

ПОСОЛЬСТВО УКРАЇНИ  
В ЙОРДАНСЬКОМУ ХАШИМІТСЬКОМУ  
КОРОЛІВСТВІ



EMBASSY OF UKRAINE  
IN THE HASHEMITE KINGDOM OF  
JORDAN

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Ref: 6666/24-200-1267

Date: 20 July 2011

To: H.E. Mr. Issa H. Murad,  
Chairman of the Amman  
Chamber of Commerce

Your Excellency,

The Embassy of Ukraine in the Hashemite Kingdom of Jordan presents its compliments to the Amman Chamber of Commerce.

The Embassy of Ukraine in the Hashemite Kingdom of Jordan has the honor to present you «**Dilova Panorama**» (Business Panorama) published by the Kyiv Chamber of Commerce and Industry. It contains legal and normative acts, financial and economic reviews and forecasts, commercial proposals of domestic and foreign enterprises, information about exhibitions and fairs, business meetings, business missions, etc.

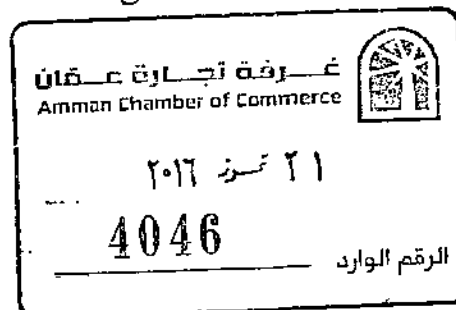
The Embassy of Ukraine in the Hashemite Kingdom of Jordan would appreciate it very highly if the Chamber could publish the mentioned information on your website and circulate among its members.

The Embassy of Ukraine in the Hashemite Kingdom of Jordan would like to inform the Chamber that your members can find export offers of Ukrainian companies in various fields on our website: <http://jordan.mfa.gov.ua/en/ukraine-jo/trade/trade>.

The Embassy of Ukraine in the Hashemite Kingdom of Jordan avails itself of this opportunity to renew the assurances of its highest considerations.

Attachment: as mentioned, 1 file

Sincerely Yours,



Dr. Sergiy Pasko,  
Ambassador of Ukraine to Jordan

# BUSINESS PANORAMA

JUNE-JULY 2(90) ■ 2016

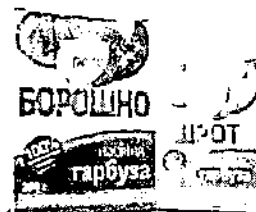


MAGAZINE OF THE MONTH 2016 GOUTERRELL JAMES R.

FAMOUS  
LONDON CABS  
AND THEIR UNRAVING

PG. 2





# THE COMPANY «ELITPHITO»

The company «Elitphito» – a company with extensive experience, our own research and production base and professional staff.

Our specialization – a release of natural oils of the highest quality technology first cold pressing and production of high-quality meal, flour and natural dietary mixtures.

All our products are manufactured on German equipment on German technology meets European requirements for food safety and is in constant control of accredited laboratories and State Standard of Ukraine's leading institutes and laboratories in Germany.

Scientific and Production Company «Elitphito» was established in late May 2010. Today it is a company with its own research and production facilities, laboratory and professional staff that develops and manufactures products aimed at disease prevention, improving health and quality of life. The company's diverse product portfolio includes oils made from sea-buckthorn, pumpkin seeds, walnuts, hemp seeds, milk thistles, flax seeds, cedar, amaranth seeds, rosehips, sesame, black cumin and watermelon seeds. PE «Elitphito» also produced various types of flour and meals.

Work on the production of various forms of ownership, scientific and research, pharmaceutical and medical hospitals, creative approach to implementing technology solutions allows the team PE «Elitphito» produce high-quality products to market around the world, such as Germany, the Czech Republic, Poland, Slovenia, Slovakia, Austria, Croatia, Bulgaria, Australia, USA and Canada.

In August 2015 Scientific-Industrial Company «Elitphito» was certified according to a standard of management ISO 22000:2005 «Food safety management systems – Requirements for any organization in the food chain». In 2015 the company PE «Scientific-Production Firm «Elitphito» certified for compliance with the Organic Standard.

Company Elitphito took parts in 2014 International Universal Exposition EXPO-Turin-2014 (Italy). Two products: amaranth seed oil and rosehip oil were included in the 100 best products of the exhibition that took part in March 2015 at the International Food and Drink Event (IFE, London). Company Elitphito took parts in organic exhibition in Nuremberg BIO-Forum – World's Leading Trade Fair for Organic Food.



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Research and Production Company  
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#### «BUSINESS PANORAMA» № 2 (90), 2016

The magazine is distributed among the Chamber members, business entities, during all events held in the Kyiv CCI. It is sent to the region Chambers of Ukraine, CIS, and to combined International Chambers as well as to Embassies, Consular Department of Foreign countries and state city and oblast administrations in Ukraine.

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Dear readers,

Experience has shown that Ukrainian companies are willing to overcome the export barriers, increase the quality standards of their products, to align the domestic enterprises with the EU standards.

We expect that after entering the EU market, Ukraine will have access to other major markets; we also expect a significant influx of investments. The cooperation with European companies requires a modernization of the industry from our manufacturers, and money should be invested into that. This will contribute to the quality of products and the energy efficiency of the enterprises. We also understand that the Agreement on a free trade zone entering its force will contribute to the appearance of European products on the Ukrainian market. This is exactly why Europe has a great interest in contributing to Ukraine's development for its purchasing power to increase.

Moreover, we hope that both parties – Ukraine and the European Union – will be satisfied with these results. Because we have gone a long way to reach this point, we have been preparing ourselves to it, repeatedly confirming that we are ready to become an equal partner of the European Union.

We have done a lot of work and we will continue doing even more in order to prove the world that our country can, wants, and, most importantly, is capable of being called a European country. And we hope there will be no disappointment on this way.

*Mykola Zasulsky*

*President of the Kyiv Chamber of Commerce and Industry*

# FAMOUS LONDON CABS AS TAXIS FOR UKRAINIANS

*Don't be surprised if while walking around Kiev, you will see a London cab. By the end of the year a new European approach of an old means of transportation – the taxi – will be presented to the guests and residents of the capital. And by the end of 2017, the number of such cabs in the five largest Ukrainian cities will amount to three thousand. And the difference of such a taxi service will not only be in the cars, but also in the quality of service and essentially «transparent» business practices. In an interview the author and founder of the company "Yarka Trade" Carolina Bots shared her thoughts with our "Business Panorama" magazine on how to implement such an ambitious idea into life.*

– Carolina, do you agree that your idea to put the transportation of passengers on a completely new level is quite ambitious, and, most importantly, rather expensive? How did you come up with this idea? I recall that you have never been related to this business before.

– Once I was trying to get a taxi in Kiev for two hours! On my brother's advice, who was a taxi driver at that time, I called the taxi service and said that I would raise the rate after a dozen of unsuccessful attempts. In five minutes the taxi arrived – the car was dirty, the driver had a sour face and was untidy, and the cabin was full of empty beer bottles. When I tried to complain, I got quite a rude answer, I will not repeat it here, but it literally meant that if I want to go, I have to keep silent. It was then that I realized: in the pursuit of more money our taxi owners don't care about the state of their cars, the fact that the drivers are at least polite and adequate, or about the customers' satisfaction.

– Okay, but maybe this could be done without choosing such expensive cars as cabs. Why did you choose them?

– At first, I considered taking a credit line, buying a thousand «Logans» and creating one more taxi service. I started collecting information about these cars, went to the car dealership and realized that it wasn't the right thing to do. Let's say you buy these «Logans», and then you hire a driver who

will just take the car sell it for parts. In our country, it takes you up to 20 minutes to do such thing, and you put thousand dollars into your pocket. And you can search for this car like a needle in a haystack. Then it occurred to me: London cabs! It's quite unprofitable to steal such cars, there are no such cars in our country; sell them for parts – even less profitable.

I found out one company had already imported those cars into Ukraine in 2012. But then this business stopped. After that, I started research about the manufacturers of cabs. I've been looking for a long time, and I found out that «GeelyGroup» bought the cab manufacturing company. I spent

more than three months negotiating with China and England, after which I managed to find a manager in London who approved my idea.

– How did your friends and family react? How hard was it to convince the British to visit Ukraine?

– My friends and family supported me. Yes, they were a bit skeptical, I don't deny it. The hardest thing was to convince the English company to cooperate, as the previous Ukrainian company that wanted to import cabs had a bad reputation and disappointed the British. So to say, I had to restore the good reputation of Ukraine





## BUSINESS PARTNERSHIP

to transport many people. The cab is a five-seater. The folding of wheelchairs and baby carriages is no longer necessary – there is a special ramp for entering the cabin and a separate hold. For the disabled, members of ATO, WW2 veterans we also provide three trips up to 20km per month free of charge. We understand that many people use the taxi in critical situations only, for example when getting to the hospital.

– London cabmen undergo special training before the employment. On what criteria will you select your taxi drivers?

– The requirements include minimum 10 years of work experience; in addition, all the candidates will have an interview with our risk manager. The drivers will attend English courses, at least for elementary communication.

Our drivers will meet the passengers, deal with the luggage by themselves and close the passenger door. One more service is escorting children to educational institutions. The driver escorts the child to the school or kindergarten, where the teacher is already waiting. How are we going to monitor that? By means of video surveillance. And audio recording for the driver as well. So to say, we will have the opportunity to control the whole dialogue.

and prove that we are responsible and decent, keep our promises and work for the future of our country. After months of negotiations, the British visited Ukraine in October 2015. And they were satisfied. But I have to say that the priority of the British company «London Taxi Company», with whom I have been negotiating about purchasing and using the cabs in Ukraine, was to sign an exclusive contract for three years. I spent a lot of time convincing them that three years isn't enough for our country, we need at least ten years of cooperation. The costs are set very high and it is literally impossible to pay back all the expenses in three years. It will take us only 5 years to repay the invested money. Only after that, we can have some profit. I had to hire a well-known Ukrainian lawyer who deals with billion turnover companies. He helped me with the agreement. And by the way, our company's name will be «LondonCabUkraine» – this is also one of the conditions.

– What are the advantages in comparison with the existing taxi services?

– Our slogan is «A London cab is not just a taxi». And we more than enough advantages. Firstly, the cab alone is a worldwide brand. Secondly, the safety of the drivers and passengers is exquisite. The driver's safety is kept thanks to the transparent partition that divides the salon into two parts.

The passenger's safety is ensured by the construction of the car itself, mainly the solid steel body. In addition, our taxi has its own insurance policy; namely, if the passenger is in our car, his life is already insured. The same goes for the driver and the car.

– What is the price policy?

– The rate ranges between «economy» and «elite». It starts from 11 UAH per kilometer. In addition, we try to ensure the service 100 per cent. If there is no car available, we say it right away. One more advantage – the ability



– When do you plan to turn this idea into reality?

– The presentation will come out in September. In summer we start advertising – videos on TV, city-lights, billboards. Recruitment will begin in August, but it is already possible to approach our staff. Our financial and legal departments along with the safety department are already operating at this moment.

– How many pavements have you pound in order to implement this idea and what is the reaction of the government?

– I realize that once this project is launched, it will be of great interest to many people. Not in terms of «being a part of the team», but as in «I want to profit from it, too». I knock on many doors now, I tell people about my project, about the fact that the transportation market is in horrible condition, that the state loses 2.5 billion UAH a year on this service only, but the politicians only twiddle their thumbs. Everybody understands the problem, but no one wants to help. I ask to give me a part of the money that the EU invests into our country's development. I already have an exclusive agreement, and I am willing to put all my power into implementing this idea. Our company is not another semi-legal «big nothing». We have transparent accounting, «white» salaries, we are members of the Kiev Chamber of Commerce and Industry, we pay all the



taxes. The fact of buying cars alone already adds a considerable amount of money to our budget. Moreover, we provide people with jobs – we plan to hire about 10 thousand drivers. 3 drivers for one car with a 8-hour working day. I was a taxi driver myself, so I know that working extra hours result in absent-mindedness, exhaustion and stress.

– So, your project assumes cabs driving people not only on the streets of Kiev?

– No, there will be cabs all over Ukraine. Three thousand cars is the minimum that we plan to launch in 2016-17. A thousand cars will stay in Kiev, and the rest will be

transported to Kharkov, Zaporizhya and other big cities. By the end of 2017-the beginning of 2018 we plan to import electric cars. Then, I hope, we will have some more investors. By 2020 we plan to get about eight thousand cars into the business. A part of them will go into smaller cities, while electric cars will stay in the big cities.

– You have quite a lot of ambitious ideas, indeed. In your opinion, which advantage will be the most precious for the customers?

– It's hard to say as all people are different. Someone will appreciate the security, while someone else will like the car's capacity, and some people will be happy to have a clean cabin and fast service. I am very happy that Ukraine is eager to become a part of Europe and the European values. The current mission of my company and me personally is to civilize this segment of the market in Ukraine. I don't consider that civilization is not to throw a candy wrapper on the sidewalk, it is also putting it into your own pocket or a dustbin. Civilization starts from respecting yourself. And treating other people as equals. So to say, I consider paying a bit more and sitting in a clean car an expression of civilization as well. I hope there are many people in Ukraine who understand that. If the mountain won't go to Mohammed, Mohammed must go to the mountain. We will get closer to Europe in such a way then.







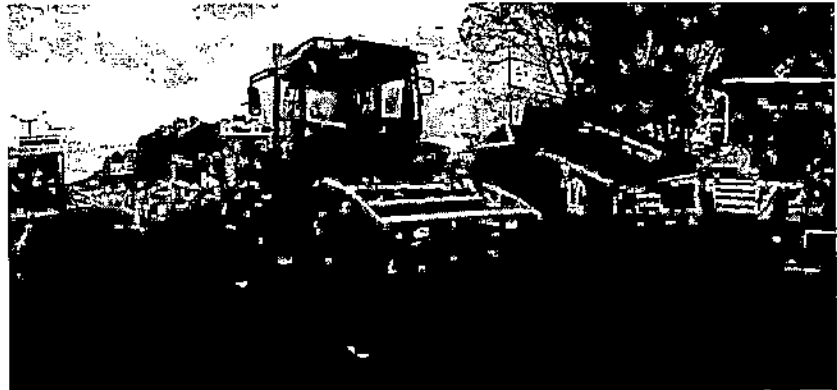
HEAD OF THE BOARD OF DIRECTORS  
LUCHKOVSKYY OLEKSANDR VIKTOROVYCH

## BUILDING AND RECONSTRUCTION OF MOTOR ROADS



**S**hBU-41 Ltd. is a leading company in road building. Being regulated by European Standards and using the most up-to-date materials and machinery, the enterprise has been engaged into building, reconstruction and repair of highways and motor roads during 72 years. ShBU-41 Ltd. is certified according to the ISO 9001-2008 standard. In its own test laboratory the company checks and controls road building materials at the phase of their production and guarantees high quality of the materials.

The main activities of the enterprise are building, reconstruction and major repair of motor roads of all kinds as well as improvement of areas and asphaltting sports grounds and parking lots in Kyiv and Kyiv region. The complex of skilled personnel, professionalism of our engineers and workers, modern road building equipment and certified materials and technology enables



ShBU-41 Ltd. to perform construction works at a rapid pace and guarantee European quality. The enterprise has a state license for all its activities which is valid in Ukraine and CIS countries.

Our enterprise was one of the first organizations in Ukraine that used broken stone and mastic bituminous concrete of its own production for the construction of the Kyiv-Boryspil highway. Despite the fact

that the guarantee period for the operation of the highway has already ended, approving comments from drivers still indicate the high quality of the road surface.

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E-mail: office@dcy41.kiev.ua





BUSINESS PARTNERSHIP

OST-WEST EXPRESS

# OST-WEST EXPRESS

## THE ART OF LOGISTICS

The VFI OST-WEST EXPRESS has been established in 1994. Thanks to the cooperation with us our partners can receive the full range of logistic services: transportation, customs clearance, storage and warehouse processing of the cargo.

Currently our clientage is represented by such companies as Henkel Ukraine, Bayer, Monsanto Ukraine, Adidas Ukraine, GlaxoSmithKline Pharmaceuticals Ukraine, MAZ-Ukraine among others.

Three warehouse complexes in different areas allow our customers to choose the most convenient location. Our warehouses accommodate and service goods of various categories including medical supplies, industrial and household chemicals, seeds and plant protection products.

Our customs terminal is located in Kyiv on Dneprovodskaya Street, 1. It can accommodate up to 100 cars. On the territory of the terminal, there is a customs warehouse and a



temporary storage warehouse. Right here the Kyiv customs service inspector and other licensing services are available for our customers; in other words, here you can find everything to ensure a successful customs clearance of goods at all stages.

Our company provides a range of customs brokerage services of all types in all offices of the Kyiv regional customs services including the Boryspil airport.

OST-WEST EXPRESS is a real member of the International Air

ТОРГОВО-ПРОМИСЛОВА  
ПАЛАТА УКРАЇНИ



THE UKRAINIAN CHAMBER OF  
COMMERCE AND INDUSTRY

### СВІДОЦТВО CERTIFICATE

№ 032-1

ПІДПРИЄМСТВО З ІНОЗЕМНОЮ  
ІНВЕСТИЦІЄЮ «ОСТ-ВЕСТ ЕКСПРЕС»

THE VENTURE WITH FOREIGN  
INVESTMENT «OST-WEST EXPRESS»

включено до Державного реєстру українських підприємств,  
фінансовий стан яких свідчить про їх надійність як партнерів  
у підприємстві з іноземною інвестицією в Україні та за її межами

Is filed in the Non-Government Register of Ukrainian Companies  
whose financial standing proves their reliability as business partners  
both in Ukraine and abroad

Наказом Верховного суду України від 15.04.2016 № 15/04/2017  
свідченням статуту 14-й Київської області «Про торговельно-промислову палату в Україні»

The Ukrainian Chamber of Commerce and Industry keeps the Non-Government  
Registry in accordance with the Law of Ukraine  
on chambers of commerce and industry in Ukraine / Article 54

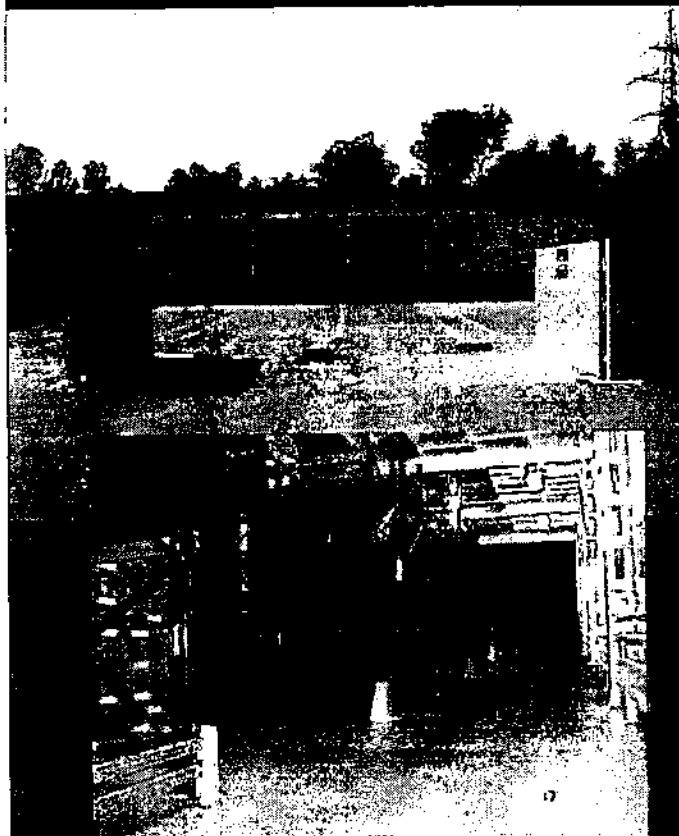
ДІЙСНО ДО 15.04.2017  
15.04.2017

25.04.2016  
М.П.  
Голова  
Палати

President of Kyiv



*[Signature]*  
Kyrylo Zerkovskiy



Transport Association (IATA), the Ukrainian Association of Customs Brokers, the Chamber of Commerce and Industry in Kyiv. The Ukrainian Supreme Council Committee on construction, transport, housing and communal services and communication awarded OST-WEST EXPRESS with the diploma «Leader of the Transport Industry of Ukraine» and an Honor Badge. According to the State Statistics Committee, our company is among the leaders of the warehousing industry. The Chamber of Commerce and Industry of Ukraine listed the VFI OST-WEST EXPRESS in the non-governmental register of financially reliable enterprises by giving it a Reliable Partner Certificate.

We value our successful history and reputation along with the confidence of our customers.

#### VFI OST WEST EXPRESS

Ukraine, Kyiv, 04655  
V. Khvoilky Street, 18/14

Tel. 044-228-80-11 (12, 15); 586-49-49  
e-mail: log@owe.com.ua



## GROUP OF COMPANIES

# VOLOSHKOVE POLE



### About us

Ukraine is our home, and the place where we have been engaged in dairy husbandry and dairy farming for several decades. Our experience is built from the legacy of hundreds of farmers who have transformed Ukraine into a country with a strong and mature dairy products industry.

Our network of farming enterprises and milk collection points enables us to monitor the quality of raw milk at all stages of production, starting from the gathering of raw materials.

We are working for you to be your reliable partner in the dairy business.

The high quality standards and delicious taste of dairy products from the Voloshkove Pole Dairy Company are confirmed by numerous awards from Ukrainian and international contests. Our products are certified by the international quality standards ISO 9001: 2008, ISO 22000: 2005, HACCP, Halal, Kosher, and are free from preservatives and GMO.

### Butter

The Voloshkove Pole Dairy Company is one of the top five largest producers of butter in Ukraine. Our butter is manufactured with natural cream from whole cow milk only. We achieve consistent high quality butter thanks to our new, technologically equipped, modern manufacturing lines, as well as the knowledge

and skillful hands of highly trained process engineers. This is one of our trademarks.

Commercial benefits:

- Our technologies enable us to produce butter with different fat content and packing formats, depending on our customers' requirements, including private labeling.
- The consistent high quality and traditional methods result in a delicate creamy taste, with an aroma of sweet cream, so highly appreciated by our customers.
- Additional premium cardboard package protects the butter from damage, reduces the impact of high temperatures, and maintains not only the physical and chemical properties of the product, but above all its taste.

### Blended butter

Blended butter produced by the Voloshkove Pole Dairy Company are a special blend of milk and vegetable fat that combine the benefits of milk fats and vegetable oils, and have a homogeneous, silky texture and a delicate, creamy flavor.

Consumer benefits:

- A more affordable price due to partial replacement of expensive milk fat by vegetable fat.
- A longer shelf life (up to 12 months) and higher storage temperature (+ 5°C) than those of butter make the product easier to distribute, reduce the cost of storage and the risk of product spoilage.

- Upon customer request, the possibility to customize the product with different ratios of milk vs. vegetable fat, and package it in different formats.

### Cheese and cheese products

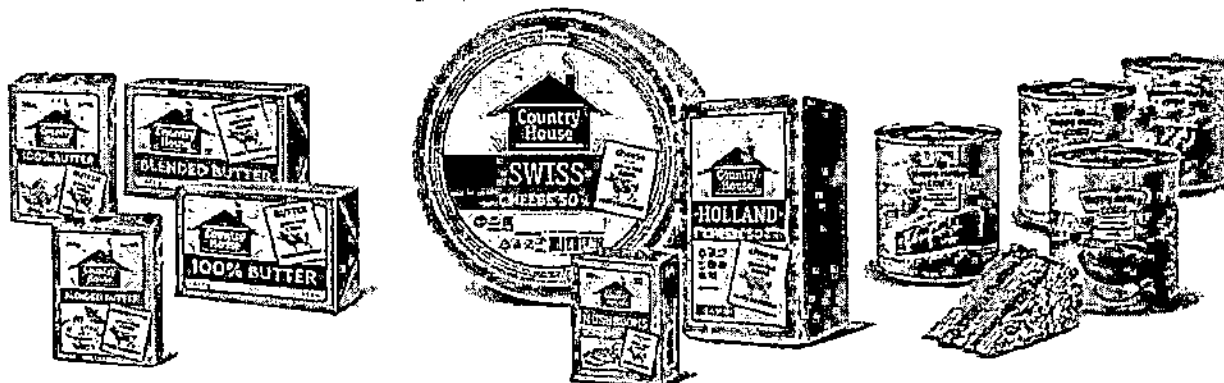
Cheese and cheese products from the Voloshkove Pole Dairy Company carry on cheese-making traditions, and are made from natural, environmentally friendly materials.

To taste the pasteurized «Kniazhyi» cheese made from the milk of cows that eat green grass, buttercups and daisies in their daily diet, is to taste a tiny miracle. It's a taste of childhood, with the aroma of fresh baked milk.

Depending on age and cheese-making technology, the cheese color can vary from white and pale yellow to deeper yellow to orange shades. Cheese and cheese products of the Voloshkove Pole Dairy Company can always be found «in the house where love lives».

Benefits:

- A wide range of cheeses of traditional formulations in the greatest demand on the market.
- Upon customer request, the possibility to develop unique formulations and manufacture exclusive cheese types, including private labels.
- A variety of shapes and weights of cheese blocks (circle/slab, semi-circle/semi-slab, quarter) and the possibility to produce packaged cheese in flow pack.
- European quality standards at affordable Ukrainian price.



- The product quality is monitored by the Ukrainian scientific research and training center of standardization, certification and quality, confirming our «Free from GMO» marking.

- Only high-quality substitutes of milk fat from leading manufacturers are used in the production of cheese products.

- For cheese products, we use high-quality milk fat substitutes from leading manufacturers.

### Condensed milk

To produce the Voloshkove Pole Dairy Company condensed milk, we use only natural milk and sugar.

Over the years our products have consistently received an «excellent» mark during the external quality expertise and have been the leader with highest quality standards on the Ukrainian market.

Our condensed milk is the BEST not only thanks to its wonderful taste, but also thanks to the absence of preservatives and other unwholesome additives.

#### Commercial benefits:

- A longer shelf life (up to 12 months) and relatively high storage temperature (+ 10 °C) make the product easier to distribute, reduce the cost of storage and the risk of product spoilage.

- Upon customer request, we can manufacture and distribute the product either under the existing trademarks or under a different private label.

- Upon customer request, we can customize the formulation of the product with different ratios of milk vs. vegetable fat, as well as adapt to different packing formats (cans, stand-up pouches, tubes).

- Different unit weight formats are available (can, stand-up pouch, PET bottle, stick, and tablet) to match the product packaging best suited for your business.

- The product quality is also monitored by the Ukrainian scientific-research and training center of standardization, certification and quality, confirming our «Free from GMO» marking.

### Shock-frozen dairy products

The dairy products of the Voloshkove Pole Dairy Company are traditional, high quality products with the rich milk flavor from the best farms in Ukraine.

The advantage of the shock-frozen dairy products lies in the application of an innovative technology, based on the use of lactic acid, living bacteria, vitamins and natural additives.

The shock-freezing technology of the Voloshkove Pole Dairy Company allows us to keep the production as fresh and tasty as the day it was made. After defrosting, the products taste and smell wonderfully fresh, and are ready to eat.

All the vitamins and microelements of the fresh product are preserved.

Frozen products expiry period – 6 months.

Range of products includes:

«Molozyvo» dairy dessert, «Curd pudding», «Sonata», and cheese bars.

04071, Ukraine, Kyiv, 60B, Verkhniy Val Str.

web: dairyvp.com.ua

PISC Khmelnytska maslosyrbaza JSC Pervomajskij IWC

JSC Voloshkove Pole IWC

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e-mail: nataliya.vovk@gmail.com

JSC Voloshkove Pole IWC

www.voloshkovepole.com.ua/en/

# AGROSWIT – 20 YEARS ON THE UKRAINIAN MARKET

**A**groswit company has been present on the market since 1996. The main focus of the company is selling plant protection products, seed materials, microfertilizer and mineral fertilizers to the farmers.

For the present: there are more than 150 employees who work in 3 branches, 4 representative offices and independent subdivisions in many regions of Ukraine.

6 shops, 2 agricultural sectors on the total area of 4000 hectares of plowed land, one of which – the seed company ALLC «n.after Shevchenko» and ALLC «Rythm», which are specialized on the cleaning, drying, calibration and packaging of seed material. Markets: agricultural holdings, farms, farmers and private sector, export.

#### The goal of the company:

*«Use the own experience and modern technologies in order to make the agricultural production maximally profitable and ecologically sound in the climate conditions which constantly change».*

#### The main task of the company:

*«Ensuring the manufacturer with all elements of cultivation technology, including high-quality seeds, fertilizers, plant protection products and technology solutions for their use».*

#### The main priorities of our business:

- openness;
- professionalism;
- predictability for the partners;
- long-term relations with the partners;
- reliability and responsibility for the performance of our duties.

#### Goods and services:

«Agroswit» offers Plant Protection products (PPP) produced by the following companies: BASF, Syngenta, Adama, Monsanto, Bayer, DuPont, Helm, Sharda, Summit Agro, Chemtura, Nufarm, FMC.

And also plant protection technologies developed on their basis.

«Agroswit» offers seeds of corn, sunflower, wheat and other cultures produced by the companies: Syngenta, Monsanto, MAY Seed, Pioneer, Maisadour, Elite sector «Shevchenko» and others.

«Agroswit» proposes to the farmers and agricultural producers complex of mineral fertilizers of Russian and Belorussian manufacturers and nitrogen fertilizers of Ukrainian manufacturers.

#### Exclusive production:

The company exclusively represents the Turkish company «MAY» in Ukraine since 2005 offering high-yielding hybrids, drought proven resistant to 8 races broomrape and vegetable seeds.

Since 2009, the company «Agroswit» offers a wide range of micronutrients from the French company «Agronutrition» – the European leader in the production of power plants, and has 40 years of experience. Production of «Agronutrition» is delivered to 35 countries. In Ukraine, the well-known line of micronutrients include Starmax, Oligomax, Mikrostar.



GENERAL DIRECTOR OF LIMITED LIABILITY COMPANY «AGROSWIT» VIKTOR NEDOBITKIN

Since 2012, «Agroswit» exclusively represents the Argentinean company «Rizobacter» that exists in the international market since 1977 and is a leader in research and development of leading products for agriculture microbiology. Among these new inoculants: Rizoliq, Rizoliq Top, Signum; fertilizers Rizofos Liq and Protector Premax. Production of «Rizobacter» is delivered to more than 20 countries.

#### Own production:

«Agroswit» company is for many years cultivating its own elite and reproductive seeds of varieties of spring and winter crops on the basis of ALLC «n.after Shevchenko» and makes cleaning, sizing and packaging.



ing seed according to Ukrainian standards of quality in the company ALLC «Rythm». ALLC «n.after Shevchenko» is adjusted to reproduce the production of new varieties of elite seed on which company has the right through accreditation and the necessary licenses and certificates.

In 2008, renovation and certification of ALLC «Rythm» made significant investments which allowed the company to reach a new level of production.

«Agrosvit» is equipped with warehouses across Ukraine, where customers can get in one-place seeds, fertilizers and crop protection products, saving on transport costs. In addition, the company provides storage of these products.

#### Exhibitions and publishing:

The Department of sales and marketing as well as the Company «Agrosvit» takes part in international exhibitions which take their place in UKRAINE to show the potential clients variability and exclusiveness of the goods and technologies we propose. The department of marketing publishes the materials about the goods and technologies in different specialized agricultural magazines.

#### Specialists of the Company:

Limited Liability Company «Agrosvit» – it is the team of highly-qualified specialists:

– Most managers of the company have a high agronomical degree.

– Specialists of Ltd «Agrosvit» constantly improve their knowledge taking part in the courses of professional development.

Trainings of the farmers and the presentation of the novelties of the agro market:

«Agrosvit» company annually plants 10-15 demonstration fields in different regions of Ukraine. Using those trials the company holds trainings, seminars and Field Days for the specialists of the farmer-partners.

#### Awards:

Enterprise of the Year, Ukrainian Importer of the Year, Economy star of the 3rd level (for the development of the outer economical development), Order of the Cross of Honor (for the professional management of the enterprise-leader in Ukrainian economy) Nowadays the «Agrosvit» company presents:

- More that 150 employees
- Direct delivery to global manufacturing companies
- Developed distribution network in Ukraine
- Friendly and harmonious team of professionals
- Own material-technical base
- Guaranteed quality of delivered goods/products

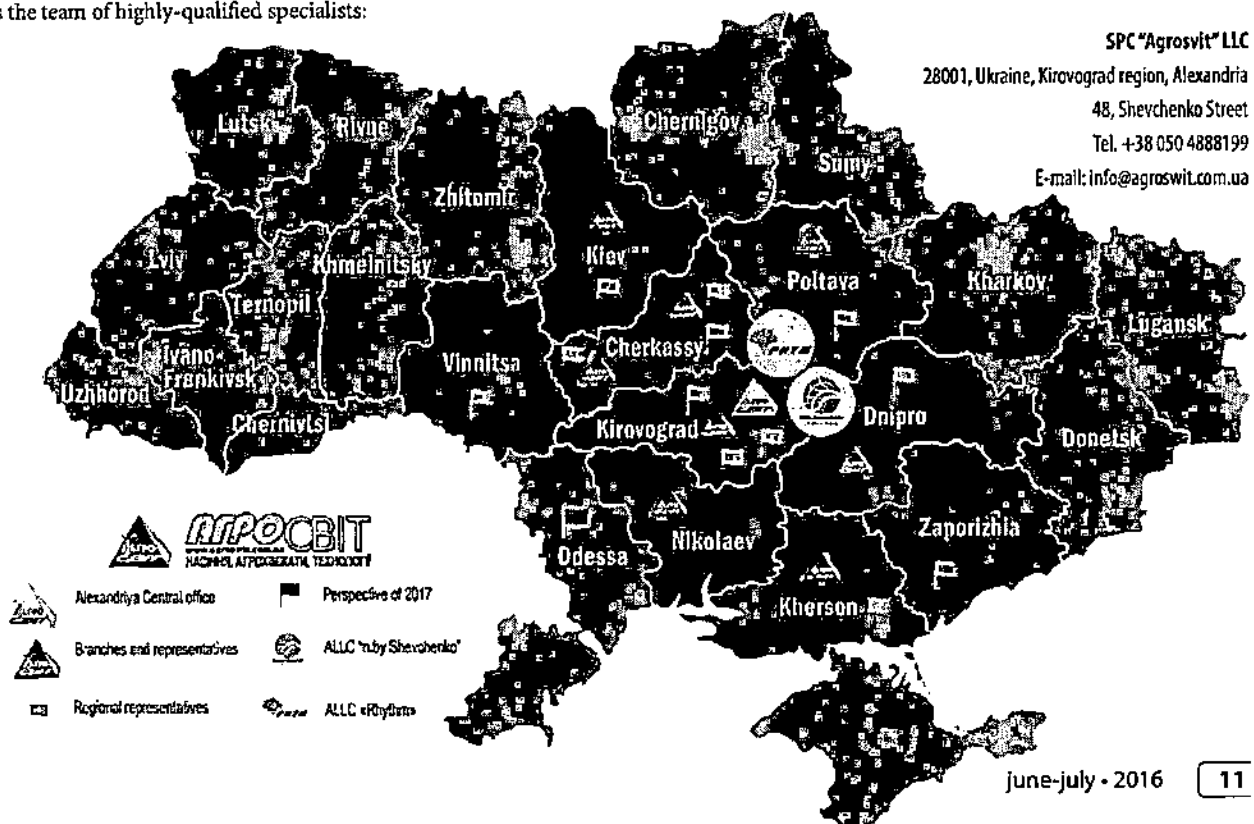
– Open and transparent policy aimed at a long-term relation with clients

– Reliable and constructive partner for the clients

Our team is not just a group of people who are united for presenting a joint result.

Our collective is the second family, the second home, where everyone can get an understanding of where relationships are built on trust and mutual aid. That is why it is important to approach the recruitment very seriously and thoroughly. For the set, we use the individual course of the interview, where we meet with the candidate, learn about his/her experience and professional skills. To find productive employees on our own, without involving recruitment agencies and with minimal time, we use the system Performia – technology.

The production base and warehouses are located in the Kyiv region. The total building area comprises about 10 278 square meters. The Department of sales is in the active and careful search of a reliable and respectful partner, which can provide competitive assortment of the mentioned goods to the final customer in order to make the mutual benefit cooperation from all points of view. We are looking for new technologies of agricultural production and are open to cooperation. We are also ready to export our products. We are glad to consider all offers of cooperation.







 BUSINESS PARTNERSHIP

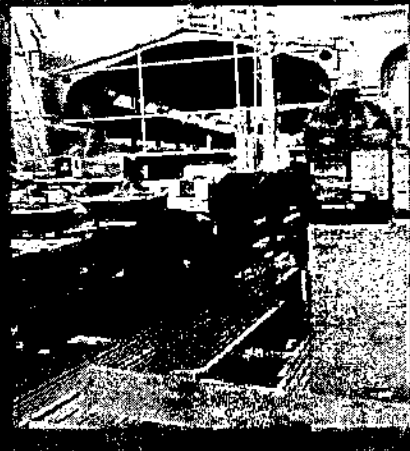
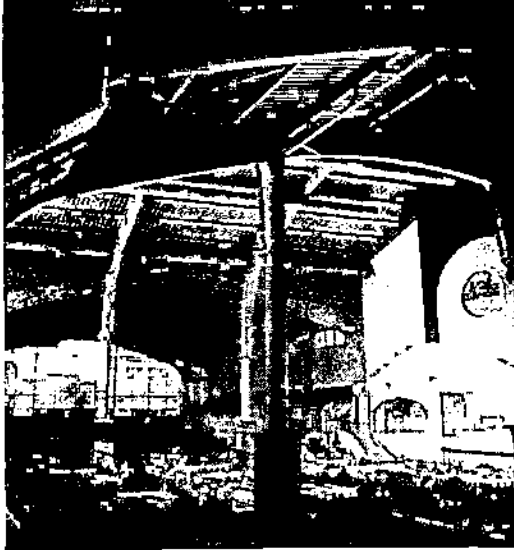
# "CONTRRUST"

IS AN ALL-PURPOSE

PLANT-BASED

ANTI-CORROSION AGENT





Currently the losses from corrosion in industrialized countries reach up to 3-5 per cent from the national income. It mainly concerns metallurgical and chemical enterprises, oil and gas pipelines, and floating crafts, which elements and structures operate in a highly corrosive environment. The inner surface of cargo compartments, liquid ballast tanks, fuel supplies, pipelines and other structures are subject to severe corrosion under the influence of seawater and oil products with a high level of sulfur.

The carcass of reinforced concrete structures is of great significance since it takes in the pulling stress from the external load, providing the stability of the construction. Therefore, carcass corrosion is inadmissible. It leads to destructing the adhesion between the concrete and carcass, cracking and delaminating the protective concrete layer; moreover, it results in pre-stress losses in pre-stressed elements, which causes the destruction of buildings and structures. The total damage of corrosion sums up to billions of dollars because of emergencies and ecological disasters.

It is quite difficult to calculate all the losses from standstill and production decline of the equipment that is subject to corrosion, the disruption of technological processes, accidents caused by the stability decrease of the structures, the environmental pollution, the cost of repair and replacement of the equipment.

The presence of oxygen on the surface of iron products results in iron oxides and hydroxides, which in everyday life is called rust.

Rust ends up in water mostly in the form of colloidal particles, but there can also be bigger particles (incrustations) – an oxide mixture. The corrosion of water lines leads to the biological contamination of water, which poses a potential threat to our health.

The Committee of Maritime security imposed a new requirement on the availability of corrosion protection systems in source water tanks, which are the most effective methods in any defect repair during the operation process examination.

A rust modifier «Contrust» has been invented by specialists and the PC «Russian and Lyudmila» authoring team. It has been developed as the main preventive tool for surfaces that are damaged by rust: it penetrates into the metal shell on a molecular level, blocks the rust within it, protects the surface from further rusting processes without damaging its structure.

«Contrust» is a universal, ecologically sound, plant-based anti-rust agent that allows to eliminate corrosion during the construction, renovation, and operation process of metal constructions.



The whole range of redox reactions results in creating a black with blue shimmer metal-polymer foil with the thickness of 30-50 µm, the adhesion of 1 point (ISO 463:2014) and impact resistance of 1000 J/m² (ISO 1501-1) on the surface of the re-oxidized metal. The transformative technology of «Contrust» with an average thickness of rust within 300 µm results in 100 per cent «Contrust» – an ultimate solution against corrosion.

Lyudmila Vysotska

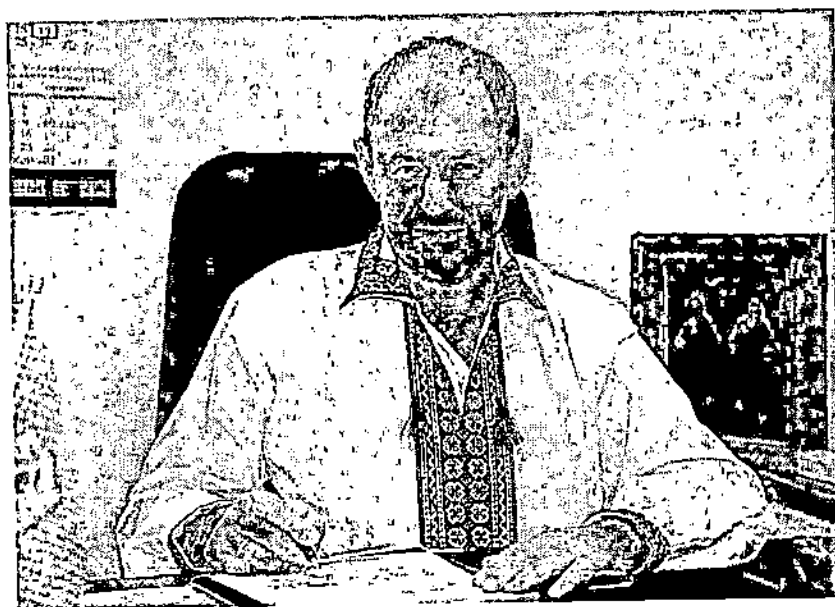
technical director of PE «Russian & Lyudmila»

Tel.: 044-515-6718, 067-233-6544, 095-848-6796

E-mail: contrust@contrust.com.ua, vln27@mail.ru



# LET'S TAKE CARE OF THE HARVEST TOGETHER!



CEO OF THE LLC UKRAGROCOM, V. M. PLICHKO

**T**he agricultural sector is a genuine driving force of Ukraine's current economic development, and the company Ukragrocom appears to be one of the most powerful players of agricultural market. It has 300 employees, 12 representative offices, 31 regional storages. The customer base includes more than 4000 agricultural enterprises. The main principles exercised in the company are those of honesty, responsibility, ability to mutual understanding and qualified consultation. The main field of concern at Ukragrocom is trading mineral and water-soluble fertilizers, plant and seed protection products. Ukragrocom collaborates with such companies Syngenta, Bayer, Basf, Pioneer, Maisadour. In addition plant protecting products of its own brand are sold there. The prospect of cooperation with Ukragrocom for farming businesses is shown in the

definite growth of harvest. Professional agricultural consultants choose the most suitable type of fertilizers and pesticides which guarantee more profit from the harvest. Every year the company increases sales up to 5-7 per cent by enlarging the customer base and intensifying the activities with the existing customers. The catalogue of their own brand name products is constantly being updated and new products are added in accordance with the customers' needs. In the upcoming year the company would like to extend the number of representative offices in Ukraine which will lead to increasing sales to 5 more per cent. *The owner and CEO of the company Valeriy M. Plichko agreed to answer the key questions.*

- Tell us about the sectors that are of grave importance in the current development of agricultural business in Ukraine as a whole and your company in particular.





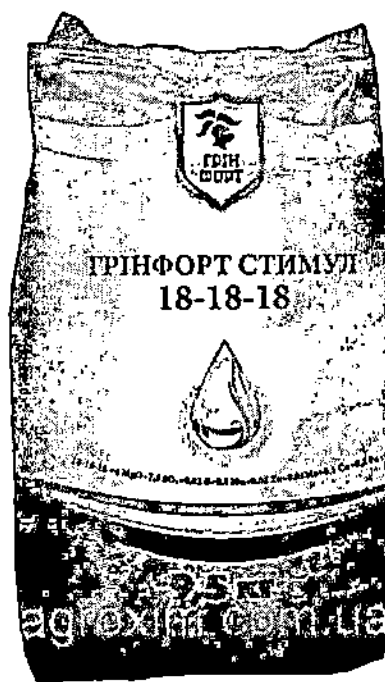
- We take a predominant position in the sphere of delivering mineral fertilizers; we dynamically extend the amount of seed realization, plant protection products and water-soluble mineral fertilizers. Today our company takes a new direction of complex agricultural support on a qualitatively new level. All our achievements, knowledge and experience are bound to work for farmers with no exceptions.

- What features distinguish your company from other ones in this particular industry?

- The main goal of our company is to meet the requirements of agricultural producers, so we introduced our own brand of plant protection products Greenfort. In order to guarantee the highest quality of our production and provide our customers with effective fertilizers at affordable prices the company Ukragrocom launched its own project Greenfort.

Also we have ability to supply the agriculture production of 2015/16/17 crop years in the following range of food wheat, corn, barley, soya and chickpea. For more information, please visit our web-site [uak.com.ua](http://uak.com.ua).

- What products under this brand are available for the customers?



- Actually it is a powerful range of products of high quality; earlier the basic herbicides, fungicides, insecticides and desiccatives were included in the brand, now it is more popular and the variety of products is always extending. Now we have 23 own products. We are particularly proud of the fact that Ukrainian agricultural producers are personally convinced that «The green fortress Greenfort» stands guard for the main crops. On the other hand, equestrian principles of running the business and deep understanding of the customers' needs followed by our management make Ukragrocom a strategic partner of domestic farmers.

- What are the principles of your work?

- The main and final principle of our work is a high quality of all the products without any exceptions. Hence this quality can be obtained only with qualitative active materials and components, high level of production, appropriate conditions of transporting and reservation, quality inspection on different levels. We are keen to cooperate not only on the domestic market, but also in countries of the EU and the United States of America. Cooperation with foreign partners has always been an important component of our work and we pay much attention to it. If you have any business proposals or questions, do not hesitate to visit our web-site [uak.com.ua](http://uak.com.ua) or contact us directly to e-mail [e.plidiko@gmail.com](mailto:e.plidiko@gmail.com) or [office@uak.com.ua](mailto:office@uak.com.ua).

Ukragrocom - let's take care of the harvest together!

Web-site: [uak.com.ua](http://uak.com.ua)

# MACARONI FACTORY PJSC, KYIV

**M**acaroni Factory PJSC, Kyiv is a strong consolidated team of specialists with convincing experience in the field.

It is a modern, sustainable enterprise with the output equal to 17 thousand tons of pasta a year, which makes it the leader of macaroni industry in Ukraine.

All the production meets the ISO 7043:2009 requirements.

On the premises of the enterprise, the equipment of leading international manufacturers is installed and operated: automatic lines of the Swiss company BUHLER are used for the production of long and short pasta, and the line of the Italian company PAVAN – for the production of short pasta. The lines ensure the vacuum treatment of raw products, high pressure of half-prepared product pressing, the product drying in high and ultrahigh temperatures that allows to produce high quality products from wheat flour of superior quality, drinking water without GMOs, coloring agents and additives.

The range of products produced by the enterprise comprise more than 60 kinds of «Extra» pasta, weight and packaged in 0.4 kg, 0.45 kg, 0.5 kg, 0.6 kg, 0.7 kg, 0.8 kg, 0.9 kg, 1.0 kg in colorful cardboard boxes and bags made of polymers.

It includes the following types of products: long – vermicelli, noodles, macaroni straws, and short straw – rigatoni, special rigatoni, twisted rigatoni, queens, vermicelli, turn noodles, turtles, feathers, leaves and others. The product quality is treated with great responsibility in the company. Incoming inspection of raw materials, manufacturing processes and ready product quality is performed in its own accredited laboratory equipped with modern appliances.

High quality is proven by the victory in the quality competition «100 Best Goods of Ukraine» on the national and regional levels, and the «Best Product of the Year» competition. The participation in the 8th Ukrainian National Quality Contest brought the company the «Recognition of Excellence in Ukraine»

certificate. The «Extra» Pasta was awarded the sign «Capital quality standard» and «Environmentally clean and safe». The company was given an «Enterprise of the Year 2010» award for its achievements and advantages over competitors; it got the 1st place among 350,000 enterprises of Ukraine. It is also the winner of the national award «The Best Producer of Ukraine» in the category «Grocery, pasta» among the Ukrainian producers.

The company has a certified quality and food safety management system which meets ISO9001: 2009 and ISO 22000:2007. Reasonable prices, a wide range of pasta in modern packages enable the company to supply the most demanding consumers in Ukraine and the countries of the near abroad with the products that meet international standards.

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[www.kmf.kiev.ua](http://www.kmf.kiev.ua)





## FIND PRODUCT THAT YOU NEED IN UKRAINE WITH THE HELP OF UKRAINIAN EXPORTERS CLUB

Ukrainian exporters club was established with a single mission - to develop co-operation of Ukraine with other countries. Today they help thousands of customers to build relationships with potential partners in other regions: the EU, China, South Korea, Viet-

nam, Cambodia, etc. Ukrainian exporters club helps avoid miscommunication with business representatives in other countries. Every day Ukrainian manufacturers search for new opportunities in the world. We will help you to find them and to make your co-operation safe.



**IEVGENIA LYTUVNOVA**  
PRESIDENT AND CEO UKRAINIAN EXPORTERS CLUB

If you want to communicate with Ukrainian Business or to start business with Ukraine - contact Ukrainian exporters Club.

We will help You to find goods and services in Ukraine, that You need. Free for companies all over the World.

How it works:

Send your inquiry details at [people2people.com.ua](mailto:people2people.com.ua). We will find Ukrainian companies who could be your reliable partners and send all information to You and Your Company by e-mail.

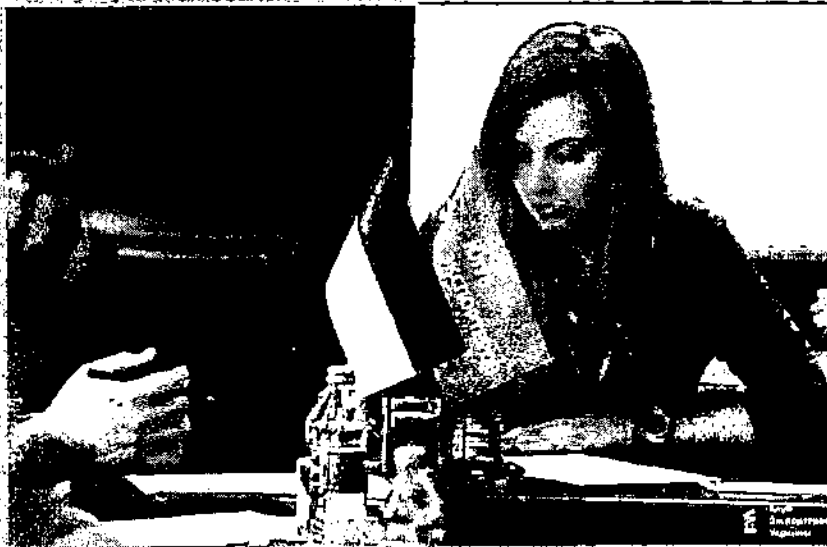
Start to cooperate with Ukrainian Exporters Club and Ukrainian Companies will impress You.

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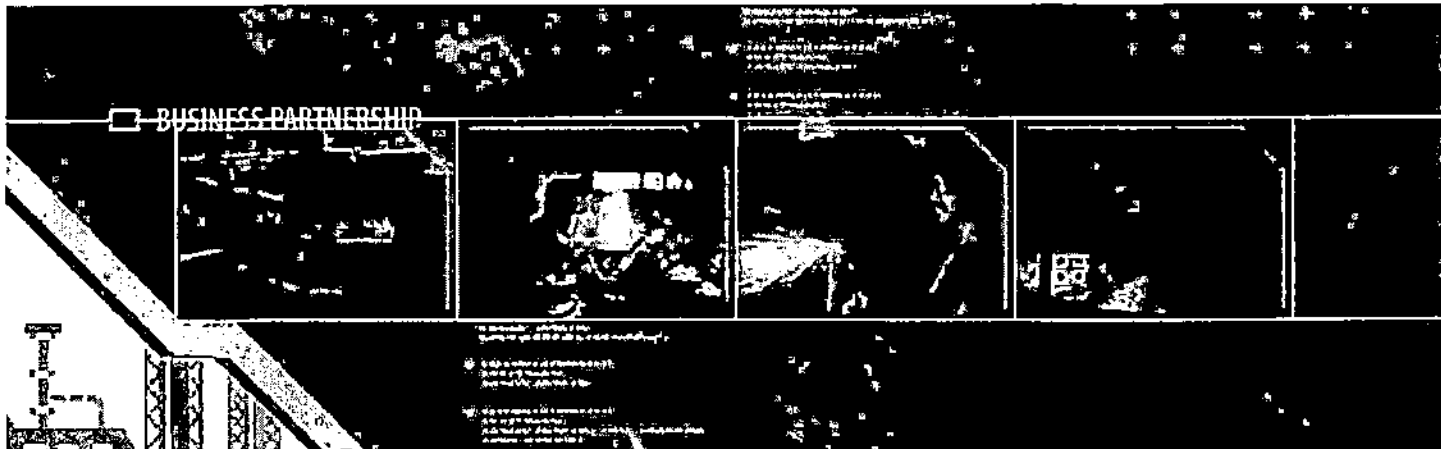
<http://people2people.com.ua>

<http://people2people.com.cn>

<http://people2people.info>







# NAVIGATOR L SPE LTD

## GAS-LIFT VALVES



**COMPANY'S HISTORY**

Our company's history started as far back as in March 1992 when a repair shop for equipment of the Khmelnytskyi NPP and manufacturing of the relevant spare parts based on a machinery and repair works was established. Later on, other Ukrainian nuclear power plants (Zaporizhzhya, Rivne and Yuzhnoukrainsk NPPs) and the State Committee of Ukraine on Nuclear Energy Uses became our customers. Officially, Navigator L SPE Ltd was founded in 1995. At that time, the company incorporated five enterprises of various ownership patterns throughout Ukraine with the headquarters in Kyiv and expanded the range of its services to the oil-processing and chemical industries as well. The major Ukrainian companies, including Nafstokhimik Prykarpattia JSC, Rivneazot PJSC, Concern Stirol PJSC and Ukratnafta started to use our services. The priority areas of our company were repair and renewal operations along with information technologies. Navigator L drastically changed its activities in 1997 by switching to manufacturing of industrial equipment and production lines, which lead to increasing the engineering department staff and its manning by skilled professionals who came from the defense and heavy machine building industries.

### SPECIALIZATION AND AREAS OF THE COMPANY

At present, Navigator L is a machine-building company manufacturing equipment

and providing engineering services for the nuclear power, defense, petrochemical and other industries based on its well-developed infrastructure, product-oriented design-engineering department and in-house production facilities, which secure fully integrated fabrication processes: from design documentation development to packed manufactured articles.

Navigator L consistently scales up and improves production due to permanent investments in development of its technical and business infrastructures.

Important directions of the company's activities include:

- extension and strengthening of partnership relations in various industries irrespective of business partners' geographic location;
- improvement in the products quality through application of the latest technologies.

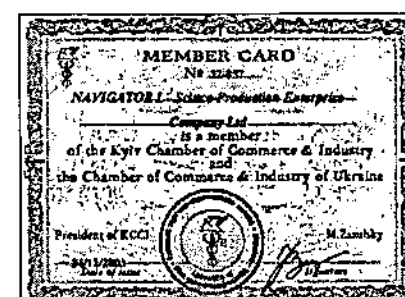
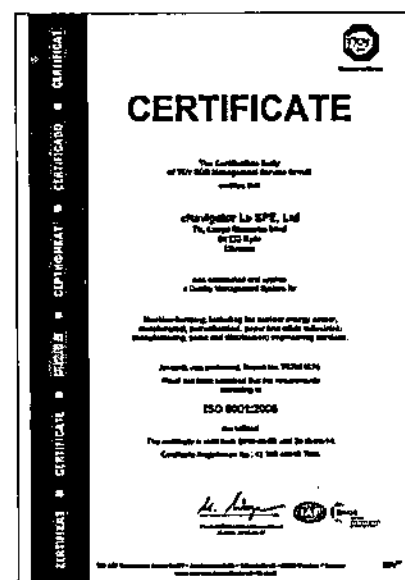
Innovative technologies, high quality of the products and timely execution are held in high regard by our customers and safeguard the company's solid market position. We are always open for cooperation with any industry, both for placement of orders and appropriate consultancy services by our experts.

Our facilities have 500 machine tools in excess, the most of them being CNC automatic.

### CERTIFICATIONS

Navigator L operates in accordance with ISO 9001:2008 starting from February 26, 2004 (being subjected to an appropriate

audit every year), as well as the rules and standards of nuclear power industry (NNEGC Energoatom) since June 04, 2004. Please find below one of the ISO 9001:2008 Certificates issued on May 28, 2016 and the Member Card confirming that the company is a member of the Chamber of Commerce and Industry of Ukraine.



## INTERNATIONAL RELATIONS

On request of Turkmenneft State Concern, Navigator L has produced gas-lift valves and supplies them (with the spare parts) to Turkmenistan starting from 2011.

Please find below the production permit for the gas-lift valves issued in Ukraine in 2011.

It is approved by UKRATOMMASH PJSC and sealed (registered) by the Ukrainian State Standardization, Metrology, Certification and Consumer Protection Center.

## SPECIFICATIONS

Gas lift is a method of oil and oil-gas condensate extraction consisting in introduction of bubbles into rising pipes which results in fluid raise in a well due to pressure difference between inside and outside of the pipes. There are compressor and compressorless gas lift techniques. The first involves gas injection with compressor and the second one employs natural gas under intraformational pressure. The 3Г-25-35, 5Г-25-35, Г6-25-35, Г7-25-35, 5Г-25-35К<sub>2</sub> gas-lift valves manufactured by Navigator L are designed for connection of cased hole annular space with shank bore of rising pipes during gas-lift oil extraction with the compressor technique. Their technical specifications are presented below in Table 1.

## 5Г-25-35 GAS-LIFT VALVE:

## BRIEF DESCRIPTION

Design: The 5Г-25-35 gas-lift valve (Figure 1) consists of the following major components:

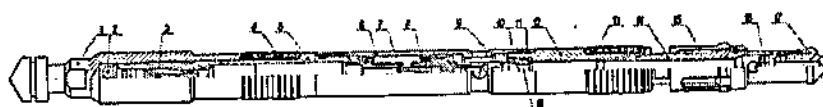


Figure 1:

1 - valve head; 2 - plug fitting; 3 - screw cap with slide-valve; 4, 13 - sealing cups; 5 - bellows barrel; 6 - bellows shroud; 7 - directing head; 8 - bellows; 9 - shaft; 10 - spring ring; 11 - cone; 12 - cone's body; 14 - float valve body; 15 - collet; 16 - float valve; 17 - thimble; 18 - sealing ring.

shut-off device and float valve unit. Shut-off device includes: bellows barrel (5), screw cap with a slide-valve (3), bellows shroud (6), shaft (9), cone (11), cone's body (12) and spring ring (10).

Bellows barrel (5) is an impermeable welded high-pressure vessel, the main operating device of which is the stainless steel multi-layered bellows (8). Bellows barrel is provided with a damping device consisting of a directing head (7) with a calibrated orifice A and ПМС-1000 damping fluid. Damping device secures smooth operation of the bellows (8) and shaft-cone twain, preventing from premature failure of the valve major components. Screw cap with the slide-valve (3), through which the bellows barrel charging is carried out and pressure is regulated, is wrung into the bellows barrel. The shaft-cone twain, consisting of the shaft (9) and cone (11), connects tubing side with annular space.

The float valve unit consisting of a float valve (16), float valve body (14) and thimble (17) is designed for prevention of fluid reverse flow from shank bore of a rising pipe into annular space.

The valve cone body (12) and bellows barrel

(5) have sealing cups (4) and (13) - to provide disconnection of tube side and annular space during valve seating into a mandrel pocket.

Valve head (1) is designed for valve seating and retrieving. Collet (15) is destined for valve fixturing in a mandrel pocket.

Operation: After running-in of downhole equipment, packer seating and well control equipment setting up, gas is pumped into annular space of a well through a pipe branch bulb which results in opening of all gas-lift valves under the injection gas and fluid column pressure leading to fluid flowing from annular space of a well into rising pipes. Fluid level in annular space decreases. When a detecting kickoff valve is exposed, injection gas enters rising pipes and bubbles the fluid column over the valve. Pressure in rising pipes decreases and fluid level in annular space lowers to the second valve setting depth. When the second valve starts to operate, the first valve is closed and gas bubbles the fluid column over the second valve carrying it up to the surface. Pressure in rising pipes continues to pumpdown leading to further fluid path from annular space into rising pipes. Fluid level in an-

Table 1: 3Г-25-35, 5Г-25-35, Г6-25-35, Г7-25-35, 5Г-25-35К<sub>2</sub> gas-lift valves: Technical specifications

№	Item	Gas-lift valves				
		3Г-25-35	5Г-25-35	1Г-25-35	Г7-25-35	5Г-25-35К <sub>2</sub>
1	Nominal diameter, mm	25				
2	Operating pressure, MPa	35				
3	Bellows assembly	19-22-0.16x2				
4	Maximum bellows charge pressure, MPa	12.5		16		12.5
5	Bellows useful area, cm <sup>2</sup>	2.3				
6	Cone orifice diameters, mm	5.0, 6.5, 8.0, 9.5				
7	Maximum shaft stroke, mm	4.5				
8	Downhole conditions	Oil, condensate, natural and associated gas, formation water with up to 1 g/l mechanical impurities, maximum 0.2 % CO <sub>2</sub> , maximum 0.1 % H <sub>2</sub> S				Oil, gas, formation water with up to 0.5% gums, up to 3% paraffine, up to 6 vol.% CO <sub>2</sub> and H <sub>2</sub> S each
9	Maximum downhole temperature, K	373				
10	Overall dimensions, mm	29				
11	Weight, kg					
TY Y 29.1-23167033-001:2011 Standard						



## BUSINESS PARTNERSHIP

nular space lowers reaching the third valve and so on.

The process continues until fluid level in annular space reaches the lowest valve thus finalising the process of fluid pump off and then well development starts during which the valves are opened in the same sequence if pressure in annular space exceeds the valve cracking pressure.

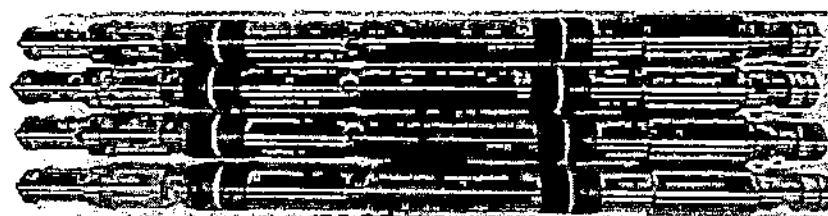
Valve opened while running the gaslift unit in a steady state operation is called a running valve.

*Technical specifications:* Technical details of the 5T-25-35 valve are shown in Table 2.

Table 2: 5T-25-35 valve: Technical specification

No	Item	Value
1	Nominal diameter	25 mm
2	Operating pressure	35 Mpa
3	Bellows assembly	19-22-0.16 x 2
4	Maximum bellows charge pressure	12.5 Mpa
5	Bellows useful area	2.3 cm <sup>2</sup>
6	Cone orifice diameters	5.0, 6.5, 8.0, 9.5 mm
7	Maximum shaft stroke	4.5 mm
8	Downhole conditions	Oil, condensate, natural and associated gas; formation water with up to 1g/l mechanical impurities; maximum 0.2 % CO <sub>2</sub> ; maximum 0.1 % H <sub>2</sub> S; maximum 373 K downhole temperature
9	Overall dimensions	Diameter: 29 mm Length: 475±0.5mm
10	Weight (in the assembled condition)	1.2 kg

## GAS-LIFT VALVE



### SET (SHAFT-CONE TWAIN)



Ø5mm

Ø6.5mm

Ø8mm

Ø9.5mm

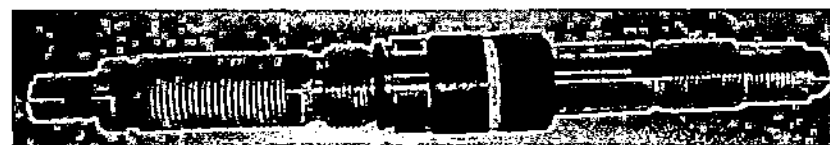
### SCREW CAP WITH A VALVE



### SCREW CAP WITH A VALVE



### BELLOWS ASSEMBLY



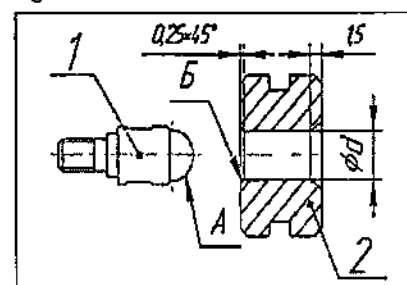
### GAS-LIFT VALVE SPARE PARTS:

#### SHAFT-CONE TWAIN SET:

#### OPERATING MANUAL

Shaft-cone twain set is made up of a shutting-off shaft (1) operating together with a cone (2) (Figure 2). The sets are classed according to inside diameters of the cone orifice: Ø5 mm, Ø6.5 mm, Ø8 mm and Ø9.5mm. Spherical surface A of the shaft is fit in the cone surface B, which represents a 0.25 mm bevel made at 45°.

Figure 2.



Please note that only the mated shaft-cone twains shall be utilized! Interchanging between details of different twain sets is strictly prohibited during installation or testing of the shaft-cone twain, as well as it is forbidden to use the shaft with the non-fit cone face (e.g. with a bigger bevel of 1.5 mm).

PO box 51, 7b, Lesi Ukraïnký Blvd

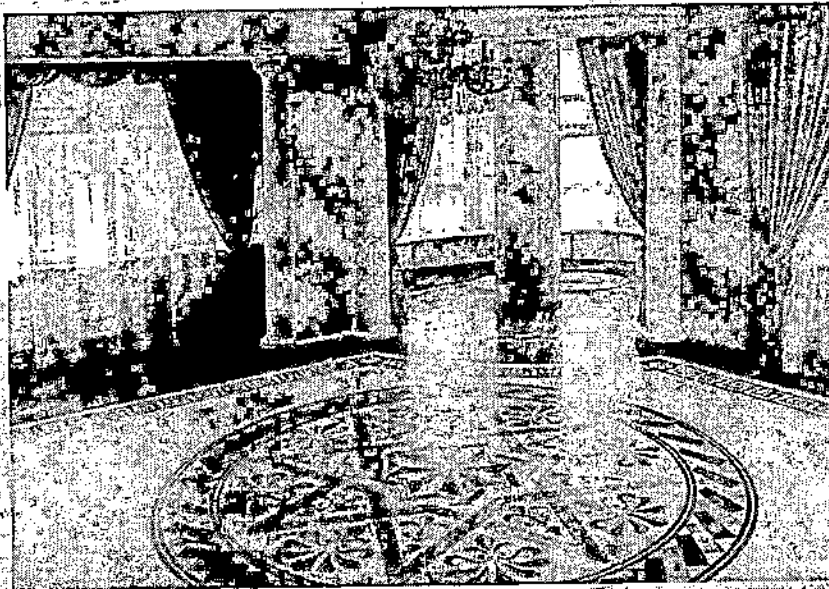
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# THE WHOLE PROCESS OF PARQUET ART FROM PRODUCTION TO MAKING TURN-KEY WORKS



For over 15 years our company has been able to arrange flooring production and installation for numerous residential homes and office buildings in the different parts of the world. We have been involved into flooring business since 1997 providing quality flooring products and installation services in



Ukraine and across the world. We have a big production site in the city in the North of Ukraine – Chernigiv and export office in historical center of the capital city – Kiev.

## Why choose us?

- **Products:** We possess the biggest and the most up-to-date facilities in Ukraine to produce solids, intarsia, geometry, modular, in-crustated parquet, borders and corners out of different woodspecies.
- **Quality:** We cut mechanically that does not harm edges and hide joints in a design. Quality control department checks process on every level of production to insure the goods fit all requirements and quality norms.
- **Prices:** We can assure favourable prices being a producer ourselves, being located in the country of primary products in woods and due to work of our professional sourcing team.
- **Projects:** Through the use of the up-to-date technology in production coupled with over 15 years of experience in the parquet business, we are assuring you of excellent workmanship from working out a project

to its production, delivery and completion.

- **Installation:** Our workers are talented craftsmen who have been in the industry for years. Each floor will be installed per our plant guidelines. Our promise to make any project a great experience for you is guaranteed.

- **Collaboration:** We offer ready solution for parquet wholesalers as full assortment of complementary renewed designs made for every taste and budget with timely shipment from our plant. We also keep a warehouse on most required items to insure instant delivery when needed. Gallery Expo Trading arranges marketing and information support through providing with sample boards, catalogues, prompt responses and direct communication with the plant. We are welcoming all inquiries for wholesale needs.

## "GALLERY EXPO TRADING"

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Kiev, 01021 Ukraine

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Tel: +380504507070, fax: (044) 253 45 60  
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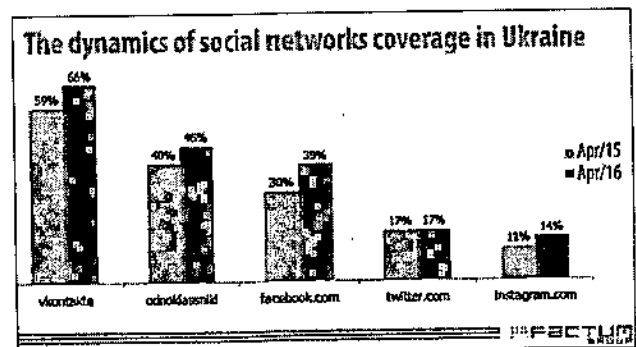
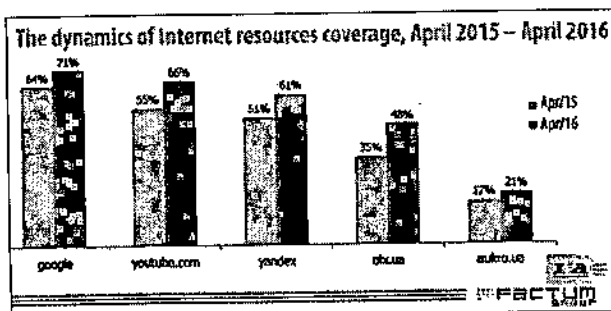
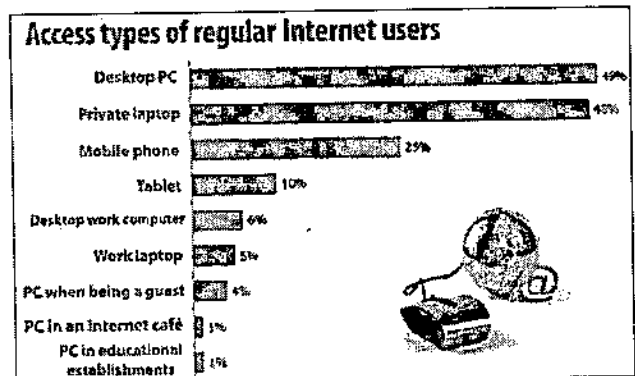
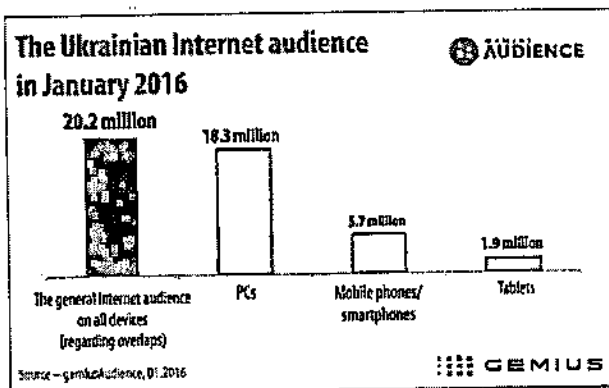
# THE UKRAINIAN INTERNET AUDIENCE IN 2016 AND THE EFFECTIVENESS OF INTERNET ADVERTISING



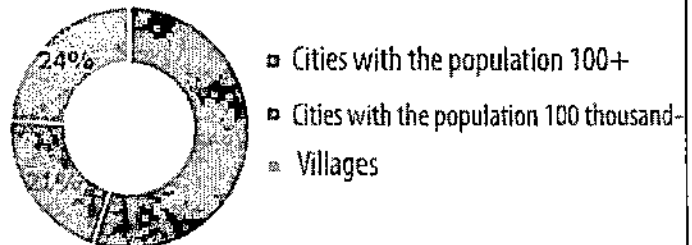
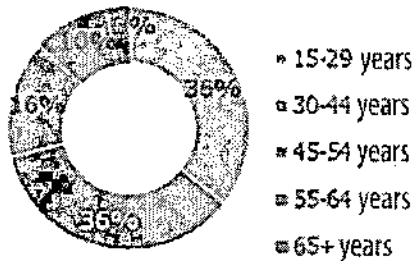
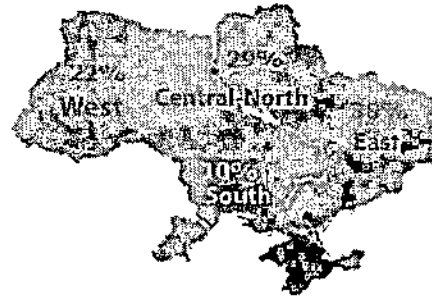
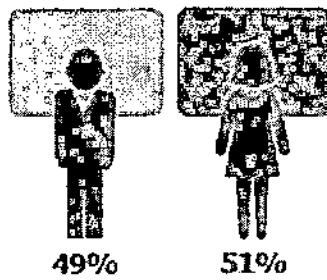
The material has been prepared  
by the business consultant Svetlana NASYROVA

**T**he Ukrainian Internet audience is rapidly growing. By the level of audience coverage, the Internet has almost overtaken the TV and other media.

In this review, we present you the results of the Ukrainian Internet audience research, which has been conducted by such companies as Gemius and Factum Group. By January 2016, 62 per cent of the adult population in Ukraine have become Internet users.



## Socio-demographic structure of "regular" Internet users

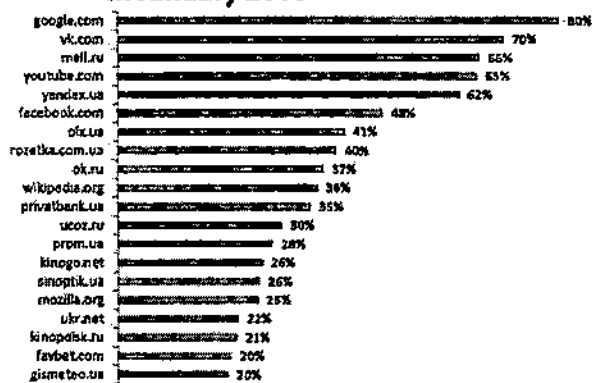


February 2016, on the territory of Ukraine (without the Crimea), age 15+, regular Internet users, N=1301

**FACTUM**  
GROUP

### The TOP-20 websites of ua.net in January 2016

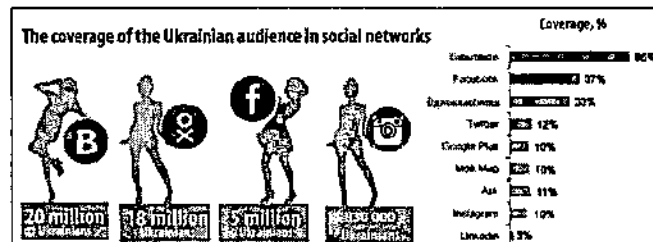
AUDIENCE



Source: gemiusAudience, 01.2016, PC-audience

GEMIU

A small insight into the audience and the behavior of Ukrainian users in social networks.



### VKontakte (VK)

VKontakte takes the leading position of social network coverage in Ukraine. Moreover, VK is the most "addictive" social network, its users watch an average of 3.1 thousand pages per month, while in Facebook this figure is calculated as only 128 pages per month.

Recently the age groups of VKontakte are significantly more mature. The average age of the "backbone" is estimated as 20-30 years. People visit this website mainly for communication, they share music, photos and various links.

The so-called "interest groups" are created with the help of groups that concentrate on various subjects.

Among the most popular groups the number of subscribers adds up to 5 million people, whereas the number of regular visitors is 200 thousand.

### Odnoklassniki

As hard as Odnoklassniki tries to bring some young blood to the regular subscribers, this social network keeps being the main ru.net platform for the communication between "former" classmates, groupmates, colleagues, etc.

The audience is mainly female (70 per cent), and the average age of the users ranges from 30 to 40 years.

## BUSINESS PARTNERSHIP

### Facebook

The audience of Facebook is mainly represented by the most advanced part of the population (in a professional way of speaking). As a rule, the users are ambitious experts covering a wide field of professional activities.

The average age of Facebook users ranges from 25 to 50 years. And from the geographical point of view, the regular users are represented by residents of large cities. The main audience of Facebook may be distinguished by a high social status along with a below average income.

### Instagram

One of the trends of Ukrainian Internet marketing – visual social networks are increasing in popularity.

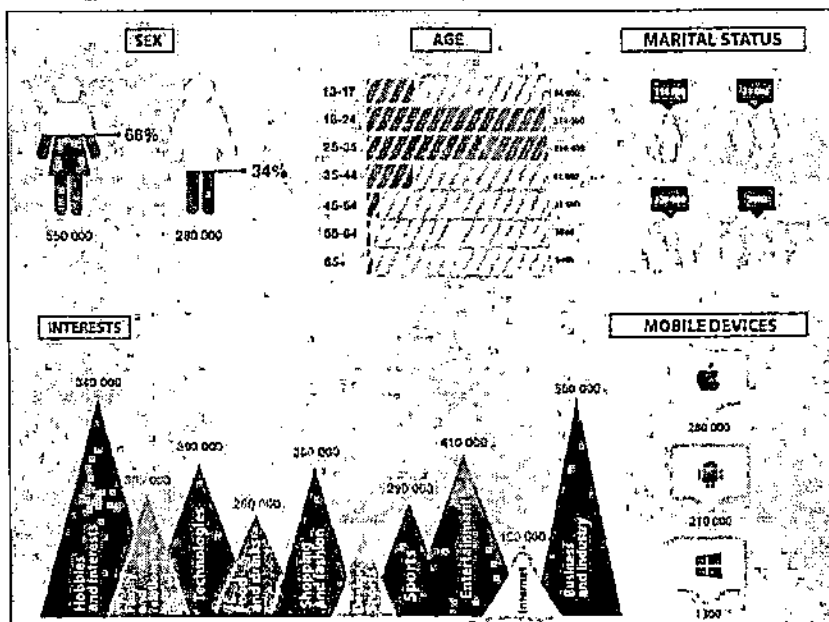
Instagram is a very rapidly growing social network. Girls from 18 to 35 years old mainly represent the audience of the Ukrainian Instagram. It is worth mentioning that Ukrainians are more likely to use Instagram on iOS devices, and the main posts and videos are related to the topic "business/work" and "hobbies/interests". We present to you

an extended portrait of the Ukrainian Instagram user.

It goes without saying that each business requires an individual approach and a proper choice of the Internet marketing strategies.

### THE INSTAGRAM AUDIENCE IN UKRAINE

830 000 REGISTERED USERS  
(ACCORDING TO THE RECORDS OF OCTOBER 2015)



*The center for media, advertising and Internet promotion at the Kyiv Chamber of Commerce and Industry is currently developing Internet marketing strategies and provides a full range of services on Internet promotion in Ukraine.*

**WE WILL BE GLAD TO COOPERATE.**

e-mail: [mary@kiev-chamber.org.ua](mailto:mary@kiev-chamber.org.ua)



## «Apogey» company



For more than 20 years, the «Apogey» company is the leader on the Ukrainian market and offers its customers a wide range of food ingredients. By rapidly growing and constantly increasing the sales turnover, «Apogey» was among the world's leading manufacturers of food ingredients in the early 2000s. At the same time, the process of producing flavor additives for snack products has been debugged. Along with the construction of a new food plant in 2005, the company started producing flavor additives for meat and food flavors. Currently we are successfully developing powdered and liquid ingredients. The ownership of a laboratory allows us to carry out the necessary quality control of our products at all stages of its production. The production of flavorings, stabilizers, functional and flavor mixtures for meat production, food colors and other complex additives is justified by the mandatory industry certification HACCP.

Thus, the «Apogey» company offers a high quality and wide range of its products along with an individual approach to each customer.

LLC «Apogey», legal/actual address: 02094 Kiev, Nikolaya Lebedeva Street, 6

Tel./Fax: (044) 573-35-42, (044) 296-31-88

[apogey.com.ua](http://apogey.com.ua)

# THE ONLINE CATALOGUE OF UKRAINIAN EXPORTS OFFERS

The Center for media, advertising and Internet promotion at the Kyiv Chamber of Commerce and Industry launches and implements complex programs of Internet promotion for Ukrainian and foreign companies.

ON ONE OF OUR CHANNELS YOU CAN FIND THE SECTION «EXPORT OFFERS OF UKRAINIAN ENTERPRISES»

The screenshot shows the YouTube channel page for 'BUSINESS HUB TV'. The header includes the YouTube logo, a search bar with the text 'Пошук', and buttons for 'Завантажити' and 'Увійти'. The channel banner features the text 'ЦЕНТР МЕДІА, РЕКЛАМИ І ІНТЕРНЕТ ПРОДВИЖЕННЯ (Київської торгово-промислової палати)' and 'МЕДІА • РЕКЛАМА • ІНТЕРНЕТ ПРОДВИЖЕННЯ'. Below the banner are navigation tabs: 'Головна', 'Відео', 'Списки відтворення', 'Канали', and 'Про канал'. A 'Підписатися' button is also present. The main content area is titled 'Развитие бизнеса - экспорт' and displays three video thumbnails with their titles and view counts. To the right, there is a 'QR code for going to the channel'.

**Развитие бизнеса - экспорт**

- Стоит ли экспортировать продукцию, если нет денег на...**  
автор: Business HUB TV  
40 переглядів • 1 місяць тому
- Какие стандарты внедрять украинским производителям...**  
автор: Business HUB TV  
29 переглядів • 1 місяць тому
- Как украинским компаниям выйти на рынок Сингапура?**  
автор: Business HUB TV  
14 переглядів • 3 тижні тому

**Export offer from ukrainian company**

- Gingerbread. Export offer from ukrainian company**  
автор: Business HUB TV  
4 тижні тому • 5 переглядів  
Ukrainian company "Kyartel" produce gingerbread.  
<http://www.pryeniki.com.ua/sections/catalog...>

**QR code for going to the channel**

Videos from Ukrainian manufactures will be posted in our section each month. You can find certified and reliable partners for a mutually beneficial kind of cooperation here.

If you need help in the Internet promotion of your projects, the Center for media, advertising and Internet promotion at the Kyiv Chamber of Commerce and Industry can assist you in that.

**Busygina Mariya**

Head of Center for media, advertising and Internet promotion





*20 years  
together!*



**The goal of the company:**

*"Use the own experience and modern technologies in order to make the agricultural production maximally profitable and ecologically friendly in the climate conditions which constantly change"*



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## Amman Chamber of Commerce

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**From:** Embassy of Ukraine in Jordan <emb\_jo@mfa.gov.ua>  
**Sent:** Wednesday, July 20, 2016 1:12 PM  
**To:** Amman Chamber of Commerce  
**Subject:** 616161267  
**Attachments:** 616161267.doc; Diloa Panorama magazine.pdf

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