



FINNISH BUSINESS GROUP in UKRAINE

Seminar UA-FIN, June 2021

FINNISH BRANDS in UKRAINE



KONECRANES



RUUKKI
Building your tomorrow.



accountor



FBG MEMBERS

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- KONECRANES
- NOKIAN TYRES
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- SANTEN
- UKRIFINTOUR
- RUUKKI
- ACCOUNTOR
- KUZMINSKIY & PARTNERS
- KPA UNICON

- CARGOTEC
- TELKO
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- CONTAINERSHIPS
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Optional members:

- WARTSILA

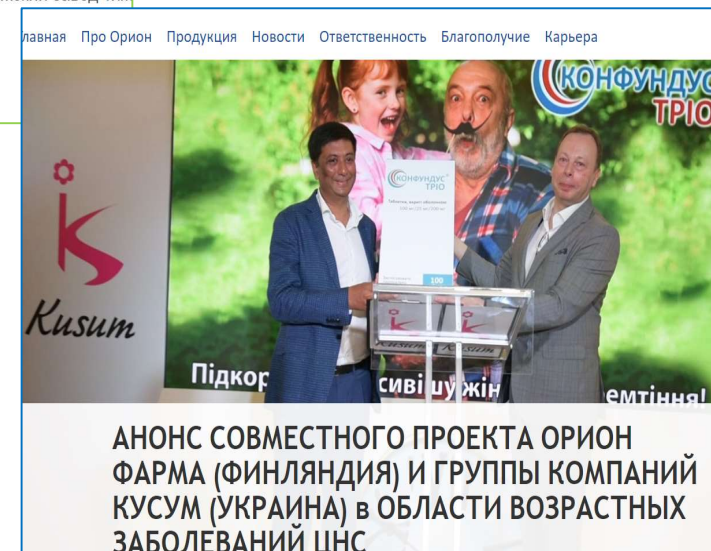
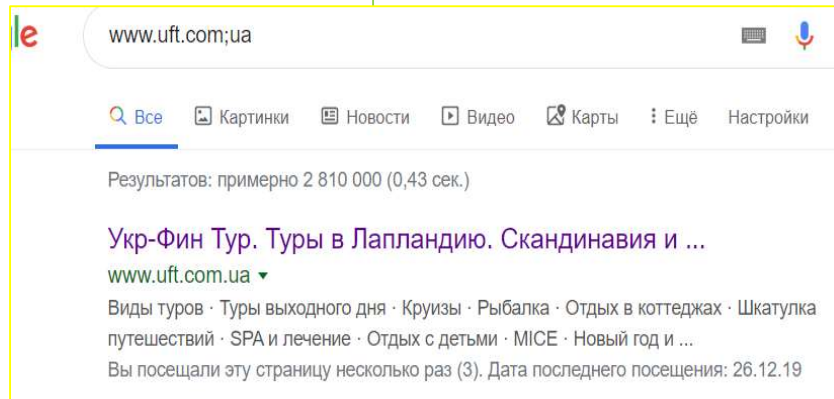
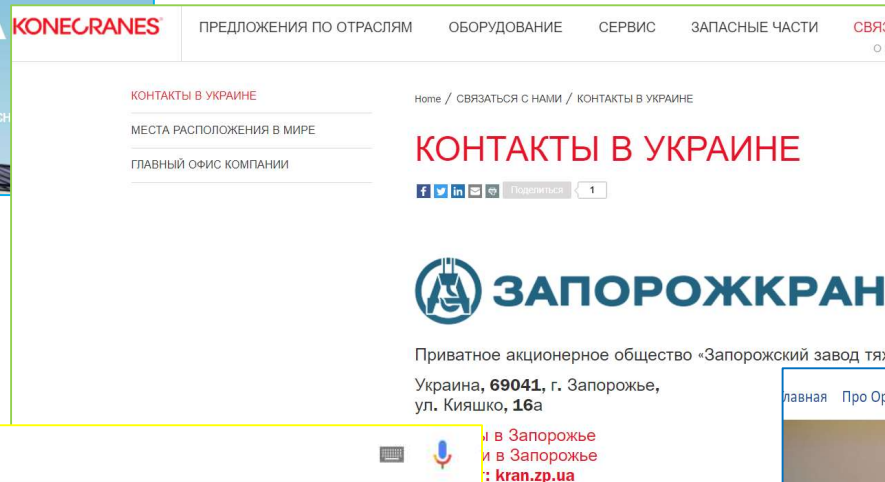
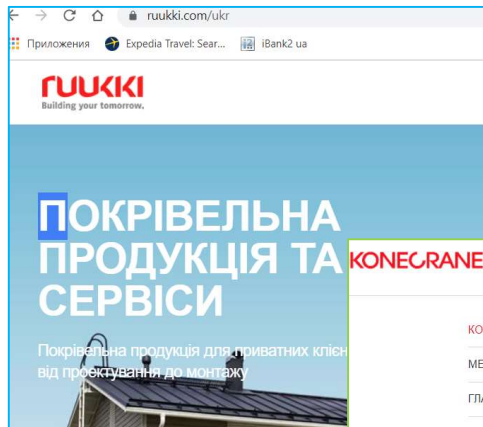
FINNISH BUSINESS GROUP in UKRAINE: VISION AND MISSION

- OUR VISION IS TO BECOME POWERFUL REPRESENTATION OF FINNISH BUSINESS INTEREST IN ORDER TO SUPPORT DEVELOPMENT OF FINNISH COMPANIES AND HELP FINNISH BUSINESS REPRESENTATIVES TO UNDERSTAND CURRENT POLITICAL AND ECONOMICAL SITUATION BY PROVIDING BROAD AND COMPREHANSIVE DIALOG WITH UKRAINIAN AUTHORITIES AND LOCAL BUSINESS COMMUNITY. FBG WANTS TO BE a RELIABLE ADVISER for NEW FINNISH COMPANIES in UKRAINIAN BUSINSS ENVIRONMENT BY UTILIZING OF THE GROUP 's EXPIERENCE and KNOWLEDGE.
- Our MISSION is TO DEVELOP the ACTIVITIES BASED ON ANALYZE OF BUSINESS ENVIRONMENT, REACT ON FINNISH BUSINESS NEEDS and GENERATE EFFECTIVE ACTIVITIES MAKING the GROUP POWERFUL AND INFLUENTIAL.

FBG UKRAINE: MAIN FOCUS AREAS

- DEVELOPMENT of BUSINESS SITUATION in UKRAINE => summary of challenges , learnings, risks , opportunities for FINNISH BUSINESS in UA
- Enhance of BUSINESS NETWORKING of FINNISH COMPANIES in UKRAINE
=> BETTER COMMUNICATION WITH KEY STAKEHOLDERS, COLLEAGUES AND AUTHORITIES
- SUPPORT to FINNISH BUSINESS in UKRAINE (COMPANY CASES)
- VISIBILITY / POSITIVE IMAGE of FINLAND in UKRAINE
- SUPPORT FIN COMPANIES in OPERATIONS to OTHER COUNTRIES of the REGION (KIEV HUB)

FINNISH INVESTMENTS SUPPORTS UKRAINIAN HI TECH EXPORT : MACHINERY, HIGH TECH, SERVICES, CHEMICALS




FINNISH BUSINESS CREATED the INFRASTRUCTURE USEFUL for UKRAINE BUSINESS EXPANSION to NORDIC & BALTICS

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Результатов: примерно 2 810 000 (0,43 сек.)

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Вы посещали эту страницу несколько раз (3). Дата последнего посещения: 26.12.19

accountor Ви тут: **Ukraine**

Послуги Новини Статті Кар'єра Про компанію Контакти Увійти

Про компанію

Аккаунтор Україна

Нашою метою є постійне оновлення спектру послуг у сфері фінансів. Ми робимо інвестиції в нові технологічні рішення та розвиток наших співробітників, щоб вони стали кращими професіоналами управління фінансами. Усе, що ми робимо, робиться для вигоди наших клієнтів. Ми працюємо як великих міжнародних клієнтів, так і для середнього та дрібного бізнесу. Ми є компанією для людей, найголовнішим для нас є відносини між вами й нами. Ми пропонуємо клієнтам обслуговування на якості, що полягає у поєднанні накопиченого професійного досвіду з персональним підходом. Як вам допомогти?

Ми маємо понад 100 офісів у Північній та Східній Європі, де працюють понад 2000 професіоналів, які допомагають нашим клієнтам досягти своїх мети.

ROLE of UKRAINE in FINNISH ECONOMY : LEVEL of AMBITIONS

smaller ESTONIA is rank 8!

Table 6. Exports and imports by country (main trading partners), preliminary value and change year-on-year *

Origin/ destination	Exports 2020		Imports 2020	
	November preliminary value MEUR	change %	November preliminary value MEUR	change %
Total exports / imports	4 945	-3,5	5 125	-2,2
DE Germany	759,1	6,8	821,1	2,5
SE Sweden	504,9	-14,3	546,3	-8,5
CN China	299,0	21,8	462,8	12,8
RU Russia	291,9	2,0	412,5	-37,0
NL Netherlands	290,0	-6,2	242,4	-1,5
US USA	338,9	-24,4	179,8	-5,4
GB United Kingdom	211,3	-1,0	135,8	-1,7
EE Estonia	162,0	15,9	159,3	-4,0
PL Poland	134,9	1,5	163,9	-7,1
FR France	158,7	0,2	130,4	-13,3
IT Italy	128,2	10,6	140,9	-0,5
NO Norway	133,0	-2,5	126,7	2,9
BE Belgium	153,7	-12,5	95,8	-13,0
DK Denmark	86,8	10,6	133,3	6,8
ES Spain	79,3	-23,2	100,4	12,0
JP Japan	91,0	-22,1	54,7	-6,8



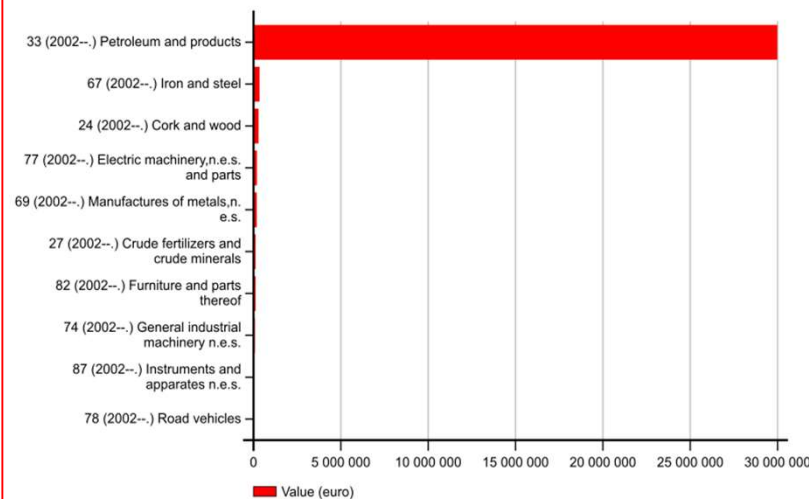
STRUCTURE OF FOREIGN TRADE : WHAT IS NEEDED for FINLAND?

JUST VISIT www.tulli.fi

Import from BY: wood, iron, petroleum, furniture

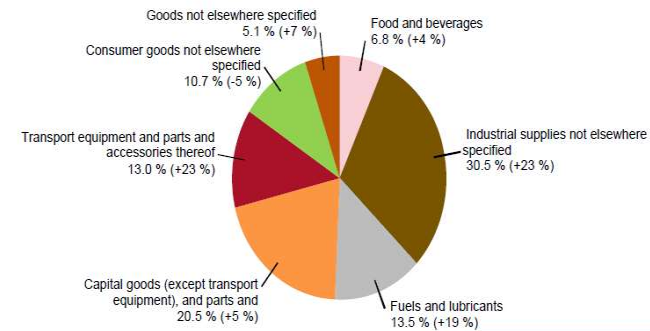
Import from GE: beverages, textile, iron

**Figure 4. 10 biggest import products (SITC2)
BY (2002--.) Belarus**



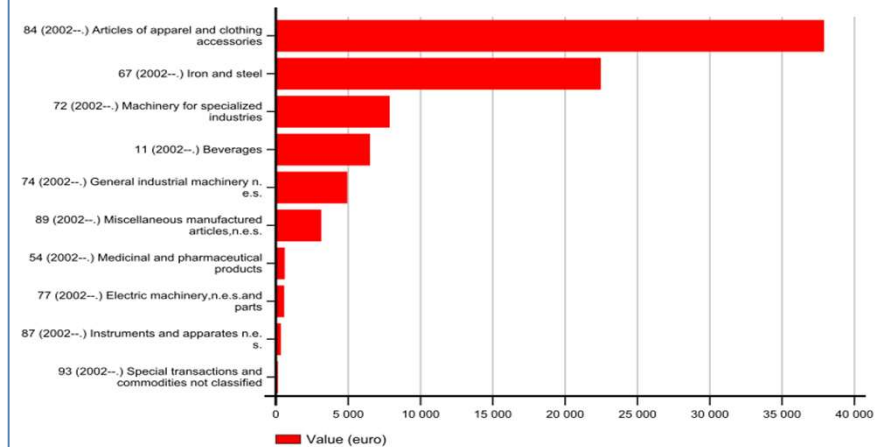
ULJAS - Finnish Customs / Quoting is encouraged provided that Finnish Customs is acknowledged as the source.

IMPORTS BY USE OF GOODS (BEC) 2017 (1-12)
Share and change from previous year(%)



Total value of imports in 2017(1-12) was EUR 62.1 billion (+13 %)

**Figure 4. 10 biggest import products (SITC2)
GE (2002--.) Georgia**



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MAIN CHALLENGES for FINNISH BUSINESS in UKRAINE

CHALLENGE	IMPACT
REFORMS fulfillment under risk, NBU independence, corporate governance of state owned companies	Investment attractiveness of country overall and industries in particular, uncertainty in UAH exchange rate and fulfillment of state budget
TAXATION issues: lack of transparency, unclear regulation, low communicability of Tax Authorities	Slow VAT refund, excessive pressure with tax audits, unreasonable penalties based on implication of unclear regulation (especially excise group of taxes)
PREDICTABILITY of UKRAINIAN REGULATION, LACK of HARMONIZATION of technical regulations with EU standards according to DCFTA, localization law impacting fair competition	Problems with market access in areas like medical goods (especially medical devices), food supplements, chemicals, machinery, unfair competition from local 'grey economy'.
CONSTRUCTIVENESS and INTERACTION of UKRAINE AUTHORITIES	Weak response to good investment opportunities and high potential projects even based on foreign investments, difficulties for the case mutual agreement / actions of different authorities are required. Lack of incentives for the companies to invest in Ukraine (eg special tariffs for electricity, land tax, etc). 'Red tape'.
CROSS BORDER MOVE OF GOODS AND SERVICES	Problems of development of bilateral trade, enhance of assortment of the goods on the market and problems with market access
COVID RELATED STATE ACTIONS	Unclear business restrictions, state aid for partial unemployment and business breaks, travel restrictions (both internal and external), vaccination pace

UKRAINE BUSINESS CLIMATE – GOOD TO KNOW

- Difficult to promote good business opportunities in environment generating mainly bad news. Actions for promotion of Ukraine are insufficient and inconsistent, that does not exclude very successful business cases
- Pressure to business despite of reforms is strong
 - * Unpredictable changes of the rules and regulations
 - * Unclear models for establishing subsidiaries of foreign companies
 - * Inconsistency in regulation
 - * Weak Judiciary
- Business culture
 - * Communication between business and mid level authorities is poor
 - * Lack of good practice inside of the business
 - * Harmonization of technical regulation with EU go slow

WHY UKRAINE?

- One of the biggest European market by population
- Excellent reputation of Finnish products
- Harmonization of standards and regulations with EU, simplification of cross border move of goods
- Liberalization of currency regime
- Relatively cheap market from investment point of view (option for cowboy investors)
- Well educated and relatively cheap human resources
- Existing niches for business

..and may be most important:

Ukrainians as Nation appreciate European integration, recognize European standards as high level and understand the need to work for reaching this standards

Ways how FBG is doing business: regional visits, company visits, business forums collaboration with other Nordic and local communities / stakeholders



Delegation to Region Kharkov, Ukraine



Company visit HESBURGER



Meeting with USPP, Association of Ukrainian Industry



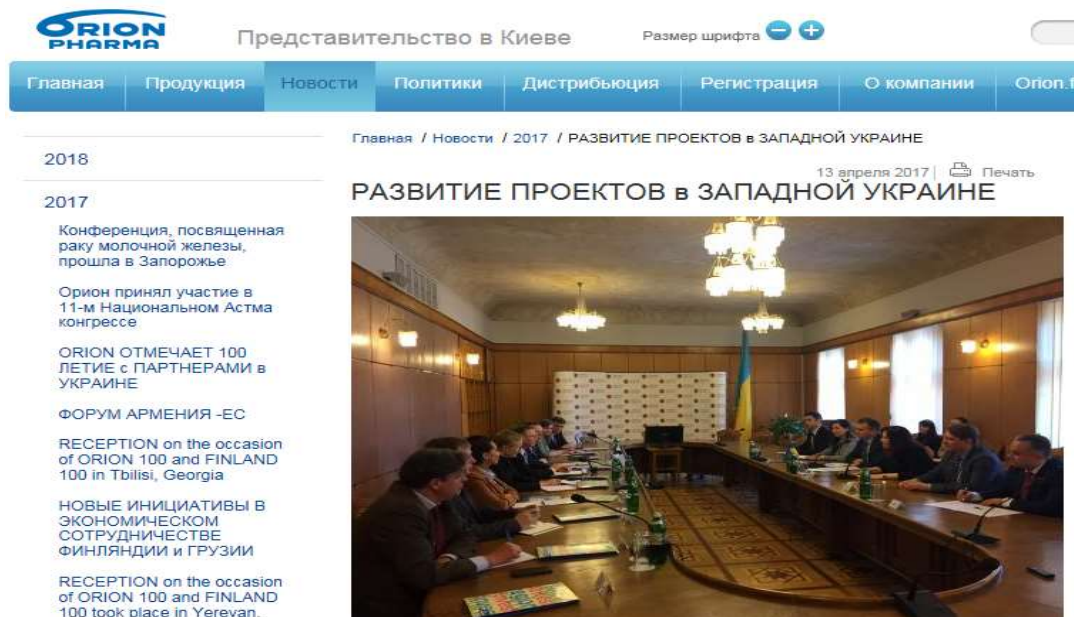
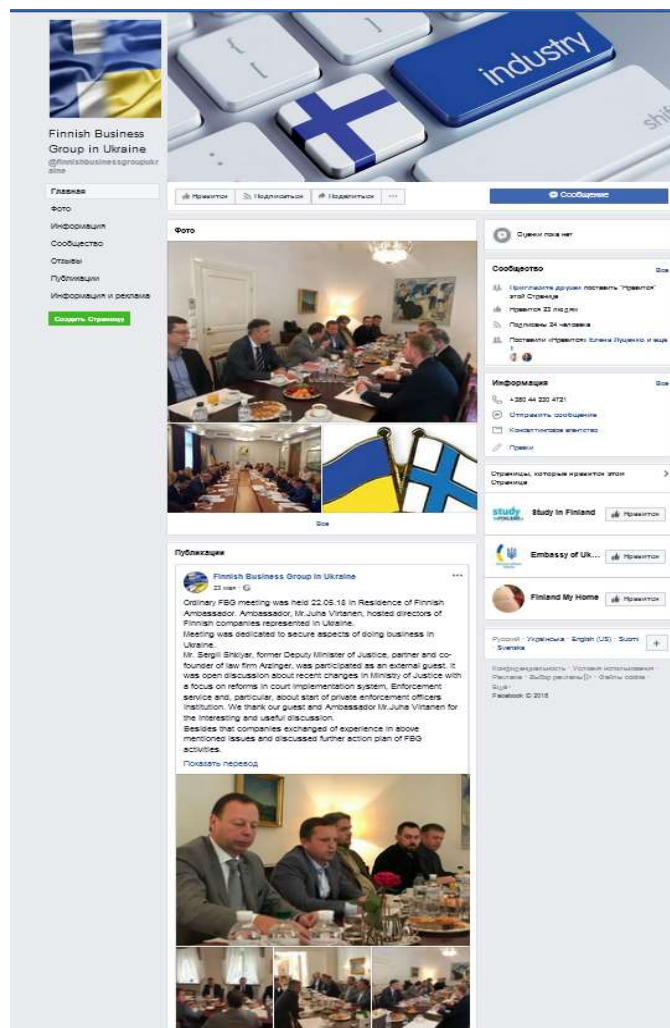
Combination of regional visit Zaprizzja and company visit ZAPORIZHKRAN-KONE

Share of experience : meeting with RUSSIAN – FINNISH BUSINESS CLUB 2018, BUSINESS FINLAND, SVKK, FINTRADE GUILD PL, NORDIC DAY



FBG BECOME MORE PUBLIC and OPEN

- FBG is now in FACEBOOK
- Reports related to FBG events existed on Company members web pages



FBF WEB PAGE

ФІНСЬКА БІЗНЕС ГРУПА в Україні



ФІНСЬКА БІЗНЕС ГРУПА в Україні

Фінська Бізнес Група (FBG/ФБГ) — проект, ініційований найбільш відомими фінськими компаніями, що працюють в Україні.

Мета FBG — сприяти фінському бізнесу в Україні. Налагоджуючи широкий всебічний діалог з українськими органами влади та полегшуючи співпрацю з місцевою діловою спільнотою, FBG сприяє покращенню ділового клімату в країні.

Використовуючи досвід членів FBG, Група виступає платформою для налагодження зв'язків як для членів групи, так і для новачків — фінських компаній, які бажають вийти на український ринок.

FBG запрошує до співпраці будь-які бізнес-організації, які мають зв'язки з Фінляндією!

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