

## Ukrainian Delegation Will Visit Austria with a Trade Mission

**On July 4-6, 2018**, Ukrainian business and government delegation will head to Austria with a trade mission, aimed to bring out new export opportunities for Ukrainian producers of food and food products. The mission is organized by the Export Promotion Office under the Ministry of Economic Development and Trade of Ukraine with the support of the Western NIS Enterprise Fund (WNISEF) and the Embassy of Ukraine in Austria.

The mission will bundle 24 Ukrainian companies' representatives together with Nataliia Mykolska, Deputy Minister of Economic Development and Trade of Ukraine – Ukrainian Trade Commissioner, along with other Ministry representatives; and Mariana Kahaniak, Head of the Export Promotion Office, along with other Office members and representatives of the Embassy of Ukraine in Austria.

*"Trade missions give each company a unique experience, a chance to learn and grasp the insight of local companies' business and operations. Each participant gains true-life experience in negotiating with potential foreign partners and makes useful contacts that can subsequently grow into contracts. And, on top of it all, these missions presuppose networking with Ukrainian exporters, which often evolves into the new business ideas as well as joint projects",* - said **Maryana Kahanyak, Head of the Export Promotion Office.**

This trade mission will enable participating companies to develop expertise and explore the market as well as to get directly acquainted with potential Austrian business partners. The mission will focus on confectionery, pasta; organic produce, vegetables, fruits, berries and their processing; personal care products and household goods. Among other things, the companies are required to show willingness to make products under their own brand.

*"We are pleased to support the Ukrainian trade mission to Austria. Those Ukrainian producers, who will attend this important trade promotion event, make sapid products of the highest quality, demonstrate creativity and seek success on the global market. We're deeply convinced that this trade mission will uncover new prospects for Ukrainian producers and for European partners",* - said **Jaroslawa Johnson, President and CEO of the Western NIS Enterprise Fund.**

The mission program ensures business networking of retailers with importers and distributors in B2B format, as well as meetings with the Ukrainian business diaspora and an educational event on business insights in Austria.

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**Export Promotion Office (EPO)** is a consultative and advisory body under the Ministry of Economic Development and Trade of Ukraine that has been founded to help Ukrainian business open foreign markets by improving its export competencies.

**Western NIS Enterprise Fund (WNISEF)** is a \$150 million regional fund, a pioneer in Ukraine and Moldova with more than two decades of successful experience in investing in small and medium-sized companies. WNISEF was funded by the U.S. government via the U.S. Agency for International Development (USAID). Since its inception, WNISEF's cumulative investments total over \$172 million to 127 companies employing around 25 000 people and made it possible to unlock \$1.5 billion for companies in Ukraine and Moldova. In 2015 WNISEF has launched a \$35 million legacy program focused on export promotion, local economic development, impact investing and economic leadership. WNISEF is funding innovative, high-impact, reform focused programs aimed to transform life of the ordinary people in Ukraine and Moldova. Visit [www.wnisef.org](http://www.wnisef.org)