**Terms of reference.**

**Ukrainian trade mission to India.**

**Background.**

India is Ukraine's largest trading partner in the Asia-Pacific region.
The volume of trade turnover between Ukraine and India in the first ten months of 2018 increased by 1.5% to $2.3 billion.

The exports of Ukrainian products amounted to over $1.8 billion.

Ukraine is already known in India as a reliable partner for trade and investment cooperation, and the Ukrainian economy shows steady growth. Different activities, including meetings of bilateral intergovernmental commissions and their working groups in specific areas, will allow maintaining the positive dynamics of the interstate dialogue and intensifying the interaction between the entrepreneurs of Ukraine and India.

***EPO invites you to provide a proposal (including financial) for organization of a trade mission to India in the Spring of 2019, for up to 8 Ukrainian SMEs of 1-2 sectors, with activities in 2 cities of India with a goal to provide business opportunities to selected Ukrainian companies through business networking/individual b2b meetings and capacity building.***

**Purpose of the activity:**

Provide trade opportunities to Ukrainian SMEs to enter/grow exports to the market of India by creating a platform for establishing business contacts with Indian businesses.

**Objectives:**

* Provide Ukrainian SMEs mentoring in preparation for the event;
* Explore export-import relations with India, trade barriers and legal features
* Establish B2B contacts in the business sector of India
* Promote Ukraine as a reliable partner for trade and investment;

**Tools:** budget available, dedicated EPO manager.

**Program plan must include:**

1. Development of Market intelligence sector specific;
2. Promo-event in Ukraine with participation of an Indian consultant;
3. At least 12 individual interviews between SMEs, EPO and a consulting firm conducted to select up to 8 delegates of the trade mission;
4. Organization of two B2B sessions in two cities of India;
5. Organization of two site visits in India sector specific;
6. Delegation support during the trade mission in India;
7. Pre-briefing on “how to enter the market of India” on the arrival to India;
8. Providing consultations to selected SMEs;
9. Logistics of the events onsite;
10. Financial proposal.