



Franchising in Ukraine Seminar December 8-9 - Kiev, Ukraine

The U.S. Commercial Service in Kyiv will host a “Franchising in Ukraine” seminar on December 8th – 9th in Kiev, Ukraine at the Premier Palace Hotel. During this event U.S. franchisors will meet potential Ukrainian master franchisees and learn about opportunities in the Ukrainian market.

Take advantage of this opportunity to be introduced to investors in Eastern Europe’s largest market! Here are just a few of this trade event’s benefits:

- First-hand opportunity to assess the culture, political climate and the market’s potential for your brand.
- Chance to present your brand in front of a distinguished crowd of Ukrainian investors and have one-on-one meetings with potential partners.
- Attend a reception to network with Ukrainian investors.

Why Ukraine? Why now?

With a population of more than 45 million, Ukraine is the largest consumer market in Eastern Europe. Until recently, however, this vast market fell under the political and economic influence of its neighbor to the East, Russia. Following the dramatic political events during the Fall/Winter of 2013- 2014, Ukrainians radically altered their destiny when they elected a new president who signed the Ukraine–European Union Association Agreement. Now on the path to integration with the West, Ukraine’s new reform government recently removed significant legal barriers to foreign franchises, thereby creating unprecedented opportunities for Western brands to enter the market.

Today there are 425 franchised brands in Ukraine and annual growth rates in the number of franchised companies in Ukraine was 21% between 2001 and 2014. Of the franchised brands in Ukraine, nearly three of four are Ukrainian and/or Russian brands and only five percent are American. Thus far, franchising in Ukraine has been dominated by fast food (56.3%), hotels (18.2%), and food (14.2%). With an estimated 145 independent retailers actively seeking a franchise partner in 2015-2016, there is a unique opportunity for American franchise brands to capture market share. Ukrainian investors are particularly interested in fast food, children’s products and services, educational products and services, fitness, coffee, recreation, hotels, insurance, medical services, and travel services.

GET MORE INFORMATION AND APPLY - SPACE IS LIMITED

Date: December 8-9, 2014

Venue: Premier Palace Hotel, Kiev, Ukraine

Deadline for Application: October 15, 2014

Cost: \$2,500. Each participant is responsible for personal expenses for lodging, meals, incidentals and international air travel.

For more information:

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Franchising in Ukraine Seminar

Draft Agenda

13:00-13:30	Registration
13:30-13:45	Welcoming Remarks <ul style="list-style-type: none">• Ambassador Geoffrey Pyatt, U.S. Embassy Kyiv
13:45-14:30	Franchise Market Overview – Challenges and Opportunities <ul style="list-style-type: none">• Ukraine Business Outlook –Michele Smith, Commercial Officer, U.S. Embassy Kyiv• Key Market Indicators – Myroslava Kozachuk, Director, Franchise Group• Ukraine’s Legal Framework for Franchises – Natalia Pakhomovska, Partner, DLA Piper
14:30–15:30	U.S. Franchisor Presentations – Part 1
15:30–16:00	Coffee Break & Sign-up for One-on-One Meetings
16:00–17:00	U.S. Franchisor Presentations – Part 2
17:00–17:30	Financing Available for U.S. Franchisees in Ukraine <ul style="list-style-type: none">• John Didiuk, Overseas Private Investment Corporation• Onur Anliatamer, Chairman of the Management Board Credit Europe Bank
17:30	Networking Reception

(One-on-one meetings to follow in evening and next day)