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| invitation |
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| sweden-ukraine it-connection |
| April 6, 2016, Kyiv, Ukraine |

Ukrainian IT industry is one of the leaders among countries of Central and Eastern Europe by IT market volume and talent pool, and offers one of the best competence to cost ratio in the world. Every year the industry demonstrates 10% average growth. According to the World Bank reports, in 2014 the volume of ICT services export reached 4,5 bln USD and comprised 30% of the all exported services of Ukraine. The number of Ukrainian IT specialists is one of the largest and fastest-growing in Europe.

In less than 20 years Ukraine has managed to create a strong IT sector that successfully competes on world market. Ukrainian companies accumulated cross-industry expertise and experience with market-leading customers to create innovative software products and industry systems.

Ukraine is an attractive destination for many Swedish companies willing to expand businesses. Today Sweden is among the top 20 countries that invest in Ukrainian economy the most. Ukrainian IT industry is one of the most promising sectors, due to strong scientific legacy and growing pool of qualified and motivated human resources. Furthermore, Ukraine is a close, competent, innovative and reliable partner for Swedish businesses.

Sweden-Ukraine IT Connection, organized by the Embassy of Sweden in Ukraine and Business Sweden, aims at linking the Swedish IT sector with its Ukrainian counterparts. The main goal is to connect our countries and utilize the innovativeness in both Sweden und Ukraine fully. The following topics are going to be in focus:

* Business partnership opportunities for Sweden and Ukraine
* IT-consulting possibilities in Ukraine for Swedish companies
* Investment destination Ukraine: establishing and developing an IT company in Ukraine
* Start-up alley: presentation and matching of Swedish and Ukrainian innovative IT start-ups

Sweden-Ukraine IT Connection will be opened and visited by State Secretary for Economic Development and Innovations, Mr. Oscar Stenström.

For further questions please contact:

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*Travel and visa details*:

No visa is needed for citizens of Sweden when traveling to Ukraine.

Direct flight is available by Ukraine International Airlines:

PS172, 5.04.2016, Stockholm 15:05 – Kyiv 18:35

PS171, 7.04.2016, Kyiv 09:25 – Stockholm 10:55

<http://www.flyuia.com/eng/main-se.html>

Business Sweden can offer booking in Radisson Blue Hotel in Kyiv on request.

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| preliminary programme |
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**April 6, 2016**

9.30 Welcome coffee, registration

10.00 Opening remarks by **Andreas von Beckerath**, Ambassador of Sweden to Ukraine, and **Daniel Larsson**, Country Manager, Business Sweden in Kiev

Introductory speech by **Oscar Stenström**, Swedish State Secretary for Economic Development and Innovations

10.20 **Success stories of Swedish-Ukrainian cooperation,** sharedby IT-companies established in Ukraine

11.50 Coffee break

12.10 **Sweden – global leading IT innovative nation,** presented by Swedish companies

Keynote speech from **Lisa Lindström**, CEO of Doberman

14.00 Buffet lunch

15.00 **Connecting Sweden and Ukraine: individual business meetings and know-how exchange organized by Business Sweden**

Start-up alley: presentation of Swedish and Ukrainian innovative IT-companies (simultaneously with B2B meetings).