



Ukrainian Fruit and Berries Producers Will Present Their Products at the Largest Asia-Pacific Industry Exhibition

August 22, 2017, Kyiv, Ukraine. Proceeding with popularization and promotion of Ukrainian fruit and berry production on the world market, "UKRSADPROM" Association acts as organizer of the Ukrainian display booth at the largest Asia-Pacific industry exhibition – Asia Fruit Logistica 2017.

The exhibition involves 27 companies from the major Ukrainian regions of fruit and berry production. The booth will feature approximately 40 cultivars of apples, cherries, strawberries, raspberries, currants and blueberries, as well as dried and frozen berries of Ukrainian produce.

The organizational partners of the Ukrainian booth at the Asia Fruit Logistica 2017 International Exhibition were the Western NIS Enterprise Fund and the "Agriculture and Rural Development Support" project of the United States Agency for International Development (USAID).

*"Three years ago Ukrainian growers lost the main trading area for their products. It has significantly weakened the position of the industry; however, today we see the willingness of the Ukrainian companies to implement the contemporary fruit and berry production technologies necessary for the development of new markets. Conquering new markets may turn out to be a real challenge, since we need not only to introduce the taste benefits of our products to our potential clients, which significantly distinguish the Ukrainian fruit and berries from that offered by global producers, but also to guarantee the high quality of our products and the ability of Ukrainian producers to efficiently fulfill contractual obligations. By the way, high organoleptic indicators of the Ukrainian fruit and berry products have continually impressed the buyers from other countries, including the Asia-Pacific region, which is one of the largest consumer markets in the world, setting food ahead as the priority. Therefore, we express our deepest gratitude to our organizational partners - Western NIS Enterprise Fund and the "Agriculture and Rural Development Support" project of USAID – due to which the Ukrainian growers have a real opportunity to enter this strategically important market sector," noted **Dmytro Kroshka, Chairman of the "UKRSADPROM" Association.***

WNISEF cooperates with industry associations and Chambers of Commerce to extend the participation of Ukrainian SMEs in international trade, to give a boost and help organizations, projects and initiatives that provide assistance to many exporters, to grow and become successful, self-sufficient, and learn how to provide the exporters with the most appropriate assistance. SMEs were generally focused on the domestic market or supplied products to the traditional export markets of the neighboring countries. Although such enterprises now double their efforts to expand their business by exporting to new markets, it still remains a challenge for many of them.

"We are pleased to support Ukraine's participation in the Asia Fruit Logistica 2017 exhibition. At this exhibition, the Ukrainian manufacturers of high-quality fruit and berry production will be able to build on new business ties, get new export orders, expand production and facilitate employment in Ukraine. The Ukraine booth at the Asia Fruit Logistica 2017 exhibition is a good example of how small and medium enterprises can join together in the process of more effective search for foreign business partners and entering new markets," **said Jaroslawa Johnson, President and CEO of the Western NIS Enterprise Fund.**

"The Ukrainian agricultural sector is one of the most promising on the world map. Ukrainian agricultural products are in demand on foreign markets (Ukraine sells agricultural products to more than 190 countries of the world), however, SME still need assistance to enter major international markets. Farmers and agricultural enterprises should be guided by the market, rather than manufacturing logic. It is agricultural products' marketing that is crucial for agricultural enterprises success, and we believe that farmers badly need the best world practices of production and marketing. Our project has helped the participants of the Asia Fruit Logistica 2017 industry exhibition get prepared and present their products at this show at a decent competitive level," **noted Ksenia Sydorkina, Deputy Director of the USAID "Agriculture and Rural Development Support" project.**

Info

Asia Fruit Logistica 2017 will be held on September 6-8 in Hong-Kong. It is the only annual international trade exhibition for fresh fruit and vegetable marketing in Asia which focuses exclusively on the fresh produce sector and its products. The exhibition brings together key players of the business from all over the world, which makes this top-quality event highly valuable for both visitors and exhibitors. The event offers the opportunity to find out what is happening in the rapidly changing world of fresh produce, make new business contacts and help grow one's business.

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 20 years ago, WNISEF's cumulative investments total over \$168 million to 118 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 lives of the ordinary people in Ukraine and Moldova.
www.wnisef.org

Agriculture and Rural Development Support Project is the USAID project implemented by the Chemonics International Company, which supports broad-based, resilient economic growth through the development of agriculture sector and creation of more attractive livelihoods to rural Ukrainians. The project will last till June 2020. More details on the project:
<https://www.facebook.com/usaid.ards>

For over 50 years, the United States Agency for International Development (USAID) has been offering economic and humanitarian assistance from the American people to different countries

around the world. In Ukraine, USAID programs primarily focus on strengthening health services and supporting social transformations, economic growth, democracy and good governance. USAID has been providing economic and humanitarian help to Ukraine since 1992. To learn more about USAID programs in Ukraine, please contact the Public Affairs Department at +38 (044) 521-5753, and visit our website <http://ukraine.usaid.gov> or Facebook page <https://www.facebook.com/USAIDUkraine>.