

UKRAINE INVESTMENT FORUM 2.0.

15 April 2024

Agriculture workshop - Programme

13:00-13:15 Exporting agricultural products from Ukraine: Challenges and developments.
Investment opportunities and incentives from the Ukrainian Government

By Oleksii SOBOLEV, Deputy Minister of Economy of Ukraine for Digital Development, Digital Transformations and Digitalization

13:15-13:25 Sustainable Food and Agriculture.
Danish-Ukrainian G2G cooperation

By Troels Mandel VENSILD, Director for Center for International Cooperation at the Danish Veterinary and Food Administration

13:25-13:40 How KSG Agro operates their business in Ukraine under the present circumstances under the Russian invasion. What are the challenges and how can they be overcome, and how can partnerships with Danish suppliers be valuable for Ukrainian farmers and Danish suppliers.

*By Andriy SKOROHOD, CEO KSG Agro S.A,
One of the largest vertically integrated agricultural groups in Ukraine*

13:40-13:50 How to enter and handle the Ukrainian market as a Danish company

By Jan LUND, Director at Søby – a Danish agroindustry company, providing solutions for handling, drying and aerating grains and crops.

13:50-14:00 Q/A



Danish Agriculture
& Food Council

Moderator and Organizer

Michael Stahlschmidt

Market Manager

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UKRAINE INVESTMENT FORUM



Agriculture - the driver for future cooperation





Food Security

Ukraine is a global food supplier for more than 600 million people

Global Trends

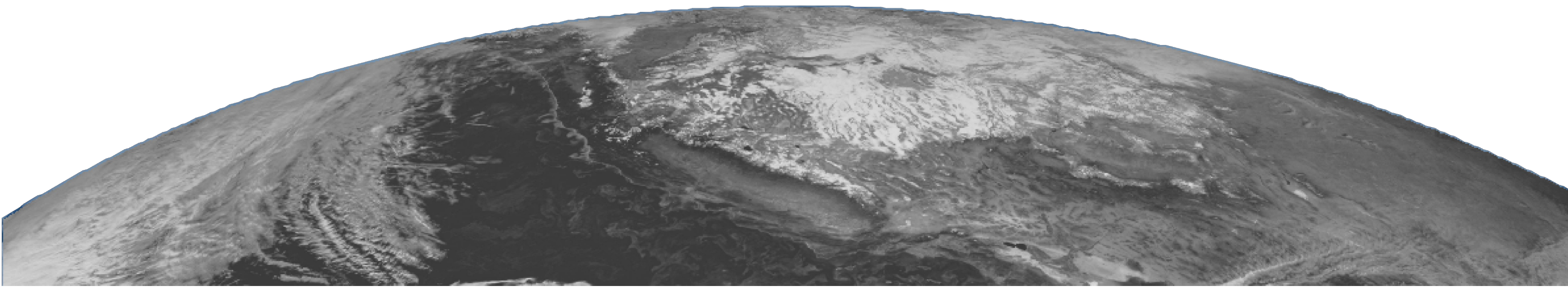
Growing demand for food - the growth of the world's population (10 billion people by 2050) and the change consumption towards more expensive products

Food security - 350 million people in the world face **food insecurity** with food shortages due to climate and political crises and supply chain disruptions

Automation and digitalization of processes – technological changes and growth in labor productivity in agriculture

Reduction in the labor market

Climate change - an increase in the number of extreme natural events and a reduction in available land for agricultural production



Vision of the Agricultural Sector of Ukraine

Ukraine is a global food supplier for more than **600 million people** around the world

Full vertical integration and localization, as well as import substitution for \$4.2 billion

We process at least 50% of the harvest (*the model of the Netherlands, France, and Germany*). We develop livestock and food production (proteins, special fats, gluten, dairy products, meat products, etc.)

Replacing imported food products in the domestic market

Ukraine is the largest private label supplier in the EU retail operators

Full recycling of secondary waste
- we produce 10 billion m³ of biomethane



Full vertical integration

WHAT WE PRODUCE:



Mineral fertilizers (\$6.8 billion/year)

15.5 million tons of nitrogen and complex fertilizers



Agricultural machinery (\$4.5 billion/year)

110 thousand tons of tractors, combines and trailed equipment



Plant protection products (\$3.3 billion/year)

360 thousand tons of pesticides



Seeds. (\$4.2 billion/year)

5 million tons of all types of seeds



Irrigation (\$8 billion)

2 million hectares of infrastructure for the irrigation system

WHAT WE GET:

200 million tons of agricultural products

Grains and oilseeds
up to 150 million tons (+35%)

Vegetables, root crops and melons
up to 8.6 million tons (x4.5)

Beet
up to 13 million tons (+20%)

Fodder crops
up to 25 million tons (+25%)

Perennial crops
(fruits, berries) to 3.6 million tons (x8)



Deep processing - at least 50%

We are building an advanced processing facility:

Meat products (\$10.8 billion/year)

0.5 million tons of beef (+50%); 1.5 million tons of pork (+100%); 3.4 million tons of chicken (+150%)

Animal feed (\$3 billion/year)

10 million tons of feed and feed additives

Vegetable oil (\$6 billion/year)

6.5 mln tons of sunflower, rapeseed, soybean oil, etc.

Deep processing (\$1.9 billion/year)

1.5-2.5 million tons of proteins, specialty fats, gluten, starch and molasses

Dairy products (\$4.6 billion/year)

2.6 million tons of milk powder, butter and whole milk products

What will green logistics look like?

Railroad transportation (\$1.9 billion)

14.6 thousand grain cars 130 electric locomotives

River transport (\$0.5 billion)

165 barges (with conversion to hydrogen) with a deadweight of 4-5 thousand tons.

Waste is a modern source of energy

Biomethane (\$3-5 billion/year)

Over 100 million tons of waste processed into 10 billion m³ of biomethane



Investment Portfolio - \$57 billion

Technique.
and resources

\$7.6 BN

Plant protection
products
2.5 billion

Nitrogen and complex
fertilizers **\$3.5 billion**

Agricultural machinery
\$ 0.72 billion

Seeds.
\$ 0.84 billion

Finished
products

\$12.8 BN

Fruits, vegetables and
their processed products
\$8 billion

Milk and dairy products **\$
3.2 billion**

Eggs and egg products **\$
0.3 billion**

Meat products
1.3 billion

Deep processing

\$1.6 BN

Oils and specialty fats
\$ 0.65 billion

Proteins
\$ 0.5 billion

Starch and gluten
\$ 0.4 billion

Green energy and
logistics

\$34.7 BN

Biomethane
\$ 20 billion

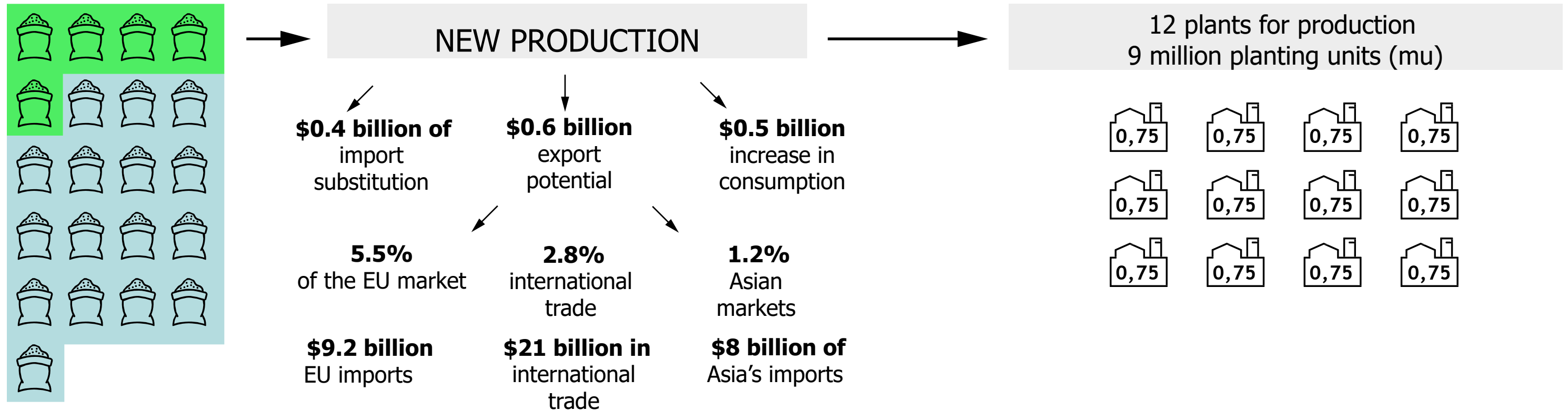
Irrigation systems
\$8 billion

Elevators
\$3.8 billion

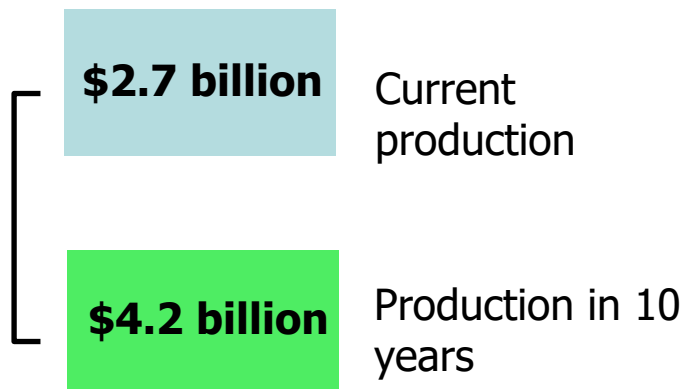
Green agricultural
logistics **\$2.9 billion**



Seeds - \$840 million of investments



1x = \$0.2 billion

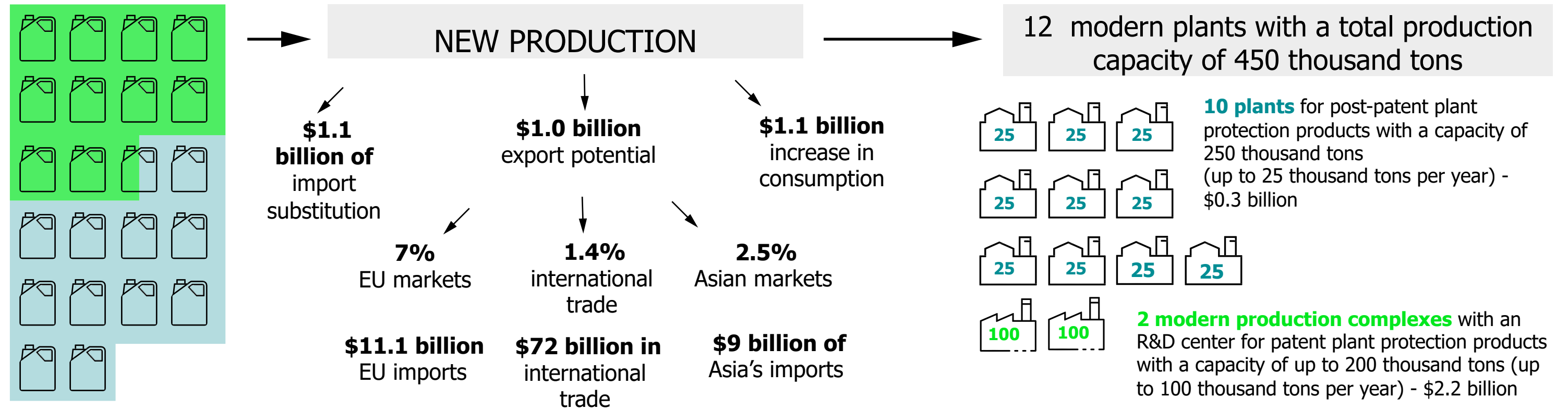


Investment attractiveness of construction in Ukraine:

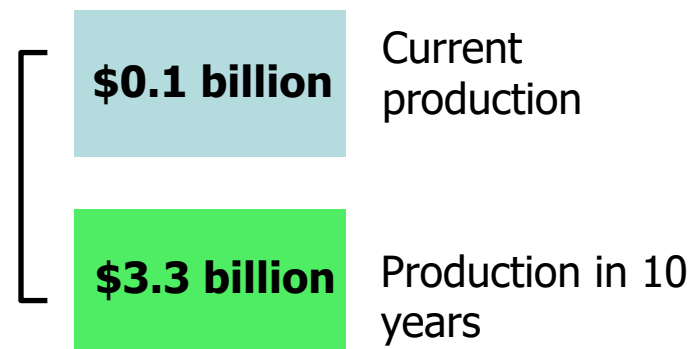
- Sustainable domestic demand and significant potential for import substitution (34% of seed is currently imported)**
- Access to the European market since 2021**
- Average costs for sowing material in Ukraine will increase to \$110/ha (+35%)**

Plant Protection Products (PPPs)

\$2.5 billion of investments



1x = \$0.2 billion



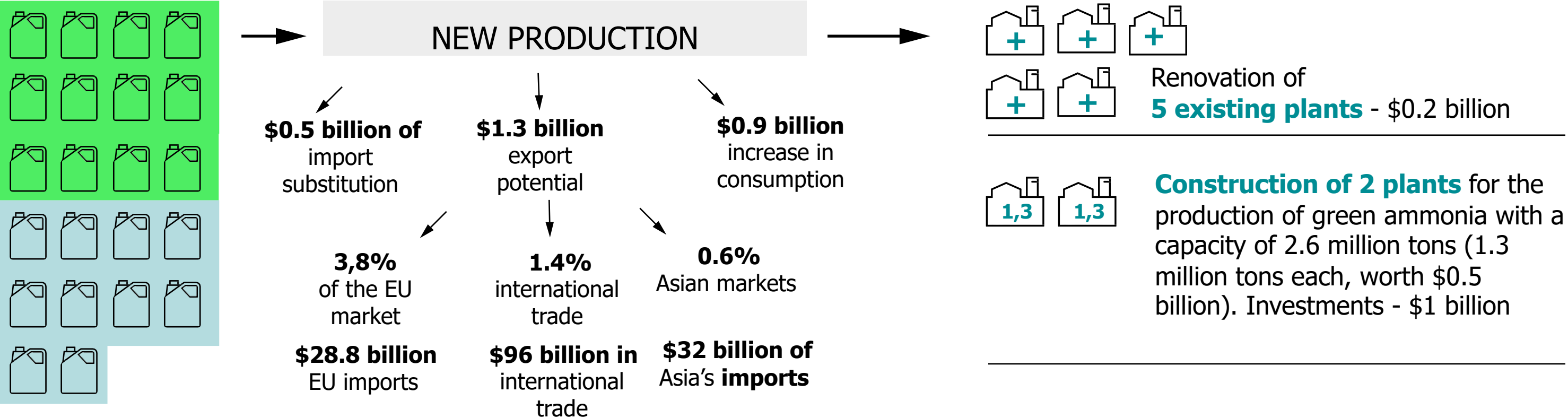
Investment attractiveness of construction in Ukraine:

- Sustainable domestic demand (Ukraine is one of the largest importers - current imports exceed \$1 billion) with the need for import substitution**
- Proximity to the European market**

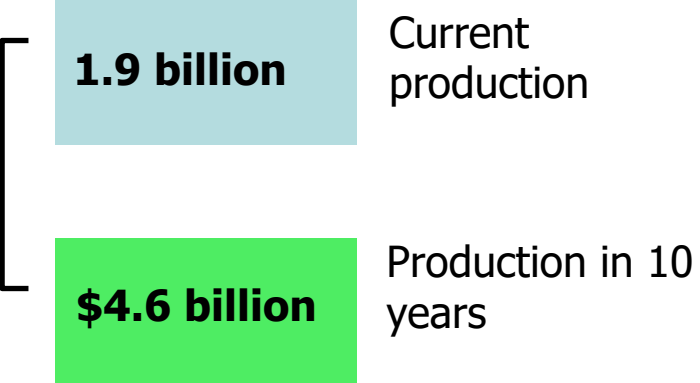
Average costs of plant protection products in Ukraine will increase to \$72/ha (+30%)

Nitrogen Fertilizers

\$1.2 billion of investments



1x = \$0.2 billion



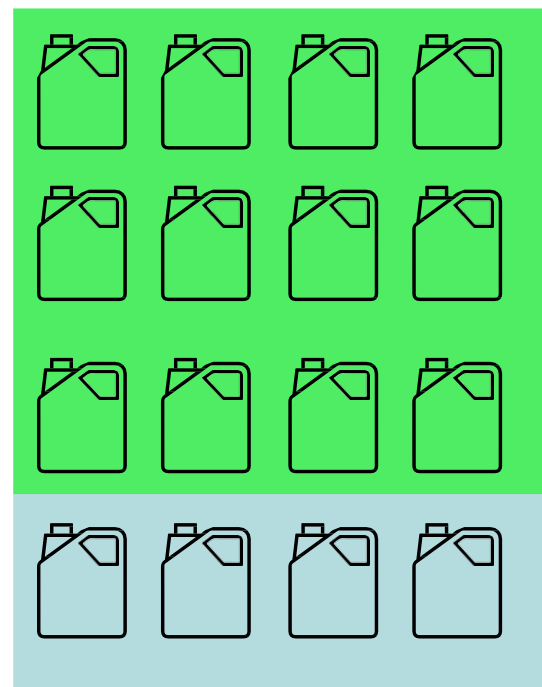
Investment attractiveness of construction in Ukraine:

- High demand in the domestic market
- Proximity to the production of energy input - green hydrogen in Ukraine
- Existing infrastructure for export (pipeline transportation and port terminals)

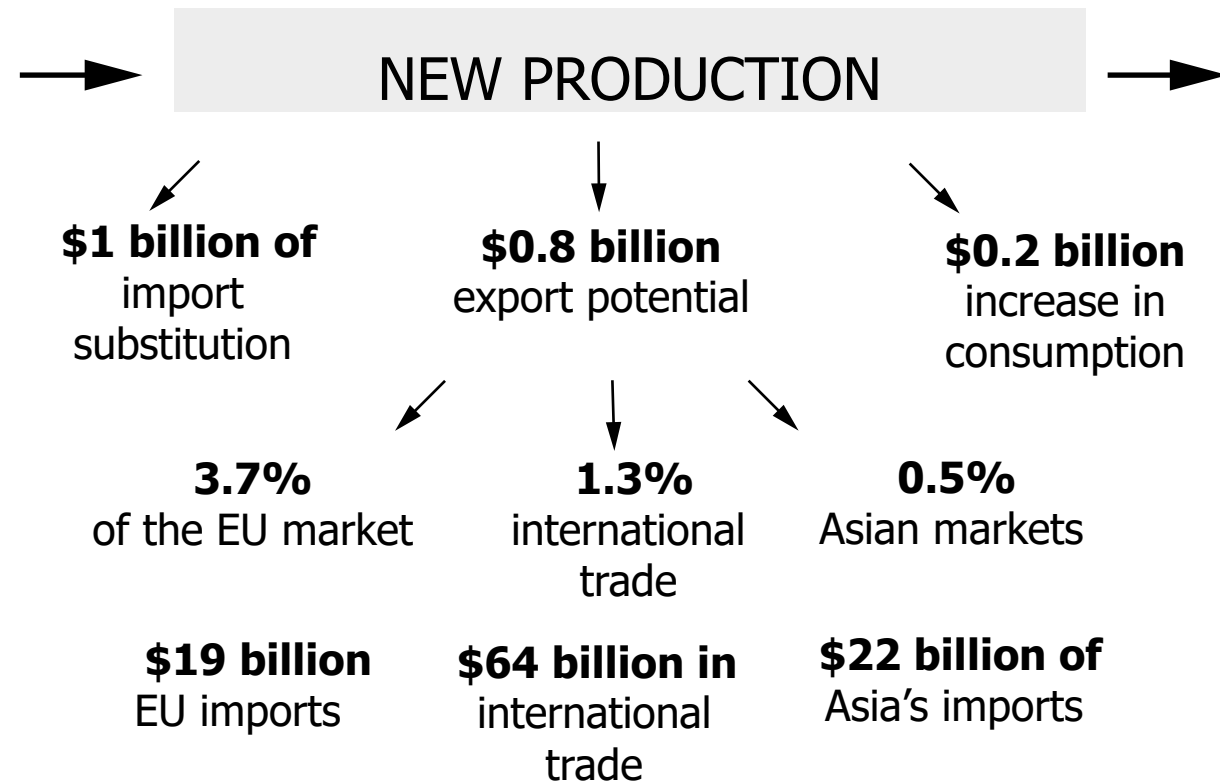
Average fertilizers use per hectare will increase by 40% to 280-290 kg/ha

Complex Fertilizers

\$2.3 billion of investments



1x = \$0.2 billion



8 plants for production of 4.2 million tons of complex fertilizers and development of potash and phosphate ore mining



Construction of potash and phosphate ore processing **facilities**, investments \$0.4-0.6 billion (2 x \$0.2-0.3 billion)



8 plants for the production of complex fertilizers (525 thousand tons each with a capacity of \$220 million), investments of \$1.8 billion

Investment attractiveness of construction in Ukraine:



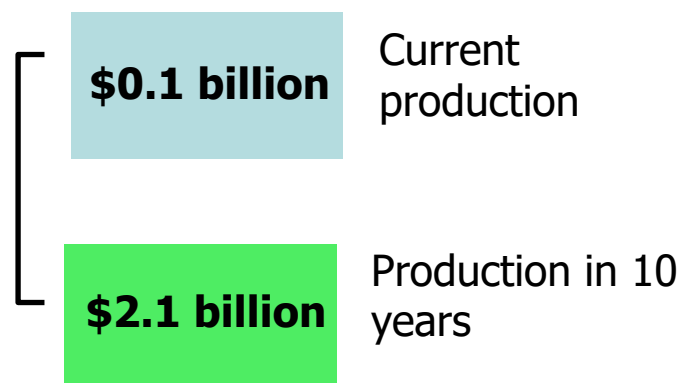
High demand in the domestic market



Availability of mineral deposits in Ukraine – phosphate and potash

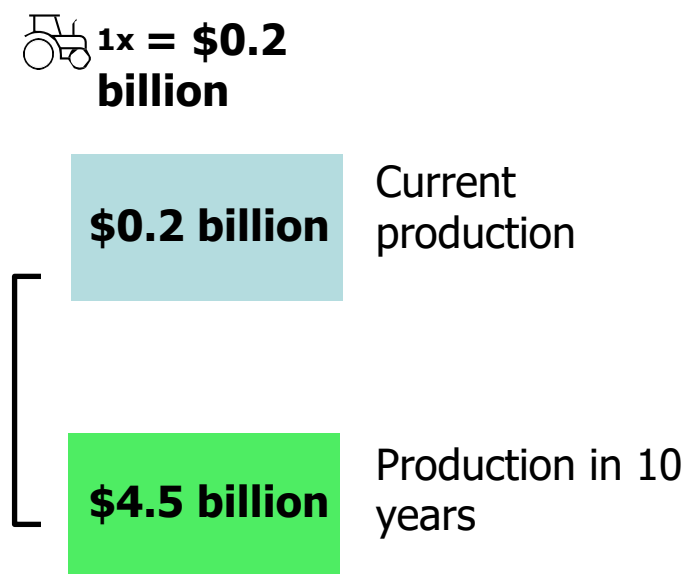
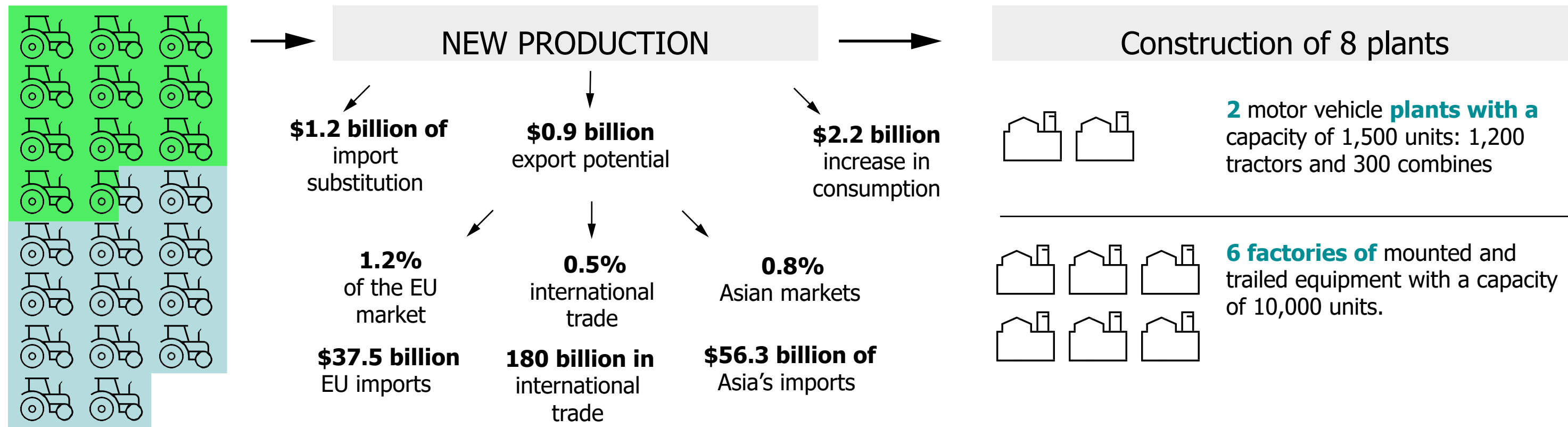


Average fertilizer application per 1 ha will increase by 40% - up to 280-290 kg/ha



Agricultural Machinery

\$720 million of investments



Investment attractiveness of construction in Ukraine:

- Sustainable domestic demand with the need for import substitution
- A developed inputs resource base for the production of intermediaries

Increasing the power of existing equipment to 0.88 horsepower/ha (+100%)

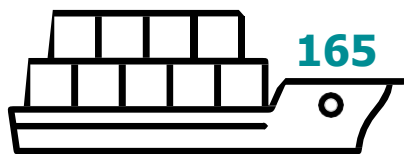
Agricultural Logistics

\$2.9 billion of investments

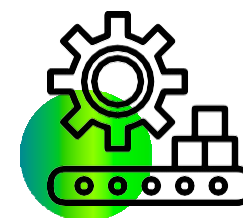
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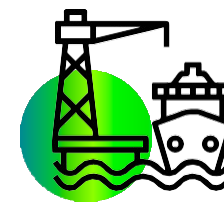
Renew 14.6 thousand grain carriers (out of 24 thousand available) and provide production of 130 electric locomotives - \$1.9 billion



Construction of 165 barges with a deadweight of 5 thousand tons for the transportation of 33 million tons of grains and oilseeds in the area 150 km from Dnipro - \$0.5 billion



Modernize shipbuilding facilities and railcar building facilities - \$0.3 billion



Ensure the construction of 4 port terminals (East and West Africa) with a capacity of 2 million tons per year each - \$0.2 billion

Investment attractiveness of construction in Ukraine:



Establishment of an eco-friendly river transport operator in Ukraine (hydrogen)

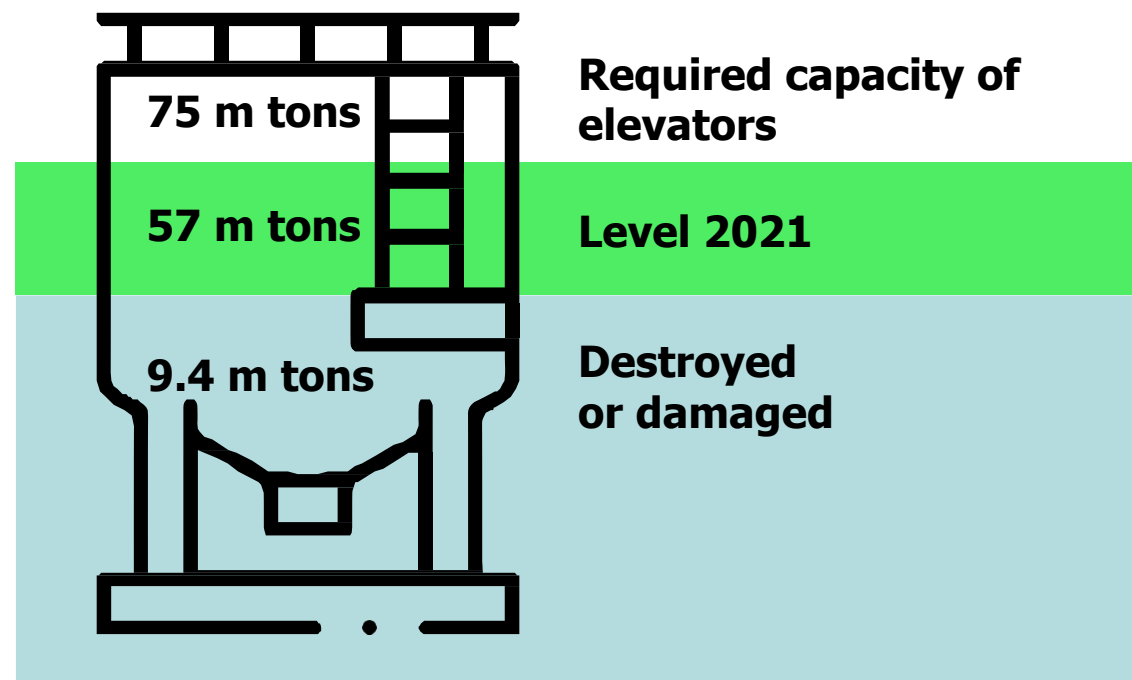


Investments in modern green rail transport - creating an operator or investments in Ukrzaliznytsia

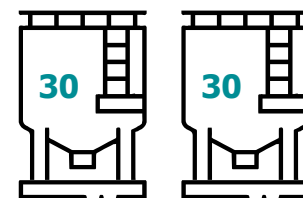


Storage of Agricultural Products

\$3.8 billion of investments

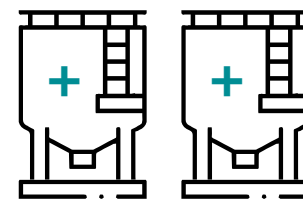


NEEDS



x 600

Construction of **600 new elevators**
30 thousand tons each - increase in storage capacity by 18 million tons



x 77

Restoration of **77 destroyed elevators**
with a capacity of 9.4 million tons

Projected market indicators (2033):

Investments in new construction and restoration of destroyed and damaged elevators by 2033
\$3.8 billion (\$2.7 billion and \$1.1 billion, respectively)

Increasing the production of grains and oilseeds to 150 million tons will require more storage capacities

Biomethane

\$20 billion of investments

327 billion m3 or \$100 billion
(\$300/thousand m3)

EU natural gas imports
2021

up to 35 billion m3
(equivalent to \$10.5 billion at \$300/thousand m3)

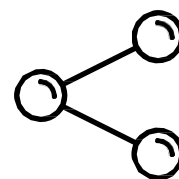
EU plans to increase
biogas consumption by
2030

Recycling >100 million tons of waste

NEW PRODUCTION

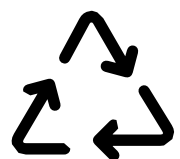


Construction of about 2 thousand biomethane plants with a total capacity of 10 billion m3 and an average capacity of 5 million m3

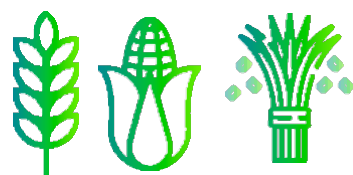


Creation of an extensive network of biogas and biomethane production in the places where raw materials are located - increasing the sustainability of the energy system and launch of biomethane exports

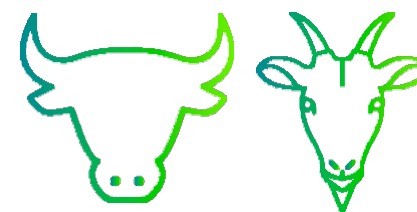
Investment attractiveness of construction in Ukraine:



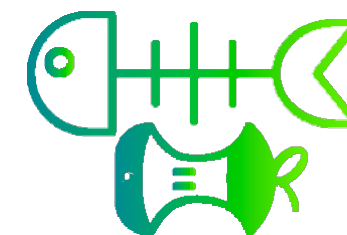
The raw material base of the Ukrainian agro-industrial complex in 2033 will allow to produce **10.7 billion m3** of biomethane annually



Wheat straw and corn stalks (70%) - **8.6 billion m3**



Livestock waste (70%) - **1.6 billion m3**



Food industry waste (80%) - **0.5 billion m3**

Irrigation Systems

\$8 billion of investments

Construction of an irrigation systems for 2 million hectares of land affected by drought:



Ensuring agriculture in the most drought-risk areas of farming - build a modern irrigation system
at least by 2 million hectares

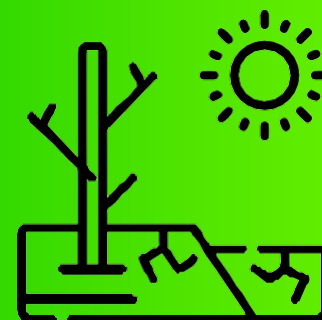
Projected market indicators (2033):

Investments - **\$8 billion** for 2 million hectares

Investment attractiveness of construction in Ukraine:

The aridity of the southern and eastern regions of Ukraine is increasing with global climate change, leading to reduced yields and losses for agribusiness.

This prevents agricultural producers from unlocking the potential for production growth and increase in yield



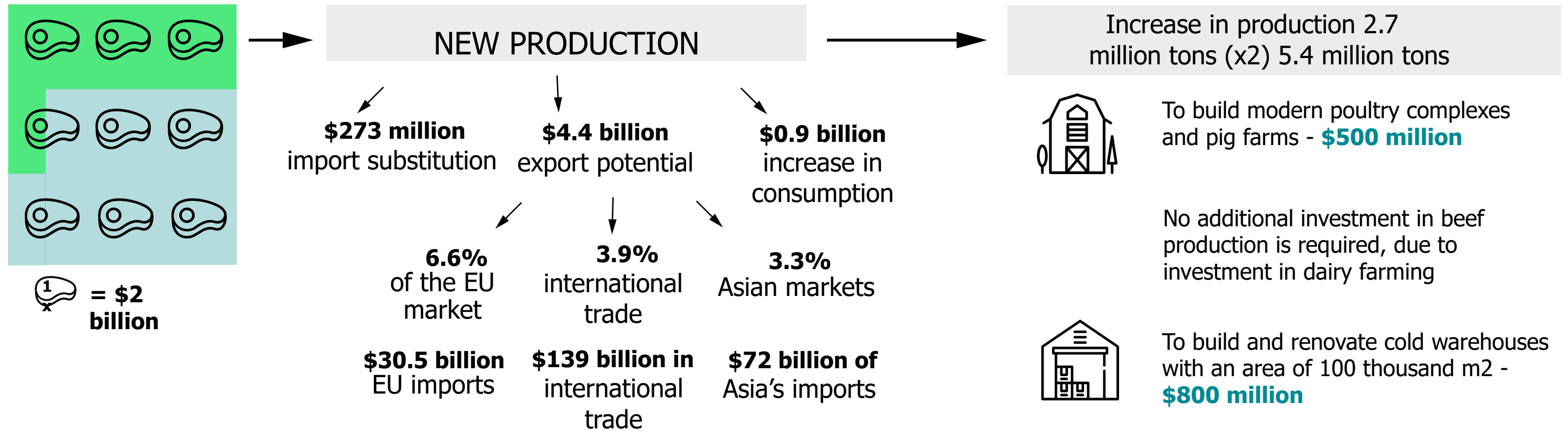
The specific investment is \$4 thousand/ha:

\$2.5 thousand/ha - field and on-farm systems

\$1.5 thousand/ha - investments in canals and pumping stations

Meat Products

\$1.3 billion of investments



\$5.2 billion

Current production

- beef - **\$1.31 billion** (311 thousand tons)
- Pork - **\$1.52 billion** (0.75 million tons)
- Poultry - **\$2.34 billion** (1.4 million tons)

\$10.8 billion

Production in 10 years

- beef - **\$1.96 billion** (466 thousand tons, +50%)
- Pork - **\$3.04 billion** (1.5 million tons, +100%)
- Poultry - **\$5.84 billion** (3.4 million tons, +150%)

Investment attractiveness:



Increased consumption of meat products due to the growth of the world's population



Development of poultry exports to the Middle East



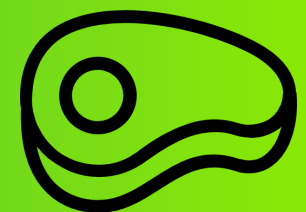
Proximity to the high-margin EU market



Growing markets in Asia

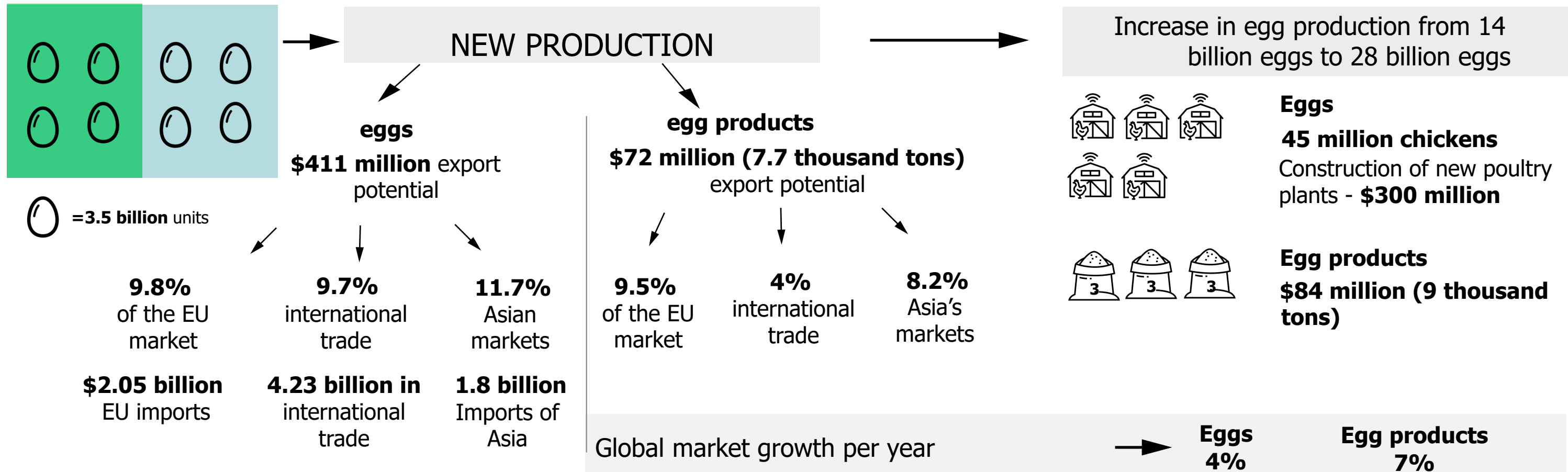


Processing of 24 million tons of grain



Eggs and Egg Products

\$300 million of investments

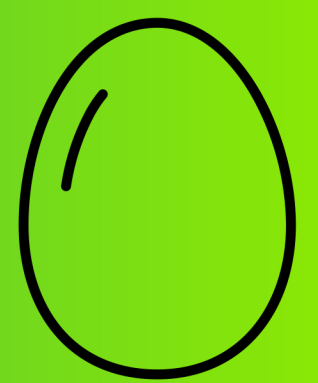


\$1.3 billion Current production

\$2.5 billion Production in 10 years

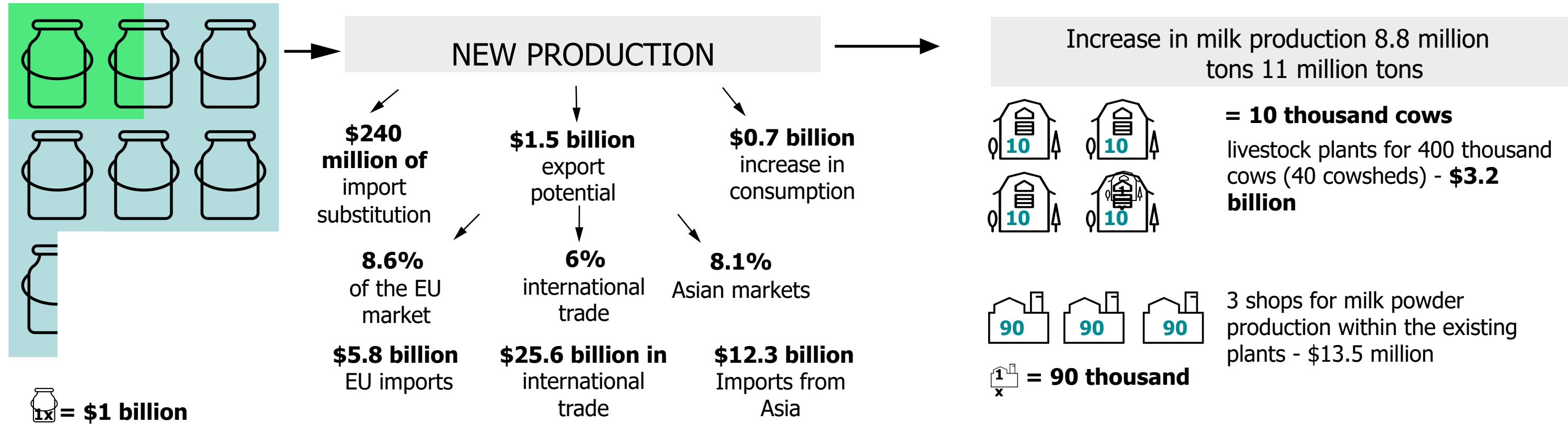
Investment attractiveness:

- Proximity to the high-margin EU market
- Relatively simple quality standards in the EU market for Ukrainian poultry producers
- Potential to expand the raw material base by increasing the number of poultry on the back of a growing feed base
- Processing of 2.5 million tons of grain (feed)



Dairy Products

\$3.24 billion of Investments



\$2.2 billion	Current production
\$4.6 billion	Production in 10 years

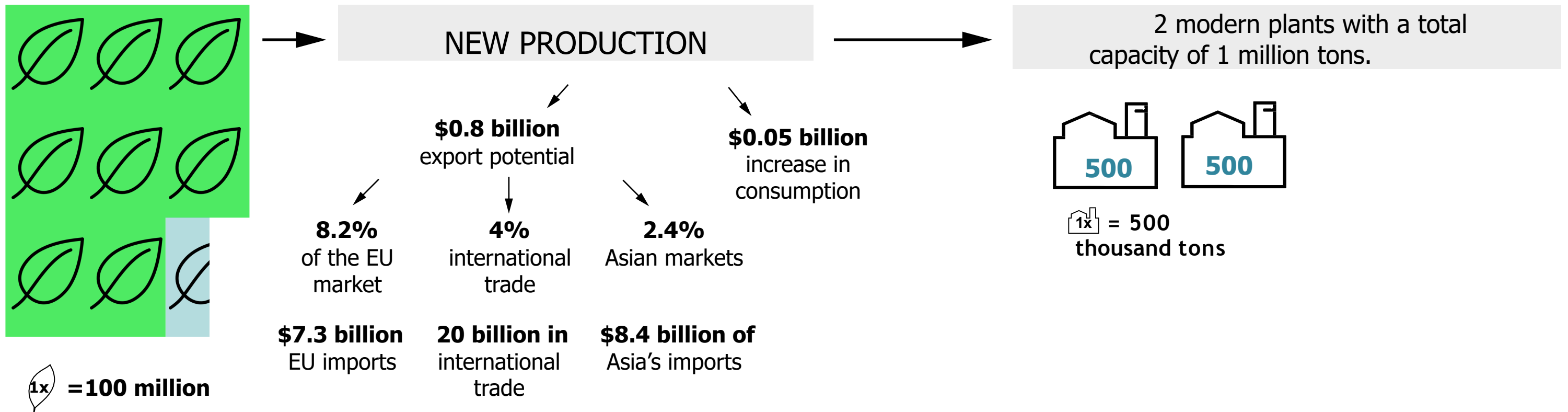
Investment attractiveness:

- Proximity to the high-margin EU market**
- Acceptable quality standards in the EU milk powder market for Ukrainian producers**
- Potential to expand the raw material base by increasing the number of livestock and increasing cow milk yield**
- Processing of 1.5 million tons of grain**



Vegetable Proteins

\$500 million of investments



Investment attractiveness:



The need for protein nutrition is growing rapidly and traditional livestock farming does not have time to meet it; lack of suppliers with high demand



Rapid/stable market growth is associated with the progress and demand for purified protein products in the food, pharmaceutical and cosmetic industries



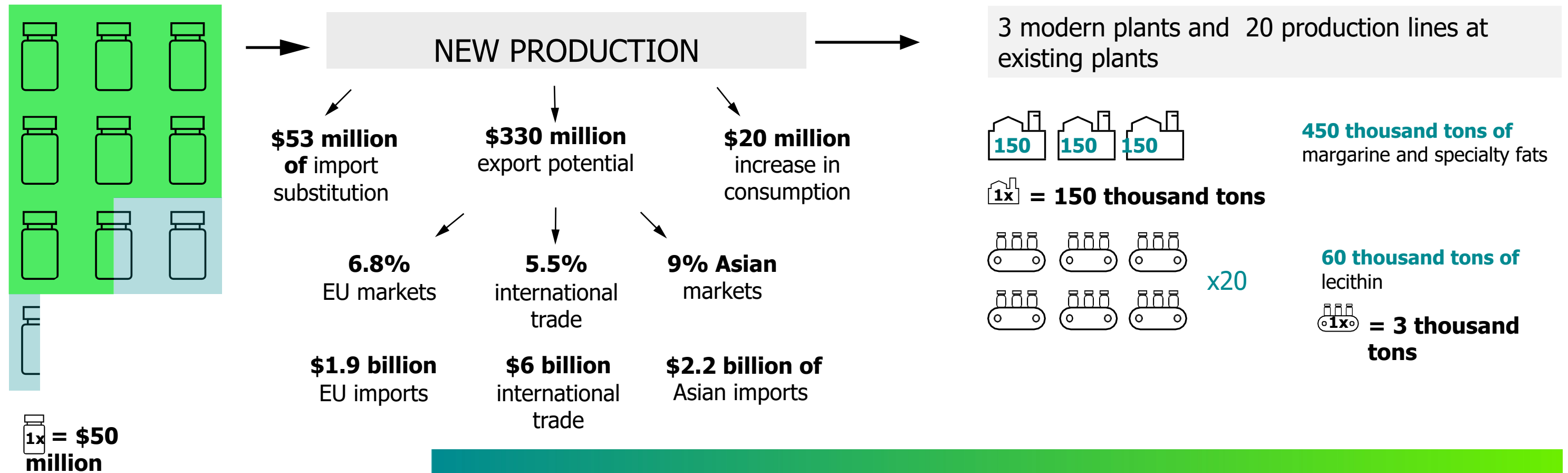
Processing of 4 million tons of oilseeds/legumes



\$0.05 billion	Current production
\$0.9 billion	Production in 10 years

Refined Oils and Specialty Fats

\$650 million of investments



\$0.05 billion	Current production
\$0.45 billion	Production in 10 years

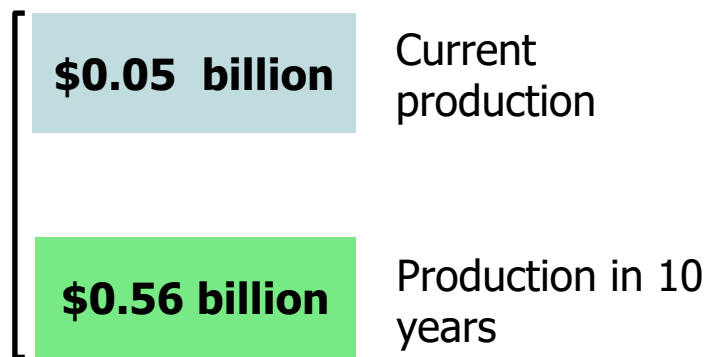
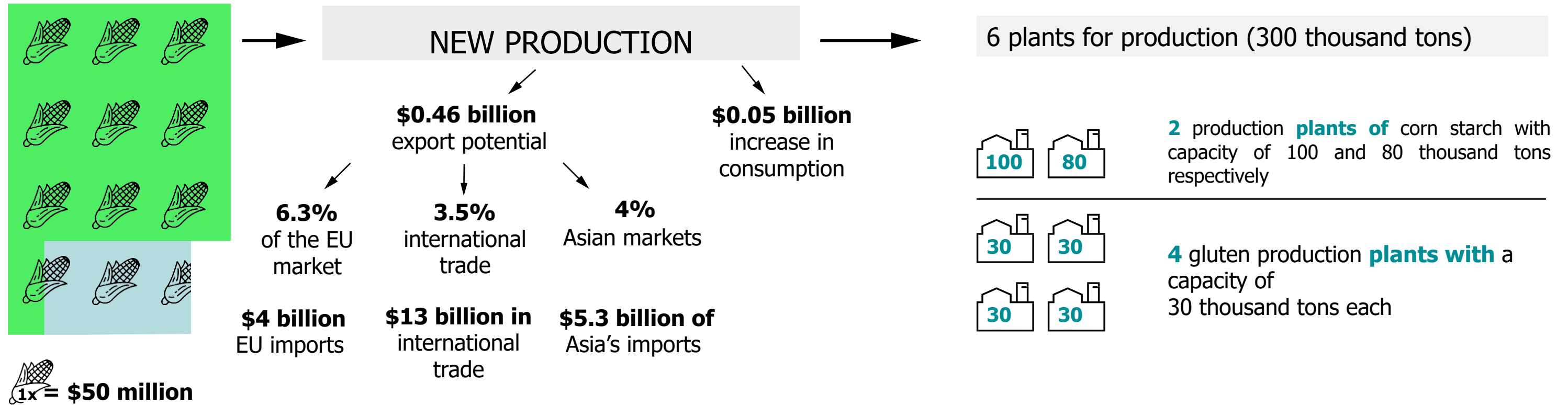
Investment attractiveness:

- Growing demand in the global market due to the increasing consumption of packaged and processed foods
- The total global market for international trade in specialty fats and margarine is \$6 billion
- The total global lecithin market has the potential for rapid growth - 6% per year
- Processing of 1.7 mln tons of oilseeds



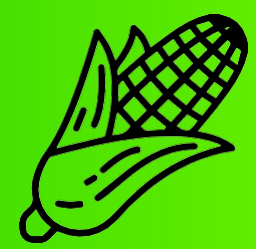
Corn Starch, Gluten

\$400 million of investments



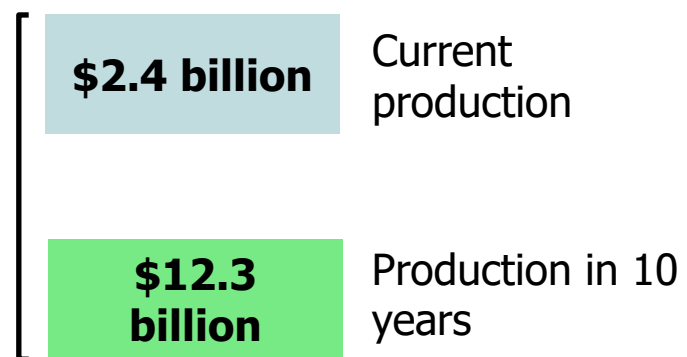
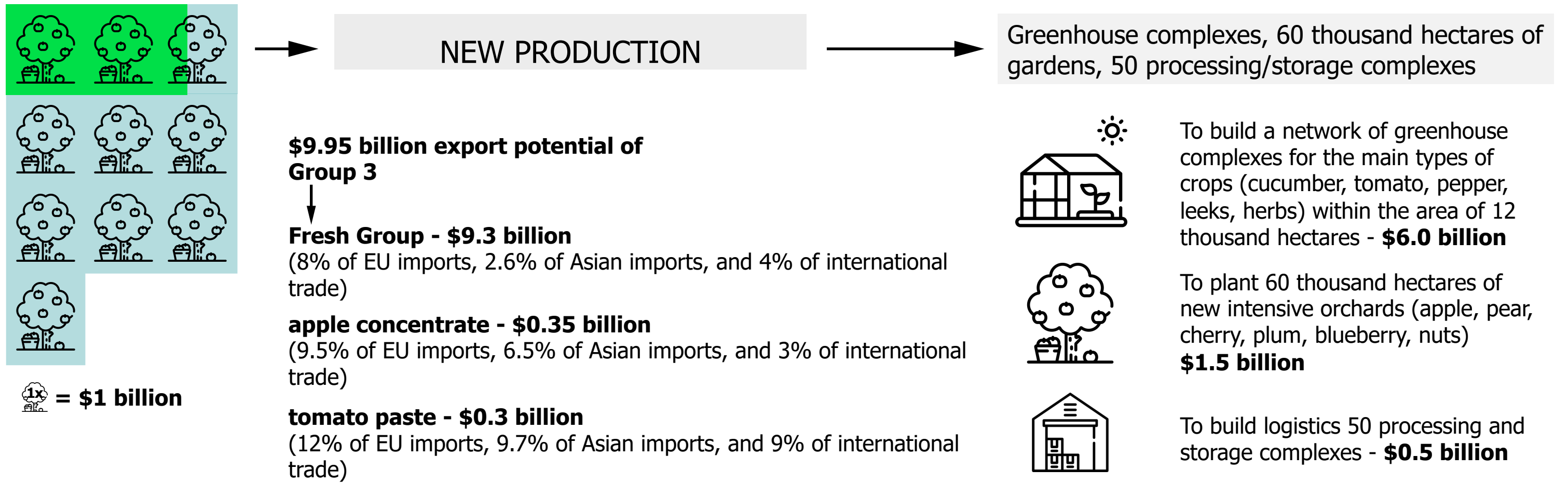
Investment attractiveness of construction in Ukraine:

- Large and steadily growing global market (3-5% CAGR)
- Significantly higher added value compared to raw materials (~4x)
- Prospects for the development of the market for the production of plant-based meat substitutes
- Processing of 0.5 million tons of grain



Production and Processing of Fruits and Vegetables

\$8 billion of investments



Investment attractiveness:

- Proximity to the high-margin EU market, which accounts for 50% of global imports and amounts to \$69 billion**
- Current production volumes do not fully satisfy growing domestic and foreign demand**





**Ministry of Food, Agriculture
and Fisheries of Denmark**

Danish Veterinary and
Food Administration

Sustainable Food and Agriculture.

Danish-Ukrainian G2G cooperation.

Troels Mandel Vensild,
Director for the Center for International Cooperation
Danish Veterinary and Food Administration.





Cooperation between Ukraine and Denmark

- Long standing cooperation in the field of Food and Agriculture between both public authorities and private sector.
- The Danish Minister for Food, Agricultural and Fisheries visited L'viv in October 2023.
- Main partner authorities in Ukraine are the Ukrainian Ministry of Agriculture (Ministry of Agrarian Policy) and the Ukrainian Food and State Service of Ukraine (Food and State Service of Ukraine for Food Safety and Consumer Protection)





Strategic Sector Cooperation (SSC)

**Peer-to-peer cooperation is
the cornerstone of the SSC**

**The Danish cooperation
partners are the Danish
Veterinary and Food
Administration and the
Danish Embassy in a partner
country**

**The cooperation partners are
the relevant competent
authorities in partner
countries**





DVFA core engagements in international cooperation

i) Reduction of food loss and food waste, incl. effective food safety, control systems, hygiene and proper feed and animal health management

(ii) Agroecology, including developing its foundation in form of a credible and effective government system for food, feed, animal health and veterinary control

(iii) Systems for ensuring “One Health” approach, incl. animal health and antimicrobial resistance (AMR)





Expectations

- A full SSC project has a duration of 3 times 3 years and is administered by DVFA.
- Partner authorities will actively engage and take responsibility for the identification and formulation of relevant and prioritized activities.
- The DVFA will finance all activities and costs related to Danish participation in partner countries as well as expenses for activities in Denmark.
- Partner authorities must also provide the necessary staff resources
- Involvement of civil society and private companies and organisations
- A platform that can connect private interests – trade, exchange of knowledge and solutions.



**Ministry of Food, Agriculture
and Fisheries of Denmark**

Danish Veterinary and
Food Administration

Thank you for your attention

Questions?

Troels Mandel Vensild,
Director for the Center for International Cooperation
Danish Veterinary and Food Administration.





KSG Agro

2024

SERGIY P. KASIANOV

UKRAINIAN BUSINESSMAN, PHILANTHROPIST, POLITICIAN



Born on March 30, 1966.

Chairman of the Board of Directors at KSG Agro Holding.

Chairman of the Board at the Charitable Organization Social Development Fund "Future".

PhD in Engineering.

Received state awards:

Orders of Merit of the II and III degrees.

While working at the Verkhovna Rada of Ukraine of the 4th convocation, headed the Commission on the Integration of Ukraine to the World Trade Organization, and the Subcommittee on European Integration.



KSG AGRO

ONE OF THE MOST POWERFUL AGRICULTURAL HOLDINGS OF THE DNIPRO REGION

- ❑ Founded in the early 2000s.
- ❑ Listed on the Warsaw Stock Exchange.
- ❑ The land bank is about 20 thousand hectares.
- ❑ The company is vertically integrated and actively invests in almost all segments of the agricultural sector:
 - ❑ animal husbandry
 - ❑ crop production
 - ❑ storage, processing and sale of agricultural products
 - ❑ feed production
 - ❑ biofuel production.



ECONOMIC FRONT

KSG AGRO AN IMPORTANT COMPONENT OF THE COUNTRY'S FOOD SECURITY SYSTEM

The Russian aggression resulted in the significant reduction of the frontline regions' agricultural production capacity. The company changed its strategy to ensure uninterrupted food supplies to the military and civilian population.

- ❑ Memoranda of cooperation signed with frontline military administrations.
- ❑ Dozens of tons of meat products are being provided for the needs of the Armed Forces of Ukraine, military formations, and civilian and military hospitals.
- ❑ The company helps temporarily displaced persons and socially vulnerable groups.



PIG PRODUCTION

ONE OF THE COMPANY'S PRIORITY DEVELOPMENT AREAS

KSG Agro revives the livestock complex in Niva Trudova village (Dnipropetrovska oblast), the third largest in the former USSR

MAIN SUPPLY REGIONS:

Dnipropetrovs'k, Poltava, Kharkiv, Zaporizhzhia regions

25

PRODUCTION BUILDINGS

packaged products line
of the feed mill

65

THOUSAND PIGS

fed at
the same time



POSITIONS IN BUSINESS RATINGS

REGIONAL LEADER IN PORK PRODUCTION

TOP-20

OF THE MOST EFFICIENT
AGRICULTURAL COMPANIES
IN UKRAINE

"Forbes-Ukraine, 2015

TOP-20

THE MOST
SUCCESSFUL
FARMERS

"Focus, 2015

TOP-10

REPUTATION
RATING

"Business, 2012



CORPORATE STANDARDS

WORLD-CLASS MANAGEMENT AND QUALITY



LATEST TECHNOLOGIES

cooperation with Danish, Swiss, American and Canadian manufacturers.



Dan Breed (Denmark)

Danish genetics, used since 2014.



QUALIFIED PERSONNEL

training programs with Danish and Canadian specialists.



QUALITY CONTROL

at all levels of the technological cycle: fattening, slaughter, production and supply.



BIO-SECURITY

sanitary and environmental monitoring, system of sanitary breaks and treatments.



OUR GOAL IS TO FEED THE NATION OF WINNERS!

To help the army and the country's economy, a program to increase production capacity was adopted.

IN 2023, THE NUMBER OF
(COMPARED TO 2021)

by **10%** in meat production

by **15,8%** birth rate

by **16%** total livestock

by **21%** the number of employees



OUR PARTNERS

DURING 2022, THE NUMBER OF THE COMPANY'S RECIPIENT PARTNERS GREW BY

23%

The company's products are supplied to the largest retail chains and meat processing plants, including



VARUS
СУПЕРМАРКЕТ



PLANS FOR FURTHER DEVELOPMENT



DNIPROPETROVSK REGION

IMPLEMENTATION OF INVESTMENT PLANS FOR THE RECONSTRUCTION OF THE INDUSTRIAL PIG COMPLEX "NIVA TRUDOVA"

□ **LOCATION:** Kryvorizky district, Niva Trudova village

THE GOAL OF THE PROJECT: through the technical re-equipment of the housings, to increase the volume of pig meat production, technological productivity and overall profitability by:

- creation of a 3 MW solar power plant on a vacant plot of land
- installation of new equipment for keeping livestock in 9 buildings
- construction and equipment of the slaughterhouse
- modernization of the compound feed plant:
 - automation and control systems
 - granulation and microdosing systems for prescription feeds
 - commissioning of the full-fat soybean line

BUDGET: 7,831,000 USD

Dnipro



KHERSON REGION

IMPLEMENTATION OF INVESTMENT PLANS FOR THE RECONSTRUCTION OF THE "NOVORAISK" COMMODITY PLAYER

- **LOCATION:** Beryslav district, Novoraysk village

THE GOAL OF THE PROJECT: to increase the volume of pig meat production, increase technological productivity and overall profitability by:

- technical re-equipment of housings
- creation of a new manure removal system
- installation of equipment for keeping livestock
- reconstruction of engineering systems
- increase in the parental herd

BUDGET: 2,492,000 USD

- **CREATION OF A NEW BREEDING FARM**

CAPACITY: 1137 sows

GENETICS: purebred stock of world technological leaders

BUDGET: 8,822,000 USD

Novorayske
Kherson



MYKOLAIV REGION

IN REVIVING THE ECONOMY OF THE REGIONS THAT SUFFERED SIGNIFICANT LOSSES DURING THE HOSTILITIES, THE COMPANY PLANS TO INVEST IN LIVESTOCK FARMING, MEAT PROCESSING AND UNINTERRUPTED FOOD SUPPLY.

The company is looking for a potential site in Mykolaiv region for **CONSTRUCTION OF A NEW MEAT PROCESSING PLANT**

The choice of location takes into account the specifics of consumption during the war, security and logistics requirements.

□ From the pig farm

KHERSON – 98 km

MYKOLAIV – 180 km

□ The new pig farm and meat processing plant will provide quality products to three areas

KHERSON, MYKOLAIV AND ODESA



INTERNATIONAL COOPERATION

KSG AGRO IS ACTIVELY DEVELOPING INTERNATIONAL COOPERATION TO RESTORE THE REGIONS AFFECTED BY THE WAR. IN PARTICULAR, THE DNIPRO AND KHERSON REGIONS.

The owner of the company, **Sergiy Kasianov**, is an advisor to the Chairman of the Kherson Regional State Administration on international cooperation and regional development and to the Head of the Dnipro Regional Council.

The implementation of the regional recovery strategy, which involves **Ukrainian and European partners**, provides for:

- reviving economic potential and infrastructure;
- attracting foreign investment;
- demining of territories, primarily agricultural land;
- preventing the trauma epidemic, helping those physically affected by the war;
- implementation of humanitarian aid programs.



GEOGRAPHY OF ACTIVITY



REVIVAL OF ANIMAL HUSBANDRY WILL GIVE A SIGNIFICANT IMPETUS TO THE SOCIO-ECONOMIC DEVELOPMENT OF UKRAINE AND WILL BRING OUR COMMON VICTORY CLOSER!

*"We ask for your assistance in strengthening
the food system of Ukraine."*

Sincerely
SERGIY KASIANOV



Ukraine Investment Forum – Agriculture Industry

How to enter the Ukrainian market as a Danish
company

Jan Lund, Director

A person wearing a hat and a long-sleeved shirt is standing in a field of tall, golden-brown grass, looking down. The sun is low on the horizon, creating a bright, hazy glow and long shadows. The background shows a flat landscape under a clear sky.

SOBY

TRUSTED SINCE 1961

Who are we

- Family owned business since 1961, now in 3 generation
- Based in Skive, Denmark
- 50 employees
- 12.000 sqm. highly automatized production and storage area

A person wearing a hat and a long-sleeved shirt is standing in a field of tall, golden-brown grass, looking down. The background is a bright, hazy sky with a low sun, creating a warm, golden glow. The person is positioned on the right side of the frame, and the field extends to the horizon.

SOBY

TRUSTED SINCE 1961

What we do

- Dedicated to develop and produce machines for grain handling
- Focus on customer value
- Digitizing for more availability for customers and reach green goals

A person wearing a hat and a long-sleeved shirt is standing in a field of tall, golden-brown grain, possibly wheat or corn, under a bright, hazy sky at sunset or sunrise. The person is looking down at the grain.

SOBY

TRUSTED SINCE 1961



Where we are

60% of turnover are export

Main target are European and domestic markets

Go to Market strategi trough network of "Trusted Dealers"

A person wearing a cap and a long-sleeved shirt is standing in a field of tall, golden-brown grain, possibly wheat or corn, during sunset. The sun is low on the horizon, creating a strong silhouette effect and a warm, golden glow across the scene. The person is looking down at the plants.

SOBY

TRUSTED SINCE 1961

Considerations entering the Ukrainian market in 2020

Pro's: Potential

- One of the biggest grain producers in Europe
- Only Aprox. 50% storage capacity
- Premature market expect to develop and optimize
- Established professional specialists/companies

Con's

- Culture (i.e. power distance, avoidance, indulgence)
- Language Implementing a f n y e IT systemer
- Trade barrier in coustoms and authorities
- Corruption

A person wearing a cap and a long-sleeved shirt is standing in a field of tall grass, looking down. The sun is low on the horizon, creating a warm, golden glow and a lens flare effect. The background is a clear, light sky.

SOBY

TRUSTED SINCE 1961

What did we do

Internal

- Hire Ukrainian sales support – Lauange and understanding culture
- Close support to dealer/partner in local demands
- Understand and support setup for custom clearance

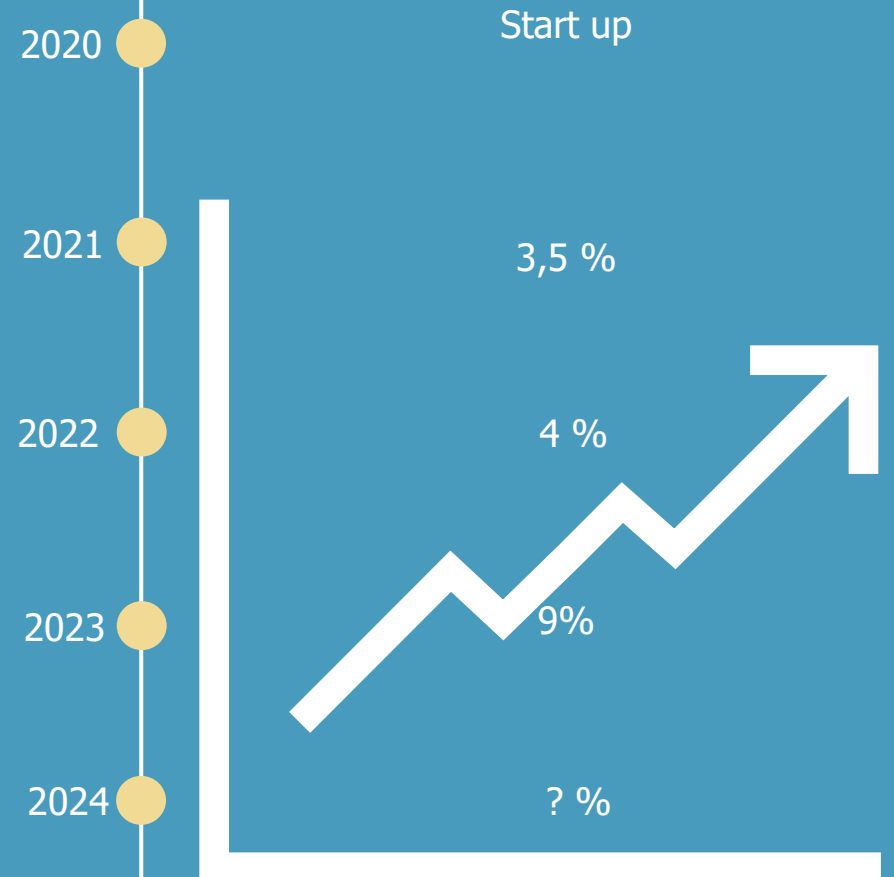
External

- Establish cooperation with professional dealer (network)
- Presence (Visits, fairs, online branding)
- Support to "on-site" installation



Results

Export Ukraine % of company total turnover



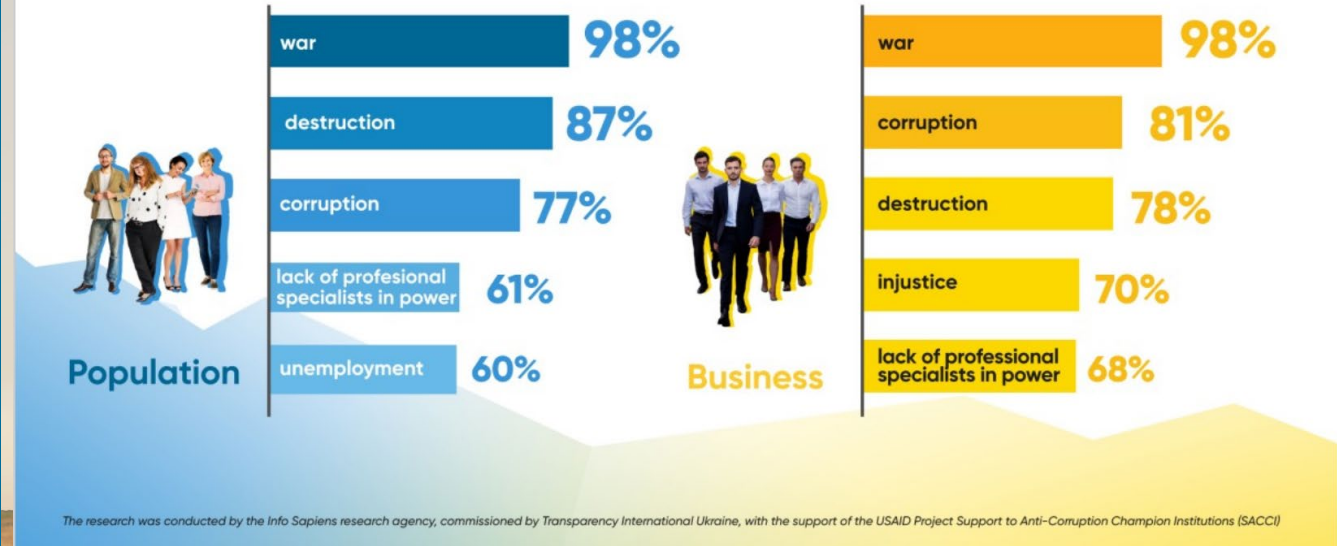
Situation 2024

Challenges

"War is unfortunately a condition"

- Grain export and prices
- Financing
- Lack of workforce (Mobilisation)
- Building permissions
- Corruption

HOW TO REBUILD UKRAINE | Main problems now



SOBY

TRUSTED SINCE 1961

Thank you for your attention



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TRUSTED SINCE 1961

Agriculture workshop

Thank you for your attention!

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