

Ukrainian agricultural and engineering manufactures find partners in India



21.09.2017, Kyiv, Ukraine – 10 Ukrainian manufacturers from the agricultural and mechanical engineering sectors returned from the trade mission to India, during which they conducted bilateral meetings with over a hundred of Indian producers and distributors, and representatives of the trade chambers in New Delhi and Mumbai, as well as attended the Annapoorna World of Food India. Five companies have already received concrete trade propositions, contracts, or requests for price quotations, or found potential distributors in India; some have commenced negotiations which will continue after the mission. The trade mission was headed by Nataliya Mykolska, Deputy Minister of Economic Development and Trade of Ukraine, and Olga Trofimtseva, Deputy Minister of Agrarian Policy and Food; the delegation included representatives of the Ukrainian State Service for Food Safety and Consumer Rights Protection, and the Ukrainian Grain Association. The trade mission was organized by the Export Promotion Office with the support of the Western NIS Enterprise Fund, and was held on September 10-15, 2017.

"It is one of the objectives for the Western NIS Enterprise Fund to participate in this trade mission as well as others in order to support those Ukrainian producers whose products may be competitive on the global market. And the most promising are food and agricultural products as well as high-tech solutions. For example, during this mission the most popular were charging devices for electric cars that appealed to the Indian automotive producers intending to start manufacturing electric cars," said **Vitaly Bigdai, Export Promotion Program Manager at the Western NIS Enterprise Fund.**

For the first time in the history of Ukrainian trade missions organized by the Export Promotion Office, the mission included almost 190 bilateral meetings. Ukrainian entrepreneurs established contacts with potential partners, and got acquainted with the specifics of the Indian market and its regulation. Two agricultural companies—*JNL*, legumes producer from Chernyiv, and *Ukraina Agro*, agricultural producer from Kyiv—managed to agree on the signing of three contracts. All participants assessed highly the practicality of the meetings, and their correspondence to the initial expectations, according to the follow-up poll.

India holds out new opportunities for several Ukrainian sectors, especially the agricultural and food industries: as the Indian middle-class is growing and their income level is increasing, the population starts switching to more expensive and better-quality products. Moreover, India continues to develop its infrastructure, which may be of interest to the Ukrainian suppliers of equipment and technologies.

The trade mission demonstrated the solid cooperation between private companies and the Export Promotion Office, the Ministry of Economic Development and Trade of Ukraine, and the Ministry of Agrarian Policy and Food of Ukraine.

Western NIS Enterprise Fund (WNISEF) is a \$150 million regional fund, a pioneer in Ukraine and Moldova, funded by the U.S. government via the U.S. Agency for International Development (USAID), which has been successfully investing in SMEs for over two decades. Since its inception, WNISEF invested over \$168 million in total into 118 companies employing approximately 25,000 people, and fostered the investing of \$1.5 billion into Ukraine and Moldova. In 2015, WNISEF commenced a \$35 million technical aid program, whose prime goals are export promotion, local economic development, impact investing, and economic leadership. WNISEF provides funding to innovative, high-impact, and reform focused programs which change the life of ordinary people in the region. www.wnisef.org.