

UKRAINIAN TRADE MISSION TO DENMARK AND SWEDEN FOR UKRAINIAN FOOD AND BEVERAGES PRODUCERS

TRADE MISSION BACKGROUND:

Trade mission is organized by EBRD under the EU4Business initiative “Ukraine: Consolidation of SME export potential and facilitation of access to foreign markets.”

Trade mission sector: Food processed, Organic Food

Dates: 11-14 of November 2019

Cities: Copenhagen, Malmo, Stockholm

Trade mission participants description: up to 12 Ukrainian SME’s producers of food and beverages. Ready for private label production. Same companies will visit both Denmark and Sweden.

Trade mission goal: to provide opportunities for export ready SME’s to rise/start export.

Trade mission tools: individual B2B meetings, site visit in Denmark and Sweden, trade mission briefing.

Project draft program:

July 2019 – Promo event in Kyiv

August 2019 – Interviewing trade mission applicants. Finalizing the list of trade mission participants from Ukrainian side.

November 2019 – Trade mission:

Day 1 (11.11.2019 – Monday) – Experience day in Denmark

10:30-12:30 - Briefing for Ukrainian Participants

14:00 - Site visits

Day 2 (12.11.2019 – Tuesday) - B2B Day in Denmark

10:30 – 16:30 - Individual B2B meetings

After 18:00 - Departure to Malmo by bus

Day 3 (13.11.2019 – Wednesday) - Nordic Organic Food Fair

Group visit to Nordic Organic Food Fair

Site visits (TBC)

Departure to Stockholm by plane

Day 4 (14.11.2019 – Thursday) - B2B Day in Sweden

Individual B2B meetings

BUSINESS CONSULTANT TERMS OF REFERENCES

1. Market intelligence materials

Develop two market guides. One document dedicated to Denmark, another to Sweden. The documents supposed to be ready in July for conducting a promotional event where Ukrainian SMEs of selected sectors will be invited to hear why the proposed trade mission is useful for their enterprise.

The materials should be developed in a template provided by the project. Each country profile should include at least:

- Country profile — basic;
- Trade with Ukraine statistics overview;
- In-depth overview of the chosen sector in the country;
- Market segmentation, market trends
- Consumer preferences
- Retailers overview
- Import duties, import restrictions
- Key regulatory bodies and regulations specific
- Perspective products for export from Ukraine among preselected sector
- Recommendations on how to enter the market for the products identified as perspective
- Major industry events

2. Promo event.

Participate in a Promo event in Kyiv as one of the speakers presenting “Trade opportunities for Ukrainian companies in Sweden and Denmark” and cultural aspects while dealing with Swedish and Danish companies.

NOTE: Flights, accommodation and per diems for a business consultant will be covered separately. Please additionally provide separate calculation for flights, accommodation and per diems for 2 days stay in Kyiv per 1 consultant.

3. Selection of Ukrainian companies

Conduct screening of applied Ukrainian SMEs, to select the SMEs, which will be most demanded, export ready to select up to 12 SMEs for participation in the trade mission (usually up to 25 Skype calls 30 minutes each). Provide feedback to each interviewed company.

4. B2B organization

The target is to conduct at least 3 individual b2b meetings per SME in each country. Considering that companies could cancel the meeting at the last moment, at least 5 meetings per SME in each country are expected to be scheduled.

- Provide a long list of prospective partners per each SME. The list must at least include: company name, website, company category, operation field, general contact information;
- B2B meeting scheduling. Develop draft b2b meetings schedule 1 week prior to visit — pre-final.
- Develop final b2b schedule – 2-3 days before the event;
- Provide updates to the participant and the project manager.

- Provide feedback to each company from the long list (why are they interested/not interested in taking part in the B2B event?).

5. Business packages for each SME-participant

To develop business packages for each SME-participant. Must include:

- individual B2B schedule
- short description of the companies coming for B2B (incl. personal contact information of the companies representatives, position and sourcing preferences (what products company is looking for?; preferable cooperation terms and conditions if we know them, recommendations if any).

The materials should be developed in a template provided by the project.

6. Site visits

To organize at least 2 site visits in each country. The visits must be guided by the consultant.

NOTE: Please calculate a cost for group transportation separately.

7. Pre-briefing

To organize and conduct a briefing for the delegation on their arrival to Scandinavia, before the B2B days. Be ready to present in details Market Research and b2b program.

The possibility to involve the representatives of Danish Standards Foundation or relevant organization will be beneficial.

8. Reporting

Develop and provide the project report, no later than a week after the end of the mission. The report should at least include:

- The final schedule of conducted b2b meetings with contacts;
- List of the contacted companies within the project with contacts and the feedback;
- Challenges faced within the B2B preparations and recommendations for future events;
- Folder with presentations conducted during the trade mission program.

9. Trade mission promo materials

Support the preparation and adaptation of the Ukrainian companies profiles to the Nordic markets specific for the further distribution.

10. Venue

Organize the venue for the following activities:

- For the pre-briefing.
- b2b session in Denmark and Sweden

The meetings could be organized at the hotel 4-5*, conference spaces or consultant's agency office if the premises allowed that.

Preferable requirements for the venue for the pre-briefing:

- Modern room, easy to access and find;
- Up to 50 people to accommodate;
- Theater style seating;

- Technical part of pre-briefing venue: big screen available for broadcasting video content, sound system, 2 cordless microphones (if needed)
- WI-FI

Preferable requirements for the venue for b2b session must be:

- Modern room, easy to access and find;
- Island style seating (12 big tables - 1 table per 1 company, registration desk, and zone/tables for samples).
- Available catering services;
- Stage is a plus;
- Big screen available for broadcasting video content
- Sound system
- 2 cordless microphones
- WI-FI



11. Catering services.

For the pre-briefing: soft drinks (water)

For the B2B days: Tea, coffee, water and basic snacks available during B2B sessions (non – stop), lunches for up to 40 guests.

12. Staff.

Staff organized onsite to conduct the following tasks:

- Registration of guests
- Introducing participants of b2b to each other
- Distribution of materials
- Room set up
- Coordination of catering

13. Additional services

Transfer from Copenhagen to Malmo for up to 30 people.