



Ukrainian **Agribusiness** Club





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.

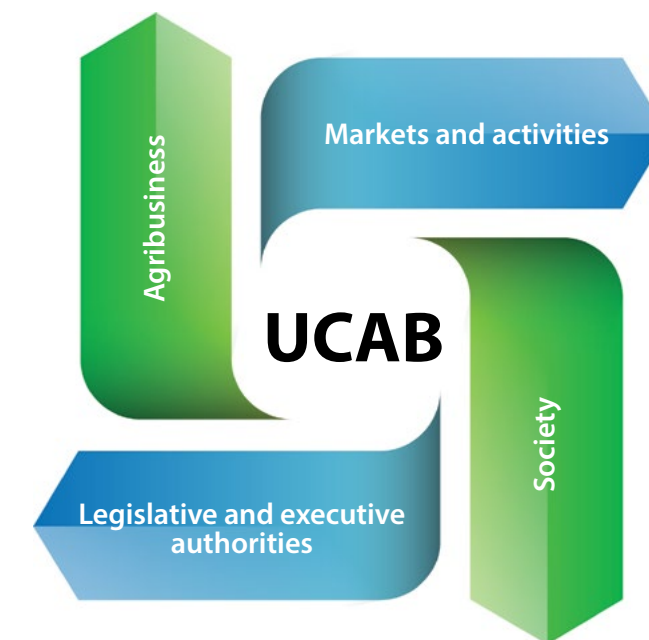
Alex Lissitsa,
President of UCAB

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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.

In 2014, 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 activities such as recruiting, 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 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.

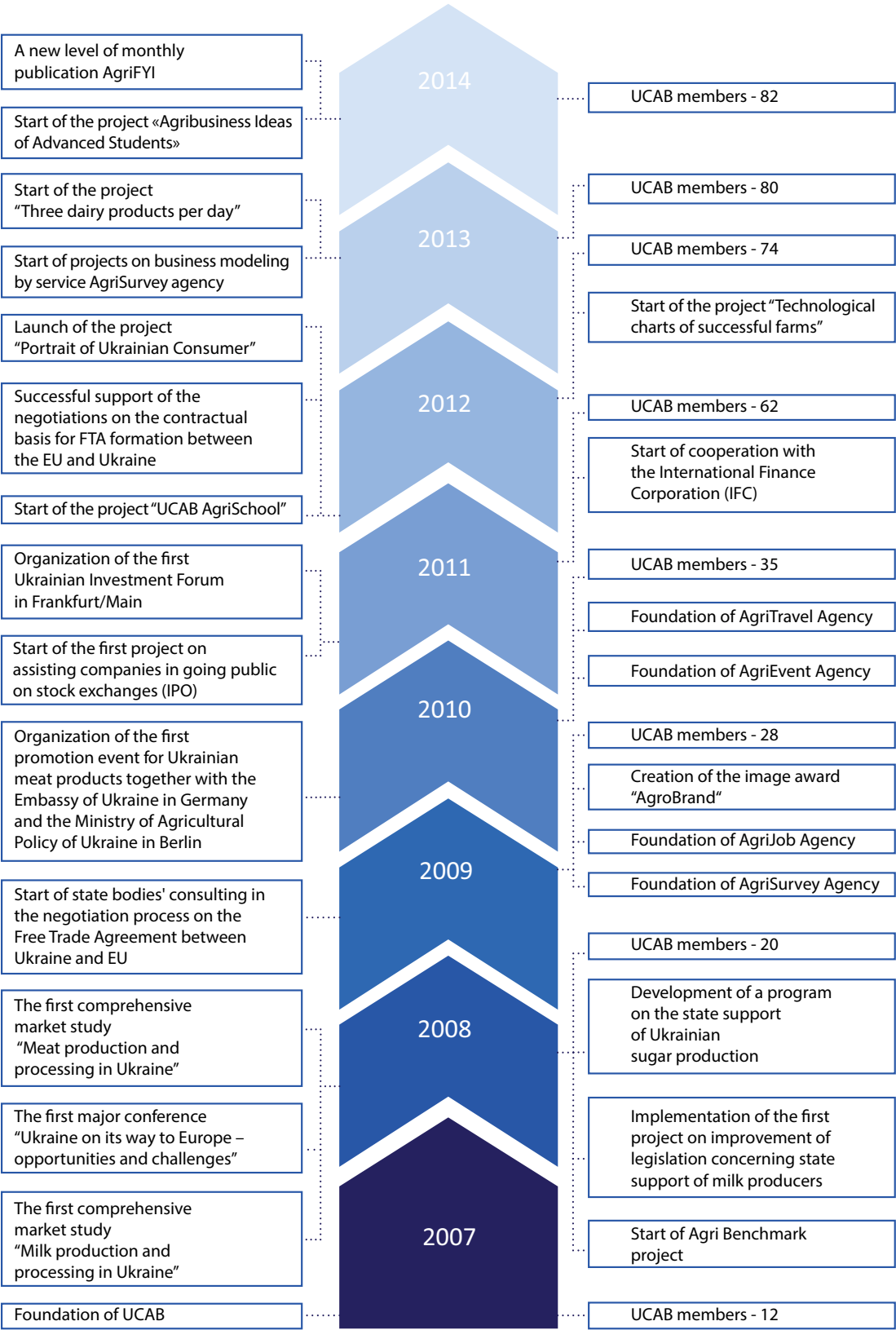
The main priorities in UCAB activities: to support in communication with the bodies of state power and administration, including involvement into legislation development; to set up beneficial communication for business (B2B); to provide the full-spectrum services for agricultural, food and resource companies.

OUR HISTORY



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.



Conference and event services for agribusiness!



"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 AGRICULTURE SECTOR FOR CORPORATE AND PRIVATE CLIENTS.

WHO WE ARE

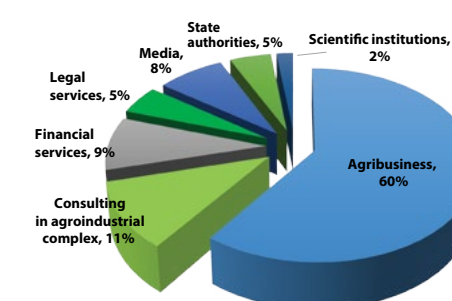
An experienced international team of professionals that are able to organize and conduct any kind of event, taking into account all requirements and specifics of the client and his activities.

OUR EXPERIENCE

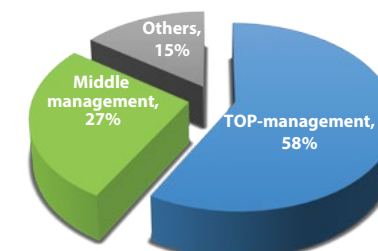
Since 2010 we have organized more than 100 national and international conferences with participation of over 10000 guests from more than 30 countries, in cooperation with leading Ukrainian and multinational companies, as well as embassies, ministries and research institutions.

Structure of the participants

by activity



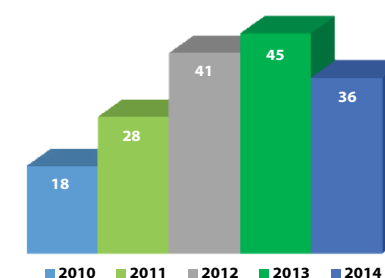
by management level



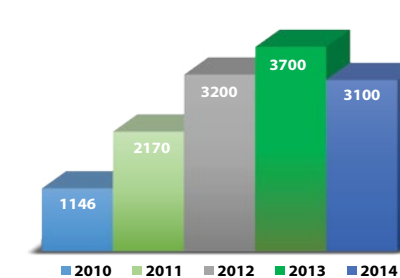
OUR SERVICES

- ✓ 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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"The labor market in the agricultural sector over the last years has become more dynamic and competitive, so it is difficult to find a competent professional today, and this process takes a long time. Each company has to choose its way to select personnel, but the benefits of collaboration with recruiters are obvious. Through cooperation with AgriJob we were convinced that specialization for the recruiter is a crucial factor. Working exclusively for the agricultural sector, AgriJob experts have selected candidates according to our requirements and needs in a very short time", — Vitaliy Zavadskyi, Director General, "Agrosolutions"

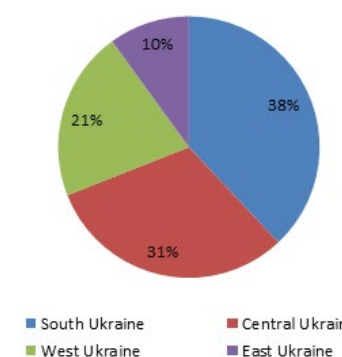
AGRIJOB UCAB PROJECT IS THE FIRST SPECIALIZED PROJECT ON RECRUITING PROFESSIONALS IN THE AGRICULTURAL SECTOR OF UKRAINE AND NIS COUNTRIES.

OUR ADVANTAGES

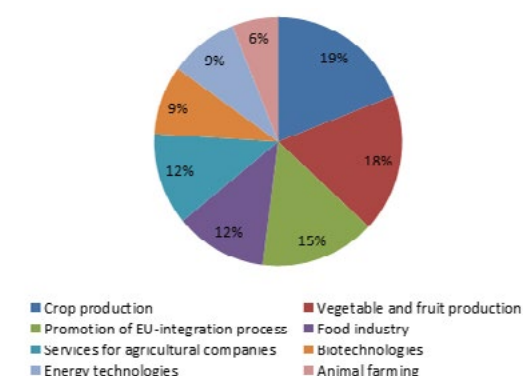
- ✓ Specialization in the agricultural sector
- ✓ Experience since 2009
- ✓ Recruiting professionals — only for the members of the Association «Ukrainian Agribusiness Club»
- ✓ Database of professional contacts
- ✓ Database of target resumes
- ✓ Cooperation with agricultural universities
- ✓ Portal on Employment in agriculture www.agrijob.com.ua
- ✓ Thematic events and surveys

Agribusiness Ideas of Advanced Students Project (AgriBIAS):

Regional distribution of business ideas



Sectoral distribution of business ideas



PROJECTS 2014

- ✓ Agribusiness Ideas of Advanced Students (AgriBIAS)
- ✓ Bayer CropScience Young Agronomist Day
- ✓ KWS Young Agronomist Day

OUR SERVICES

FOR EMPLOYERS

- ✓ Direct recruitment
- ✓ Headhunting
- ✓ Executive search
- ✓ Recruitment of young professionals
- ✓ Organization of educational events
- ✓ Recruitment via website www.agrijob.com.ua

FOR CANDIDATES

- ✓ Employment in agricultural companies
- ✓ Tips for better resume writing
- ✓ Techniques for successful interviews
- ✓ Participation in professional events
- ✓ Resume placement at www.agrijob.com.ua
- ✓ Search for open vacancies at www.agrijob.com.ua



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A photograph showing the silhouettes of three people in business attire. Two men and one woman are standing outdoors on a grassy area with trees in the background. The man on the left is holding a folder. The man in the center is holding a document. The woman on the right is gesturing with her hand. The image is in black and white, with the figures appearing as dark shapes against a lighter background.

FORMAT OF TRAINING

- ✓ A modular system that covers the entire production, management and marketing cycle in chosen sector
- ✓ Each module lasts 2-4 days (weekend system) that helps to attract a wide audience without long interruptions in their work
- ✓ Rolling system — the participant may join the training at any module
- ✓ Speakers — professionals and managers, representatives of agricultural sector who have successful practical experience in Ukraine, professors and researchers of leading Ukrainian and foreign universities as well as representatives of input suppliers.

MAIN AREAS OF TRAINING AT AGRISCHOOL

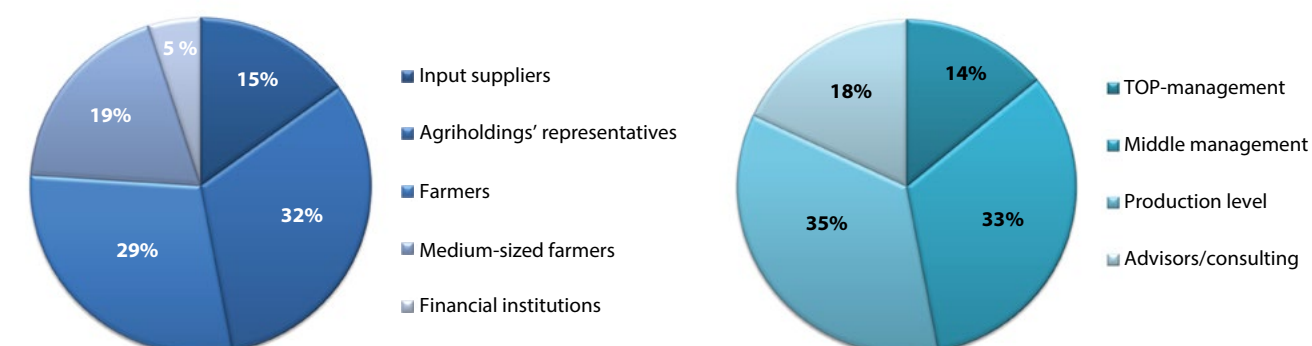
- ✓ Crop Production
- ✓ Dairy Cattle Management
- ✓ Fruits Production
- ✓ Berries Production

FOR CORPORATE CLIENTS

Corporate training is a form of enhancing professional knowledge and skills of professionals within the same organization to ensure the effective implementation of its strategic objectives. Trainings take place directly at the enterprises, it helps to ensure the minimum interruption in specialists' work.

Corporate trainings at UCAB AgriSchool are organized according to programs, launched individually for every particular company, and allow to meet the challenges of a company, making maximum use of its domestic resources.

PARTICIPANTS OF UCAB AGRISCHOOL





"Our strategy lies in support of farmers and in a better understanding of their needs, so every year we invest more than \$ 1.2 billion in research and development in order to create high-quality products and solutions to improve the efficiency of farmers and food quality. Besides global studies, we pay much attention to regional market environments. The main advantage of AgriSurvey is the direct contact with agricultural producers in Ukraine, which provides forecast accuracy and survey reliability. The result is a very good basis for understanding the needs of our customers in Ukraine, and thus the formation of a regional marketing strategy", — **Michiel de Jong, Business Lead of Monsanto in Ukraine, Russia and Belarus.**

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

AgriSurvey agency provides a full range of multi-client and ad-hoc marketing and business-consulting research for key players in agricultural and related sectors of Ukraine. Today, AgriSurvey is a leader on the market of ad-hoc research in agribusiness of Ukraine.

OUR EXPERIENCE

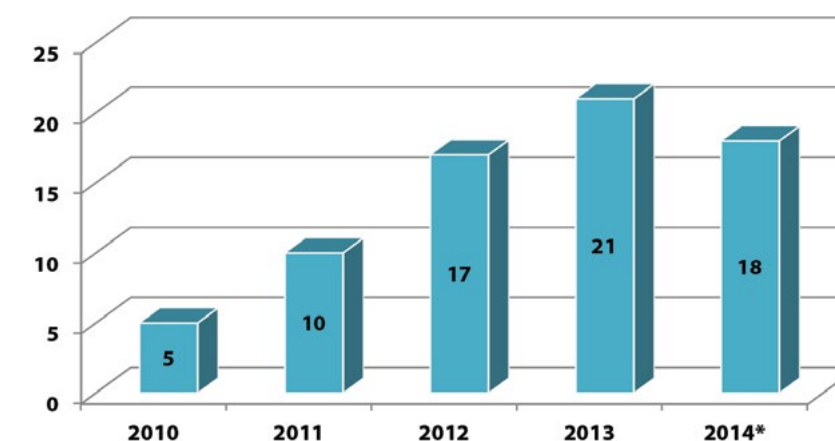
Since 2010:

- ✓ Over 100 fulfilled surveys and projects
- ✓ More than 18 000 interviews
- ✓ More than 120 top-companies of agricultural sector among permanent clients

OUR ADVANTAGES

- ✓ Professional team
- ✓ Excellent knowledge of the sector and direct contacts with top-managers of companies
- ✓ Unique database of over 10000 contacts in the agricultural sector
- ✓ High quality of research

Number of ad-hoc studies by AgriSurvey



OUR SERVICES

MARKET RESEARCH

- ✓ Qualitative and quantitative marketing 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 agroholdings and food companies
- ✓ Consumers — residents of all large cities of Ukraine
- ✓ Key experts of Ukrainian agri-food sector

BUSINESS-CONSULTING

- ✓ Business planning
- ✓ Financial modeling
- ✓ Budget development
- ✓ Consulting on salaries and wages
- ✓ Business assessment
- ✓ Invest-presentations

OUR CLIENTS

- ✓ Input suppliers for agriculture (agricultural machinery, agrochemicals, seeds, feeds, etc.)
- ✓ Producers of agricultural commodities
- ✓ Food processing companies
- ✓ International organizations



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Bringing the world to Ukraine and Ukraine to the world!



"In the field of travel organization, as well as in all others AgriTravel offers services on a very high professional level. The organization of business trips or trade missions, be it in Ukraine or abroad is usually outstanding. Through its many national and international partners, AgriTravel is always able to organize interesting travel programs incl. farm excursions, trade fair visits, stimulating discussions with other experts as well as cultural and sightseeing programs", — Yulia Andrushkina, Director for Marketing, Development, and Communication with Investors, Industrial Milk Company.

AGRITRAVEL — ORGANIZATION OF BUSINESS TOURS IN UKRAINE AND ABROAD

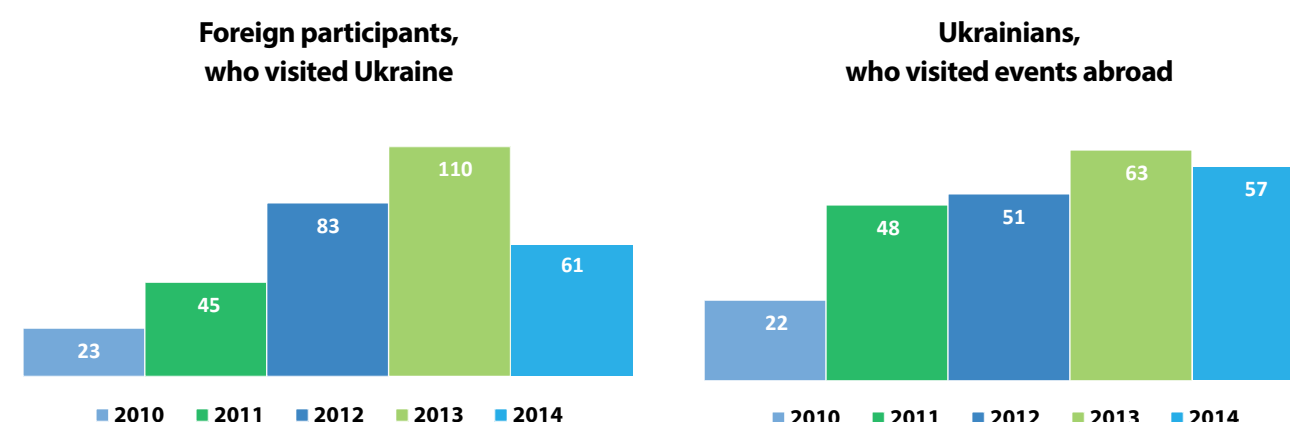
OUR EXPERIENCE

Since 2010, we have organized a large number of business events and business tours. The AgriTravel team initiated a range of successful projects of cooperation between partners and clients, was involved in projects with the Netherlands, Germany, Austria and Denmark, as well as international organizations such as the World Bank and International Finance Corporation. Totally, AgriTravel team has organized more than 20 tours both in Ukraine and abroad for the last four years.

OUR SERVICES

- ✓ organization of business trips in Ukraine and abroad
- ✓ individual and corporate agricultural tours
- ✓ business trips to international exhibitions and conferences in the agrifood sector
- ✓ organization of conferences, congresses, and B2B meetings
- ✓ trade missions to Ukraine, support of official delegations
- ✓ motivational trips and incentive tours
- ✓ cultural, cuisine and rural tours
- ✓ entertaining and active travel
- ✓ booking of plane tickets
- ✓ visa support
- ✓ booking of hotels
- ✓ transport service
- ✓ interpretation

DYNAMICS OF PARTICIPANTS NUMBER



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