### DOING BUSINESS IN UKRAINE

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### Ukraine



### **Basic information**



Area (sq km) 603,700

Population (million) 42.76

Capital Kyiv

Data code UA

**Urbanization** 68%

**Currency** Hryvnia (UAH)

### Modern history of Ukraine

1991

Declaration of Independence

1996

Adaptation of a new constitution

2004

Orange Revolution

## Modern history of Ukraine (cont.)

Jan.2006

Energy Crisis#1 (Gas conflict)

Jan. 2009

Energy Crisis#2

Nov. 2013

Euromaidan

## Modern History of Ukraine (cont.)



Annexation of Crimea

March 21, 2014 Sign a part of The EU Association Agreement

May 11, 2014 Referendums in Donesk and Lugansk

May 25, 2014 Election of president Poroshenko

## Modern history of Ukraine (cont.)

June, 2014

 Beginning of the Anti-terrorist Operation (ATO)

September 5, 2014

Meeting in Minsk

September 16, 2014  Ratification of EU Association Agreement

### Ukraine 2015

#### REGIONS OF UKRAINE (2015)



### Ukrainian emerging market

- highly skilled and well-educated labor force with vast potential
- large domestic market
- well-developed industrial base
- access to a variety of resources
- strategic location connecting Europe and Asian markets

## Ukrainian ratings in the leading economy assessments

Rating	Year	Position
Doing Business (World Bank)	2016	83 of 189
Economic Freedom Index (the Heritage Foundation)	2015	162 of 178
Global Competitiveness Report (World Economic Forum)	2015-2016	79 of 140
Global Innovation Rating (Bloomberg Rankings)	2015	64 of 141

### Ukrainian mentality

**Dualism** 

Female sex

Ukrainian mentality

"Hutoryanstvo"

Universalism

## Ukraine

politeness

reliability, clan

ambition, nepotism,

cunning

**lubricity** 

optimism, bribery

	is the link between  East and West		
the <u>Western</u> mentality	the <b>Eastern</b> mentality	the <u><b>Ukrainian</b></u> mentality	
independence, individualism	collectivism	individualism, collectivism	
egalitarianism, self-	hierarchy, ritualism	self-confidence, hierarchy	

confidence

straightforwardness,

determination

reliability, commitment

initiative, ambition, mobility

accuracy, punctuality

energy, optimism

dependence, clan

politeness, deference

nepotism, cunning

**lubricity** 

fatalism, bribery

## Ukrainian mentality (dualism)

The western Ukrainian mentality

Ukraine is not Poland

The eastern Ukrainian mentality

Ukraine is not Russia

### Female sex



- world-historical mission of Ukrainian nation is
- Mother-guardians of European civilization

### "Hutoryanstvo"



- > the mentality of farmer
- natural state of the Ukrainian nation
- feature of Ukrainians

### Universalism

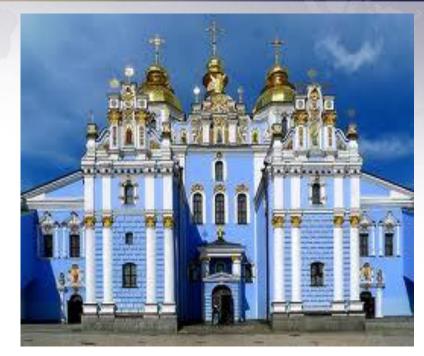
easily takes several professions of related occupations

can quickly find innovative solutions in difficult situations

has the imagery and the desire to decorate

# Ukrainian psychological trump card





Baroque style

## Ukrainian fashion designers









### Ukrainian business cultural profile

personal, close face-to-face relationship home-like work atmosphere long-term relationships of employee to company high loyalty

## Ukrainian cultural profile: problems

- Relatively big power distance, dominating collectivism and less willing to take risks
- ➤ Paternalism
- ➤ Deregulation

## THANK YOU for your attention!!!

