



The Third International Business Forum

Kharkov 7.04



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■ Preview

The Third International Business Forum

Ukraine 2016. Strategic vision – Challenges and Opportunities

Place of meeting: **Kharkiv Palace Premier Hotel**

Date of meeting: **7 April 2016**



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Kharkov 7.04



■ Idea

Business Forum is an initiative of the Kharkiv business community as a response to the situation in Ukraine. Carrying the third business forum proves that business in Ukraine is a good example of self organization.

The process of reforms and market institutional changes must be a process that occurs not only at the macro level, but also within the companies themselves. And this part of the changes is a "zone of responsibility" directly to the business. We focus on those aspects, issues, challenges where business has possibility to solve above-listed itself.



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■ Mission

Kharkiv International Business Forum is a communicative and disputing place, which clear up actual questions and ways of developing internal business in Ukraine. The main goal of the Forum is to improve the competitiveness, adapt to the integration processes, increase the investment attractiveness and new business opportunities.



■ Purpose

Identify the importance of institutional changes of the Ukrainian business, which are necessary for successful transformation into a market economy and to determine possible vectors of development of various business sectors in Ukraine.

As well as:

- to be able to predict possible obstacles in the development of business with foreign specialists;
- to get experience and skills for understanding of the necessary areas of development;
- to conclude a number of business contacts;
- to establish the communication with representatives of the professional investment community of EU and other countries.



■ New challenges and opportunities

Business Forum has become the non-stop action, which continues functioning in the period between the "outcome" events. There are independent projects that were generated by the forum:

- There are regular round tables, seminars and master classes.
- The draft of business accelerator EuroUP.Ua was prepared. Its purpose is to support owners of startup projects and existing business projects with the export activities to EU countries.
- The educational course for entrepreneurs and temporarily displaced persons intending to do business "Business as a good" is prepared and implemented. It's aimed at obtaining practical skills of project preparation, business plans, commercial and investment proposals.
- Preparations have begun in creation of the project as video lecture form
- The direct communications are maintained with interested entrepreneurs both in online format and in face-to-face communication. The overall coverage of our audience throughout Ukraine reaches nearly 5000 people..



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■ Format

DAY I

Panel discussion 1

Coffee-break

Panel discussion 2

Buffet dinner

4 parallel sections

Business supper

DAY II

Investment Salon

Itinerant session of Projects' Battle



■ Format

Panel discussion 1.

“Global world or where was our country lost? Challenges or challenges and opportunities?”

Why was Eastern Europe able to integrate into the global market and Ukraine still take a back seat ?

What can business do itself?

In-depth free trade zone with the EU is the Apocalypse for business or new opportunities?

What is to expect?

Panel discussion 2.

“The new paradigm for business: how to break the "vicious circle"?”

Are there any drivers of growth with whom Ukrainian business can cope with?

Energy effectiveness like a new philosophy of business.

The new trends of economic development. What have to do??



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■ Format

Section1. **“How to make business attractive for investment. Practical aspects”.**

Section 2. **“Foreign markets for small and medium-sized enterprises: myths and realities”.**

Section 3. **“Energy efficiency as the challenges and opportunities of Ukrainian business.**

Section 4. **“Donor programs, grants and technical assistance programs for business”.**



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■ Format



Investment Salon is a communicative platform for the Ukrainian businessmen who want to develop and strengthen their businesses according to the international standards, and foreign investors who look for attractive and clear investment objects to work with in Ukraine.



Itinerant session of Projects' Battle (together with a partner of the Forum StartUp.Network), where Kharkiv startups will present their projects .



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Speakers

Ivan Miklos

the former Minister of Finance of Slovakia,
Advisor to Finance Minister and Minister of
Economic Development and Trade of **Ukraine**



Vitaliy Shapran

RA "Expert-Rating"



Nick Piazza

SP Advisors



Jaanika Merilo

Ukrainian Venture Capital and
Private Equity Association



Bogdan Adamowicz

Progress Holding



Andrey Dligach

Advanter Group



Yuri Kostoglodov

ICOM Capital



Stanislav Ignatiev

Regional Center of
International Project and
Programs



Kirill Nagornyi **Marketing Bureau** Monya Gets



Yaroslav Khobta

PRT



Yaroslav Romanchuk Polish Ukrainian Chamber of Commerce



Andrey Dubetskiy expert Fin Tech



Alexander Soroka Startup. Network



Denys Tkachov Kharkiv Regional State Administration



Vladimir Chepovoy Ukrainian Business Assosiation



Eduard Rubin Kharkiv National University of Radioelectronics





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■ Participants

Number of people: 350 +

■ Status

Owners and directors of companies

Fields:

- IT
- Agriculture
- Energetic
- Real estate
- Consulting
- Education
- Market
- Services





■ Business Forum is

- New potential clients and partners for the long-term partnership.
- Opportunity to present yourself as a stable, reliable and perspective company, which plans to expand its field in Ukraine.
- Recognition of the company, the formation of loyalty among existing clients.



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■ Propositions

	General partner of the Forum	Official partner of the Forum	Partner of the Forum
Presentation of the company	+++	++	+
Branding: arrangement the company's logotype on the advertising vehicle	+++	++	+
Demonstration of the video commercials in the zone of coffee break	+++	++	+
Personalized invitations for the colleagues and guests of the company	+++	++	+
Making the summarized film and photo report about the Forum	+	+	
Appearance of the one speaker from the company on the one of the Forum's sections	+	+	
Business supper	++	+	
Appearance of the one speaker from the company on the panel discussion	+		
Total Sum, EUR	3 400	1 700	850



■ Advanced Features

	Description	Total Sum, EUR
Commercial stand in the zone of coffee-break	The zone of coffee break is the place of participants' registration, the place of unofficial conversation	700
Polygraphy materials in the participants' packages	The average number of participants in the First and Second Business Forums is about 300 people	300
Partner of the Section	<p>The sections of the Third International Business Forum:</p> <ul style="list-style-type: none">▪ Investment expenditure▪ Foreign markets▪ Energy efficiency▪ Donor programs	850



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■ Results of I-II Business Forums

More than 350 owners and directors of the companies from the USA, Poland and Ukraine have attended the previous Business Forums

Geography of participants include Kharkiv, Kyiv, Dnipropetrovsk, Zaporizhzhia, Rivne, Vinnytsia, Odesa, Zhytomyr, Lviv

87% of Forum participants are the owners and directors of companies

Kharkiv Business Forum was attended by American and Polish diplomats

The Forum became a major focus of media attention

Video: <https://www.youtube.com/watch?v=Jfch86utajo>





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Kharkov 7.04



Partners of I-II Business Forums



САМЫЙ ТОЧНЫЙ
ДИАГНОСТИЧЕСКИЙ РЕЗУЛЬТАТ
В ХАРЬКОВЕ





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■ Cooperation

Business Forum is supported by :

Embassy of the Republic of Poland

Embassy of the United States

United States Department of Energy

Ministry of Economic Development and Trade of Ukraine

Community Council under the Ministry of Economic Development and Trade of Ukraine

Kharkiv National University of Radio Electronics



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■ Contacts

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