

enterprise europe network

Supporting SMEs, associations,
clusters: experience of
EEN-Ukraine Consortium



Europe Enterprise Network (EEN)



Business Support on Your Desktop

The world's largest support network for SMEs with international ambitions

3,000 local experts at your service

600+ locations
In more than 60 countries worldwide
85% client satisfaction rate

Take your innovative ideas to commercial success

More than 13,000 SMEs per year benefit from our tech audits and business reviews
We offer specialised support for high potential, innovative SMEs

Get tailored business advice

We respond to 10,000+ enquiries from SMEs per month
We help SMEs access finance and funding

Make the international connections you need to grow

We've brought 1,7 million+ SMEs to our events
We set up 70,000 targeted business meetings every year
We connect 7,000 SMEs every month



SMEs using our services grow faster. Find your local branch now.

www.een.ec.europa.eu



Europe Enterprise Network

SME growth forecast 2017-18 Top 5 insights



65 %

of SMEs who internationalise expect to increase their turnover in the next 12 months



54 %

of SMEs expect to increase their market share in the next 12 months



85 %

of SMEs expect to create or preserve jobs in the next year

303,000

SMEs benefitted from our information services and training sessions

103,000

SMEs got advice from our experts to help them innovate and grow internationally



Over the past 2 years
457,915
SMEs benefitted from key Enterprise Europe Network services.

46,000

SMEs participated in our brokerage events where they held 156,000 business meetings

5,915

SMEs benefitted from our tailored innovation support packages



86 %

of clients are satisfied with the Network's services and 93% would recommend its services to others

Doing Business in Ukraine



Dr. Fesenko Olena
Coordinator
of EEN-Ukraine consortium



EEN Added value for both sides: Europe and Ukraine



Business Support at Your Doorstep

- Access to UA technologies**
- Access to UA business opportunities**
- Access to UA clients with support**
- Access to UA market access information**
- Access to UA legal information**

...

- Free access to IT tools**
- Free access to million+ clients**
- Free access to 100+ B2B Events**
- Free access to 10,000+ profiles**
- Free access to a Network**

...



Why do SMEs of Ukraine need to participate in the network?



Small and medium enterprises ⇒ great importance

EEN-Ukraine consortium act as catalyst for the sustainability of the overall innovation system in Ukraine and Europe

- **Bringing closer business and science by promoting entrepreneurship in both ends through awareness and capacity building**
- **Developing the research and innovative capacities of SMEs by helping to create synergies with other research actors, foster technological co-operation and holding brokerage events**

Small and medium enterprises ⇒ need for substantial support

EEN-Ukraine consortium make for a stronger the technology transfer infrastructure, generating international knowledge and technology transfer from science to business and between businesses



EEN-UKRAINE CONSORTIUM

coordinated by Institute of Physics of NASU

Consortium EEN-Ukraine Consortium:

1. Ministry of Economic Development and Trade of Ukraine (MEDT)
2. Technology Transfer, Innovations and Intellectual Property Protection Department of Physics of the National Academy of Sciences of Ukraine (IoP NASU)
3. Ukrainian Chamber of Commerce and Industry (UCCI)
4. Kyiv National University (KNU)
5. Ministry of Foreign Affairs of Ukraine
6. Ministry of Foreign Affairs of Ukraine
7. Dnepropetrovsk's regional public organization "Dnepr Association "Spozhyvach"" (DAS)

EEN-UKRAINE Consortium

Beneficiaries



- **Mainly private SMEs, to a smaller extent also medium and large enterprises**
- **Existing micro-enterprises, early stage established firms and other organizations**
- **Existing intermediary organizations that are not integrated in the consortium but that would give an added value to their clients thanks to of EEN-Ukraine**
- **Local and regional authorities that play a large role in local economic policy and development**
- **The research community is an interesting target group in itself, mainly as a generator of ideas and inventions**



EEN-UKRAINE: ACTIVITIES



- **Promotion of the Network**
- **Organisation of local or regional events**
- **Answers to enquiries from SMEs and Network partners**
- **Meeting with companies**
- **Provision of internationalisation and innovation support**
- **Organisation of brokerage events and missions**
- **Provision of tailored alerting services**
- **Generation of partnership proposals**
- **Participation in Network and consortia activities**

Support SMEs and innovation organization



KEY FACTS about Ukraine:

GROWTH DRIVERS

- **Ukraine GDP (US\$): 95.3 billion billion in 2014 by World Bank estimation**
- **Low salaries makes Ukraine the most cost-competitive manufacturing platform in Europe**
- **99.7% literacy, 4th most educated nation in the world**

AREA:

603,5 square kilometres Largest country within Europe

POPULATION:

45 millions 70% urban-based

LOCATION:

In Europe, Ukraine's location provides ideal trade nub to EU, Middle East and Asia

POLITICAL SYSTEM:

Parliamentary-Presidential Republic

FREE TRADE:

**EU, CIS, EFTA, FYROM, Georgia, Montenegro
on-going negotiations with Canada, Israel and Turkey**

EUROPEAN INTEGRATION

- ✓ **Free trade zone with EU stimulates trade flows**
- ✓ **Ukrainian markets open for European goods and services**

Ukraine can be Your reliable partner

Positive changes in Ukraine:

- **Ukrainian economy has started it's recovery** from GDP decline of 10,4% in 2015 to GDP Growth of 2,5 % in 2017 and forecast – 3,2 % of growth in 2018
- We can serve as **Low-Cost Production Platform** on the EU Border with low wages and improvement in payroll tax 22% (instead of 45%) for foreign investors
- **Transparency/Reforms/Deregulation** - Ukraine has introduced the **electronic public procurement system Prozoro** that allow all kinds of enterprises to participate in public procurement
- **Developed Infrastructure** - 4 of 10 European transport corridors run through Ukraine, #5 worldwide in rail cargo traffic
- **The new IP law and amendments to law on Industrial parks** that was adopted this year will attract investments and foreign companies and can be foundation for cluster development

Implementation of cluster policy on government/ national/local level by:

- ✓ Enhancing public-private interaction and knowledge sharing.
- ✓ Facilitating the collaboration processes by intensifying alliances between business environment, universities and public sector.
- ✓ Promoting sustainable growth in regions by developing competitive research and innovation environments within the eco-system.

In Ukraine there are various organizational and legal forms of business associations

- Associations
- Corporations
- Consortia
- Concerns
- Unions
- Clusters
- Associations of entrepreneurs



The purpose of the cluster



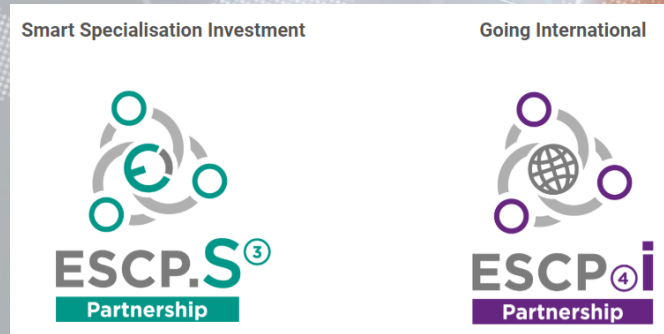
It is created for the purpose of economic development and increasing the competitiveness of the region, increasing the attractiveness of investment activity, infrastructure development

Strategy of the Cabinet of Ministers of Ukraine regarding the National Program for the Development of Small and Medium-Sized Entrepreneurship for 2018-2024 anticipate

- ❑ development and implementation of programs for the integration of small and medium enterprises in national and international innovation and technology clusters;
- ❑ legislative definition of the concept of "clustering" and the order of cluster financing;
- ❑ creation of scientific-innovation-production clusters in high-tech industries;
- ❑ simplify the procedures for creating innovative clusters

EU Cluster Partnerships has one concept, two objectives
The European Strategic Cluster Partnerships have been launched by the European Commission through financial incentives (under COSME programme) to encourage clusters from Europe to intensify collaboration across regions and sectors.

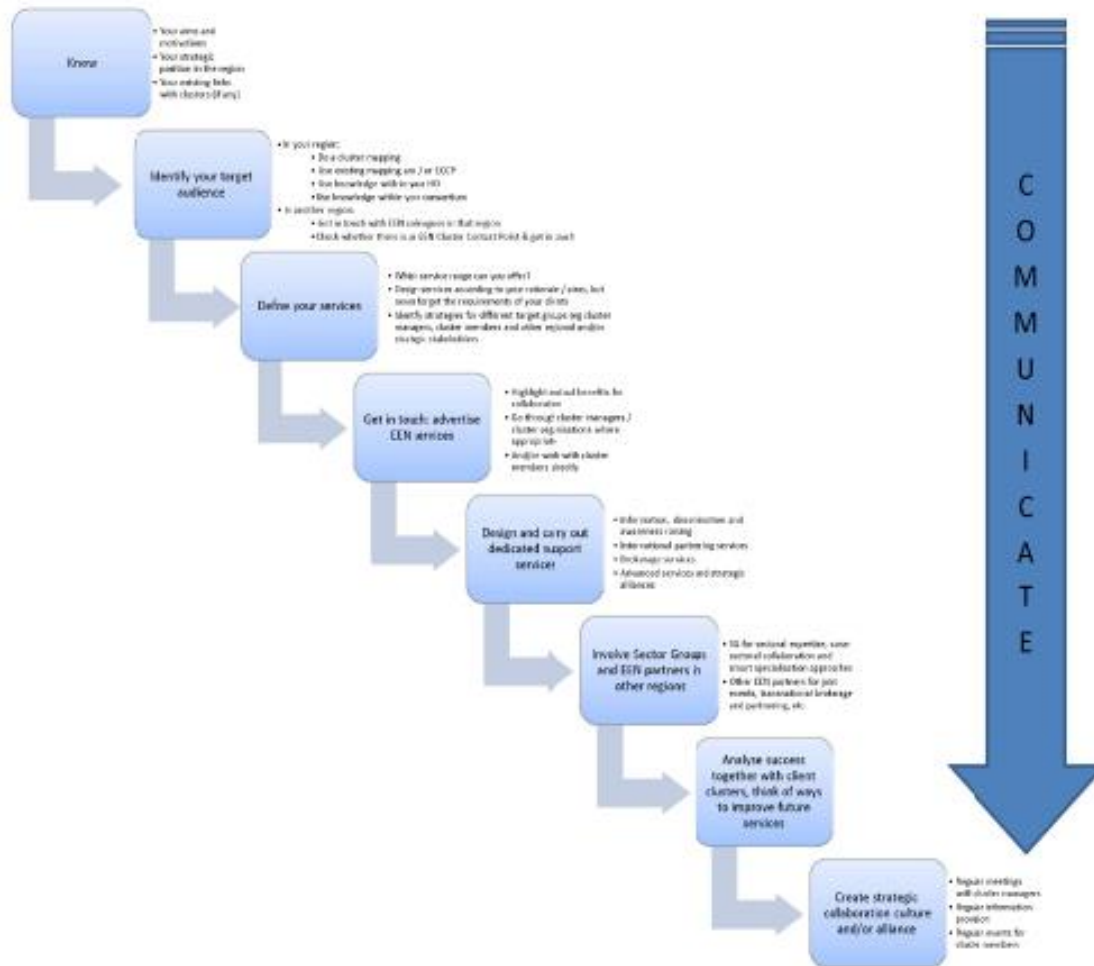
The ultimate goal of this action is to boost economic growth and competitiveness in Europe and neighborhood countries



European Strategic Cluster Partnerships for Smart Specialisation Investments (ESCP-S3)

European Strategic Cluster Partnerships for Going International (ESCP-4i)

EEN Services to Clusters



Vilnius, 2018

8

Create alliances



Create strategic collaboration culture and/or alliances:

- Regular meetings with cluster managers
- Regular information provision (Catalogue and newsletters with profiles, event data and contact data)
- Regular events for cluster managers and members

Added value of EEN for Clusters in the value chain

- Organization of more critical mass for matchmaking between application (demand, thematic sector) clusters and supply (photonic) clusters.
- Visibility of cluster
- Visibility of need for production partners and endusers
- Stimulation of easy and early access to partners in the value chain

Added value of EEN for Clusters in the value chain

EEN can help a lot with awareness, promotion and creating access to additional and complementary networks (demand and supply clusters, Sector Groups, OEMs, endusers, contacts on critical nodes, ...) in the value chain

Creating a cluster-shaped enterprise pool is profitably and has many benefits

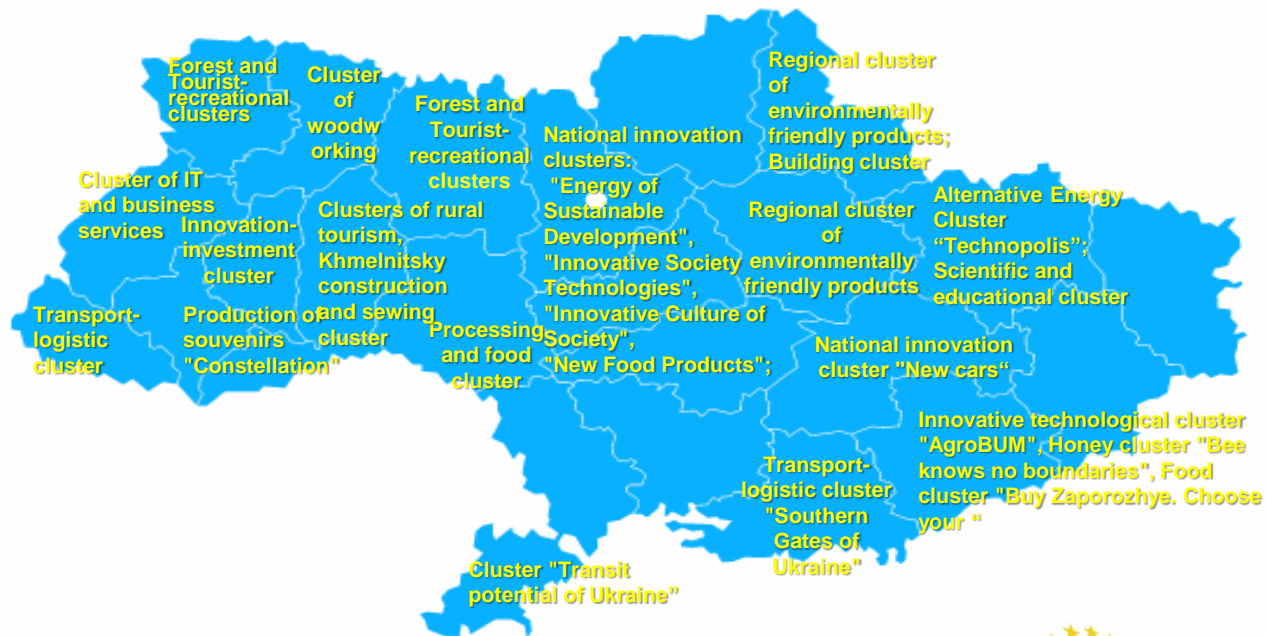
Today in Ukraine there are about 50 clusters in different regions of the country and industries:



Vilnius, 2018

Creating a cluster-shaped enterprise pool is profitably and has many benefits

Today in Ukraine there are about 50 clusters in different regions of the country and industries:



Vilnius, 2018

The biggest clusters in Ukraine



Logistic



Agro



IT

IT hub Clusters



Rapid grows: IT industry has grown by nearly 20 times over the last decade

- #1 IT engineering force in Central And Eastern Europe (CEE)
- 100+ global companies operate software R&D labs in Ukraine

Ukrainian tech: from local startups to global leaders
Selected companies

Ukrainian emerges as a global IT R&D hub
Selected companies with Ukrainian IT outsourcing or R&D labs

Online services	>							
Mobile	>							
Enterprise	>							

PLACE PARTNER'S LOGO HERE

Aerospace clusters



Aerospace

Ukraine is one of the few nations with a developed aerospace industry, building civil, military and cargo aircraft as well as supplying space technology.

Ukraine's cargo aircraft AN Mriya-225, built by Antonov at its Kyiv and Kharkiv facilities, is the **largest cargo airplane ever built**, transports up to 250 tons of load, powered by the widest wingspan of any aircraft in operational service. Thus, Kyiv and Kharkiv are two key hubs for the aerospace clusters.

Ukraine also has a rich legacy of space exploration research and development. The Ukrainian space cluster consists of 40 enterprises. These enterprises commercially produce space launch vehicles, spacecraft, space management, orientation and trajectory measurement systems.

Ukraine was one of the four nations participating in the Sea Launch program, alongside the United States, Russia and Norway. Ukraine constructed the expendable carrier rocket Zenit-2, used extensively in space launches from this platform.



Eight universities offer aerospace engineering degrees, annually graduating **5,000** students

Ukraine is also an important supplier of turbine engines for aircraft and helicopters, used extensively in aerospace industries worldwide

Biochemical clusters



Healthcare and Pharma

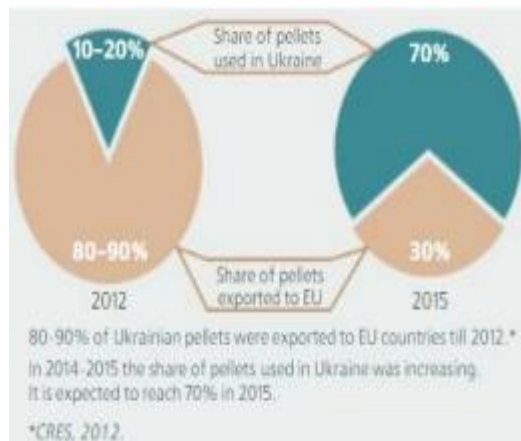
Ukraine's pharmaceutical sector, one of the fastest growing consumer industries, reported a cumulative average growth rate of 6% in USD terms in the past five years, demonstrating the crisis-resistant nature of the industry. The total pharmaceutical market in Ukraine grew to \$3.4 billion in sales in 2014, including \$3 billion in revenues generated through pharmaceutical retail distribution chains.

- Local pharmaceutical companies are making healthy profit (Darnytsa and Farmak doubled their profits in 2016)
- Demonopolization and deregulation
- Strong presence of research universities

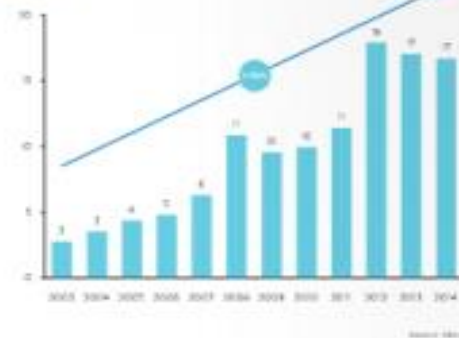
Agriclusters

- #1 black soil concentration globally (25% of world's black-earth soil ("chornozem") is in Ukraine)
- Over 70% of Ukraine is agricultural land, valued at > \$100 billion
- Ukraine holds #1 place in the world for sunflower oil export and #2 place for grain export and #3 in corn exports globally

A new climate Paris agreement will promote the development of energy efficiency and renewable energy in Ukraine
Ukraine is promising market segments for use of bioenergy
 Biomass is of high potential – Clusters for pellet producers



Agro and food exports growing at 18%+ for over 10 years
 USD billion



Ukraine is already a leading global agro-exports player

- #1 in sunflower oil
- #2 in grains
- #3 in corn
- #4 in barley
- #6 in wheat
- #7 in soybean
- #8 in poultry

Representatives of Clusters and SMEs which are presented today



Lviv IT Cluster

The cluster includes more than 30 leading IT companies

Office in Ukraine:
79019, 4 Vesniana st,
Business Incubator
“Startup Depot”
Lviv, Ukraine

Cell: +380800 300 331
Email: info@itcluster.lviv.ua
Itcluster.lviv.ua
Yurii Ohonovskyi



AGROFOOD Cluster

It is producers and processors of agroproducts of Kharkiv Region

Cell: +38050 401 61 55

Email: agrofoodclusterkharkiv@gmail.com

agrofoodcluster-kh.com



ARTI Ltd.

It is a Ukrainian producer of frozen berries, vegetables and mixtures.

Office in Ukraine:
Ukraine, Kharkov, 61038
Saltovskoe highway, 67-A

Cell: +38057 717 73 16
Email: marketing@artika.com.ua
artika.com.ua
Logosha Galyna



Ukrainian Food Valley

Unites the participants for agricultural production and export of food, creation and export of agro-food energy-saving green technologies.

Office in Ukraine:
Kyiv Mohyla Business School
street Voloska, 8/5, 4th
building, 4th floor

Cell: +38096 259 64 37
Email: ufv.org@gmail.com
ufv.org.ua
Mariia Makhnovets



ALC VASYLIVSKE

Ukrainian agricultural company, which it grows ecologically pure walnut, currant and haze.

Office in Ukraine:
Kyiv region, 09141
Vasiliv village
street Kolgospna, 1 T

Cell: +38067 402 88 84
vasylivske.business.site



Agro-ecological and recreational cluster

Frumushika-Nova is the largest sheep breeding complex in Europe for growing sheep of the Karakul breed.

Cell: +38048 709 16 76/ +38067 519 42 62

Email: frumushika@ukr.net

frumushika.com

Palariiev Oleksandr



ASSOCIATION «UKRAINIAN LOGISTICS ALLIANCE»

Provides security, stability and sustainable development of Ukrainian logistics business.

Office in Ukraine:
Ukraine, Kyiv, 04071
2, Konstantinovskaya Street

Cell: +38044 568 52 65
Email: info@ula-online.org
ula-online.org



5PL LLC

The company activity is aimed at combining the efforts of the state and private partnership to create and implement a supply chain management system and interaction of supply participants in a single information space.

Office in Ukraine:

Ukraine, Kyiv, 04071

2A, Konstantinovskaya Street,

3th floor, office «5PL»

Cell: +38044 230 60 13

Email: info@5pl.com.ua

5pl.com.ua

Contact us:

Coordinator of EEN-Ukraine Consortium

Fesenko Olena

+380674076798

fesenko@iop.kiev.ua

Fesenko.olena@gmail.com

Visit our web-site:

<http://www.iop.kiev.ua/~een/index.html>

to find the Network near you