

NV/2017/04

The United Nations Development Programme in Ukraine presents its compliments to the Diplomatic Missions and respective accredited International Organizations. UNDP Ukraine formally extends invitations to the Heads of the Diplomatic Missions and International Organizations or their delegates to the business event for small and medium sized enterprises from Donetsk and Luhansk oblasts – “East-Expo 2017”.

"East Expo 2017" will be held in the Ukrainian Chamber of Commerce and Industry (33 Velyka Zhytomyrska Street) in Kyiv on September 12-13, 2017.

In September last year, the President of Ukraine along with other world leaders officially endorsed the 2030 Sustainable Development Agenda, and its 17 sustainable development goals (SDGs). The Promotion of inclusive and sustainable economic growth, employment and decent work for all (Goal 8) is one of the three goals that were selected as top priorities for Ukraine during a nation-wide participatory SDGs consultation that engaged all stakeholders across Ukraine.

In this context, "East Expo 2017" offers an unprecedented opportunity for **small and medium sized enterprises (SMEs) in Donetsk and Luhansk oblasts** to present themselves on such business platform and develop their business activities. Business development in both region remains high, despite the difficult situation in the Donbas. Eastern Ukraine's heavy industry has been replaced by, entrepreneurs in Donetsk and Luhansk creating successful enterprises in diverse areas with unique and creative approach: from clothing and cheese manufacturing, to working 3D printing and more.

Core objectives of "East Expo 2017":

- Strengthening the activity of SMEs in the Donbas through presenting the capabilities of local manufacturers, and exhibiting their products;
- Extending and strengthening business relationship between the Donbas and other regions of Ukraine;
- Forming a positive image of the Donbas as a region that is on the rise and generating opportunities for business;
- Creating as many jobs as possible for the local population of the Donbas, and to provide Donbas residents a steady income through employment at SMEs.

During the two-day exhibition in Kyiv, entrepreneurs from Donetsk and Luhansk oblasts will present some 100 successful businesses, explore and identify new business partners, customers, and distribution areas from across Ukraine, as well as exchange with business gurus and professionals in various fields from all over Ukraine.

The Kyiv "East Expo 2017" initiative is implemented by the UNDP through funding from the governments of Japan and Poland, following two successful events in March in Kramatorsk and Severodonetsk organized with financial support from the government of the United Kingdom. The exhibition was attended by more than 4,000 people, with 120 local manufacturers companies presenting their products. As a result, 70 percent of the participants established new business contacts with partners. Furthermore, 110 students from local universities, who took part in this event as volunteers, gained new knowledge and practical skills that will be useful in planning their future careers.

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The project's partners include: Donetsk and Luhansk Regional State Administrations, the Chamber of Commerce and Industry of Ukraine, the Chamber of Commerce and Industry of Donetsk Oblast, and the Luhansk Regional Development Agency.

The event is posed as an enormous boost for a new era of business development for SMEs in Donetsk and Luhansk oblasts, and visibility across Ukraine. Your participation and support will be much appreciated and will highlight the importance of the business development in Donbas.

Confirmation of attendance is highly desired and kindly requested to be done via e-mail to: solomiya.stakhiv@undp.org by September 1st, 2017.

The United Nations Development Programme in Ukraine avails itself of this opportunity to renew to the Diplomatic Missions and International Organizations accredited in Ukraine the assurances of its highest consideration.



Kyiv, 17 August 2017

DIPLOMATIC MISSIONS AND INTERNATIONAL ORGANIZATIONS ACCREDITED IN UKRAINE

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