



Ukrainian **Agribusiness** Club



Клуб аграрного бізнесу





Dear colleagues!

With good reason agriculture is today considered one of the most dynamically developing and promising sectors of Ukrainian economy. Efficiency is increasing, investments are growing, and modern technologies are more and more being used. In such a situation of rapid development, presence of a public organization, which is able to provide the full range of instruments for doing successful and profitable agribusiness, is one of the key factors for looking confidently into the future. Ukrainian Agribusiness Club (UCAB) as an association of large and medium-sized companies of the agri-food sector, representing their interests and acting of behalf of them, is indeed such an organization.

For eight years of its existence, UCAB has managed to take advanced positions and has become the association No. 1 in Ukrainian agriculture.

The list of instruments which UCAB is using in order to reach its goals, of which the most important is the increase of efficiency of Ukrainian agribusiness, is long and includes among others: efficient lobbying of the interests of agricultural producers through determination of common priorities for sector development; discussions and initiatives to promote legislative changes; close cooperation with state authorities; provision of high-quality analyses; organization of conferences, round tables, seminars; assuming an active position in mass-media concerning the advocacy of interests of local producers.

For our members and partners UCAB has a long time ago become the synonym for a coalition of people who have a common vision for further development of Ukrainian agriculture. Let me express my deep conviction that the future development of UCAB members and partners will facilitate further growth of Ukrainian agriculture as a whole.

Alex Lissitsa,
President of UCAB

A handwritten signature in blue ink, which appears to read 'Alex Lissitsa'. The signature is fluid and cursive, written in a professional style.



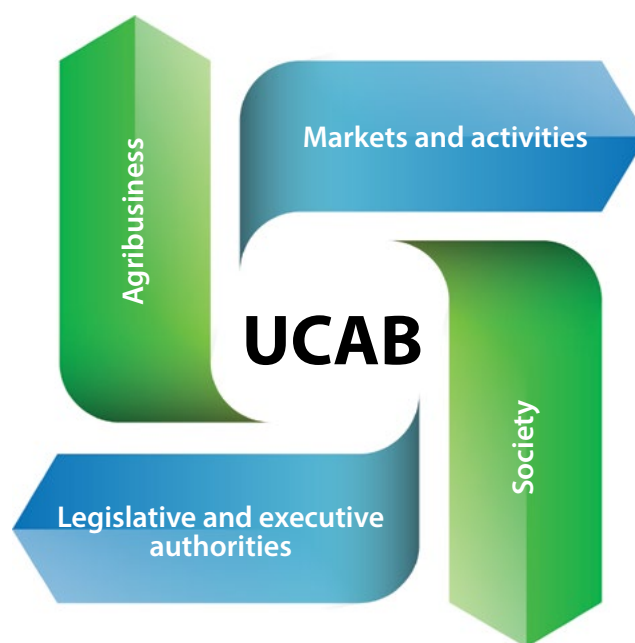
Association “Ukrainian Agribusiness Club” (UCAB) is a business association which represents interests of leading companies of the Ukrainian agri-food sector. In 2016 the authority and importance of UCAB for domestic agriculture-oriented business were confirmed by affiliation of several resource companies with UCAB, aimed at further agricultural business development in Ukraine.

The aim of our work is to promote efficient agribusiness in Ukraine and refers to all of its processes, from recruitment and search of investment opportunities, up to practical tasks such as the increase of agricultural companies’ efficiency, and the development of proposals on improvement of agricultural policy in Ukraine.

Membership in the Association “Ukrainian Agribusiness Club” gives the companies obvious benefits: from the information and knowledge to support in solving many practical issues.

In 2016 UCAB continues holding the status of Association No.1 in the agricultural sector of Ukraine, consolidating more than 80 important representatives of the industry.

In addition to event management, market research, PR, we have significantly strengthened information activities for UCAB members about legislative processes as well as efforts for professional development of personnel in agricultural companies.



The vocation of UCAB is to promote the synergies of common interests of bodies of state power and administration, agribusiness and rural communities aiming at the creation of conditions for sustainable and dynamic development of the sector.

The mission of UCAB is to actively contribute to the creation of an export-oriented, highly efficient and innovative agricultural sector in Ukraine.

Vision of UCAB: Association “Ukrainian Agribusiness Club” is the largest professional association of Ukrainian agri-food sector, progressive-minded and represented in most regions of the country, offering a wide range of services for agribusiness.

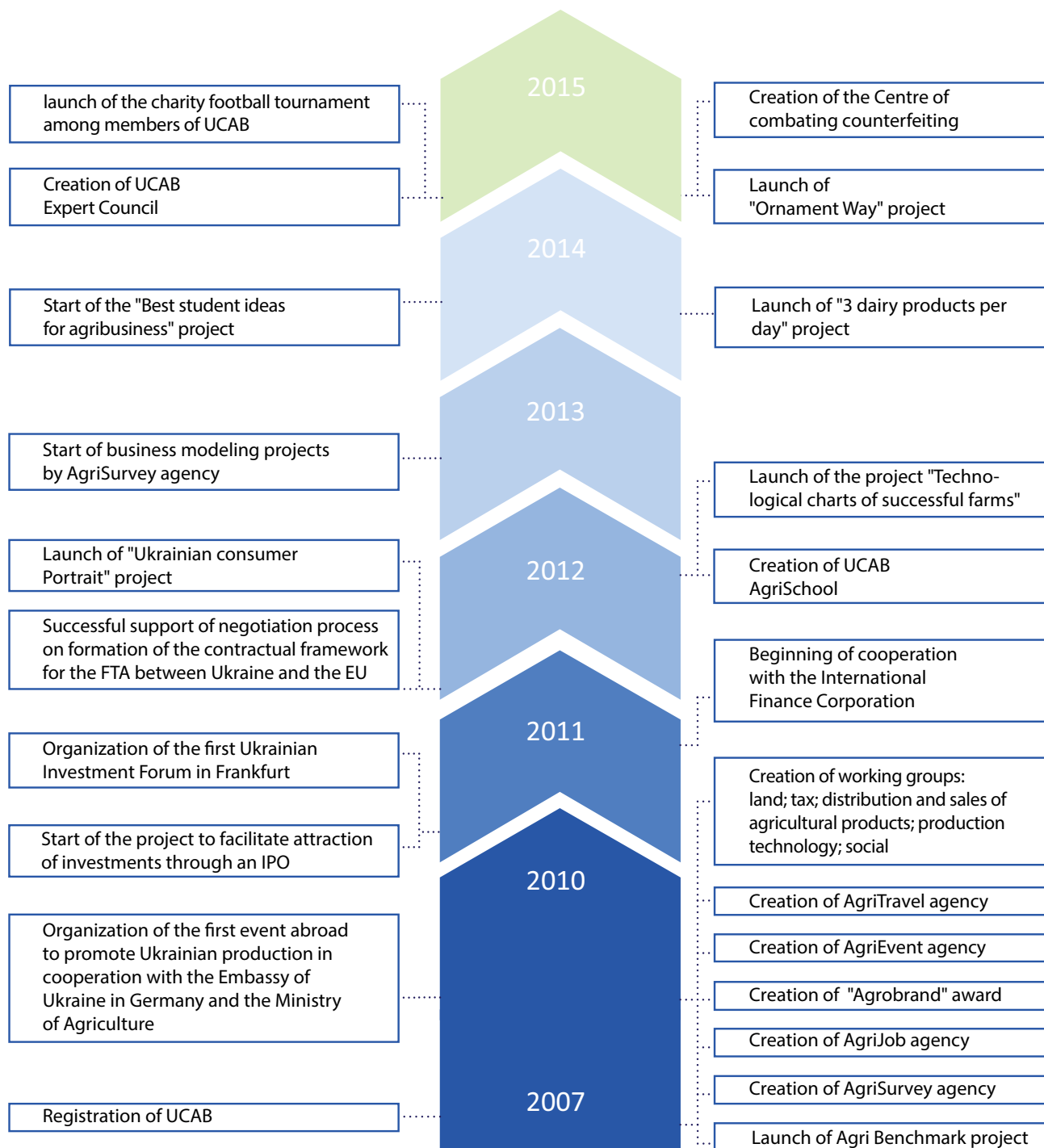
The main priorities in UCAB activities: to support in communication with the bodies of state power and administration, including involvement into legislation development; to set up beneficial communication for business (B2B); to provide the full-spectrum services for agricultural, food and resource companies.

HISTORY OF UCAB



UCAB association, established in 2007 on the initiative of a handful of Ukrainian agricultural companies, holds a status of **the Association No. 1** in Ukrainian agricultural sector. Among its members and partners are more than 100 large companies of the agriculture and food industry, input suppliers and service providers.

A clearly understandable concept, adherence to the interests of agribusiness, as well as the pro-activity and actuality of UCAB's work are reflected in its dynamic development.



PRESIDIUM OF THE ASSOCIATION "UKRAINIAN AGRIBUSINESS CLUB"



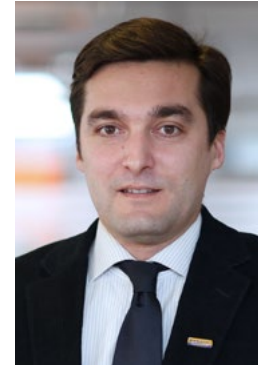
Alex Lissitsa
Chief Executive Officer,
IMC



Yuriy Melnyk
Chief Operational Officer,
Myronivsky Hliboproduct



Andriy Gordiychuk
Chairman of the Board,
Swarog West Group



Antoine Rebillard
Business Director
New Holland Agriculture



Anatoliy Yurkevych
Chief Executive Officer,
Milkiland Ukraine



Sergiy Krolevets
General Director,
Eridon



Simon Cherniavsky
General Director,
MRIYA Agroholding



Dmytro Skornyakov
Chief Executive Officer,
HarvEast Holding



Justin Wolfe
General director,
Monsanto Ukraine



John Shmorhun
Chief Executive Officer,
AgroGeneration



Dmytro Kravchenko
Chairman of the Board,
LNZ Group



MEMBERS OF THE ASSOCIATION "UKRAINIAN AGRIBUSINESS CLUB"



NCH Capital Inc.



ТОВ «Агро-Консалт АВ»

ТОВ «Щедрий Лан»



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AGRISCHOOL

UCAB EXPERT BOARD is an advisory body to Association, the main aim of which is to promote the creation of conditions for sustainable and dynamic development of the agricultural sector in Ukraine.

MAIN OBJECTIVES:

- ✓ to provide recommendations based on expert assessment of processes related to the agricultural sector of Ukraine;
- ✓ to ensure the openness and transparency of UCAB activities and committees;
- ✓ to consider public opinion during preparation, organization and decision making.

MEMBERS OF UCAB EXPERT BOARD



*Olga Trofimtseva
(Germany)*



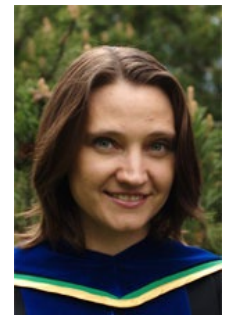
*Taras Gagalyuk
(Germany)*



*Oleg Nivievskiy
(Germany)*



*Nataliya Zynych
(Germany)*



*Zoya Komirenko
(Canada)*



*Kateryna
Schroeder
(USA)*



*Iryna Kulyk
(Germany)*



*Anastasiya
Shtaltovna
(Germany, Canada)*



*Julie Portopop
(USA)*



*Oleksandr
Perekhozhuk
(Germany)*



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SCIENTIFIC DAY OF LARGE FARM MANAGEMENT CONFERENCE:

- ✓ integration of scientists and representatives of agribusiness;
- ✓ the platform for information exchange between the world and national scientists and experts in the area of agricultural economics and management.



PROJECTS 2016

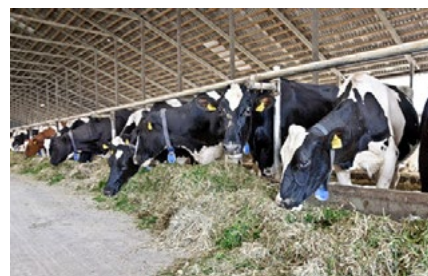
- ✓ 19-20.09.2016 — working group on preparing for the 155th EAAE seminar “European Agriculture towards 2030 Perspectives for further East-West Integration”.
- ✓ Participation in working and expert groups of the Ministry of Agrarian Policy and Food of Ukraine in development of projects, concepts and strategies of reforming agricultural education and science

“UCAB AgriSchool” is a project thanks to which which I learned a lot of very useful information. The big plus of the project, together with the provision of a large portion of valuable knowledge by AgriSchool speakers, is the fact that among the participants there are many agricultural practitioners, with whom always a useful and interesting lively discussion takes place” — Oleksandr Syniuk, Chairman of the Board, Credit Union “Narodna Dovira” (“People’s Trust”)

UCAB AGRISCHOOL is the project aimed to solve the problem of personnel shortage in modern agricultural production. The project is focused on professionals’ skills improvement in key areas of agribusiness through both sharing theoretical knowledge and improvement of practical skills.

MAIN AREAS OF TRAINING AT AGRISCHOOL

- ✓ Crop Production — corporate trainings
- ✓ Dairy Cattle Management
- ✓ Gardening — cooperation within Horizon 2020 uP_running "Take-off for sustainable supply of woody biomass from agrarian pruning and plantation removal"



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Conference and event services for agribusiness!



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“Events, organized by the AgriEvent agency, are always held with great success due to the high level of professionalism, diligence and efficiency of its team. I believe that knowledge acquired by participants of the conferences serves as the basis for doing successful and efficient agribusiness in Ukraine. These events have become powerful platform for communication and setting up business contacts. AgriEvent is indeed the leader of event management and conference services for the Ukrainian agri-food sector”, — Konstantin Sarnatskiy, founder, VR AgriSolutions

AGRIEVENT AGENCY OFFERS A FULL RANGE OF HIGH-LEVEL CONFERENCE AND EVENT SERVICES IN THE AGRI-SECTOR FOR CORPORATE AND PRIVATE CLIENTS

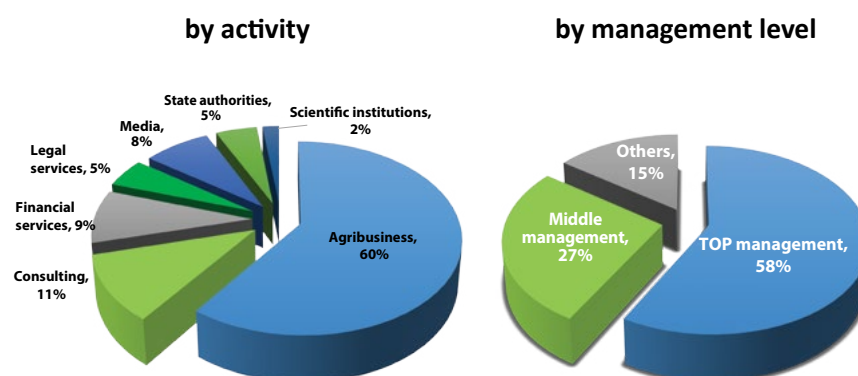
WHO WE ARE

An experienced international team of professionals that are able to organize and conduct any kind of event, taking into account all requirements and specifics of the client and his activities.

OUR EXPERIENCE

Since 2010 we have organized more than 200 national and international conferences with participation of over 15000 guests from more than 30 countries, in cooperation with leading Ukrainian and multinational companies, as well as embassies, ministries and research institutions.

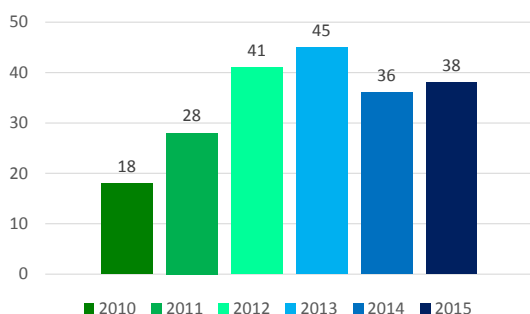
Structure of the participants



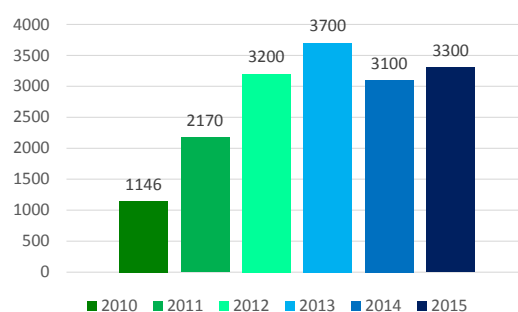
OUR SERVICES

- ✓ Professional organization of various business, private and corporate events;
- ✓ Venue search, selection and rental;
- ✓ Technical support (light, sound, scene and presentation equipment);
- ✓ Catering services;
- ✓ Transport services;
- ✓ Decoration of premises;
- ✓ Design of corporate gifts, souvenirs and print materials;
- ✓ PR and advertising services;
- ✓ Professional photo and video shooting.

Events, organized by AgriEvent



Participants of the events, organized by AgriEvent



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CHARITY TOURNAMENT



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"First of all, thanks to UCAB for organizing the football tournament and thanks to the opposing teams who participated for a worthy games. This tournament - was not just sports, it was the ability to adequately present your company, but also a chance to help those in most need, as social responsibility and caring for children have always been our priority. Looking forward to the next UCAB charity football tournament", — the representative of team winner Vitaliy Pecheritsa.

FOOTBALL TOURNAMENT FOR UCAB MEMBERS

On 13-14 June 2015, Association "Ukrainian Agribusiness Club" (UCAB) together with the AgriEvent Agency held a charity football competition among teams of UCAB members.

The aim of the event was to popularize healthy and active lifestyles, promote rural development and charitable assistance to orphans. The event was attended by representatives of agricultural holdings, agricultural and resource companies.

PARTICIPANTS OF THE TOURNAMENT:

- ✓ Industrial Milk Company,
- ✓ Cygnet Holding,
- ✓ Myronivsky Hliboproduct,
- ✓ Agrosvit,
- ✓ August-Ukraine,
- ✓ Branch "Interfarm complex for the production of feed" LLC "Vinnytsia poultry",
- ✓ branch "Poultry" LLC "Vinnytsia poultry»,
- ✓ BASF.

All the money collected were spent by the organizers for purchasing the necessary equipment for sports to Vinnitsa regional humanitarian boarding school.

Next football tournament for members of UCAB is scheduled for June 11-12, 2016.



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"Since its founding in 1837 by a blacksmith and inventor John Deere, the company Deere & Company continues to build its business on honesty, quality, commitment and innovation. These values determine our approach to work and we work every day to support them.

The Ukrainian market is the key for our company. The significance of Ukraine as a key player in providing food security of the world, can not be overstated. Hardworking Ukrainian farmers, the wealth of land, a unique geographical location and favorable climate gave reason to believe that the potential of Ukrainian agribusiness is enormous.

AgriSurvey is our reliable partner in the market research. The data provided by the company, are useful for the formation of our marketing strategy, as well as for tracking of market trends", — Igor Kutovyi, general director of John Deere Ukraine.

AGRISURVEY AGENCY — MARKETING RESEARCH AND BUSINESS-CONSULTING IN THE AGRICULTURAL SECTOR.

AgriSurvey agency provides a full range of multi-client and individual (ad-hoc) marketing and business-consulting services for companies in agricultural sector. Today AgriSurvey is a leader on the market of ad-hoc research in Ukrainian agribusiness.

OUR EXPERIENCE

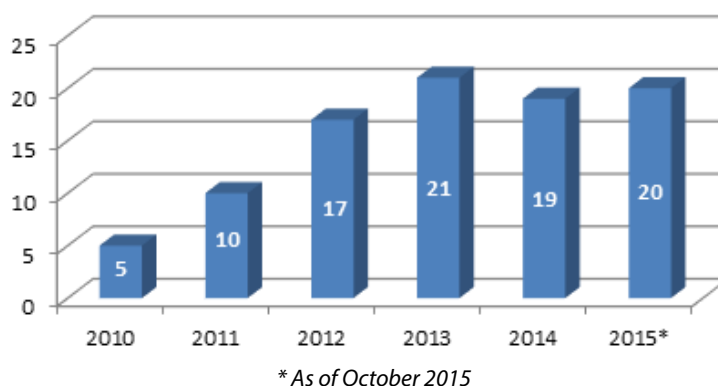
Since 2010:

- ✓ Over 120 fulfilled researches and projects;
- ✓ More than 22500 interviewees;
- ✓ More than 120 TOP-companies of agricultural sector among regular clients;
- ✓ About 100 companies get analytical monitoring each month.

OUR ADVANTAGES

- ✓ Professional team with the experience of working with leading world organizations (World Bank, IFC, USAID etc.);
- ✓ An extensive network of consultants in Ukraine and abroad;
- ✓ Unique database of over 10000 contacts in the agricultural sector;
- ✓ Access to unique informational and statistics databases;
- ✓ High quality of the research.

Amount of ad-hoc researchers conducted by AgriSurvey



OUR SERVICES

MARKET RESEARCH

- ✓ Qualitative and quantitative research;
- ✓ Analysis of the competitive environment and business;
- ✓ Loyalty to the brands and the underlying motives of consumer behavior;
- ✓ Channels of communication for decision-making;
- ✓ Go-to-market strategies.

OUR RESPONDENTS

- ✓ Producers — starting from small farmers and up to CEO of large agriholdings and food companies;
- ✓ Consumers — residents of cities and rural areas of Ukraine;
- ✓ Key experts of Ukrainian agri-food sector.

BUSINESS-CONSULTING

- ✓ Business planning;
- ✓ Financial modeling;
- ✓ Budgeting;
- ✓ Consulting on salaries and wages;
- ✓ Business assessment;
- ✓ Invest-presentations.

OUR CLIENTS

- ✓ Input suppliers for agricultural production (machinery, agrochemicals, seeds, feeds, etc.);
- ✓ Agricultural producers of all subsectors;
- ✓ Food processing companies;
- ✓ International organizations and associations.



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MOST POPULAR PUBLICATIONS

DOING AGRIBUSINESS IN UKRAINE

Business-guide for agricultural market participants and investors



Summary: structural changes in agriculture, foreign trade, forecast of development of agricultural markets, analysis of the business environment, the investment climate, legislation and regulatory policy, government support, agricultural resource markets and access to them for agricultural producers, the analysis of investment attractiveness of the agricultural sector and more.

Release date: May

Total circulation: 10 thousand copies

Link to the publication:

TECHNOLOGICAL CHARTS OF SUCCESSFUL FARMS

Practical experience of successful agricultural companies that produce wheat, barley, corn, sunflower, soybean and rapeseed: 80 visualized technological charts developed based on 22 enterprises



Summary: overview of the interviewed enterprises, description of the technological operations (agricultural machines, inputs, application rate, timing, etc), analysis of production costs and efficiency.

Periodicity: every 2 years

Total circulation: 5 thousand copies

Link to the publication:

LARGEST AGRIHOLDINGS IN UKRAINE

Study of the largest producers of agricultural products among agricultural holdings



Summary: the ratings of production and land bank, analysis of changes in sown acreage, share in total production, the analysis of the competitiveness of agricultural holdings and independent companies, analysis of optimality of costs and productivity.

Release date: September

Total circulation: 1.6 thousand copies

Link to the publication:

MARKET MONITORING

current news, price situation, trends and forecasts in selected markets

Grains and oilseeds

Summary: prices in the domestic and international markets, the most relevant export figures, field work progress, trends, information on balances and implementation, the balance of demand and supply, trends and expectations of experts and market operators etc.

Milk and dairy products

Summary: prices for raw milk, cattle and concentrated feed, operational information on the amount of cows and milk production, foreign trade, industry news and more.

Periodicity: every 2 weeks.

Meat

Summary: domestic procurement prices of live animals, wholesale prices for meat, prices on the international market, the condition of livestock and meat production in Ukraine, foreign trade, industry news and more.

Periodicity: every 2 weeks.

FURTHER PLANS:

- ✓ **AgroVision research** — how agribusiness can survive in Ukraine and optimize its work — the most successful practices, vision of further development in the following directions: corporate governance, production and financing;
- ✓ **Study "Niche agricultural products"** — underdeveloped areas of crop production and livestock, which is profitable to work on. Overview of subsectors for those who want to start or diversify production.



ORNAMENT WAY

Ukrainian social project



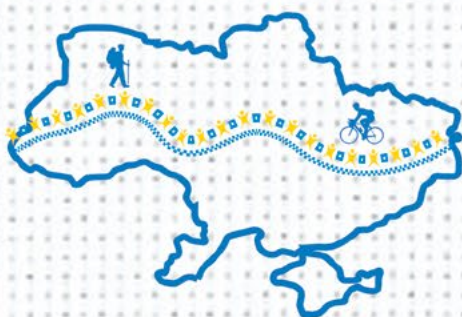
10 regions

| 380 towns and villages

| 2000 kilometers



This unique bicycle and tourist route will pass mostly through rural areas of our country.



It will pass across the whole Ukraine, from Uzhhorod to Kharkiv uniting Eastern and Western regions of the state.



It will become a symbol of unity for our country and create a positive image of Ukraine to the world.

**WE NEED YOUR HELP TO REALIZE THE PROJECT!
JOIN THE TEAM OF VOLUNTEERS!**



www.ornamentway.com



Association

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