

THE STATE OF SME IN UKRAINE

EUROPEAN BUSINESS ASSOCIATION

The European Business Association (EBA) is the ultimate voice of business in Ukraine and one of the most influential business communities in the country. The EBA strives to ensure open and transparent communication between business and authorities to enhance the business climate and attract investments into the state's economy.

The EBA is one of the largest business unions in Ukraine with a developed network of offices in Kyiv, Lviv, Kharkiv, Dnipro, and Odesa. It brings together more than 900 companies from different industries that create over 700 thousand jobs in Ukraine. One of the EBA's priorities is facilitating European integration efforts of Ukraine.

More information: www.eba.com

UNLIMIT UKRAINE

Unlimit Ukraine is a platform for the development of small and micro-businesses created by the European Business Association.

The project provides comprehensive support through educational events, consultations, participation in international cooperation programmes, networking, and discussions on relevant business issues.

Small and micro-businesses with sole proprietorship status can join the project regardless of their field of activity. Currently, Unlimit Ukraine includes 9,000 SME representatives.

More information: www.eba.com.ua/unlimit-ukraine

ANNA DEREVYANKO

EBA Executive Director, Co-founder and CEO, GB4U

Executive Director of the EBA since 2003.
During this time, the Association has grown fourfold.

Anna is a member of the Supervisory Board of Raiffeisen Bank Aval, the Business Ombudsman Council, the Children of Heroes Charitable Foundation, and a member of the GLOBSEC Support Council, Women on Boards, and the Advisory Board of the Norwegian-Ukrainian Chamber of Commerce.

Anna is also a Co-founder and CEO of **Global Business for Ukraine**, an organization that aims to unite international companies around Ukraine.



**Business environment for SME
in Ukraine before and after
Russia's full-scale invasion of
Ukraine in 2022**

THE SMALL BUSINESS SENTIMENT INDEX

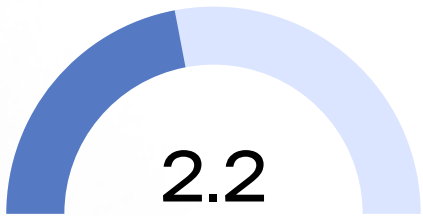
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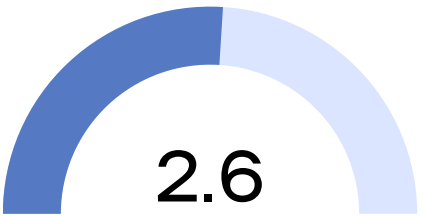
3.0

2019



2.2

2020



2.6

2021



2.4

2022



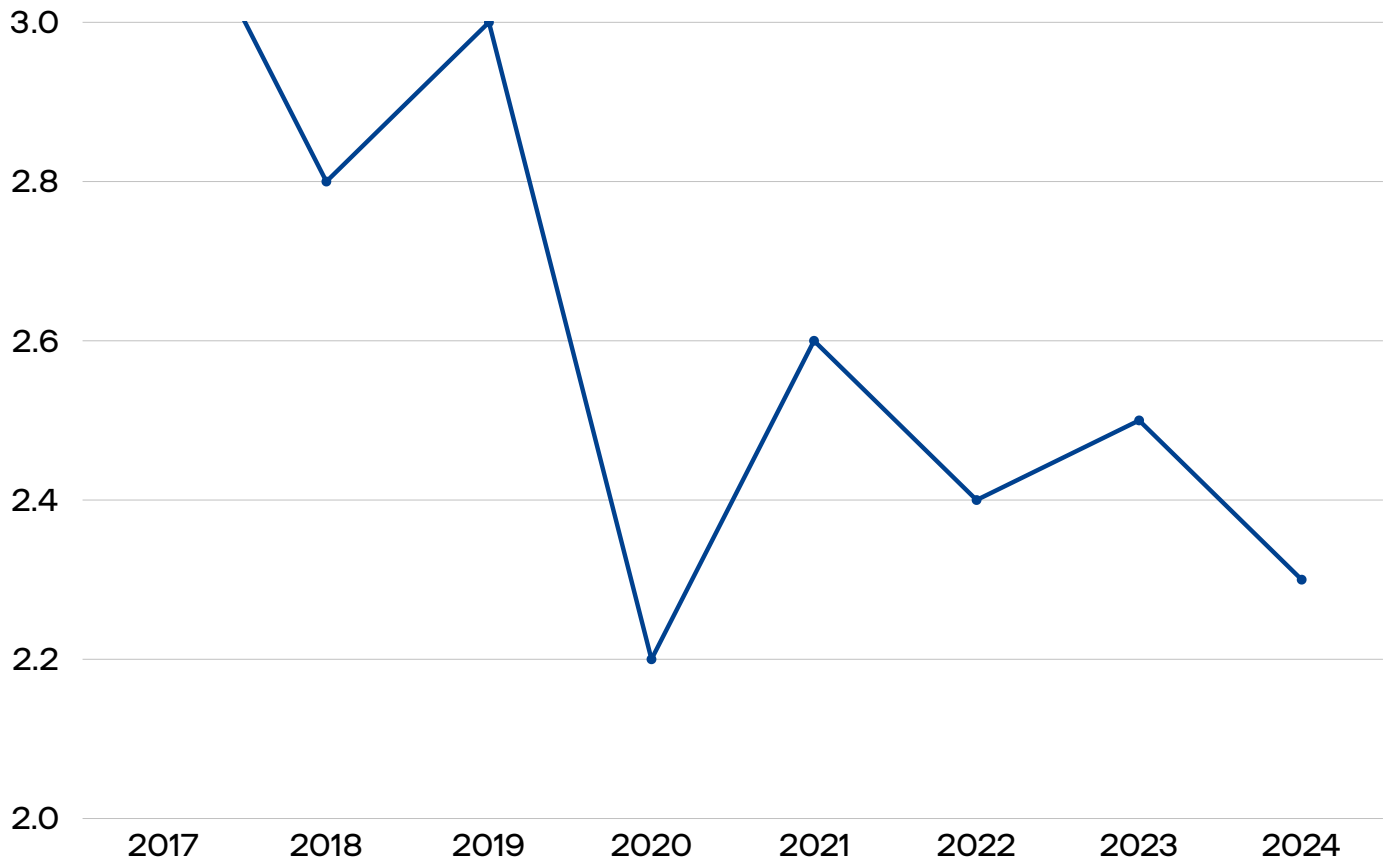
2.5

2023



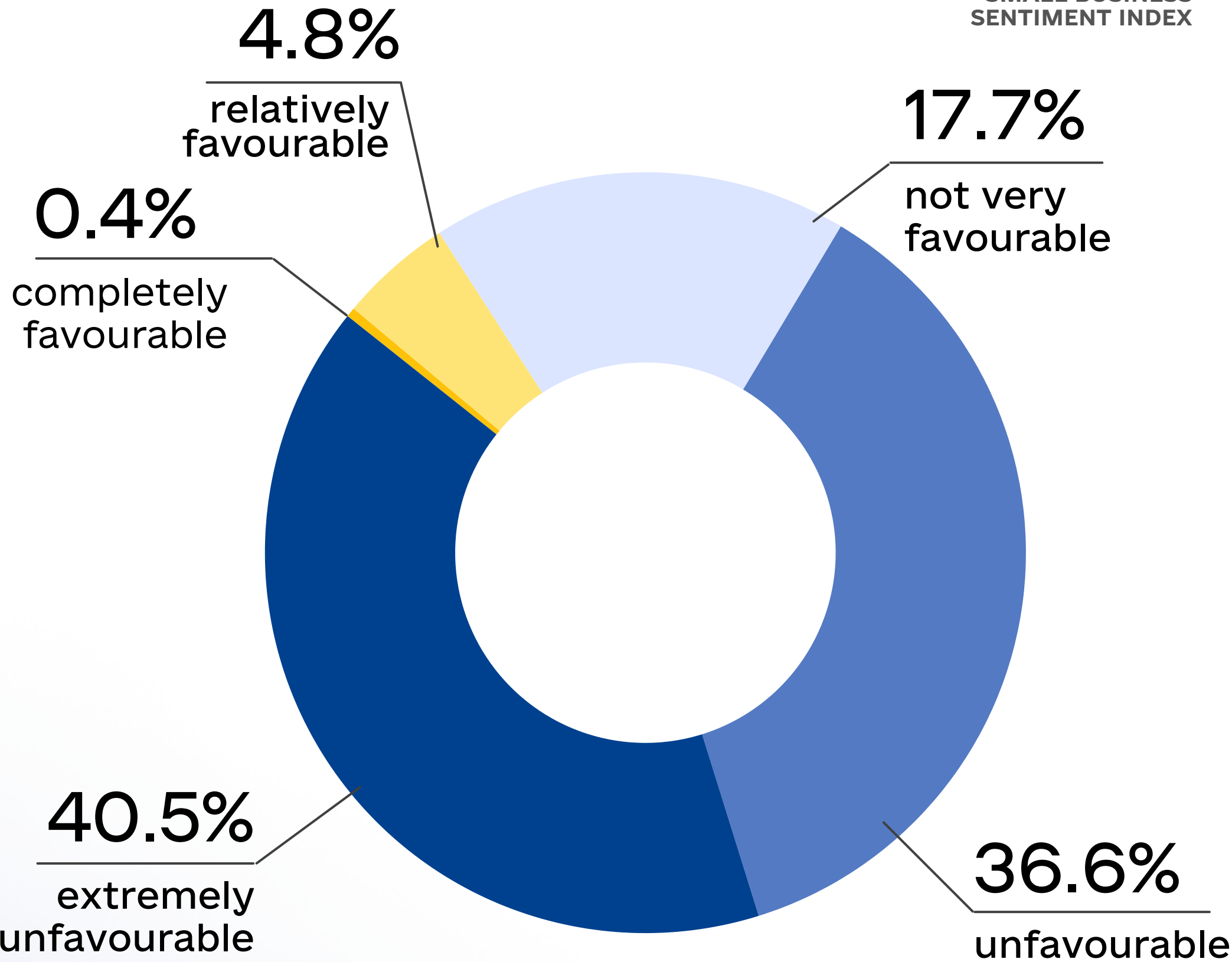
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2024



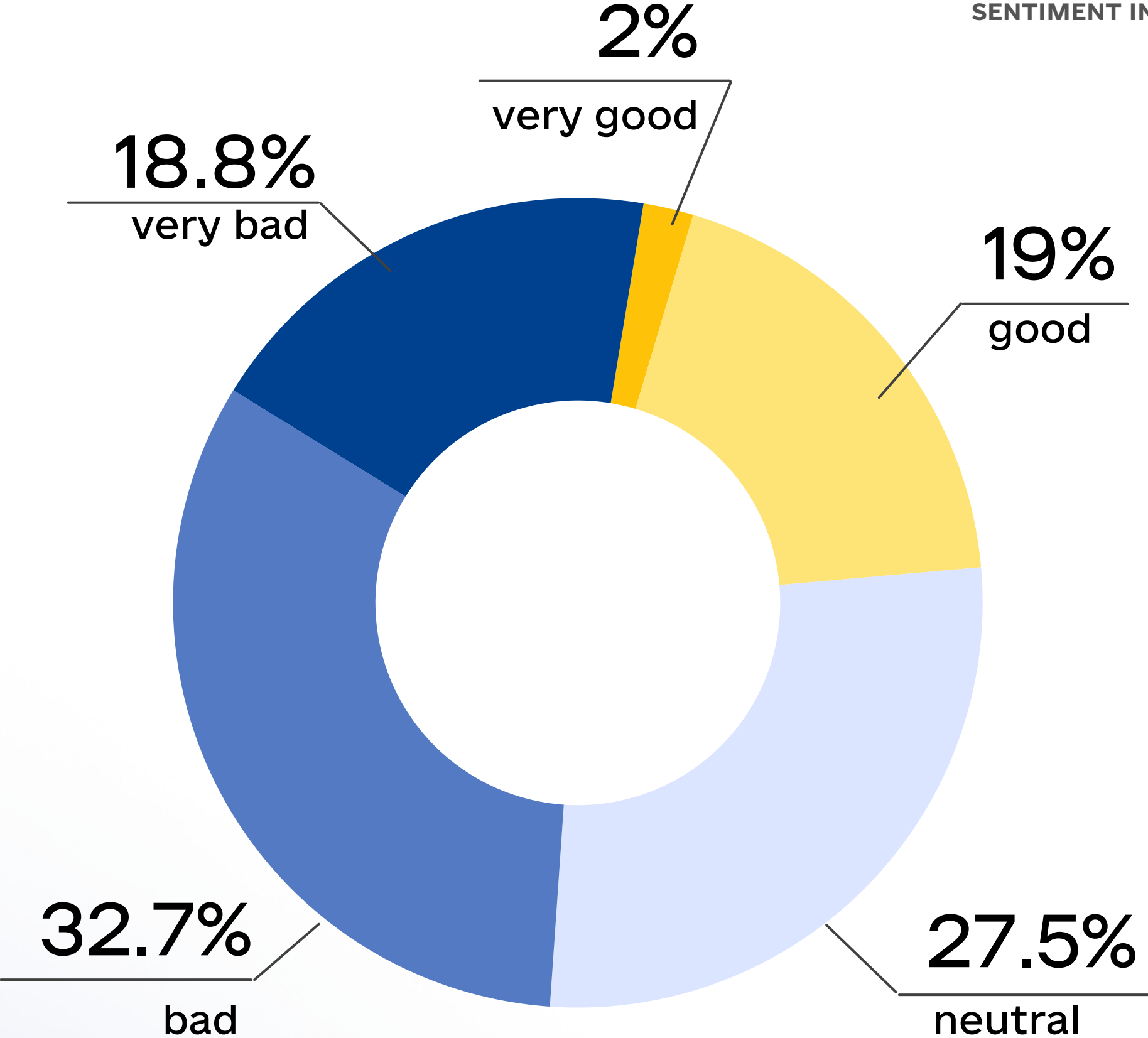


HOW DO YOU
EVALUATE
THE OVERALL
ECONOMIC
SITUATION IN
THE COUNTRY?

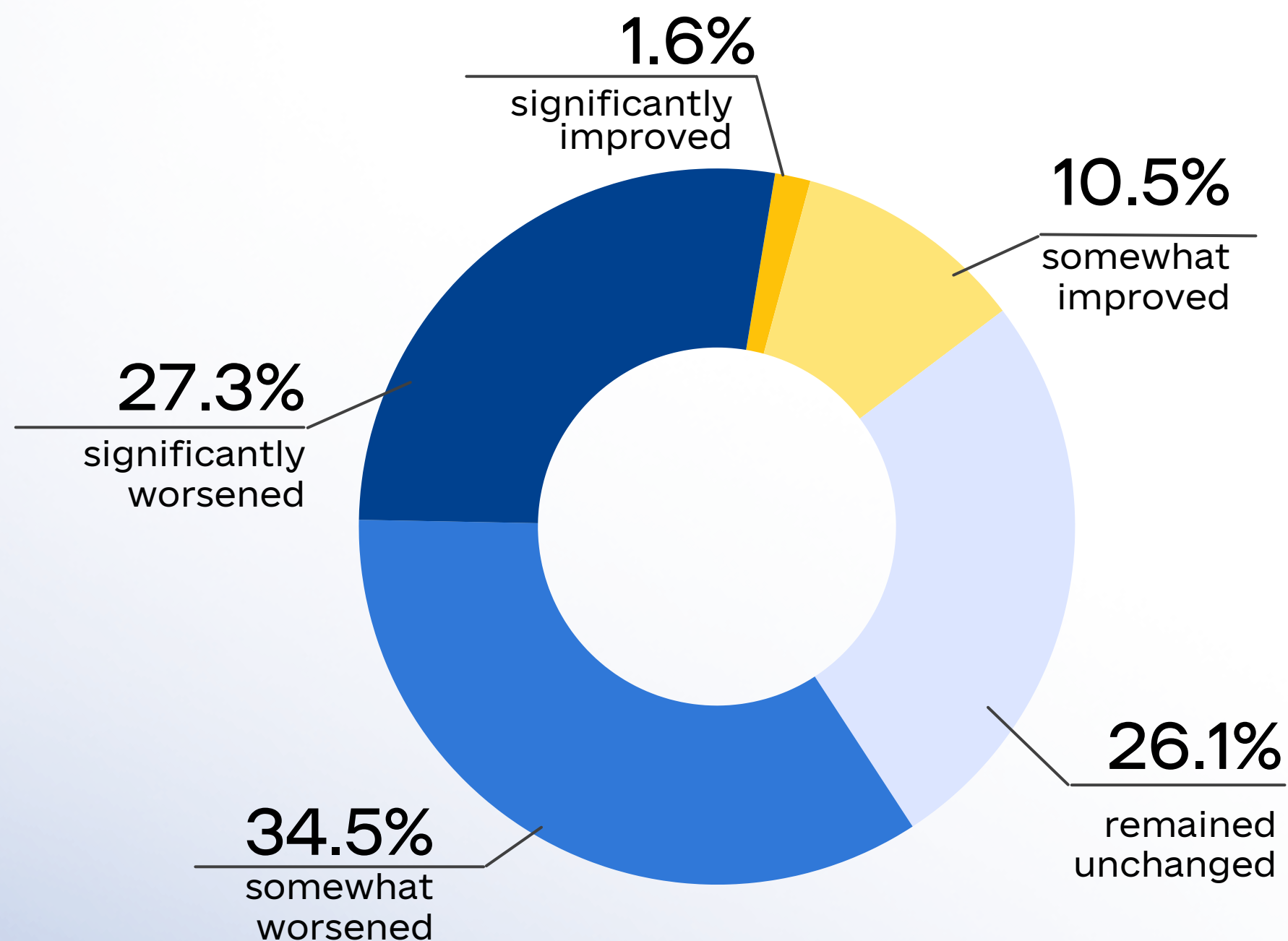




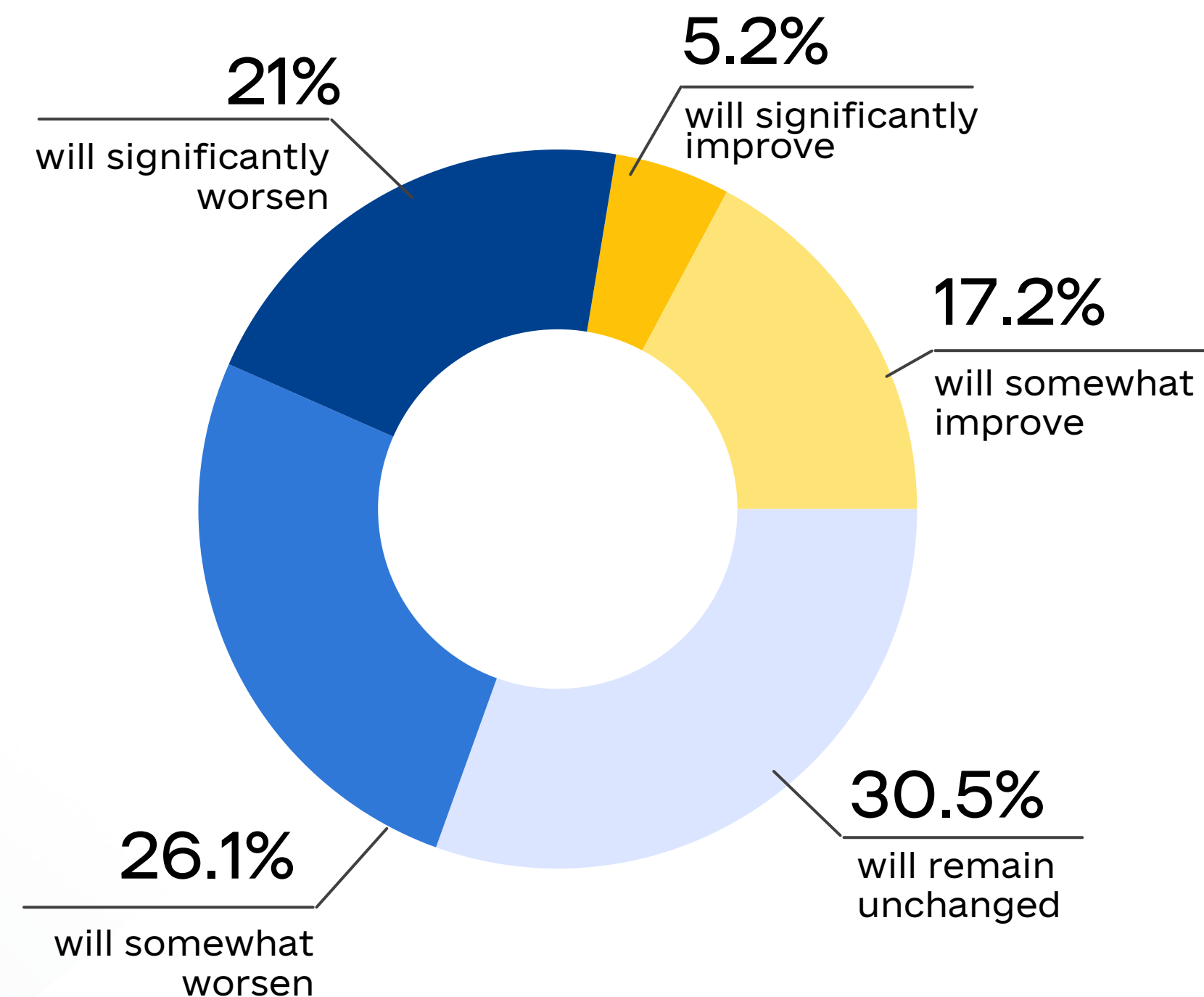
HOW DO YOU
EVALUATE
THE CURRENT STATE
OF AFFAIRS IN YOUR
BUSINESS?



ASSESSMENT OF BUSINESS CHANGES OVER THE PAST 6 MONTHS



ASSESSMENT OF BUSINESS CHANGES IN THE NEXT 6 MONTHS



Challenges and plans of SME in Ukraine

SME CHALLENGES

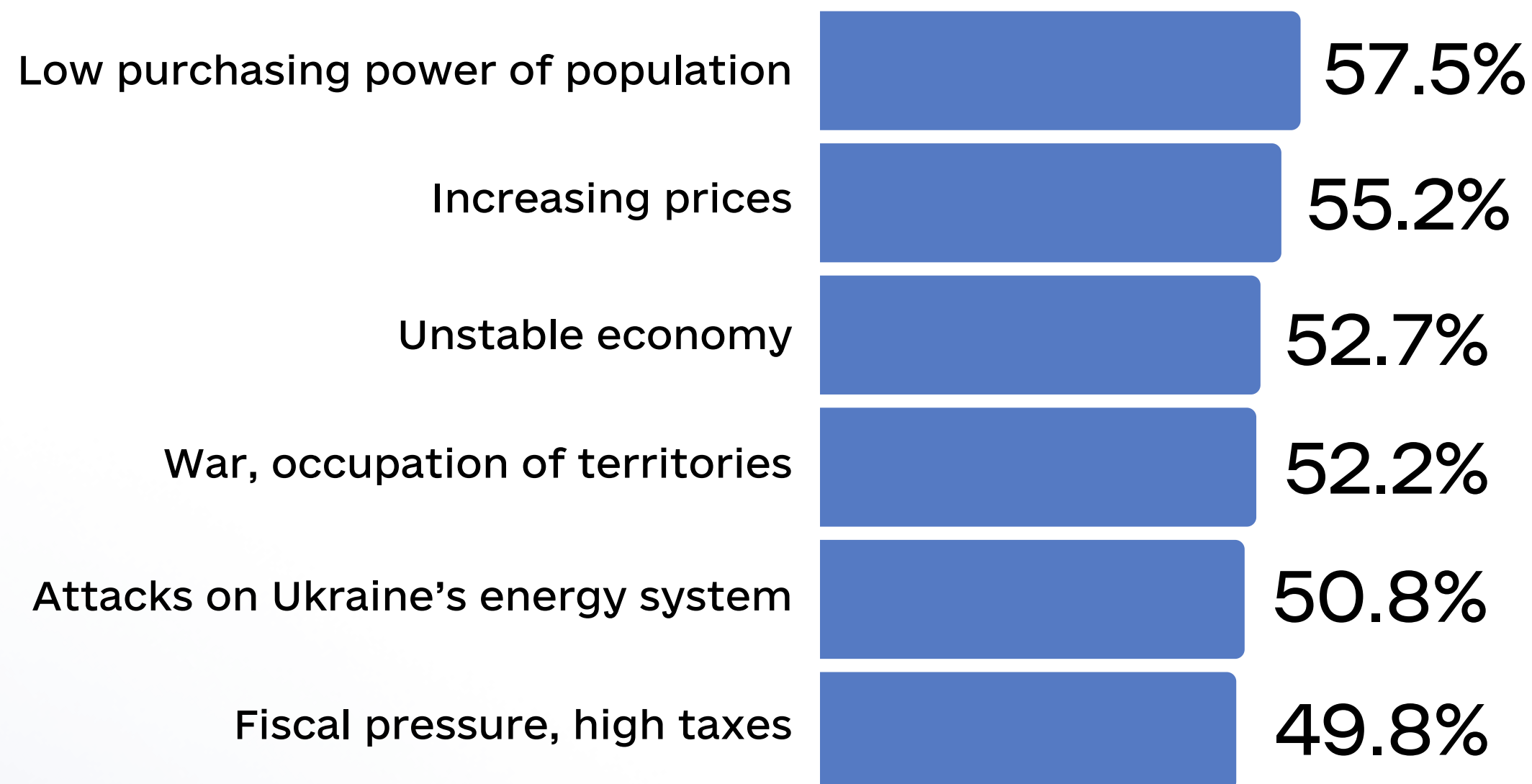
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SMALL BUSINESS
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83%

do not export
goods and services
abroad

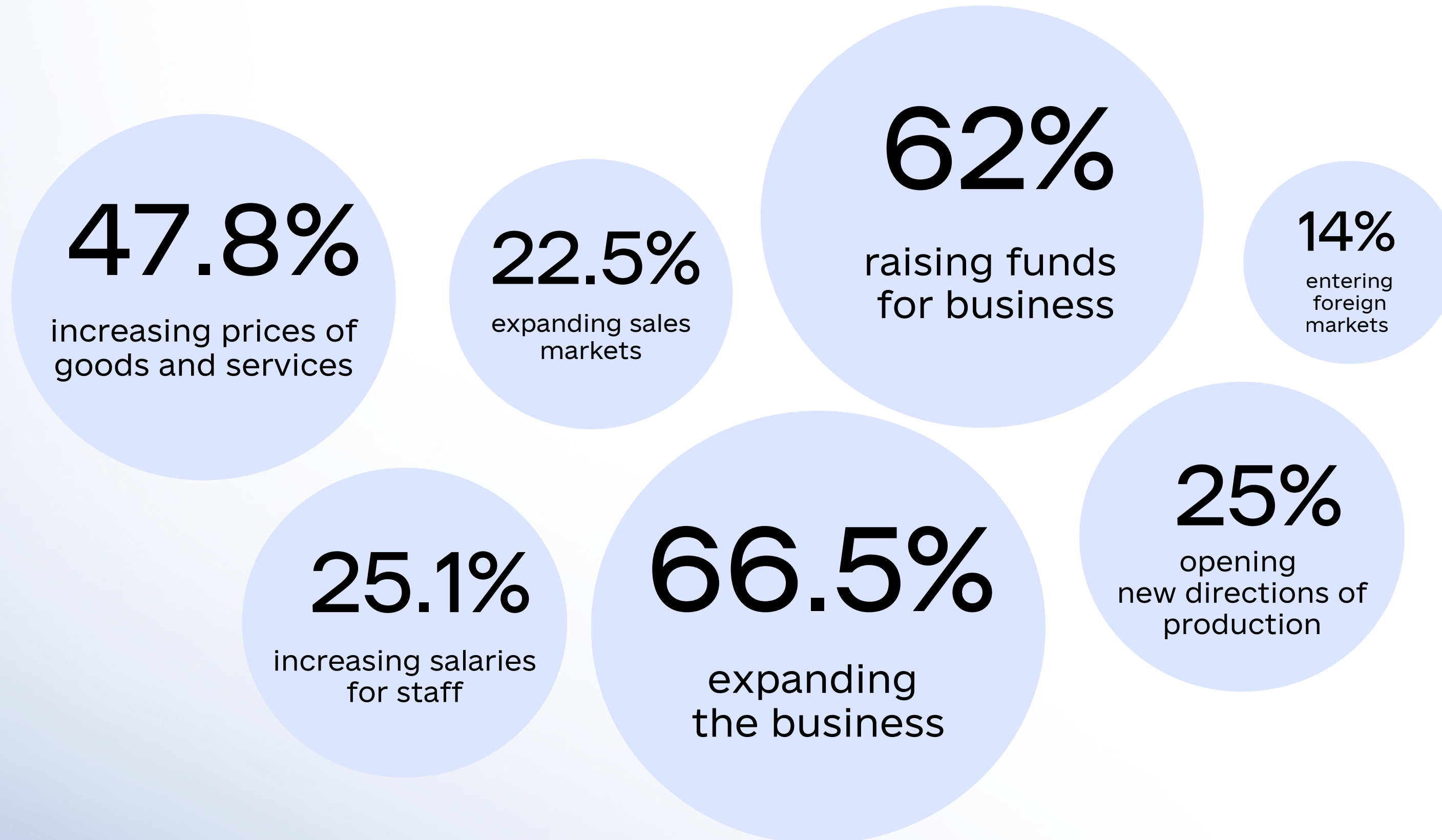
IMPACT OF NEGATIVE FACTORS ON BUSINESS OPERATIONS



PLANS FOR ADAPTING TO CHALLENGES

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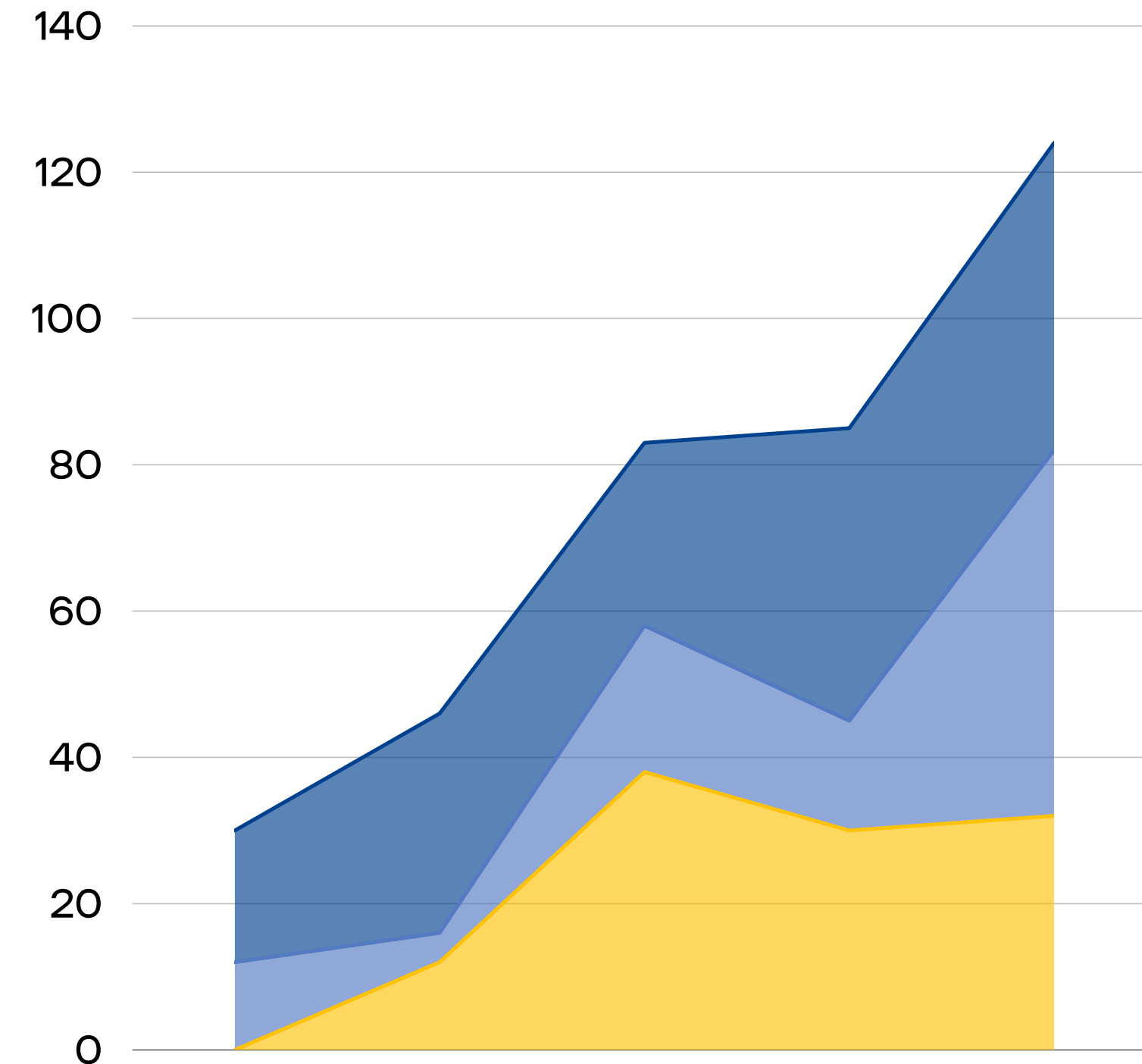
The EBA experience in supporting SME

RESEARCH ON SME SENTIMENTS AND NEEDS

The EBA regularly conducts research on the challenges and priorities of SMEs to “gauge the pulse” of the sector and identify areas where support is most needed.

Areas of research:

- Small Business Sentiment Index (annual survey)
- Access to funding
- Impact of the full-scale war (war-induced losses, army support, etc.)
- Other topics (e.g. payment market regulation)



SME ONLINE HUB

An extensive educational program on the basics of business management.

Outcomes:

6

years in a row
(uninterrupted by
COVID and the full-
scale war)

60+

webinars



EXPORT SCHOOL DURING THE WAR

Education programme that provides the necessary knowledge and tools for a successful start in exporting goods and services to Poland.

Outcomes:

- 1,700 participants
- A special training programme and a digital platform for learning have been developed

Next step - the Export School with the focus on other countries (the Czech Republic and Slovakia), with 1,600 people registered.



PRIVATBANK BUSINESS PLATFORM

An educational platform that offers business support in key areas:

- Finance
- Sales
- Partnerships

The materials are created by experts from the PrivatBank, OLX, EBA, and Mastercard.

Each in their own field, which allows them to provide practical answers to business questions.



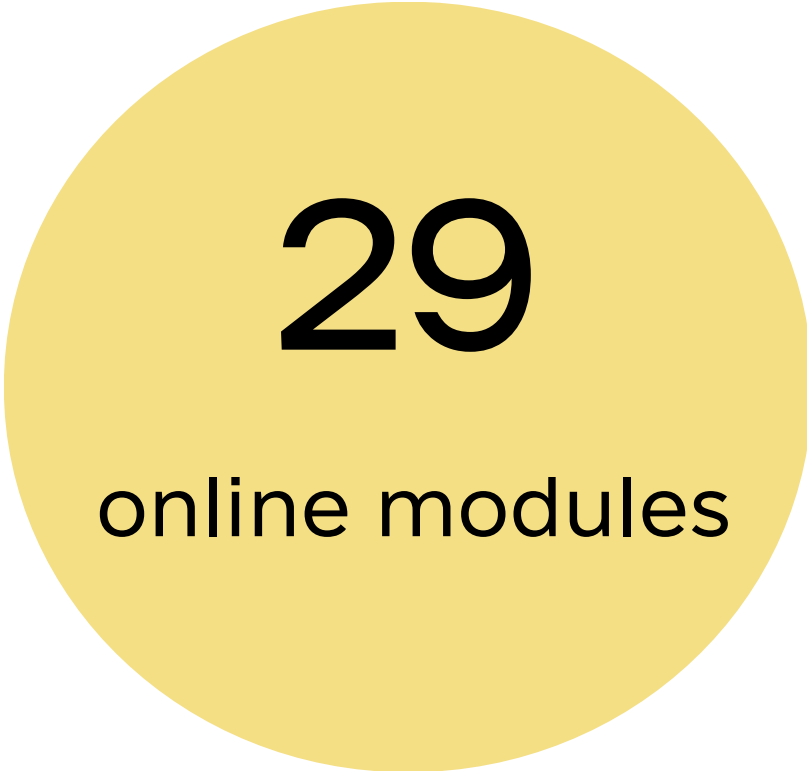
BUSINESS SCHOOL FOR DEFENDERS

As a part of PrivatBank Business Platform

The project aims to provide Ukrainian defenders and veterans with the knowledge, tools, and support they need to successfully transition after their service to the civilian life **through entrepreneurship.**

Target audience:

- soldiers
- veterans
- their families



29

online modules

SMALL TALKS

Educational initiative that helps small and medium-sized businesses learn about key tools, important changes, and current trends in various aspects of doing business.

SUSTAINABLE BUSINESS DEVELOPMENT IN TIMES OF UNCERTAINTY

A series of educational seminars for representatives of micro, small, and medium-sized businesses which continue to operate in the frontline regions amid the war-related risks.

- **5 offline** events in 5 regions.
- **Topics:** defining KPIs; using digital tools for business development (e.g. digital marketing); investment attraction; documenting and conducting external economic activity, etc.

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DETAILS

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