

Ukrainian Electrical Goods Manufacturers Present Their Products at the Largest Chinese Fair

April 11, 2018, Kyiv, Ukraine. Keeping up with promotion of the Ukrainian products at the world market, the Ukrainian Association of Electrical Goods Manufacturers together with Western NIS Enterprise Fund ensured setting up of the Ukrainian stand at the international exhibition - China Import and Export Fair (Canton Fair) held on April 15 - May 5, 2018 in Guangzhou, China. The stand will feature 20 types of Ukrainian products.

Four Ukrainian companies will enter the Fair:

- Holding “Saturn” (Kyiv), represented by LLC "Kupava" and LLC "KTD Groups Company" - high-quality household appliances with a wide range of use: refrigerators, washing machines, various kitchen appliances (electric kettles, mixers, meat grinders, dryers, electric stoves, and others), climatic equipment.
- LLC "Promelektro-Kharkiv" (Kharkiv) (TM "Vodoliy") - various household and industrial pumps and electric motors.
- LLC “Kraft Pipe” (Kyiv region) - polypropylene pipes and fittings for heating and water supply.
- PJSC "Mayak" (Vinnytsya) (TM "Termiya") - electric heating equipment of a wide range (convectors, thermal curtains, electric boilers, oil radiators, infra-red radiators and others).

*"The Ukrainian Association of Electrical Goods Manufacturers ensures the participation of its members in the world's largest exhibitions and encourages all Ukrainian manufacturing enterprises to join this initiative. Such events as Canton Fair should make it easier for the Ukrainian manufacturing enterprises to enter international markets and expand Ukrainian export, eventually contributing to the development of modern production in our country. Another key factor is building up confidence in Ukrainian products in the international market as well as promoting the image of Ukraine as a whole. We really appreciate the Western NIS Enterprise Fund's support of our national producers and look forward to fruitful cooperation in future", says **Oleh Ivanenko, Executive Director of the Ukrainian Association of Electrical Goods Manufacturers.***

*"We are pleased to support Ukraine's participation in the China Import and Export Fair 2018. This event will allow the Ukrainian manufacturers of high-quality electrical goods to establish new business contacts, get new export orders, expand production, and create new jobs in Ukraine. The Ukrainian stand at the China Import and Export Fair 2018 is a good example of how small and medium-sized enterprises can unite to succeed in finding business partners abroad and entering new markets," noted **Jaroslawa Johnson, President and CEO of the Western NIS Enterprise Fund.***

Canton Fair is one of the largest exhibitions not only in China but around the globe. The Fair is held twice a year in April-May, and in October-November. The current session of the exhibition will be 123rd in a row. Each session of the exhibition splits into 3 phases by product type. The delegation of the Ukrainian Association of Electrical Goods Manufacturers will take part in the first phase of the exhibition from April 15 to 19, introducing the following industries: home electronics and electrical appliances, mechanical engineering, building materials, and others.

The Western NIS Enterprise Fund cooperates with industry associations and chambers of commerce and industry to increase the share of Ukrainian small and medium-sized enterprises in international trade, to stimulate and support structures, projects and initiatives that help many exporters develop, become successful and self-sufficient.

Non-governmental union “Ukrainian Association of Electrical Goods Manufacturers” (NGU) brings domestic producers together (mainly electrical engineering industry) and sets a prior goal of comprehensive protection of their interests, growth of Ukrainian industrial enterprises’ competitiveness, both on domestic and foreign markets; promotion of export activity; protection against unfair competition when importing goods to the country.

NGU “Ukrainian Association of Electrical Goods Manufacturers” actively cooperates with the Ministry of Economic Development and Trade and the Export Promotion Office established within the abovementioned Ministry in order to manage the participation of Ukrainian manufacturing enterprises in foreign trade missions and to supervise the involvement of national producers in major international exhibitions. <http://uam-ua.com/>

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, 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 and aims to support Ukraine and Moldova at this critical period by developing sound economic policy and leadership. Visit www.wnisef.org