



**UkrainianAgribusinessClub**

**Representing agribusiness in Ukraine**







### **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 on behalf of them, is indeed such an organization. Since

its foundation almost six years ago, UCAB 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 one 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, appearing to read 'Alex Lissitsa', with a stylized flourish at the end.





# Who we are

**Ukrainian Agribusiness Club (UCAB)** is a business association which represents the interests of major companies of the Ukrainian agri-food sector. In 2012, the importance of UCAB was confirmed by the affiliation of several companies from the Ukrainian financial sector with UCAB, aimed at development of cooperation with companies of the agricultural sector.

The five-year anniversary of UCAB, which took place in 2012, was marked by membership of the majority of large companies of the agri-food sector in Ukraine, and the further strengthening of the international image of the Association. A highly qualified team and a focus on the most important issues for Ukrainian agribusiness give UCAB the opportunity not only to represent the interests of the industry efficiently, but also to provide a solid foundation for further development. New projects of the Association, such as “UCAB AgriSchool”, which started in 2012, meet the most critical needs of the industry. Our activities cover the main sectors of the agri-food industry, including input supply, production and processing of finished food products. 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.

UCAB’s strategic task is to comprehensively assist agricultural and resource companies in their further development with the objective to realize the full potential of Ukrainian agri-food sector.

The work of UCAB includes both standardized approaches (membership, multi-client studies, conferences etc.), as well as individual ways of cooperation with partners when necessary. Membership in the association “Ukrainian Agribusiness Club” gives companies unquestionable benefits, from provision with information and knowledge to assistance in solving many practical questions.

In 2012 UCAB kept hold of the status Association No.1 in the agricultural sector of Ukraine, uniting more than 70 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 MAIN PRIORITIES OF UCAB ARE:



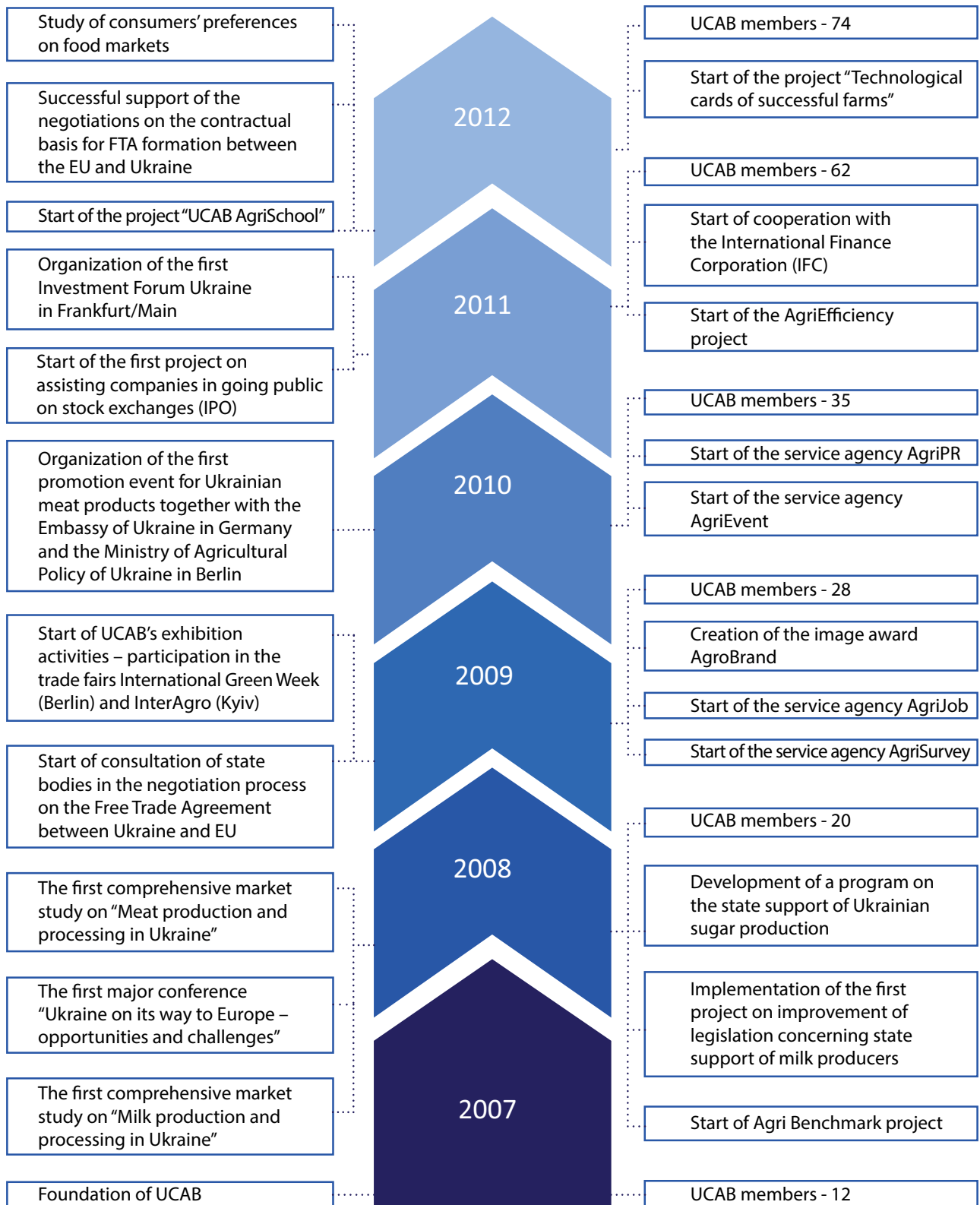




# Where we come from

UCAB, established in 2007 on the initiative of a handful of Ukrainian agricultural companies, has today become the association No. 1 in Ukrainian agriculture. Among its members and partners are more than 100 major 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.









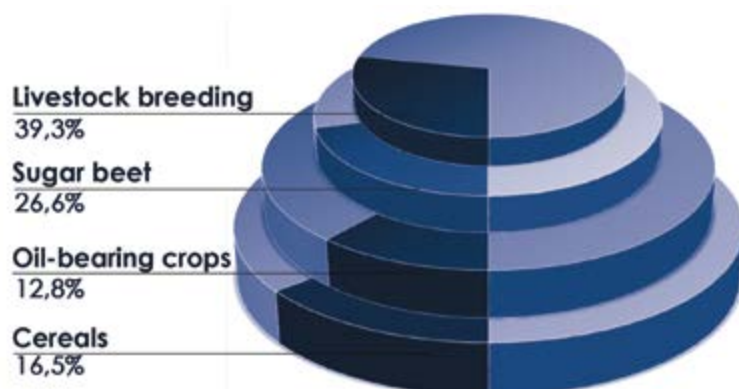
# Where we stand

Agricultural enterprises — members of Ukrainian Agribusiness Club and those who actively cooperate with us — cover the entire agricultural sector of Ukraine and in most cases hold leading positions in their respective direction.

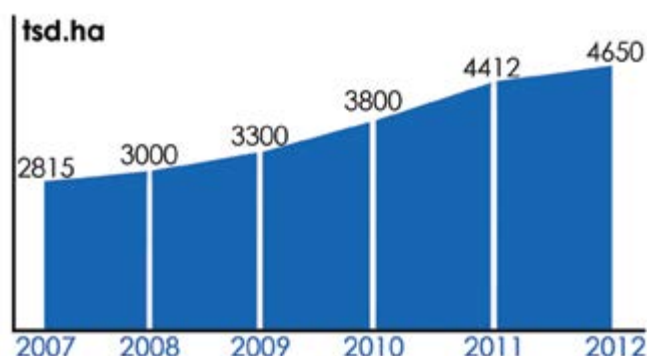
They cultivate more than 4.6 million hectares of farmland, making up 22% of the total lands cultivated by agricultural

enterprises; grow 16.5% of cereals, 12.8% of oilseeds and 26.6% of sugar beets of the total production of these crops by agricultural enterprises in Ukraine; keep 39.3% of all livestock raised in Ukraine. The share of agricultural products, produced by UCAB members, in GDP of Ukrainian agriculture amounts to 15%.

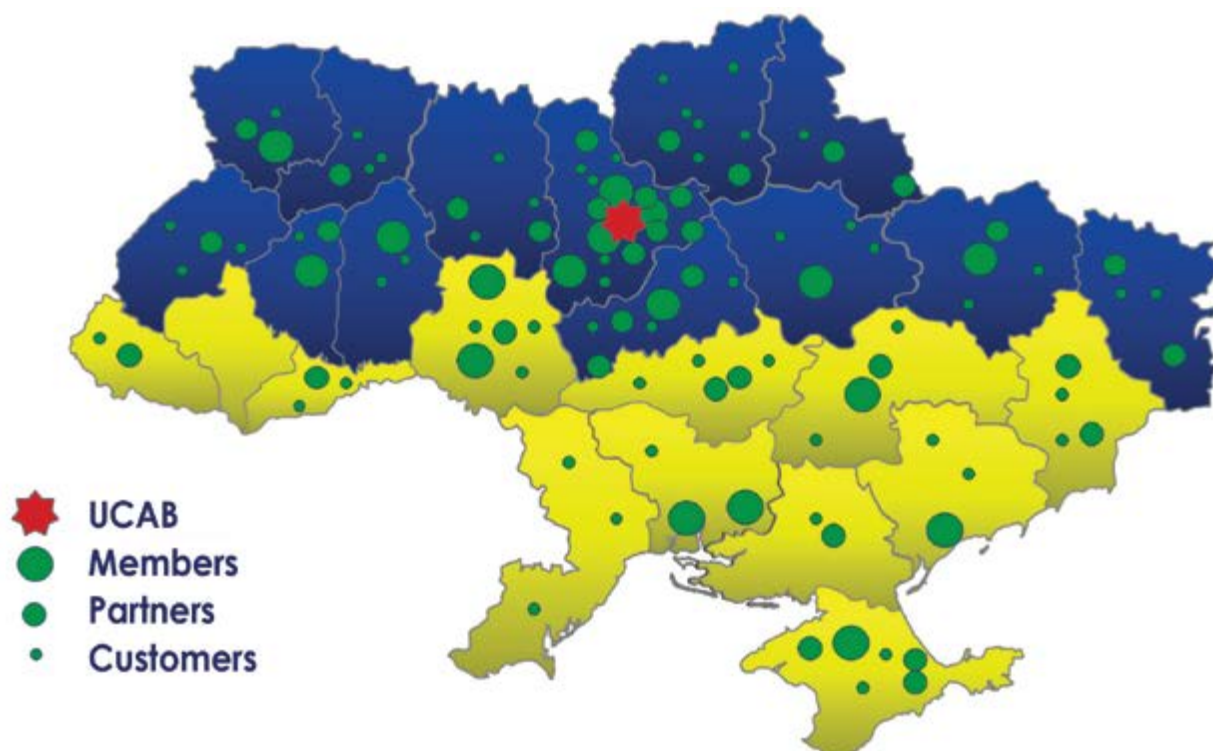
**Share of UCAB members and partners in agricultural production of Ukraine**



**Increase in land bank of UCAB members and partners**



**Activities' geography**







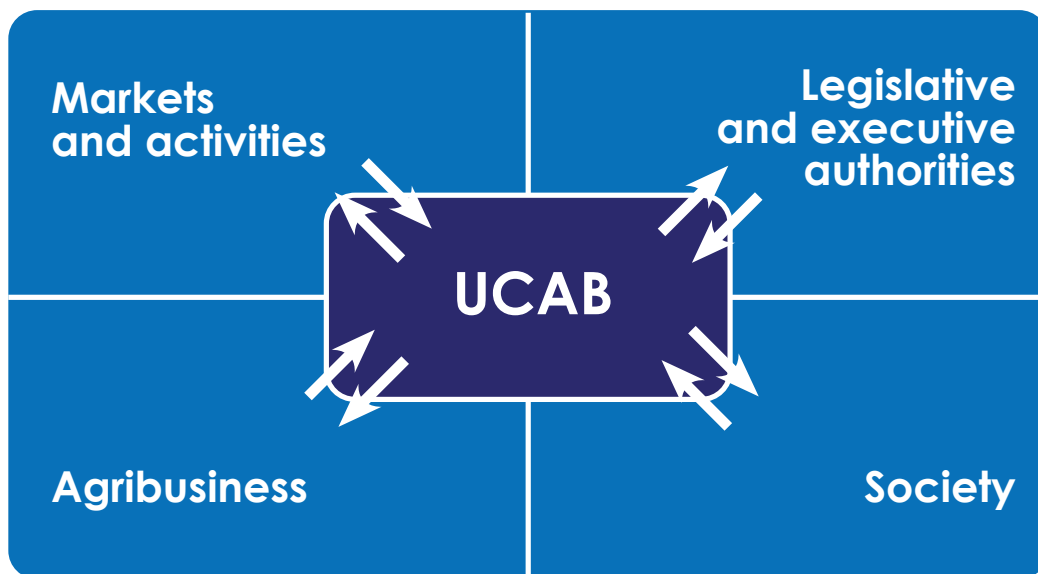
# Mission

Realization of the full potential of the Ukrainian agri-food sector is only possible when business strategies at the corporate level get harmonized with agricultural and general economic policy.

**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:** 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.









# AgriEfficiency

**AgriEfficiency** is a project of Ukrainian Agribusiness Club aiming at improvement of efficiency and profitability of agricultural enterprises in Ukraine. In 2012 a new direction of the project started:

## AGRICULTURAL PRACTICE

The publication comprises visualized descriptions of applied agricultural technologies (technological maps) of successful agricultural enterprises in Ukraine for production of major crops.

## FORMAT

Full color album with up to 200 A4 pages.

## STRUCTURE

3 sections by zones: steppe, forest-steppe, woodland. Sub-sections by crops: winter wheat, winter barley, spring barley, maize, sunflower, soybean, winter rape, sugar beet.

## TARGET AUDIENCE

Directors and agronomists of agricultural enterprises.

“The compendium of technological maps does not give a clear answer to the question on which approach is the most efficient in agriculture. However, the opportunity to learn about different technologies and experiences of other producers will certainly be interesting and useful for every agricultural producer” — Yuriy Zakharov, Chief agronomist, Agrotrade Group



## PARTICIPATION FOR AGRICULTURAL COMPANIES IS FREE!

You want to compare your technologies with the best agricultural companies? Contact us!

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# AgriEvent

**AgriEvent** offers a full range of high-level conference and event services in the agri-food sector for corporate and private clients.

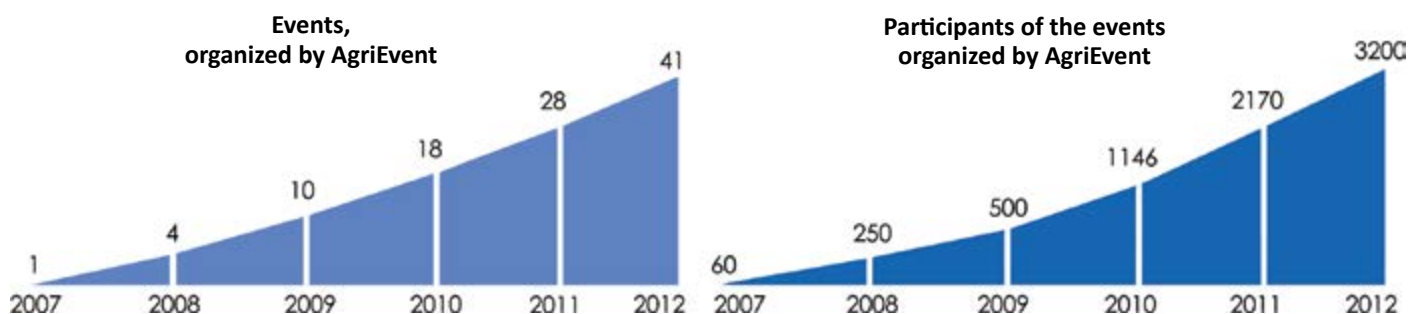
## WHO WE ARE

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

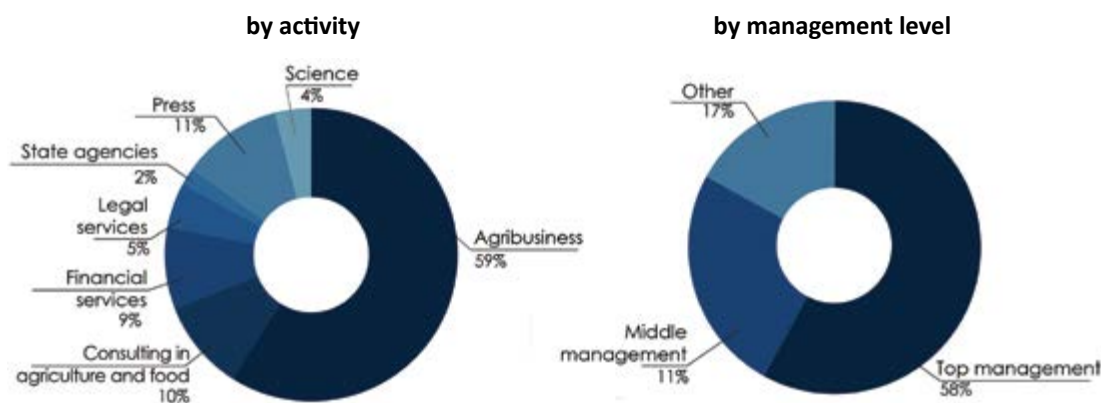
## OUR EXPERIENCE

Since 2007 we have organized more than 100 national and international conferences with participation of 7300 guests from more than 30 countries, in cooperation with leading Ukrainian and multinational companies, as well as embassies, ministries and research institutions.

"Events, organized by AgriEvent, 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 the conferences' participants serves as the basis for doing successful and efficient agribusiness in Ukraine. AgriEvent is the leader of event management and conference services for the Ukrainian agri-food sector", — **Peter Krimm, Country Manager, John Deere Ukraine**



### Structure of the participants



## OUR SERVICES

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

**AgriEvent** is the leader of high quality conference and event services for Ukrainian agribusiness!

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## WHO WE ARE

**AgriJob** offers a range of employment and recruitment services in the agribusiness sector in Ukraine, Russia and other European countries:

- Confidentiality, professionalism, quality
- Long-term experience in the agricultural sector
- In-depth knowledge of the industry and its professionals
- On-going monitoring of the recruitment market
- A database of more than 10,000 resumes
- Cooperation with agricultural universities
- 90% of successfully closed vacancies
- Individual pricing, and discount systems
- Preferential conditions for UCAB members

## OUR SERVICES:

### FOR EMPLOYERS

- Direct recruitment
- Headhunting
- Executive search
- Recruitment of young professionals
- Organization of educational events
- Recruitment via website [www.agrijob.com.ua](http://www.agrijob.com.ua)

### FOR CANDIDATES

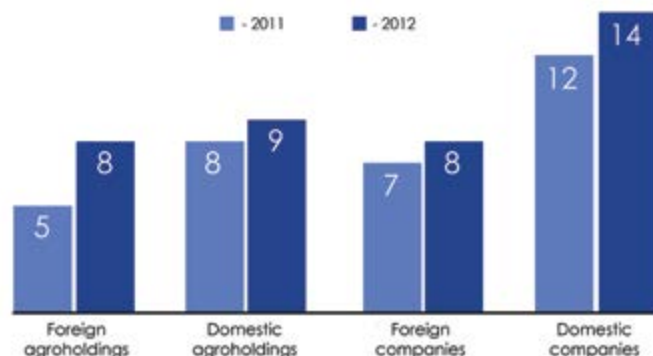
- Employment in agricultural companies
- Tips for better resume writing
- Techniques for successful interviews
- Participation in professional events organized by AgriJob
- Resume placement at [www.agrijob.com.ua](http://www.agrijob.com.ua)
- Search for open vacancies at [www.agrijob.com.ua](http://www.agrijob.com.ua)

## PROJECTS IN 2012

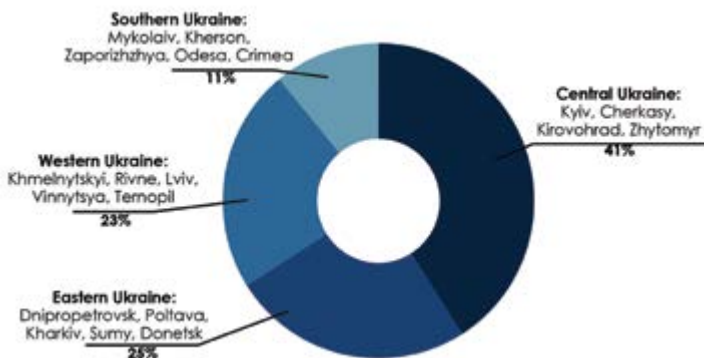
- Job Fair for agricultural professionals "AgriJob — work in agriculture"
- Roundtable for HR specialists
- Young agronomist's day
- Website for employment in agriculture [www.agrijob.com.ua](http://www.agrijob.com.ua)

"The labor market in the agricultural sector over the last years has become more dynamic and competitive, so it is difficult today to find a competent professional, 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 in a very short time selected candidates according to our requirements and needs", — Vitaliy Zavadskyi, Director General, "Agrosolutions"

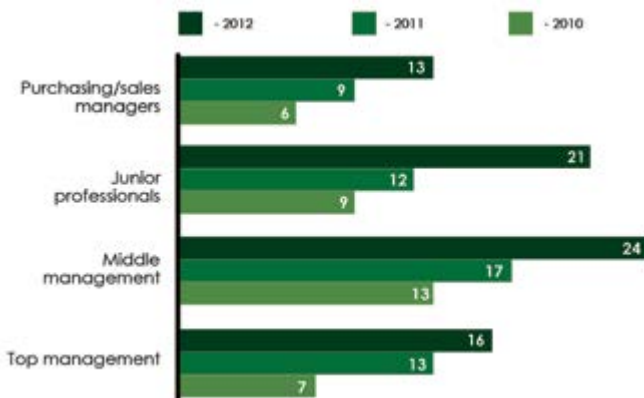
Share of foreign and domestic clients of AgriJob



Closed vacancies in 2012 by regions



Demand for personnel search through AgriJob by management levels



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**Bringing the world to Ukraine and Ukraine to the world!**

## WHO WE ARE

**AgriTravel** is a service agency of UCAB and leading in the field of high-level agricultural business tourism in Ukraine. The team consists of internationally educated and highly experienced professionals, who are committed to providing the best possible service to our clients.

## OUR EXPERIENCE

Since 2007, we organized a large number of business events and business tours in Ukraine and abroad. The AgriTravel team initiated a number of successful projects of cooperation between partners and customers, 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.

"In the field of travel organization, as well as in all others UCAB 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, UCAB 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. No matter, whether it is an individual or group tour, there is always an outcome" — **Oleg Todchuk, Vice-President for Development, Industrial Milk Company**

## WHAT WE DO

AgriTravel offers a wide range of individual and corporate agricultural business tours. Whether you like to combine business with pleasure, or you wish to focus on technical aspects of agriculture, our individual tours are what you are looking for!

We develop an individual program for your trip, taking into account all your needs, in close collaboration with you. We can offer "turnkey" trips that include accommodation, transport, meals, translation services, farm visits and sightseeing, leaving you an opportunity to relax and focus on the purpose of your visit.

If you are looking for business development opportunities in Ukraine, want to visit international exhibitions, see how farming is done in other countries, are interested in cultural events, or want to offer your employees or partners incentive programs, we are always ready to provide you with the full range of services, including visa support, transport service, accommodation and translation.

## 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
- trade missions to Ukraine, support of official delegations
- motivational trips and incentive tours
- VIP-tours
- cultural, food and village tours
- weekend tours

**AgriTravel is Ukraine's leading travel agency in the agricultural sector.**

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# AgriSchool

## WHO WE ARE

The aim of **UCAB AgriSchool** is to raise the qualification of agricultural specialists in the main directions of agricultural production through obtaining of theoretical knowledge and improvement of practical skills.

## FORMAT

A modular system (the first in Ukraine) that covers the entire production, management and marketing cycle in crop production.

Each module lasts 3-4 days (Thursday-Sunday). Theoretical instruction is closely connected with the practical use of knowledge obtained during the seminars.

For the convenience of students a "rolling system" is used - the listener may join the school at any module.

Target audience: graduates of agricultural universities, professionals, employed in agricultural and related sectors.

"UCAB AgriSchool" is a project through 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")**

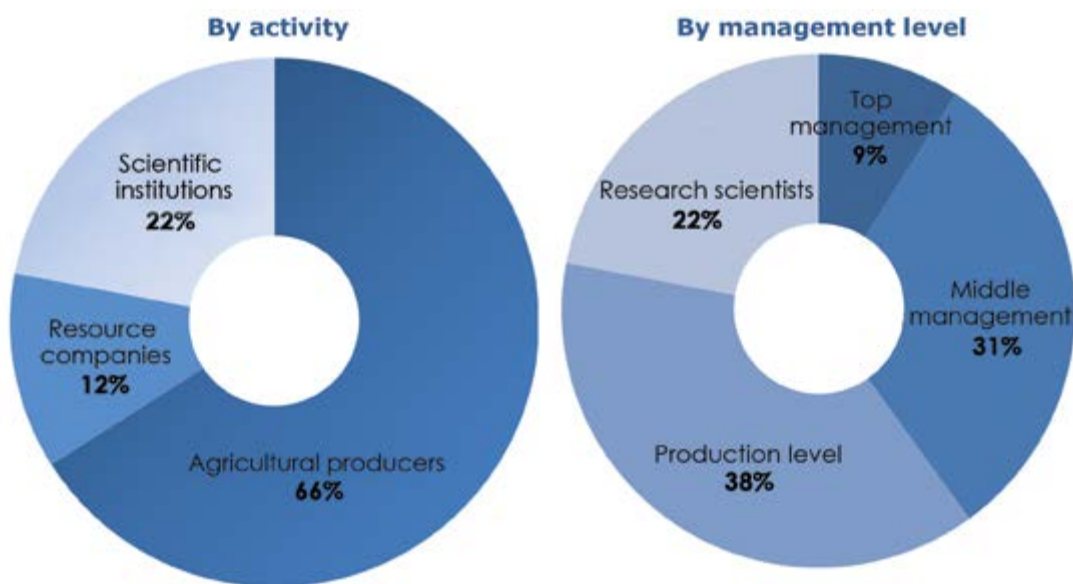
## INSTRUCTORS

AgriSchool instructors are representatives of leading Ukrainian and international universities, agribusiness and resource companies.

## CERTIFICATE

As a result of completed training at UCAB AgriSchool and successful graduation, the listener obtains a Certificate as well as applicable theoretical and practical skills that allow him being a competitive expert in the labor market and an efficient manager.

## UCAB AGRISCHOOL PARTICIPANTS



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# AgriSurvey

## WHO WE ARE

**AgriSurvey agency** provides a full range of multi-client and individual marketing research for key players in agricultural and related sectors of Ukraine. The agency conducts both qualitative and quantitative marketing research, including in-depth and expert interviews, telephone and personal interviews, surveys and data analysis using different methods.

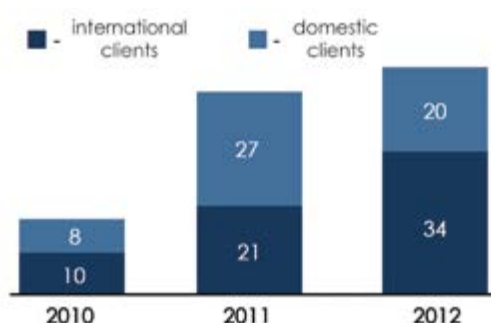
Ranging from our monthly newsletters with current news of the sector to our detailed and in-depth research of markets with existing trends and future prospects, we are continuously bringing our customers information and knowledge they need to perform better in the industry.

## OUR ADVANTAGES

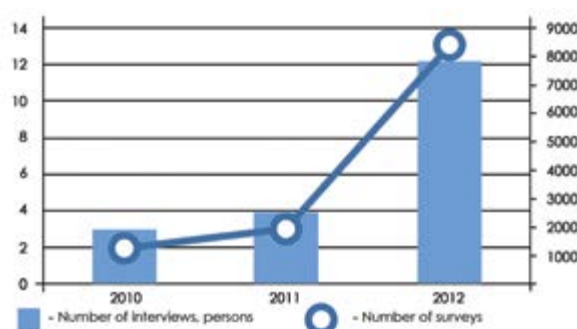
AgriSurvey agency has a regularly updated database of about 10,000 agricultural enterprises with contacts, legal, statistical and performance indicators and maintains contacts with the owners and managers of the largest producers and processors of agricultural products. The AgriSurvey team consists of high-level professionals (two doctoral degrees, six Masters of Business Administration) with background gained in leading Ukrainian (National University "Kyiv-Mohyla Academy", National University of Life and Environmental Sciences of Ukraine) and international universities (The University of Queensland, Australia; Humboldt University of Berlin, Germany; Leibniz Institute of Agricultural Development in Central and Eastern Europe, Halle, Germany; Wageningen University, The Netherlands; Free University of Berlin, Germany; Weihenstephan University of Applied Sciences, Germany).

"Prosperity of agricultural producers is a recipe for success to Monsanto. 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**

**Among clients of AgriSurvey are domestic and foreign companies and organizations**



**In ad hoc studies, direct contact with target audience plays an important role**



## AREAS OF EXPERTISE

AgriSurvey agency has experience in marketing and economic research in the following sectors:

Agriculture and food processing:

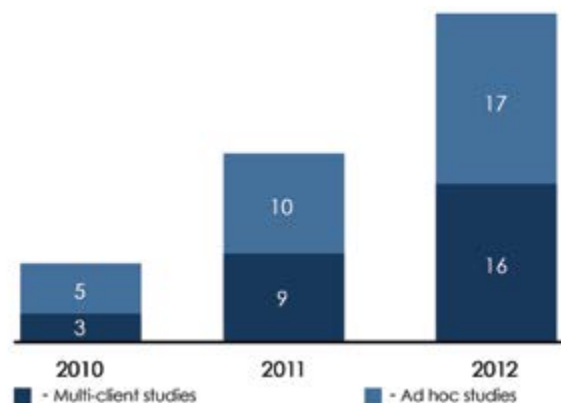
- crops (grains, oilseeds, sugar beet, fruits and vegetables),
- sugar industry,
- animal products (milk, beef, pork, poultry),
- dairy products,
- meat processing

Inputs:

- seeds
- agrochemicals
- agricultural machinery
- financial and insurance instruments

The agency actively develops new products, aimed at support of decision-making by top and middle managers from the agricultural sector. Among these products are: "LFM Journal" and the study "Portrait of Ukrainian Consumer".

**Number of studies conducted by AgriSurvey increases from year to year**



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