

SEMINAR ON TWO EMERGING SECTORS IN UKRAINE:  
ENERGY EFFICIENCY AND AGRICULTURE

DECEMBER 2 2016, SØNDERBORG

Since the Maidan uprising and the change of leadership in Ukraine, Europe's largest country has embarked on fundamental reforms to transform its society and economy. Despite immediate effects of the economic crisis during 2014 and 2015, stabilisation is now gaining ground. Ukraine remains a market of more than 40 Million customers and holds a highly skilled workforce in the near vicinity of Denmark. As a result, new business opportunities are opening for first movers among Danish companies.

**PURPOSE** The Royal Danish Embassy in Kiev together with ProjectZero [www.projectzero.dk](http://www.projectzero.dk) invite all Danish companies with commercial interests in Ukraine to a seminar on business opportunities in Ukraine within energy and agriculture, including energy efficiency, cleantech, water and waste management, biomass and renewables.

The two sectors of Energy Efficiency, and Food and Agriculture have been identified as priority sectors in 2016 by the President of Ukraine. Danish companies possess world leading solutions in both sectors and are well positioned to take advantage of new opportunities.

In the energy sector, introduction of market prices and the necessity of reducing energy dependency create a huge market potential for energy efficiency and renewable energy solutions. In the food and agricultural sector, Ukraine is already a major agricultural producer in Europe, but new free trade agreements, including with the EU, will provide access and integration with the EU market for both primary production and food processing.

**BENEFITS** By participating in the seminar, attendees will gain practical insights into the political and economic situation in Ukraine and the perspectives of the Ukrainian market. At the end of the seminar, participants will have the opportunity to discuss commercially related issues bilaterally with two Trade Advisors from the Danish Embassy in Ukraine and the Danish Ambassador to Ukraine.





PROGRAM	13:00 – 13:30	Registration and coffee
	13:30 – 13:45	Welcome by Mayor of Sønderborg, Mr. Erik Lauritzen and Director Peter Rathje, ProjectZero
	13:45 – 14:15	The political and economic situation in Ukraine, Ambassador Christian Dons Christensen
	14:15 – 14:45	Potential projects in Ukraine: Regional coordinator Thomas Rizk, Danish Trade Council Energy efficiency: Commercial Advisor Tanya Kobchenko Agriculture: Commercial Advisor Lesya Logvynenko
	14:45 – 15:15	Danfoss experience and outlook in Ukraine, President, East Europe Region Adam Jędrzejczak
	15:15 – 16:00	Informal exchanges with companies/coffee

## PRACTICALITIES

<b>Date</b>	December 2, 2016
<b>Venue</b>	Alsion
<b>Address</b>	Alsion 2, DK-6400 Sønderborg
<b>Fee</b>	Free participation
<b>Language</b>	English
<b>To Register</b>	Please send company name, participant name, contact information to <a href="mailto:tetkob@um.dk">tetkob@um.dk</a> before November 24, 2016

## CONTACTS

**The Trade Council in Ukraine** provides practical, step by step assistance to the Danish companies in entering the Ukrainian market. The Trade Council of the Danish Embassy in Ukraine assists Danish companies in identifying market opportunities and in finding credible and trustworthy partners. But success in export markets is about more than just having good products, prices, partners and customers. Knowledge about local and international legislation as well as good relations with authorities can prove crucial. The Trade Council in Ukraine specializes in dealing with these political and commercial factors through its Global Public Affairs services.

**The Trade Advisors of the Danish Embassy in Ukraine:**

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