



# EXPORT BOOSTER



MINISTRY OF  
ECONOMY  
OF UKRAINE



European Bank  
for Reconstruction and Development



UKRAINE  
REFORMS  
ARCHITECTURE



REFORM  
SUPPORT  
TEAM  
MINECONOMY



USAID  
FROM THE AMERICAN PEOPLE



ENTREPRENEURSHIP  
AND EXPORT  
PROMOTION OFFICE  
STATE INSTITUTION



BUSINESS GLOBALIZATION SERVICE



## About Project

**Export Booster** is an initiative of the Ministry of Economy of Ukraine, implemented by the Ministry's Reform Support Team, with the assistance of the USAID Economic Resilience Activity (ERA) in partnership with the Entrepreneurship and Export Promotion Office, the national project Diia Business and the Nazovni platform (MFA).

The project aims to promote the integration of Ukrainian manufacturers into global supply chains.



## Main Goals

---

- To increase Ukrainian export through the development of Ukrainian manufacturers' capabilities in entering new markets
- Facilitate the integration of Ukrainian manufacturers into the supply chains of global companies
- Ensure a wide presence of Ukrainian value-added goods in international markets
- Assist in building long-term partnerships with foreign clients



## Focus On

- High value-added products
- Substitution of manufacturers from russia and belarus
- Synergy of stakeholders: state and public institutions, donor projects
- Development of potential in sales, the establishment of long-term relations with foreign partners, etc.
- Demand-driven approach



## Road Map for Pilot Phase





# Key Stakeholders

## Beneficiary

Food and machinery  
manufacturers



## Donors & Consultants



## Partners





## Services for **Manufacturers**

- Information support
- Analytics, market research
- Identification of problems and support in export capacity building
- Search for customers and establish contacts (matchmaking)
- Facilitating and supporting sales operations
- Assistance in closing export deals
- Integration into supply chains of global companies



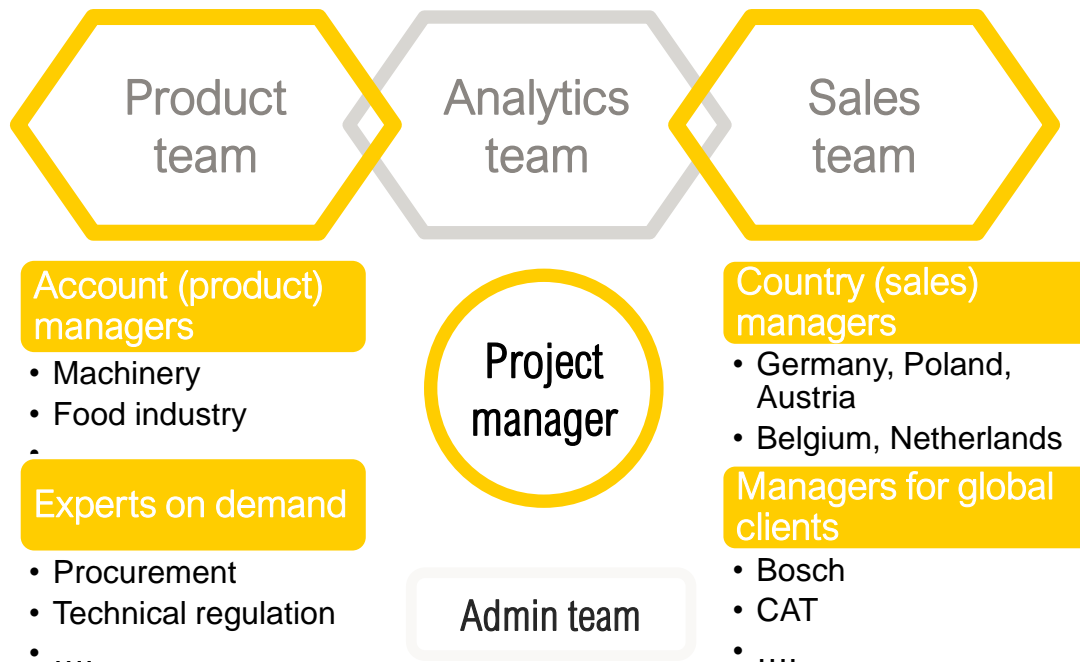
## Benefits for Foreign Partners

- Reduce the burden on buyers by preselecting and proposing suppliers/products
- Access to a wider range of products potentially at more competitive prices
- Only verified products and Ukrainian manufacturers (risk mitigation - more reliable supply chains)
- Option to receive a tailored proposal based on demand (according to needs/procurement list)
- Bravery to support Ukraine via cooperation, not a donation





# Team Structure





## Team Presentation



**Serhii Maidanevych**  
Project Manager  
(RST Mineconomy)

More than 10 years of proficient management experience, proven track record in executing development projects, strong IT and communication expertise.



**Stanislav Brus**  
Senior Analyst  
(RST Mineconomy)

More than 7 years of extensive experience and expertise in handling data, skilled in data analysis and exploration.



**Krzysztof Gluc**  
External Consultant  
(ERA USAID)

Associate Professor at Krakow University of Economics, experienced in management, innovative development, public policy analysis.



**Bohdan Senchuk**  
Global Account  
Manager

More than 20 years of professional experience in project management. Solid background in procurement services and effective interaction with global companies.



## Team Presentation



**Olena Poperechna**

Account manager  
(Food Industry)

More than 15 years of professional experience in agricultural/food consulting. Proven track record in market analytics and business development.



**Andriy Kishchynskyy**

Account manager  
(Machinery)

More than 20 years of professional sales management experience, proven track record in business development, working both with local and global companies.



**Victor Halych**

Country manager  
(Germany, Austria, Poland)

More than 20 years' experience in international businesses (retail and commodities trade); skilled in category management, procurement, sales and project management.



# Thank you

*Please contact us for additional  
information*

<https://www.facebook.com/exportbooster>

<https://www.linkedin.com/company/export-booster>

<https://exportbooster.org>

[mineconomy@reforms.in.ua](mailto:mineconomy@reforms.in.ua)