



Western NIS Enterprise Fund and "UKRSADPROM" Association sign Partnership Agreement

August 17, 2017, Kyiv, Ukraine. Within the course of the Western NIS Enterprise Fund (WNISEF) "Leadership, Export Promotion, Investment Attraction and Development Program" the Fund and the "UKRSADPROM" Association have signed the Memorandum of Understanding on technical assistance.

According to the document, the WNISEF provides technical support to the projects (particularly, fund raising, information and consulting services, assistance in attraction of external consultants), focused on the export development of the fruit and berry products supplied by the Ukrainian producers. The participation of SME-members of the "UKRSADPROM" Association in foreign international exhibitions is expected to be the first result of cooperation.

Vitaliy Bigdai, Export Promotion Program Manager of the Western NIS Enterprise Fund: *"Together with the "UKRSADPROM" Association we're going to render our support to the Ukrainian gardeners and fruit and berry producers for them to successfully represent their products on the new foreign markets. The 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 Ukraine."*

WNISEF cooperates with industry associations and Chambers of Commerce to extend the participation of Ukrainian SME 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 remains a challenge for many of them.

Dmytro Kroshka, Chairman of the "UKRSADPROM" Association: *"WNISEF's technical support will not only give the Ukrainian gardeners a chance to introduce their products to the new markets and gain experience of being a part of major industry hubs of the global industry market, but will also allow them to become an equal part of the global market of fruits, berries and nuts, as well as to contribute to the creation of the "Ukraine" world brand that will be positively associated primarily with tasty and high-quality fruits and berries, which will surely carve out a niche in the global market"*.

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

***“UKRSADPROM” Association** is a non-profit organization and national self-regulated industry association. It consolidates gardeners, producers of fruit and berries, producers and suppliers of planting material, equipment, raw materials, other materials and services for horticulture and fruit and berry production, other business entities and public associations engaged in the production and processing of fruit and berry raw materials. The Association activity encompasses 200 enterprises.*

Mission statement: Protection of the gardening and berry growing market members as well as fruit recyclers in state authorities and abroad, promotion and development of gardening and berry growing as an industry, necessary for healthy life. <http://ukrsadprom.org/>