**EPO Trade Mission Instrument**

The Ministry of Economic Development and Trade of Ukraine has launched the initiative of EPO Trade Mission visits to enhance export - import cooperation between business partners worldwide. The Export Promotion Office of Ukraine (EPO) provides the most complete assistance to plan, arrange and implement the Trade Mission`s duties.

The Ukrainian Trade missions generally visit one or more countries of the region and spend an average of one to two days in each country or city within a one week period. Participants are to learn about doing business in the host market, and gain exposure to the social and business cultures while experiencing first-hand the services offered by partner`s trade commissioners or representatives on the ground. In general the Ukrainian Trade Missions encompasses Government`s official representatives of high rank as a member and stakeholder of its visit.

The structured program of the Mission in a host country may include:

* business briefings;
* market and sector presentations/discussions;
* effective networking events;
* business-to-business meetings;
* site visits (when possible);
* face-time with the Minister or respective member of the Government.

Having the opportunity to present the best of Ukraine`s business capabilities in the area of export promotion EPO seeks support and assistance in establishing fruitful cooperation between export promotion institutions in making Missions a success.

**EPO Trade Mission Objectives**

Time frame: dates are discussed with business partners

Destination: Country and region selected by collegially and business consensus

Goal:

Mission is planned to establish mutually beneficial B2B /B2G contacts, to prepare and sign long term Export-Import contracts; to further research market and business opportunities.

Host country focus:

Mission is interested to meet with the Wholesale Traders, Procurement and Commercial Agents, Allied Services, Marketing and Sales representatives, equivalent Government officials.

Participants: in general Mission consists of medium size enterprises (up to 30 export producers), high-rank Government`s officials, including Deputy Minister – Trade Representative of Ukraine (up to 2-3 persons), Export Promotion Office experts (up to 2 persons).

Sectors:

Mission intends to present Ukraine`s export capabilities in sectors upon request of the respective counterparts. Accomplished EPO Trade Missions included following sectors: agriculture (incl. veterinary, fertilizers and machinery), processed foods and consumer products, pharmaceutics, light industry (textile) and furniture, as well as prospective sectors as machine building (incl. agro), airspace and automotive, transportation, construction, IT sectors, creative industries etc.

Primary counterparts:

Upon accomplished Trade Missions the EPO has established working contacts with the Ukrainian MFA and relevant Embassies abroad and in Ukraine.

EPO is seeking to establish partnership and contacts on the ground to plan and schedule the Mission`s program and visit details.

Traveler request:

Mission`s participants in general need documents and references for business travelers. Any other administrative and informational assistance is welcomed.

EPO Trade Mission coordinator contacts:

Please do not hesitate to send your requests and contacts directly to forum@me.gov.ua and

infoall@epo.org.ua