



EMBASSY OF SWEDEN

INVITATION

5TH SWEDEN-UKRAINE BUSINESS FORUM #SUBF16

JUNE 13, 2016
KYIV, UKRAINE

Business Sweden and the Embassy of Sweden in Kiev invite you to participate in the 5th annual Sweden-Ukraine Business Forum that takes place in Kyiv on June 13.

The Sweden-Ukraine Business Forum was launched for the first time in 2012 and has become a recognized trademark that connects Swedish business community in Ukraine with Ukrainian business and society. During the times of changes in Ukraine, with political and economic challenges, the Forum gathers Swedish business community each year, visualising the presence and authority of Swedish companies in Ukraine, their successful development on the market, and the positive impact they make on Ukrainian society.

During 2015 Swedish-Ukrainian bilateral trade grew by 20% both in export and import. The Deep and Comprehensive Free Trade Agreement has come into power from January 1, 2016 and it substantially eases trade between Ukraine and the European Union. The Ukrainian government has successfully cut many bureaucratic regulations and certifications in several sectors and according to the Doing Business rating by the World Bank Group, Ukraine ranks 30th out of 189 economies in the category of "Starting a Business". Ukraine is also on the list of the top 26 countries designated by the Swedish government as prioritized for cooperation with Sweden. With the Business Forum we want to create a platform for the Swedish-Ukrainian partnership to grow further. Following the modernisation process in Ukraine and the country's geopolitical choice to turn towards Europe, the room for Swedish business and their opportunities in Ukraine are increasing.

The leading topic of the Sweden Ukraine Business Forum 2016 is innovations. Sweden is one of the three most innovative economies in the world, according to the 2016 Bloomberg Innovation Index. We want Sweden and Ukraine to become even more innovative together. We will discuss Swedish innovative products and solutions, innovative ways of working, the current business climate in Ukraine and above all how we can become stronger through co-operating.

The Forum will be opened and attended by the Minister for Enterprise and Innovation of Sweden Mikael Damberg.

For further information on participation options please contact:

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PRELIMINARY PROGRAMME

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JUNE 13, 2016
KYIV, UKRAINE

Venue: D12, 12 Desiatynna st. (tbc)

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| 08:00 | Welcome coffee and registration |
| 08:30-09:00 | Press meeting for Embassy of Sweden and Business Sweden |
| 09:00-09:30 | Welcome addresses by organizers
Introductory speech by Mikael Damberg , Minister for Enterprise and Innovation of Sweden

Prime Minister of Ukraine Volodymyr Groysman (tbc) |
| 09:30-09:45 | Q&A |
| 09:45-10:45 | Panel discussion: Business climate in Ukraine: rule of law and judicial reform |
| 10:45-11:00 | Q&A |
| 11:00-11:30 | Coffee break |
| 11:30-12:15 | Panel discussion: Innovation through technical solutions – a Swedish Trade Mark |
| 12:30-13:15 | Panel discussion: Innovation and Excellence – Success Factors for Swedish Business in Ukraine |
| 13:30-15:00 | Networking lunch |
| 15:00-16:00 | Panel discussion: Improving business environment through reforms. Achievements and future challenges |
| 16:00-16:15 | Q&A |
| 16:15-17:15 | Parallel workshops, matchmaking sessions |
| 18:00 | Evening reception followed by screening of UEFA EURO 2016 football match Sweden-Ireland |