

Gefördert durch:



aufgrund eines Beschlusses
des Deutschen Bundestages

ATU Agritrade
Ukraine

APD Deutsch-Ukrainischer
Agrarpolitischer Dialog

Summer School 2018

- Presentation -
27.09.2018, Kyiv

Agritrade Ukraine

Advising Ukraine on Agricultural trade Issues –
within the Framework of the EU-Ukraine Deep
and Comprehensive Free Trade Agreement
(DCFTA)

(UKR 15-01)

André Pilling

SOURCING UKRAINIAN



OUR PROJECT

Advising Ukraine on
Agricultural trade Issues –
within the Framework of
the EU-Ukraine Deep and
Comprehensive Free Trade
Agreement (DCFTA)



OBJECTIVES & IMPLEMENTATION



OBJECTIVES

- ✓ Considering their capacities Ukrainian food and agricultural enterprises are prepared to identify, enter and establish themselves in European market
- ✓ Ukrainian enterprises are ready to open their own markets
- ✓ German enterprises are informed about agricultural trade with Ukraine



IMPLEMENTATION

- ✓ To strengthen policy dialogue on the subject of agricultural trade as part of the DCFTA (1)
- ✓ To sharpen the understanding of DCFTA (Export Help Desk (2)
- ✓ To inform German side about the DCFTA (3)
- ✓ Activities to enable Ukrainian agricultural enterprises to export (Business Trips, participation in fairs and exhibitions) (4)
- ✓ Services (export trainings) for corporate development (5)

PROJECT-TEAM



ANDRÉ PILLING

Project Leader

- Project management
- Cooperation with MoAPF and local Partners
- Agricultural Trade/ DCFTA Trainings
- Support by market survey trips etc.
- Public affairs



YULIIA SLIEPIENKOVA

Project Assistant

- Office management
- Bookkeeping
- Logistic activities by involvement of short term experts
- Translation in German, Ukrainian,



IVAN OLIINYK

Project Assistant

- Project management
- Social Media
- Office Management
- Translations



ANASTASIA BILYCH

Project Expert

- Support for Project Leader by organization and monitoring of trainings
- Setting up and maintaining contacts with stakeholders in the agrarian sector

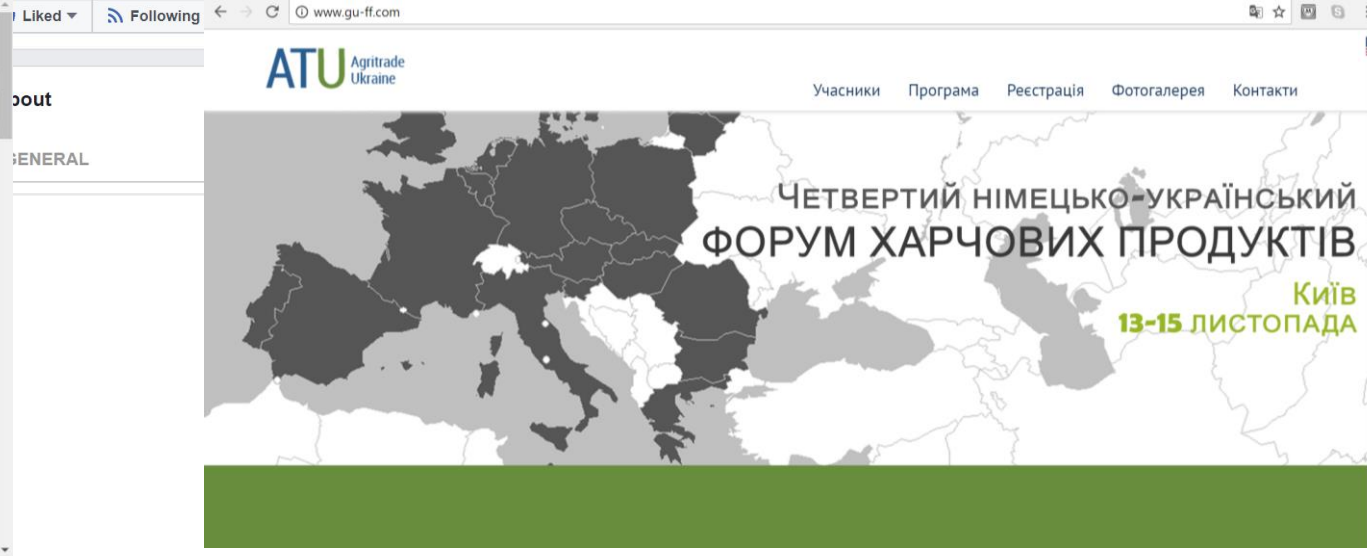
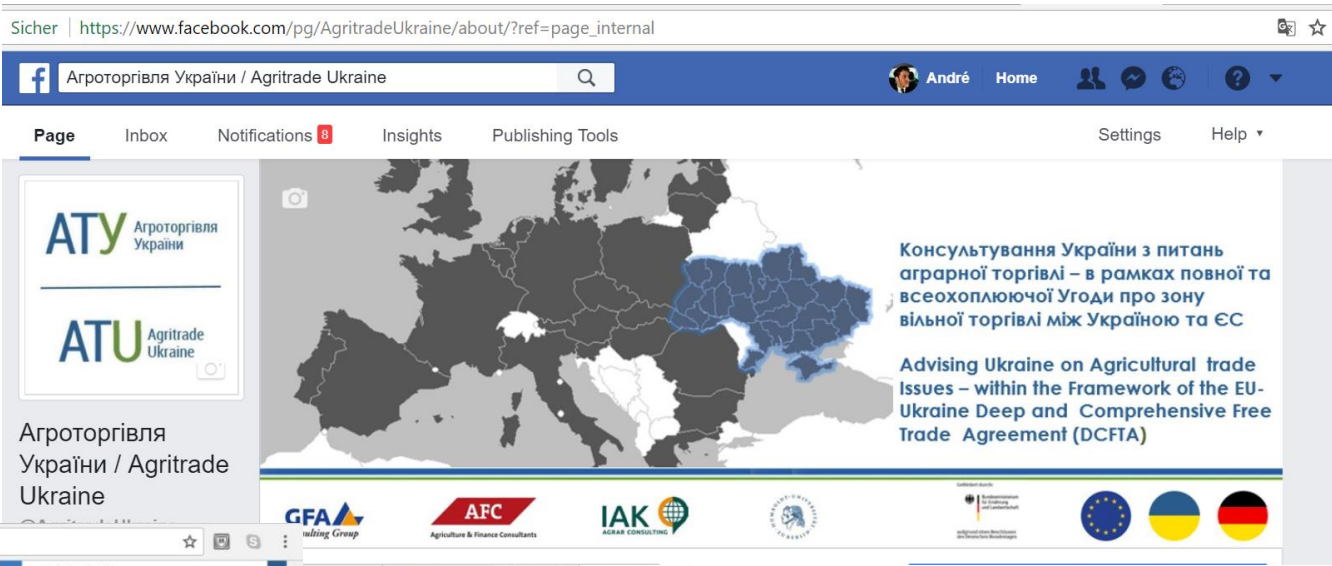
SUPPORTED BY LOCAL AND INTERNATIONAL SHORT TIME EXPERTS



HOW TO CONTACT US

**AGRITRADE UKRAINE
PROJECT OFFICE KYIV, UA
33 VELYKA ZHYTOMYRSKA,
OFFICE 609**

**PRESENCE IN MEDIA:
OFFICIAL WEB SITE AND FACEBOOK
PAGE
www.agritrade-ukraine.com**



EXPORT HELPDESK



**EU EXPORT HELPDESK UNDER THE MINISTRY
OF AGRARIAN POLICY AND FOOD OF UKRAINE**

FOUNDED: IN FEBRUARY 2016

TRANSFERRED TO MOAPF: IN JUNE 2017

FAQ:

DCFTA CONDITIONS, TARIFF QUOTAS, TARIFF
ADMINISTRATION, IMPORT DUTIES, QUALITY AND
SAFETY STANDARDS FOR PROCESSED GOODS, SEEK
FOR EU BUSINESS PARTNERS, GOODS
NOMENCLATURE

TEL: + 38 044 279 60 78



E-MAIL: EU.HELPDESK@MINAGRO.GOV.UA



**IBOX IN MOAPF, KHRESHCHATYK 24, KYIV
AT THE INFORMATION DESK**



STRENGTHENING THE POLICY DIALOGUE

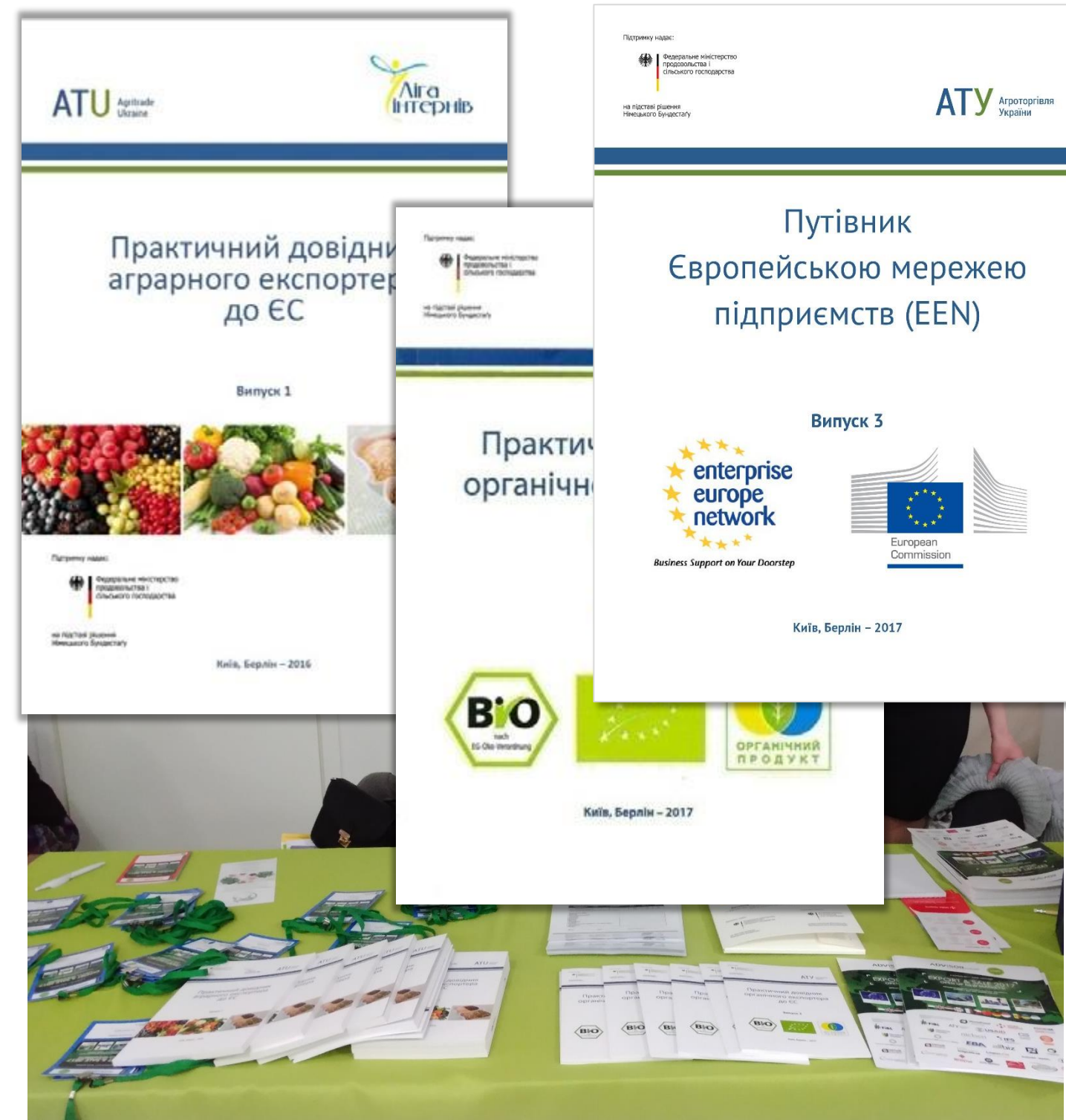
AGRARIAN WORKING GROUP

- **New conception of Agrarian Working Group**
– Separation according to Donor groups and Reform support team (RST)
- **Implementation of Working Group via Decret of Minister**
12.06.2017
- **Several Meetings** both groups
- Development of **working papers**
- Next step
Strategy papers with UMAPF



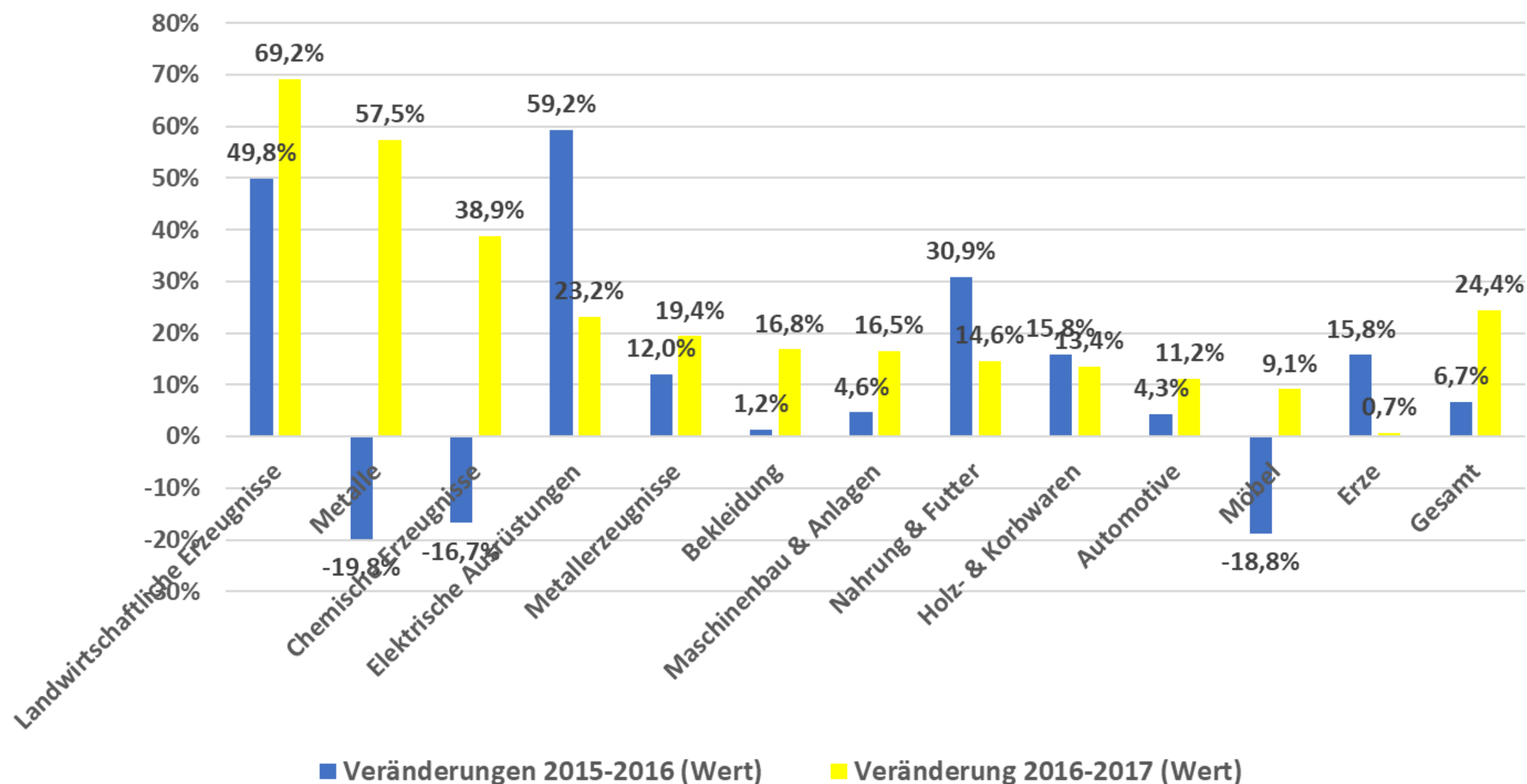
PRACTICAL GUIDELINES

- Publishing of **Export-Guideline** in **2016**
- **2017** 2 new Guidelines published
- BIOFACH 2016: **Organic-Guideline**
- **European Enterprises Network** Guideline
- In progress: **EU-Standards-Guideline**
- Updates of Export & Organic Guidelines



SOURCING UKRAINIAN

Entwicklung der UA Exporte nach Deutschland 2017



Quelle: Statistisches Bundesamt Deutschland, Wiesbaden, eigene Berechnungen

SOURCING UKRAINIAN



Станом на 01.06.2016 р.



SOURCING UKRAINIAN

ORGANIC COMMODITIES ORIENTED FOR EXPORT FROM UKRAINE



Corn



Wheat



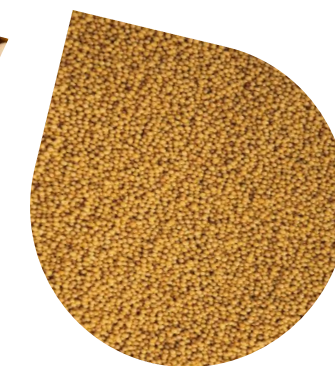
Sunflower seeds



Rapeseeds



Soy and its meal



Mustard



Buckwheat



Barley



Millet



Flax



Oats



Sunflower cake

SOURCING UKRAINIAN

ОРГАНІЧНІ ЯГОДИ ОРІЄНТОВАНІ НА ЕКСПОРТ



№1 Лохина



Ожина



Шовковиця



Полуниця



Малина



Брусниця



Журавлина

EVENTS, FOOD-FORUMS, B2B

2nd & 3rd GERMAN-UKRAINIAN FOOD FORUM

- **April 2017 (Hamburg & Berlin):** 2nd German-Ukrainian Food Forum with the participation of EDEKA, visit of the Hamburg fruit and vegetable market and two importers (PORT International and Godeland), store checks, B2B meetings in the Consulate General of Ukraine and Embassy of Ukraine in Berlin, prelude in the HK Hamburg
- **October 2017 (Cologne & Dusseldorf):** 3rd German-Ukrainian Food Forum during the ANUGA 2017 with visit of the METRO headquarters, store check, B2B meeting in the Consulate General of Ukraine in Dusseldorf and HK Dusseldorf



3.Deutsch-Ukrainisches
FOOD-FORUM
Köln & Düsseldorf
06.-12.10.2017



INFORMATION FOR GERMAN COMPANIES

INFORMATION ABOUT UKRAINE

- At the Food Forums, the agricultural sector and the special regimes of the DCFTA with Ukraine were presented through the number of presentations and lectures
- Additionally, information materials (brochures) were distributed (own analysis of the sector issues)
- **In 2017 was finished: KZE-Analysis "Trade turnovers between Ukraine and Germany in the product group: fruit, vegetables, nuts, organic products"**
- The forum in November served as an information tour for German companies
- Partners (HK's, dt. Diplom. are designing other project brochures)

NEW in 2018: ATU Newsletter



EVENTS, FOOD-FORUMS, B2B

4th & 5th GERMAN-UKRAINIAN FOOD FORUM

- **November 2017 (Kyiv):** 4th German-Ukrainian Food Forum with participation of Monolith (retail chain), German food manufacturer, honey importer from Germany. Cooperation with the UCCI and German-Ukrainian Chamber of Commerce.
- **Program:**
 - Day 1: Reception and joint tasting of German and Ukrainian products at the German Embassy
 - Day 2: Joint exhibition of German and Ukrainian companies (38 participants) and expert forum
 - Day 3: Delegation trip to Ukrainian retailers and berry producers (Brusvyana)



4. Deutsch-Ukrainisches
FOOD-FORUM
Kiew
13.-15.11.2017



EXHIBITIONS, TRADE SHOWS

BIOFACH 2018

13-16- February, 2018

Expo Center Nuremberg, Germany

- Presentation Organic Guideline
- Participation Booth
- Public Forum
- Support organic producers

Partners: Organic UA, FIBL

ANUGA 2017

07-11- October, 2017

Expo Center Cologne, Germany

- Participation Booth
- Visiting METRO, Dusseldorf Headquarter
- Public Forum
- Support Ukrainian processors
- EDEKA store-check

Partners: Kyiv CCI, AHK, IHK Dusseldorf



EXPORT TRAININGS

NEW in 2018: M.E.E.T – Modular Enhanced Export Training – powered by



REGIONAL TRAINING AND PARTICIPATION IN WORKSHOPS

Cities e.g.:

Chernigiv

Odessa

Mykolaiv

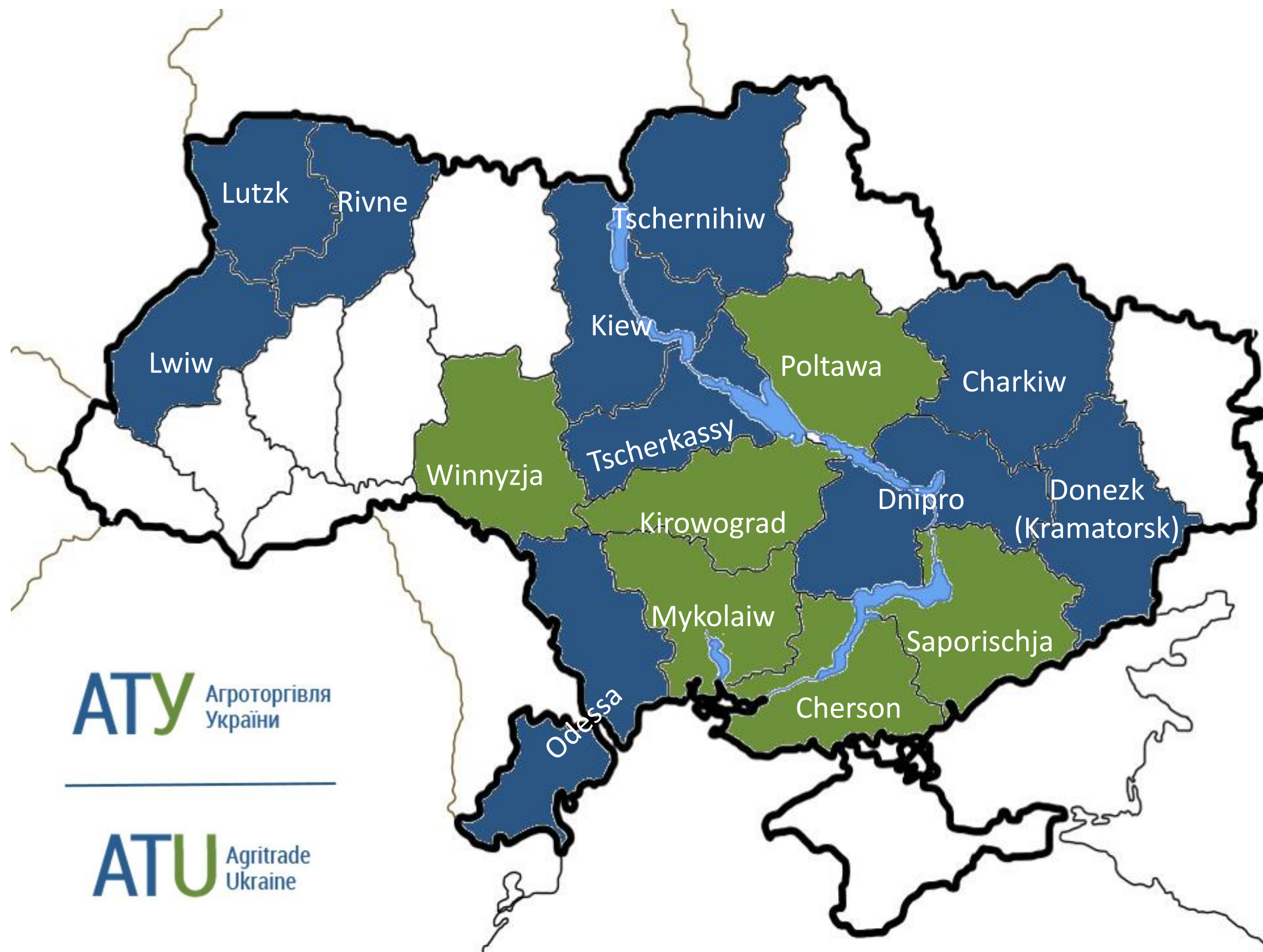
Kyiv

Kramatorsk



- Provision of current relevant information (DCFTA, EU regulation in organic production, private label, packaging, marketing, logistic, etc.)
- Requirements of the retail in Germany and the EU
- Involvement Experts
- Q&A, Open Discussion
- Other topics

EXPORT TRAININGS



OBLASTS IN WHICH AGRITRADE UKRAINE HAS

- organized Export Trainings
- participated at forums (speeches, presentations, panel discussions)

Total number of events since May 2016: **50**

Total number of trainings: **11 (> 250 part.)**

Total number of audience: **ca. 2.500**

Distributed guidelines: **more than 1.000**

Plus: **4 German-Ukrainian Food Forums** and **3 Trade Show Participations (BIOFACH & ANUGA 2017)** incl. **100 UA Delegation Participants** in Germany)

PROJECT'S GOALS 2018

EVENTS & ACTIVITIES:

- **TRADE SHOWS (BIOFACH 2018, SIAL 2018)**
- **UA EXHIBITIONS (AGROPORTS - WEST, SOUTH, EAST)**
- **BILATERAL PLATFORMS**
5th UA-GERMAN FOOD-FORUM GERMANY 02.07.2018
6th UA-GERMAN FOOD FORUM in Kyiv 25.09.2018
SEPTEMBER 2018, BUYERS' TRIPS TO UKRAINE)
- **REGIONAL EXPORT TRAININGS**
- **WHOLESALE MARKET COOPERATION (HAMBURG, SHOVAR)**



PUBLICATIONS:

- **STANDARDS GUIDELINE (HACCP, GLOBAL GAP, ISO, etc.)**
- **EXPORT GUIDELINE FOR AGPRODUCERS (update)**

Nürnberg, Germany 14. – 17.2.2018
BIOFACH2018
into organic



AGROPORT

Kherson
26th -28th
July 2018

Kharkiv
11th – 13th
October 2018



5. Deutsch-Ukrainisches
FOOD-FORUM
Hamburg, Kiel, Lübeck, Kiew, Lemberg
02.-14.07.2018



6. Deutsch-Ukrainisches
FOOD-FORUM
Kiew
11.-14-12.2018



PROJECT COOPERATIONS

AGRITRADE UKRAINE WORKS WITH THE FOLLOWING PARTNERS:

- Deutsch-Ukrainische Handelskammer (AHK)
- Handelskammer der Ukraine (UCCI)
- Handelskammer Kiew
- BKP-Projekte
- Agrarbereich der deutschen Botschaft
- Ostausschuss der deutschen Wirtschaft
- Osteuropavererein
- Kiewer Universität für Handel und Wirtschaft
- Export Promotion Office
- UFEB
- Agrarcluster Kharkiv
- KVP Projekt in der Ukraine (DIHK)
- GEFA



Deutsch-Ukrainische
Industrie- und Handelskammer
Німецько-Українська
промислово-торговельна палата



ТОРГОВО-ПРОМИСЛОВА
ПАЛАТА УКРАЇНИ



Ost-Ausschuss der Deutschen Wirtschaft



OSTEUROPAVEREIN
DER DEUTSCHEN WIRTSCHAFT



GEFA 
German Export Association for Food and Agri Products

Neue Exportförderung für Food und
Agriproducts



ATU Agritrade
Ukraine

**THANK YOU FOR
THE ATTENTION!**

