



Ukrainelnvest Your Investment Matters





## Ukraine is

### **INNOVATION & OPPORTUNITY!**

In six short years since the Revolution of Dignity, Ukrainian society has undergone a tectonic shift, shedding its Soviet past and unalterably choosing a **pro-western democratic orientation** that gains strength and momentum daily.

Driven by the passion and determination of a new generation of young reform-minded leaders, since 2014 the country has undergone a transformation from deep crisis to macroeconomic stabilization. The government has introduced effective anti-corruption measures - such as 'Prozorro', Ukraine's world-class transparent procurement system - which save the state budget \$6 billion each year; unbundled energy sector monopolies; brought transparency and accountability to public finances and expenditures; began the implementation of law enforcement, judicial, healthcare, education, pension and privatization reforms; dramatically improved the investment environment; and signed a ground-breaking Deep and Comprehensive Free Trade and Association Agreement with the European Union that is integrating the Ukrainian economy into European supply chains and institutions.

As a result of the steady pace of reform, stakeholders now believe that Ukraine is truly becoming an attractive place in which to make money. Investors have recognized that Ukraine has become a stable and predictable emerging market and that the availability of talented human capital and high-quality undervalued assets make Ukraine an excellent investment destination. In 2020, the country climbed seven more places in the World Bank's Ease of Doing Business ratings, to 64 out of 190 countries, and the Bank rates Ukraine second among the countries of the world in the last 10 years regarding the speed and depth in the improvement of the business climate. Between 2015-2019, Ukraine witnessed foreign direct investment flows of \$16 billion, resulting in the construction of over 100 manufacturing plants, representing tens of thousands of new high-added value jobs. These include a \$ 200 million state-of-the-art seed processing facility

by **Bayer** from Germany, a \$150 million grain terminal by **Cargill** from the US, a second \$16 million manufacturing site by US-based **Jabil**, and the arrival of such **global brands as General Electric, Ryanair, HEAD**, **IKEA, H&M, Decathlon**, and many others.

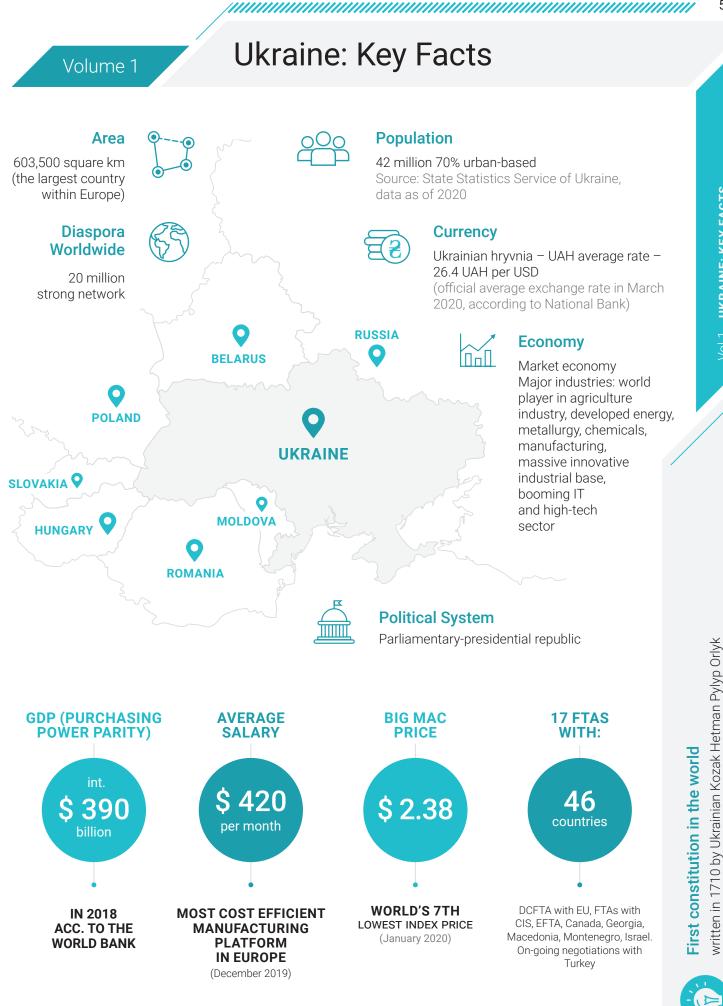
As the Ukrainian government's investment promotion agency, Ukrainelnvest facilitates inward foreign investment and assists existing investors to expand their businesses in the country. To this end, we pursue a 1+4 sector strategy focusing on the key drivers of Ukraine's economy: we emphasize Innovation Technology as the main added-value ingredient to the development of the Agribusiness, Manufacturing, Energy, and Infrastructure sectors. Ukraine's greatest assets - its "brains and grains" - produce the innovation and opportunities found in Ukraine's agri-food value chain; the growth of European and global supply-chain manufacturing clusters in the country's fast-growing regions; and in the development of oil, gas and renewable energy resources derived from Ukraine's pursuit of energy independence.

The benefits of these opportunities are readily evident in the meteoric rise of Ukraine's IT sector. Pushed by demand for Ukraine's annual graduation of 130,000 engineers, the innovation technology sector has experienced 20% growth annually, exploding from a fringe economic activity to becoming the country's largest service export. Indeed, the growth of IT services and products in Ukraine grew by 25% in 2018 alone, with the sector achieving a current value of \$4.5 billion. With growth in this area expected to double over the next five years, Ukraine is well on its way to making a major impact on the **new Digital 2.0 world** in which we live.

Your takeaway?: Ukraine is open for business! As the country continues to undergo seismic democratic and economic transformation, it is integrating ever deeper into the Euro-Atlantic and global economic architecture. Savvy businesses will Invest in Ukraine NOW!

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Vol.1 UKRAINE: KEY FACTS

### Volume 2

## **Transformation Ukraine**

EUROINTEGRATION

Following **the Revolution of Dignity**, Ukrainians affirmed their desire to live in **a free**, **democratic**, **western-oriented and economically stable country** by amending Ukraine's Constitution regarding the strategic course of the state for obtaining **full membership in the EU and NATO**.

Following the signing of **the Association** Agreement and **the Deep and Compre**hensive Free Trade Area with EU, Ukraine has done a lot to bring its rules and regulations in accordance with the EU legislation. The EU-Ukraine integration has already resulted in significant growth in bilateral trade and investment.

\$ billion

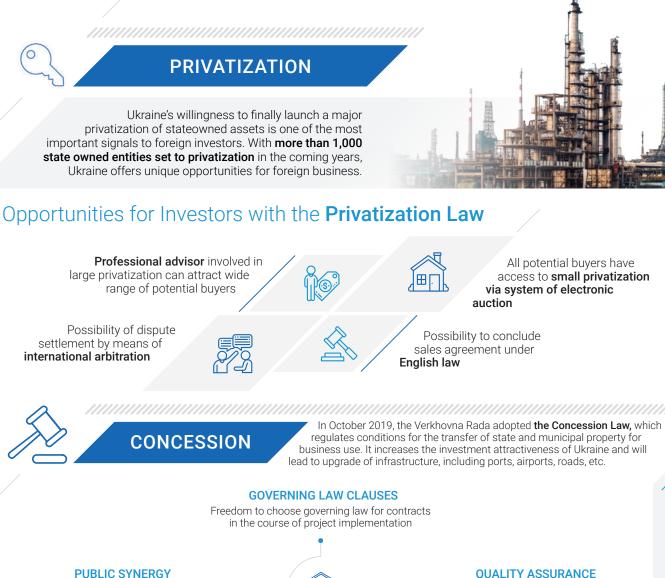


### EU-Ukraine total trade and EU share in Ukraine's trade



## Ukraine's Government continues its way towards approximation of national laws and regulations with the European legislation.





Several authorities may constitute a single concessor for the purposes of the project

### FLEXIBILITY •

Option to convert state property lease into concession

### **ADVISERS & INDEPENDENT EXPERTS**

Can be contracted to support the preparation of concession projects

### **CONCESSION AS A MODERN PPP INSTRUMENT**

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· Project finance opportunities • ROI safeguards A wide array of strategic assets open for investment

 Prior stocktake/independent evaluation of the property • Prohibition on alienation/ write-off of property after the decision on the need of concession is made

### CREDITOR PROTECTION

Right to replace the concessionaire in case of fundamental breach of contract

### **OPENNESS**

Both state and private entities can initiate concession projects

TRANSPARENCY

· Concessionaire selection according to the best international practices

- · Clear deadlines, stages and criteria
- Creation of an online platform for
- concession procedures



### **FINANCE**

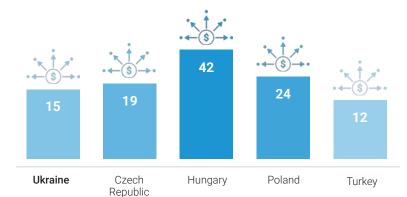
In recent years, thanks to the support of foreign partners, Ukraine has achieved significant progress in macroeconomic stabilization: the banking system was cleaned up, inflation fell, the current account and state budget deficits reduced, the government debt to GDP ratio decreased, while foreign exchange reserves grew significantly and exceeded \$20 billion.



Public debt as at year end Percentage of GDP, %



The level of state and state-guaranteed debt at the end of 2019 decreased to 51.6% of GDP from 62.7% in 2018. The Ministry of Finance expects that Ukraine's public debt will further drop to 47.5% in 2020.



1.25 €

billion profit

billion

### International reserves as at year end ηh. \$ billion \$ цЦ. 1h \$ 25.3 $(\mathbf{s})$ 1h 20.8 (s) 18.8 2015 2016 2017 2018 2019

THE WORLD BANK

Ukraine's international reserves are at their highest levels in 7 years - \$25.3 billion as of end of 2019, which was driven by a steady inflow of foreign capital into the country.

### Share of non-residents

in domestic government bonds as of end of 2019, %

As of 31 January 2020, the share of Ukraine's hryvnia bonds held by non-resident investors rose to 15%, from near zero at the beginning of the year. Ukraine is now perceived as a stable and predictable emerging market by foreign investors.

### In January 2020 Ukraine placed 10year €1.25 billion bond at 4.375%

The bonds were issued at the lowest coupon rate in Ukrainian history. At the same time demand exceeded supply more than 5 times.

### Record high profits

posted by the Ukrainian banking sector in 2019, which is 3 times more than last year.

### Key policy rate decreased to 10%

% The NBU continues to ease its monetary policy with the aim of maintaining inflation at the target level of 5% and supporting steady economic growth.

\$

2.5





LAND MARKET REFORM

Ukraine is an agricultural superpower and a leading producer of cereals as well as other crops. At the same time, Ukraine remains one of the few countries where there is a moratorium on the sale of agricultural land. This will change in July 2021 with the launch of land market, which will inevitably be a catalyst for significant investment and increase industry productivity.



## Ukraine on Charts

### Volume 3

64

50

## World Bank Ease of Doing Business

Since 2014 Ukraine has improved 48 positions in Doing Business Ranking and is ranked 64th in 2020 report

Source: doingbusiness.org

## Human Capital Index

Ukraine entered the top 50 countries in the World Bank's Human Capital Index

Source: worldbank.org



DOING BUSINESS

## 47

## Global Innovation Index

Ukraine is in top 50 most innovative nations in 2019

Source: globalinnovationindex.org



Good

## Good Country Index

Ukraine's Science & Technology Global Contribution is ranked at an admirable 1st place out of 153 countries

Source: goodcountryindex.org

6

### Henley Passport Index

Ukraine ranks sixth globally in terms of visa-free gains over the past decade according to Henley Passport Index. Now Ukrainians have visa-free access to 128 countries. Henley & Partners

Country

Source: henleypassportindex.com

Sovereign credit ratings in 2020

**Fitch**Ratings

**S&P Global** Ratings

MOODY'S

**B;** Positive

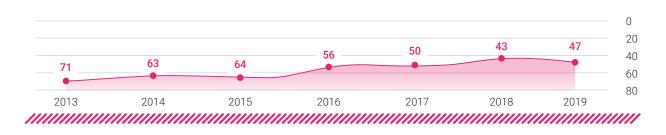
B; Stable

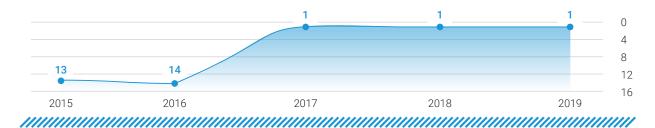
Caa1; Positive







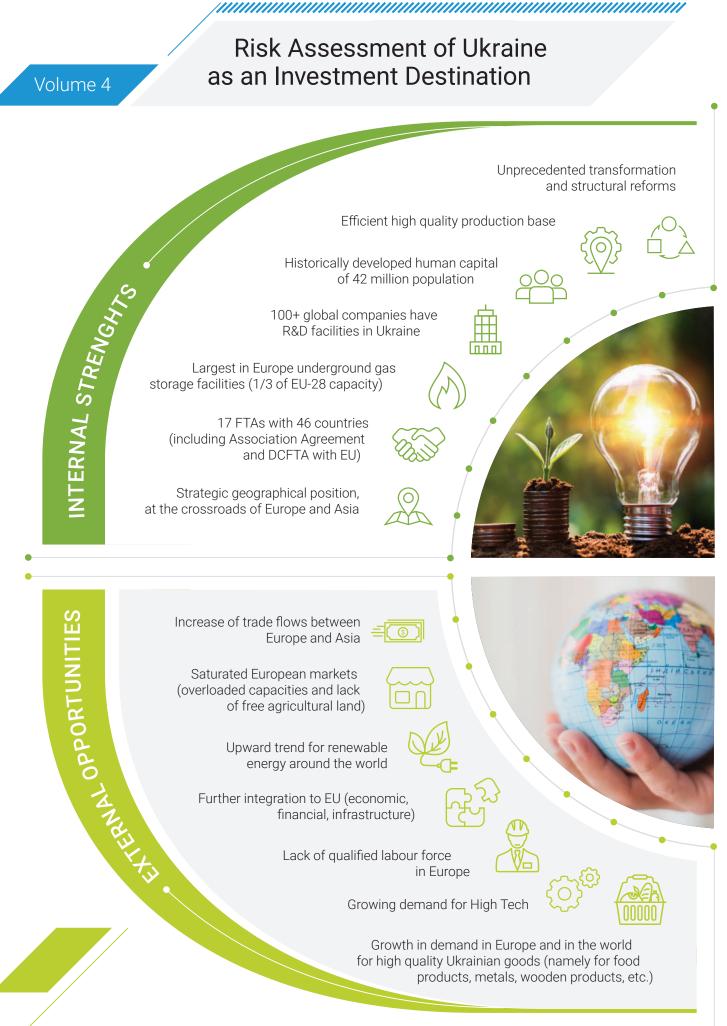






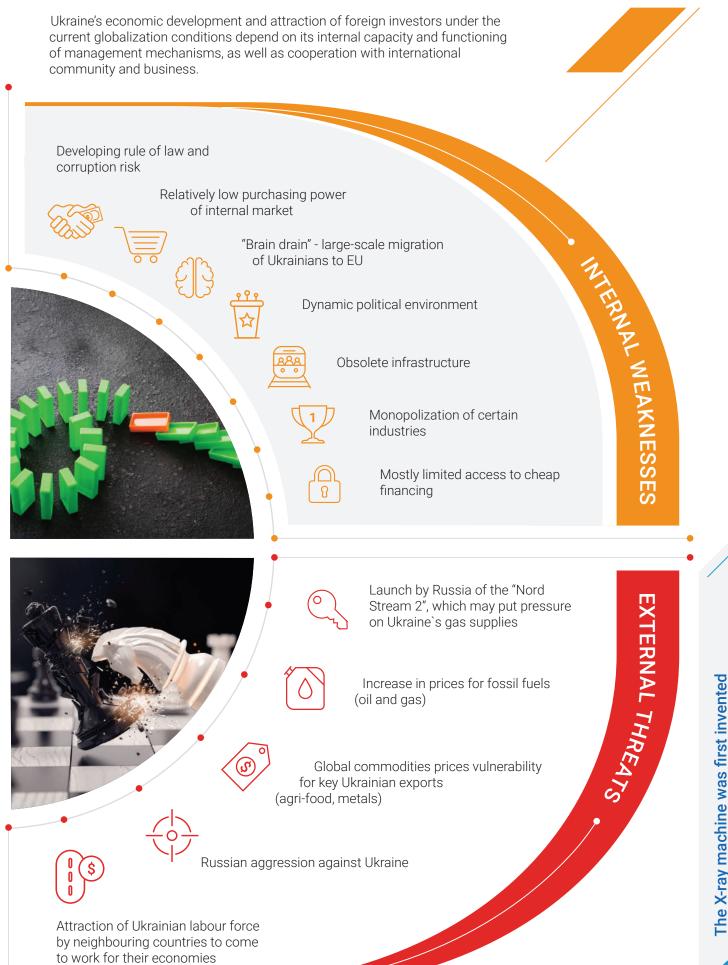






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by Ukrainian scientist Ivan Puliui in 1896, 14 years before Wilhelm Röntgen

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The key to the success of the Ukraine's

IT industry lies in combining an extensive IT talent pool, favourable geographical position and time zone, strong technical and scientific legacy and cost benefits.

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6 No

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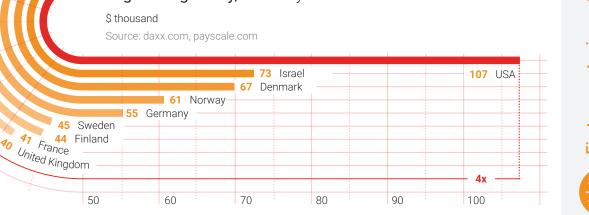
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Historically, Ukraine has been a centre for software development, technology solutions for data analysis and processing. A key role here is played by **the level of technical skills, a hallmark of Ukraine`s education system.** 

According to Gartner, a global research and advisory firm, Ukraine's IT specialists rank first in Eastern Europe in terms of price/quality ratio.

### Average annual software engineering salary, February 2020









### **MOST PROMINENT UKRAINIAN STARTUPS**



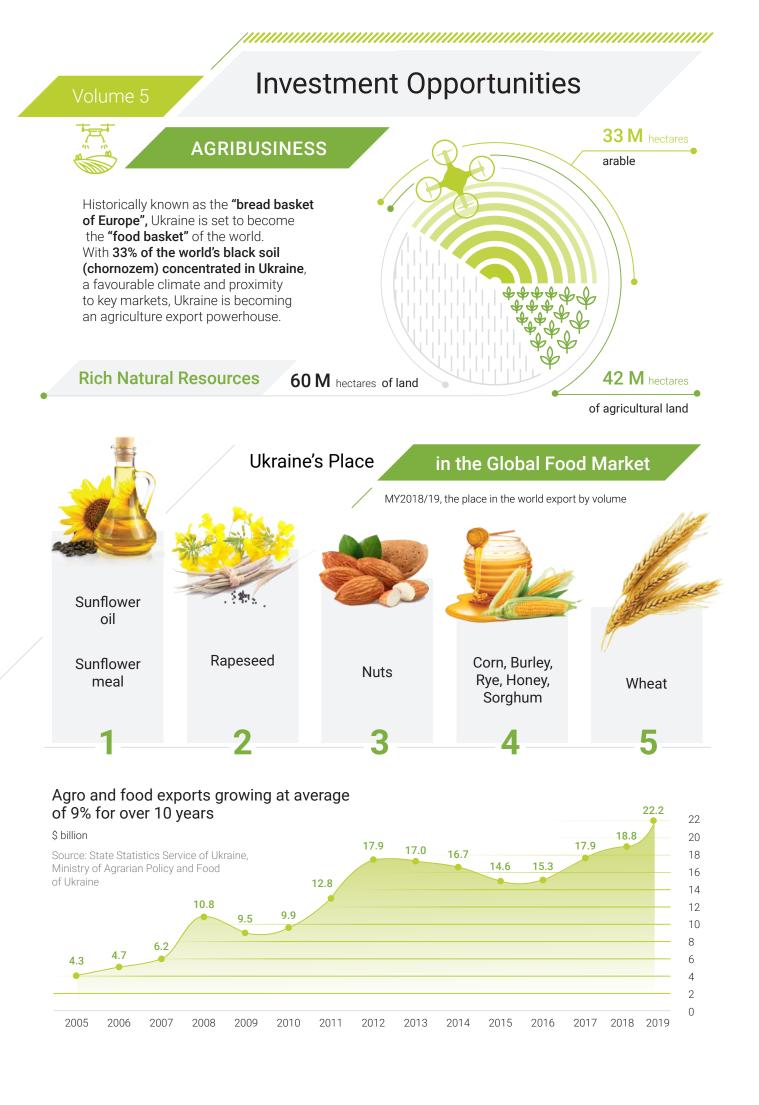


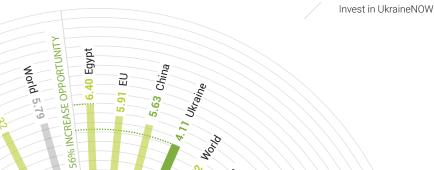






Vol. 5 INVESTMENT OPPORTUNITIES





35 Canada

3.00 Argentina

75% INCREASE OPPORTUNIT

9.98 USA

7.09 Egypt

6.14 China

5.71 Ukraine

7.12 Argentina

### **61% INCREASE OPPORTUNITY** 11 10 9 8 7 6 5 4 3 2 1 0

### Yields, metric tons per hectare 2019/20 proj. by USDA

Uktaine

Argentina 8.06

European Union

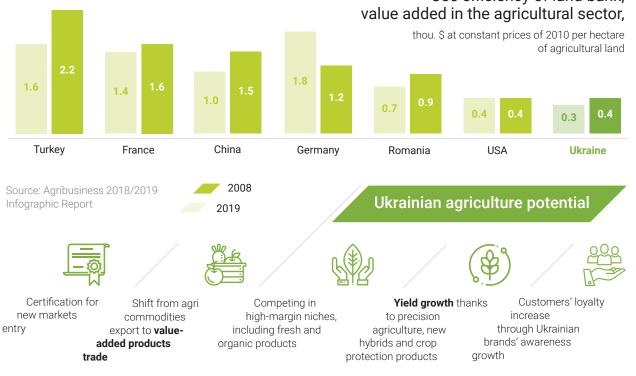
Canada 9.24

USA 2.40

Turkey 2.60

Ukrainian agriculture, already enjoying substantial cost advantages due to attractive land rent prices, extremely fertile soil, competitive wages and logistics, still has plenty of headroom for productivity growth as the yields per hectare remain below Western benchmarks.

### With additional investments in management, education, irrigation, farming techniques, logistics and value added production, Ukraine is poised to double its food exports.

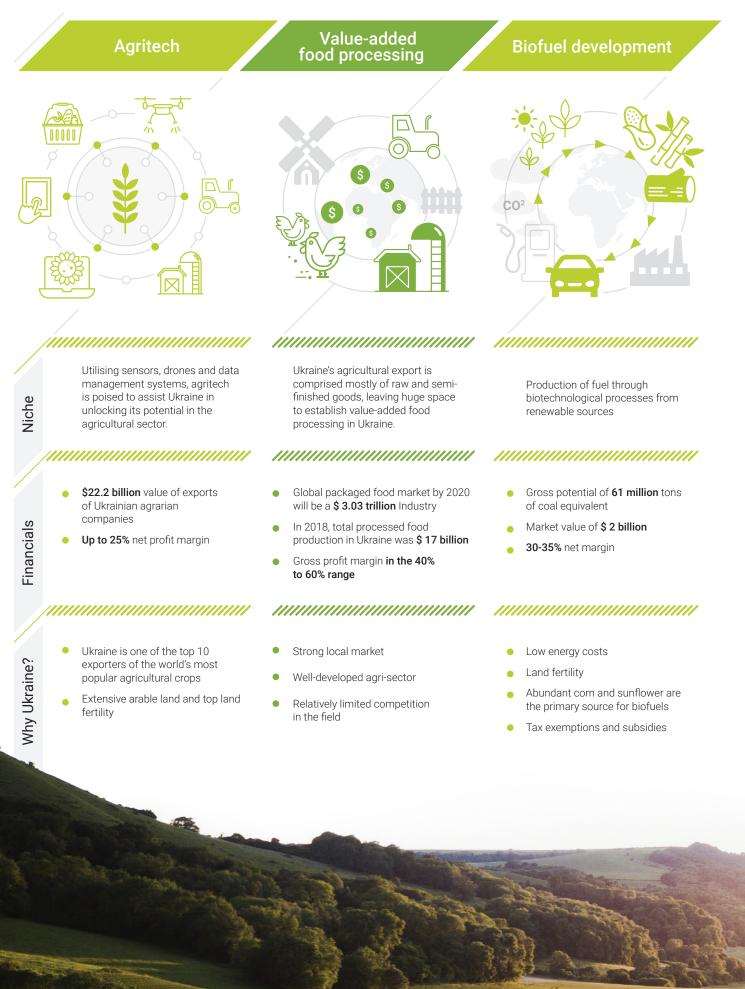


## Use efficiency of land bank,

\*24 World

Ukraine's black soil (chornozem) reserves are equal to the territory of Great Britain

## High Value-added Agri Segments in Ukraine





### **AQUAPONICS**

Limited competition in the field and EBIT margin of up to 54% makes it an attractive investment



## 100k<sup>\$</sup> per average project

### AGRITOURISM

There are about 200,000 village farmsteads appropriate for agritourism. According to experts, an average project will be able to earn up to \$100k in annual revenues.



### Success Stories: Agri-Investment in Ukraine 2015-2019

## Unlocked FDI

"We in Cargill believe that Ukrainian agriculture has tremendous growth potential. We want our company to be part of this growth. Cargill has been active in Ukraine for more than 20 years and we remain dedicated to this market. We have a long-term view and are continuously looking into new investment opportunities".

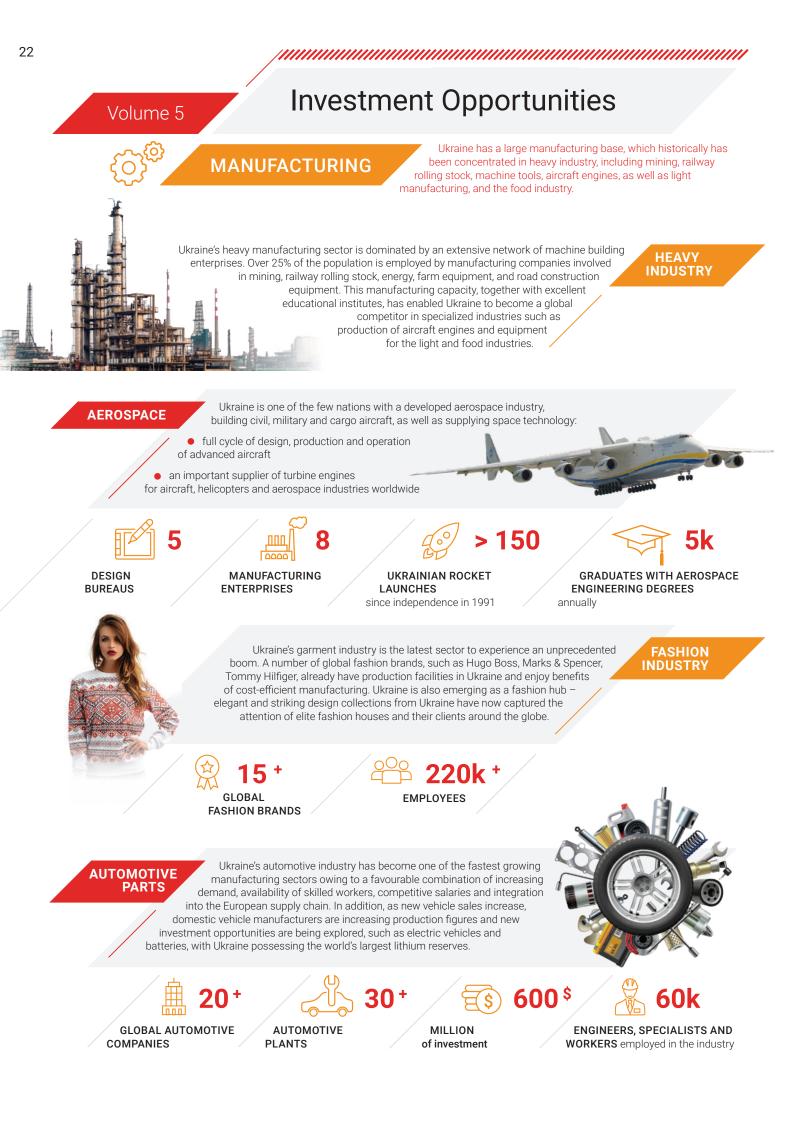


### Martin Schuldt CEO of Cargill Ukraine





Vol.5 INVESTMENT OPPORTUNITIES

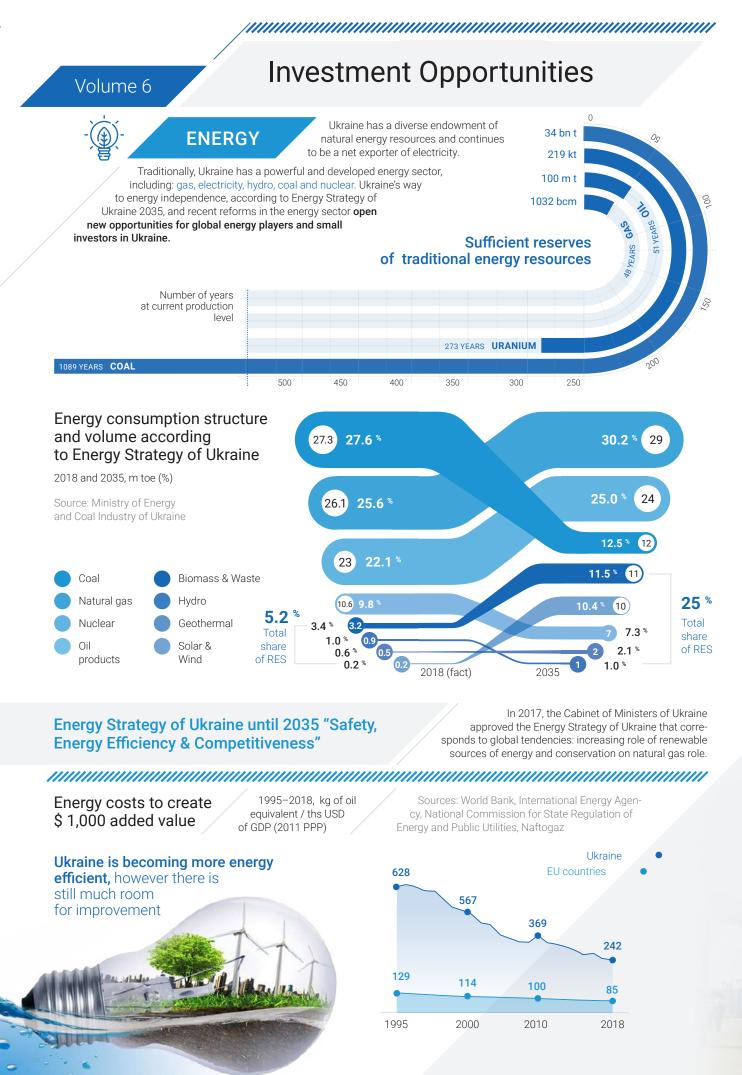


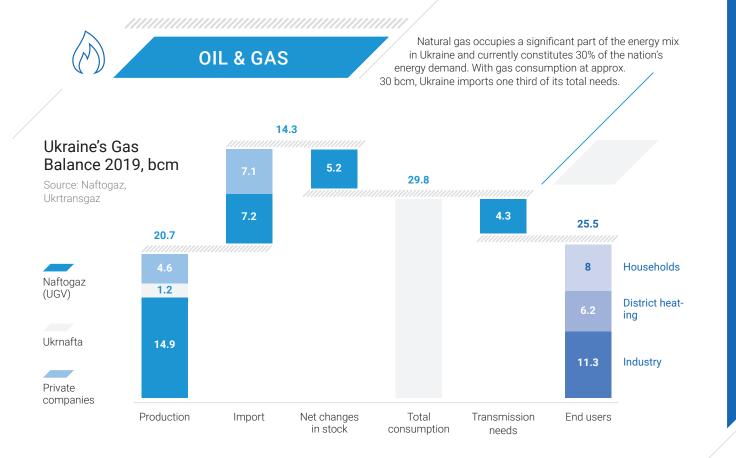


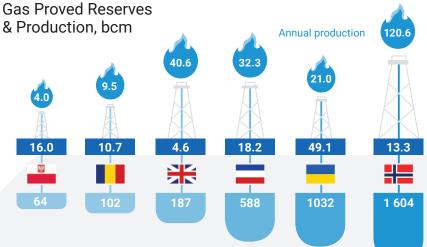
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Given Ukraine's current natural gas production, the proved reserves base is underutilized. The government's recent deregulation efforts in the gas sector and the launch of open auctions of special permits for oil and gas extraction will attract more private companies with advanced technologies and boost gas production in Ukraine.

### Years of production



Sources: Naftogaz; BP Statistical Review of World Energy 2019









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## PLACE FOR NOTES

**PLACE FOR NOTES** 





### **WE ARE**

the government's investment promotion office created to attract and support investment in Ukraine

### **WE PROVIDE**

clients with objective, practical advice on doing business in Ukraine

### **WE WORK**

directly with investors and the Government on improving the ease of doing business in Ukraine

### **WE OFFER**

one-stop services free of charge

### **Key Sector Expertise Navigation and Guidance** Professional consultancy Assistance in identifying opportunities in high growth sectors and niche markets Problem solving Personal approach B Introductions Information and Insight Connections to all levels of government, Local expertise business associations and investors decision making **Regional Support** Advocacy Headquartered in Kyiv with Important voice for business support to the regions Direct access Close cooperation with

regional partners

Support informed

to government



# Ukraine

Find your opportunities here!

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