

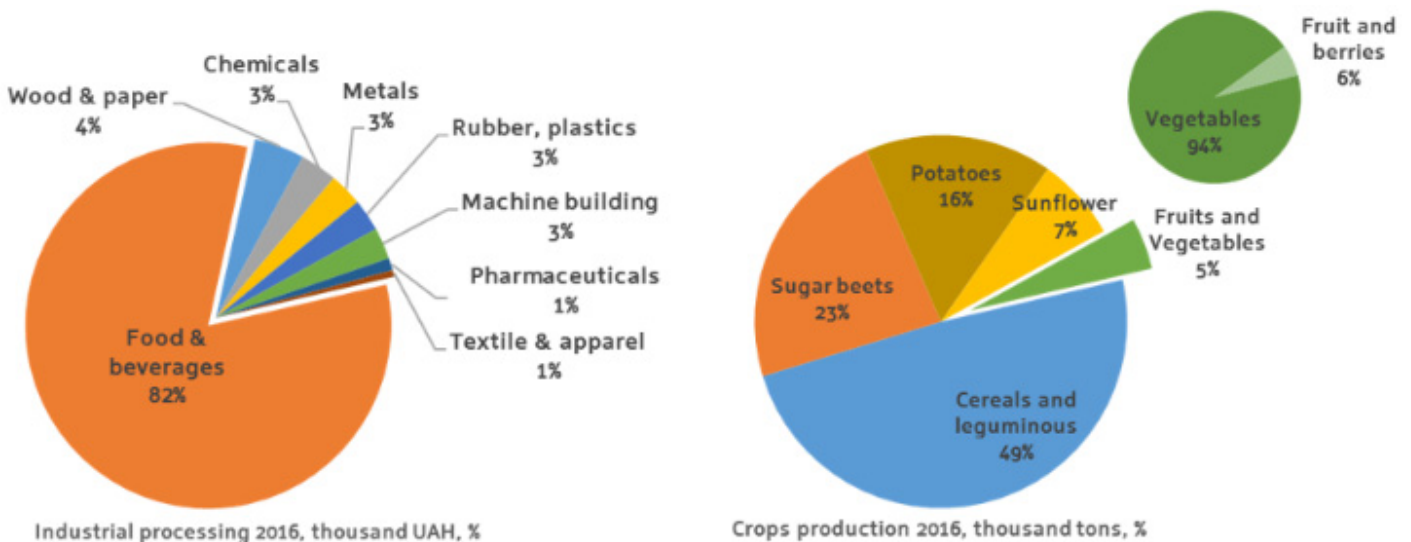
DUTCH TRADE MISSION VINNYTSIA

17-19 May 2017



From 17-19 of May a Dutch trade mission successfully visited Vinnytsia. This region is of great interest for the Dutch and international partners who are joined. The Vinnytsia region is well known for its high potential. Over the recent years the region has been showing a trend towards modernization, energy efficiency and broadening its profile of international cooperation. During the trade mission several companies have been visited and events organized.

Vinnytsia is ranked as number 1 of gross output of agriculture including fruit & berries, potato, milk and honey production. This reflects in the Dutch participants of the trade mission. 17 Dutch companies joined, mainly active in agriculture and in providing services to the agricultural sector. It also reflects the core sectors of the Dutch economy; agri-food, horticulture and planting materials, logistics and bio-energy. Together with the Dutch participants, international partners will join to share their expertise of the international financial instruments that can be of support to the Ukrainian partners.



The Netherlands can provide long-term experience, knowledge, innovations and services to support the ambitions of Ukrainian partners in expanding their markets. The Ambassador of the Kingdom of the Netherlands in Ukraine, Mr Kees Klompenhouwer, is convinced that deepening economic cooperation between Ukraine and the Netherlands is vital and holds much opportunities for both sides; "It is important not to lose momentum for the necessary reforms in Ukraine. In order also for business to move forward, the economy has to open up, diversify its export markets and allow others to participate in your market as well. The key challenge is to move away from the old economy without added value



and to move to a new open economy and explore new opportunities. With the necessary improvement of the business climate, perspective and opportunities are given to young people and to foreign investors. From the Netherlands we support that process. That is why I am delighted that during this trade mission there was a lot of attention for the opportunities on both sides. It is a win-win situation."

During the trade mission several joint activities were undertaken. The mission started with a visit to the largest wood-processing company [Barlinek Invest](#). [Barlinek](#) produces for both local and export markets, mainly to the European Union.



On Thursday, 18 May the Ambassador of the Kingdom of the Netherlands in Ukraine, 17 Dutch companies and the international partners participated in a round table with the Vinnytsia authorities. During this open meeting the authorities highlighted the opportunities in the region and the attractiveness of doing business in Vinnytsia. The Dutch participants and international partners elaborated on ongoing initiatives, possible bottlenecks and priority areas that are of mutual interest.



Mayor Sergey Morgunov noted that the region is especially interested in cooperation in the introduction of innovative technologies. "I want to thank the Embassy for organizing this event and a broad representation of companies wishing to operate in Ukraine. I will add that Vinnytsia is comfortable not only for living but also for business, - said Sergey Morgunov. - We are open for dialogue, ready to discuss specific proposals. We have an industrial park where it is possible to build new businesses, and we are interested in its development. We are already working with various international organizations and are ready to expand cooperation."

It was the first time that during a Dutch trade mission international partners are actively involved. The Netherlands provides its support through national instruments but also through international. It is therefore of great value to not only focus on what the Dutch companies can provide to the Ukrainian partners, but also how international financial instruments can support the ambitions of both sides to expand the markets. The seminar on Doing Business with the



Netherlands on May 18th provided the platform for international partners to share their expertise with local business. Presentations were given by a representative of the EU delegation in Ukraine about EU4Business, by the Dutch development bank FMO and by the project leader of AgriTrade Ukraine on support of Ukrainian exporters. The focus of this business seminar was on small and medium enterprises, which is also a priority for the ministry of Agriculture in Ukraine.



On the same day the trade mission visited greenhouse Ukraflora (tomatoes and cucumbers), which is operating with many of the Dutch technologies but has opportunities for more. Also a visit to Fruktona was organized, mainly of interest for cooperation with the food processing companies.

Friday 19 May was dedicated to the Dutch-Ukrainian "Fruit and Berries Global Business" Forum. More than a 100 people from different regions visited the forum in Vinnytsia. The forum was organized in cooperation with the association Ukrasadprom together with the Dutch project Partners International Business (PIB) Foodtechlink. Cooperation between Ukrasadprom and the PIB Foodtechlink has been strengthened during a mission in February this year to the Netherlands for Ukrainian producers of fruit, berries, mushrooms and vegetables. In the fruit and berries sector there is a lot of potential for both sides; the demand especially for berries, is still world-wide growing. The sector has a huge export and processing potential. Dutch companies who are active in this sector shared their innovative solutions and technologies that can support the growth of these high potential export products. After the forum the participants visited two Dutch Ukrainian companies Dekoplant and Podyilla where they were shown the fields with planting material and the storage facilities.



The embassy of the Netherlands is also very grateful to the company Dekoplant who gave 500 rosebushes during the trade mission to the city of Vinnytsia that symbolizes the celebration of 25 years of diplomatic and economic relations between Ukraine and the Netherlands. Together with the local administration it will be decided where the people of the city will be able to enjoy these rosebushes.

At the end of the trade mission a delegation of the embassy of the Netherlands in Ukraine and representatives of the Dutch companies were present during Europe Day on the 20th of May in Vinnytsia. They participated in a motorbike event, visited the country stands in the city centre and joined the festive celebrations with officials.

The embassy of the Netherlands in Ukraine would like to express their special thanks to the local and regional authorities for their valuable commitment and support to organize this trade mission. New contacts have been made, both by business, with international partners and with local authorities.

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