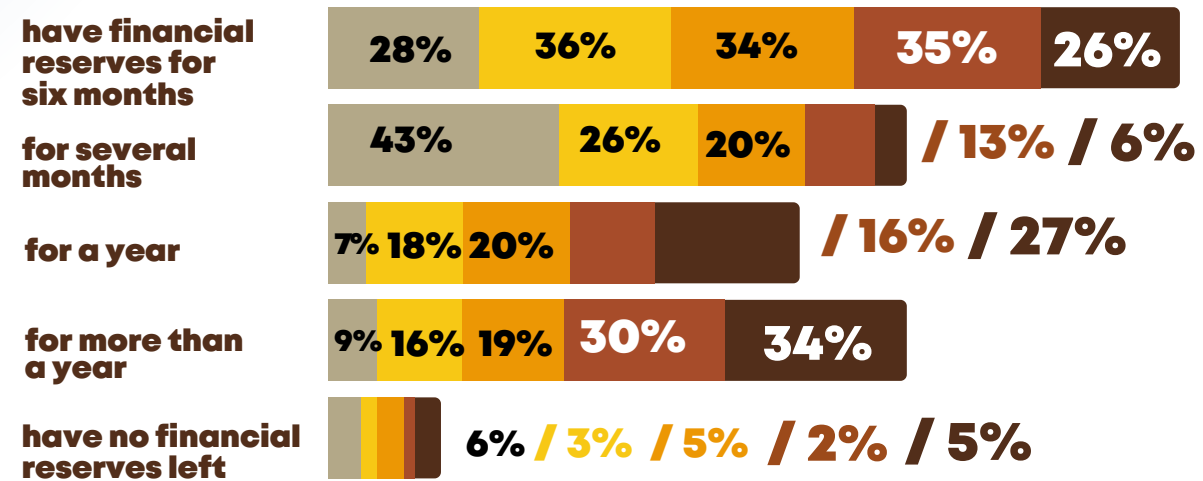
MARCH APRIL MAY JULY OCTOBER



ARMY SUPPORT AND HUMANITARIAN AID



FINANCIAL RESILIENCE

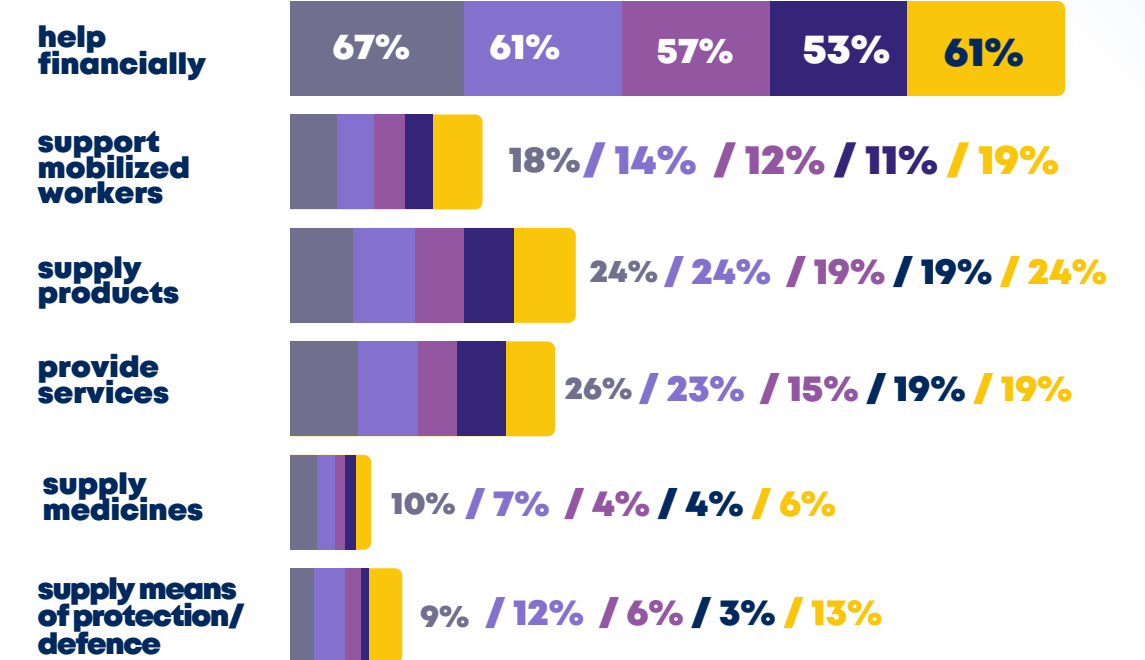


MICRO BUSINESS

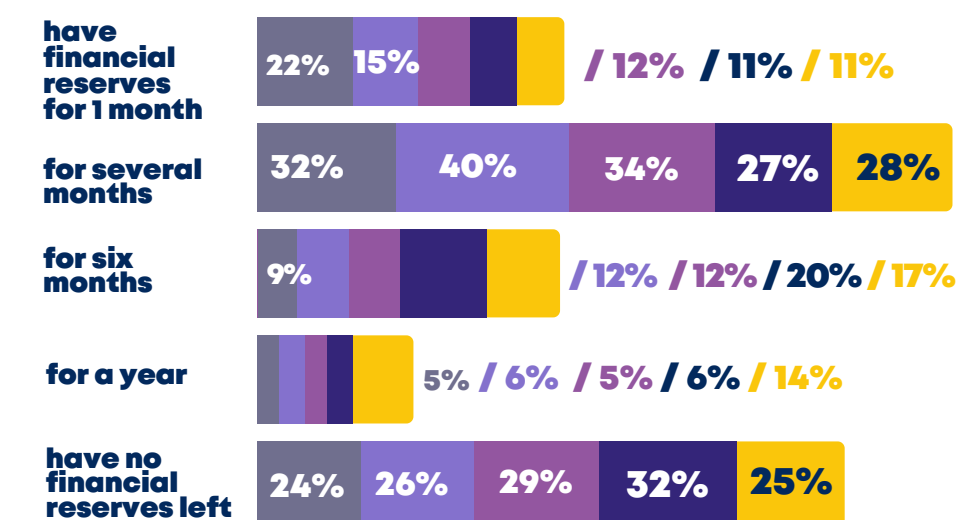
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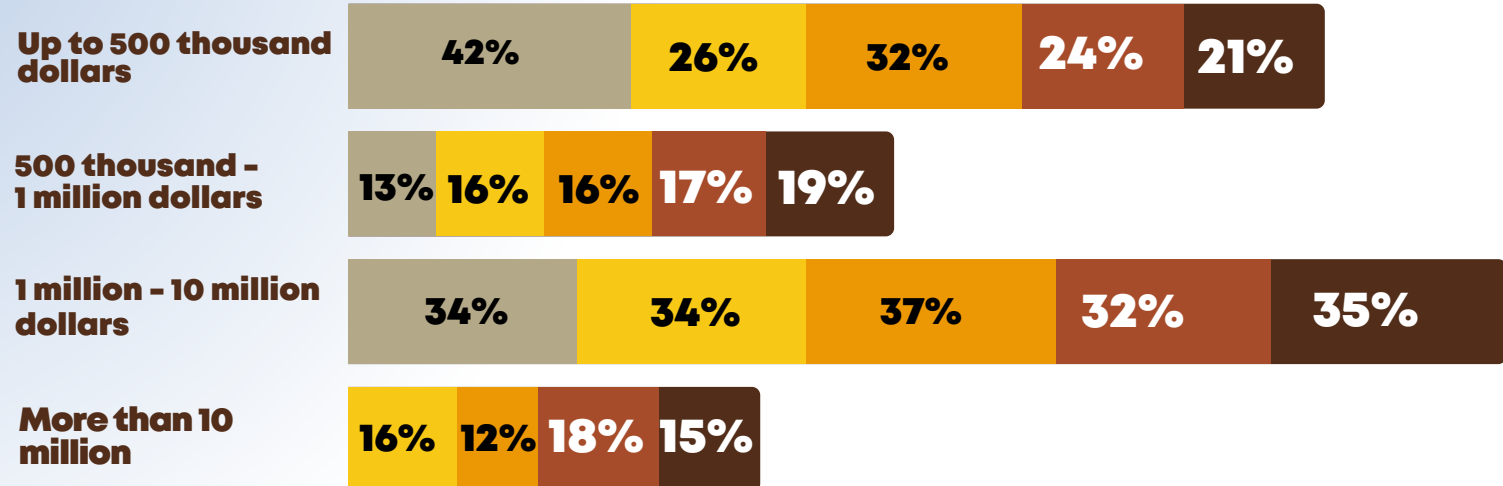
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■ MARCH
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BIG AND MEDIUM BUSINESS

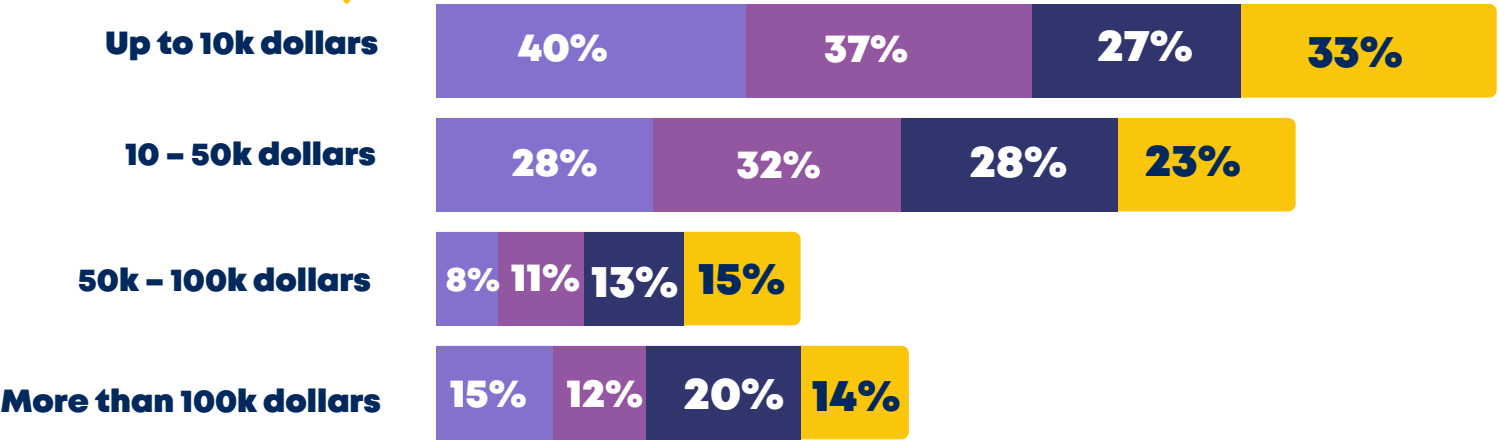
WAR-INDUCED LOSSES



■ MARCH
 ■ APRIL
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MICRO BUSINESS

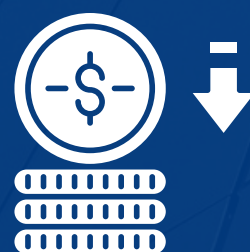
WAR-INDUCED LOSSES



Losses in some numbers*



\$127 bln
infrastructure



\$10+ bln
business
losses



\$50,5+ bln
housing

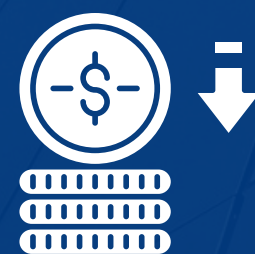


\$6,95 bln
educational
infrastructure

Investment insights



attacks on energy system influence investment climate the most



Almost half of business will continue to invest



up to \$100 000 companies spend on adaptation to blackouts



3/4 of businesses will stay in Ukraine no matter how severe will be a blackout

83%

of businesses are ready to join
post-war reconstruction
of Ukraine

Key conclusions from these 9 months of fight:



Companies become even more resilient



We see even greater solidarity inside Ukraine



Companies stay in the country, have commitments to the country and to the people



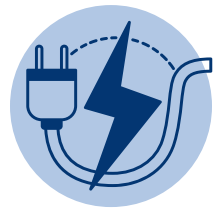
Ukrainians have enormous discipline (banking payments, saving electricity, etc)



Ukrainian businesses started to think global



Main challenges that businesses face



Blackouts – very complicated access to electricity, water, communication, etc + Impossibility to plan for mid-term



Logistics (takes up to 5 days to cross Ukrainian border with EU, blockage of ports (only grain corridor functions))



Difficulty for males to leave Ukraine even short term business trip



Migration (nowadays 5–7 mln people left Ukraine)



No risks insurance to enable investments from private sector



Opportunities in Ukraine



Rebuilding process (min 349 bln USD)



Future membership in the EU



Proximity to the EU



Perspective sectors to be in (logistics and infrastructure, construction, energy & green energy, agri& food, IT& creative industries, defence, and more).



Changes we are proud of:



Digitalization:

Diia (administrative services online) and Diia City

Online banking

Possibility of receiving cash at cash registers of retail chains



Eurointegration:

Customs and transport visa-free regimes

Connection of ukrainian energy system to the Europe one - ENTSO-E

EU candidacy status



Fiscal system that is rather competitive, still, yes, the question is administration.



Urban planning reform.



Interesting facts about Ukraine

- 70% of Ukrainians have secondary or higher education.
- Ukraine has 18 free trade agreements for 46 countries.
- 141 countries support Ukraine now.
- Ukraine is the number 1 in software engineering force in Central and Eastern Europe and global exporter of sunflower oil (pre-war).
- 33% of world rich, black-earth soil are in Ukraine.
- The first university in Eastern Europe was in Ukraine – the Ostrog Academy (founded in 1576).
- The world's first constitution was drafted and introduced by Ukrainian Hetman Pylyp Orlyk (in 1710)

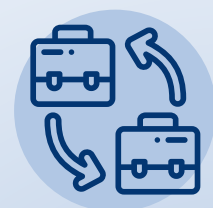
How is it possible to support Ukraine now?



Cooperate with businesses that work in Ukraine



Saw the seeds and learn more about the opportunities for investments that Ukraine has



Make B2B connections with businesses



Access to funding (especially important for micro and small business)



How we can assist you?

If your business already work in Ukraine –
welcome to the European Business Association in Ukraine –
to have high-level advocacy, individual and professional development
for your employees, networking and more.

www.eba.com.ua

How we can assist you?

If you are a global business not present in Ukraine yet – welcome to the Global Business for Ukraine – to get more information about the country (economic development, business sentiments, etc), to get support in finding reliable partner/stakeholders in Ukraine, to get more information/support about investment opportunities.

www.gb4u.org

OPEN FOR COOPERATION!

Contact details

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