

# What do exhibitors in Ukraine need to know?

**T**he country with a population of 46 million offers foreign entrepreneurs a gigantic market with great future potential right on the EU's front doorstep. Trade fairs are a key marketing tool for establishing first contacts in Ukraine.

## Characteristic features of the trade fair sector

The Ukrainian trade fair market is not very transparent. Currently just under 200 suppliers of various categories deal with organising fairs. Overlaps of themes, locations and dates are nothing rare. This competition harms the reputation of the trade fair industry, impedes the development of individual fairs and benefits neither exhibitors nor visitors. However, the Ukrainian fair market is just starting to consolidate – which may lead to a positive development like in Poland, where 23 fair organisers have currently established themselves.

## Search for the right fair

The government's foreign exhibition programme lists nine Ukrainian fairs this year in the fields of agriculture, food, construction, energy, technical facilities and health. In addition, the Association of the German Trade Fair Industry (AUMA) lists 128 recent Ukrainian fairs with brief profiles and contact data on [www.auma.de](http://www.auma.de) under "trade fair dates world-wide".

## Selection of trade fair location

The capital city of Kiev – with the National Complex Expocenter of Ukraine, the International Exhibition Centre (IEC) and KyivExpoPlaza – is the leading trade fair destination in Ukraine. But some trade fairs in Donetsk, Odessa, Lviv, Dnipropetrovsk and Kharkiv may also be very interesting for foreign entrepreneurs. For years, mining engineers and metal producers have frequented Ukraine's largest coal and mining fair Ugol & Mining. It takes place every two years together with Metallurgy Ukraine in the capital of the Ukrainian mining and industrial area, Donetsk. The Odessa region is one of the leading agricultural zones – with a share of over 50

per cent of Ukraine's entire wine production. The 12th edition of Wine & Winemaking, the trade fair for wine, wine production and viticulture will take place in Odessa from 23rd to 25th February 2012 ([www.wein-ukraine.de](http://www.wein-ukraine.de)).

## Trade fair presence

Ukrainian fair visitors feel attracted to a generous stand with an individual design. Exhibiting as part of a group stand will help ex-



Photo: AgroExpo

hibitors get enough attention at an affordable price. The successful design of Germany's official presence at the leading Ukrainian agriculture fair, Agro 2010, is a good example. Brochures should be offered in the official language Ukrainian or in Russian. In the western part of the country Ukrainian is the preferred language. As only few visitors are able to negotiate in a foreign language, at least one stand employee should have command of Ukrainian.

## Participation costs

The average price of one square metre of ex-

hibition space including a standard booth at Ukrainian fairs is 185 euros. German exhibitors who opt for a trade fair supported by the German government can save up to ten per cent off the Ukrainian standard booth price.

## Successful stand talks

In Ukraine first impressions really count, as personal likes and dislikes are crucial. Business deals are rarely made and contracts rarely signed right away. A good sense of humour, charm and understanding will get you much further in Ukraine than an unprepossessing know-all attitude.

## Industries with good prospects

Traditionally, the food and farming industries are the most important sectors of Ukraine.

Apart from arable and live-stock farming, the focus is now on renewable resources, biogas, organic farming and organic produce, which require western technologies and experience. The energy sector is also increasingly taking centre stage. Especially the renewable energies and energy efficiency themes play a major role in virtually all economic sectors. There is great interest in technologies, concepts and services for water supply and waste management – especially among the

local authorities. The slack on the construction market is coming to an end, as experts at the Kyiv Build construction fair observed in late February. Industry fairs are also expected to experience a slight growth in 2011. And polyclinics and hospitals still have a strong need for the necessary technical equipment and furniture.

## Exhibitor advice

The most important trade fair destinations can be reached by air, Kiev even by budget airlines. Since 2005 EU nationals have not needed a visa to travel to Ukraine. Three-star hotel accommodation is available from 50 euros per night. For importing/exporting exhibits one should contact an exhibition logistics provider, as Ukrainian customs are a very complicated affair.

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