



Photo: simbiothy/ukraine.ua/imagebank

Ukraine – Finland: exploring business opportunities in 2021

Time Thursday 17th June 2021 at 14:00 – 16:30 (Finnish time)
Place Teams (online event)

The webinar is free of charge but needs registration at latest on 15th June 2021 [here](#).

Teams link will be sent to the registered participants on the 16th June 2021.

Ukraine is situated in the center of Europe, on the crossroads of major transportation routes from Europe to Asia and from the Scandinavian states to the Mediterranean region, two-hours flight away from Helsinki. With population of almost 40 million inhabitants Ukraine offers a large consumer market for companies. ICT, agriculture, machinery, circular economy with tourism are the sectors Finnish companies should explore more thoroughly. The Deep and Comprehensive Free Trade Area (DCFTA) provides significant liberalization of bilateral trade, elimination of tariffs and quotas, and harmonization of legislative and regulatory framework.

This event is co-organized by Embassy of Ukraine, Finland Central Eastern European Countries Business Association, Helsinki Region Chamber of Commerce, Enterprise Europe Network, The Ukrainian Chamber of Commerce and Industry, Finnish Business Association Ukraine, Finnish Business Group in Ukraine, Exporters and Investors Council under the Ministry of Foreign Affairs of Ukraine, Ukrainian Governmental Investment Promotion Office UkraineInvest.

Moderator – Mr. Jukka Laikari, Chair, Finnish Business Association Ukraine

Program

14.00 **Welcoming words**
Ambassador of Ukraine to Finland *Ms. Olga Dibrova*
Ambassador of Finland to Ukraine *Ms. Päivi Laine*

Short introductions to business cooperation in Ukraine

- 14.10 The Ukrainian Chamber of Commerce and Industry, Head of Export Support Coordination Center, *Ms. Olga Shubina*
14.20 Finnish Business Association Ukraine, Chair *Mr. Jukka Laikari*
14.30 Finnish Business Group in Ukraine, Co-Chair *Mr. Viktor Poushkarev*

14.40 Video – Finland as a tourist destination

- 14.45 Investment Promotion Office UkraineInvest, Executive Director *Mr. Sergiy Tsivkach*
14.55 Entrepreneurship and Export Promotion Office (EEPO), *Ms. Yulia Kotova*
15.05 NEFCO, Head of Representative Office in Ukraine, *Ms. Julia Shevchuk*
15.10 IT Ukraine Association, Vice President *Ms. Natalia Mitrofanova*
15.15 Business Finland, Senior Advisor, *Mr. Piotr Hajdecki*

15.25 Video – Ukraine as a tourist destination

15.30 Company cases from Ukraine and Finland

Dunagrarian, *Mr. Andrew Vlasov* (Commercial Department)
UDS Systems, *Mr. Roman Savran*, CEO
Clear Energy Group, *Serhii Savchuk*, CEO

Talentbyte, *Mr. Niko Porkka*, Co-Founder
Sika Footwear, *Mr. Lars Vestbjerg*, General Manager

16.15 Discussion

16.30 End of the event

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