

# Project description

**Dear colleagues and future partners!**

Ukrainian Business Association in partnership with the reputable BUSINESS magazine, is honored to announce the preparation of the second special edition of the magazine - **an investment guide devoted to three hundred of the most promising and venerable Ukrainian companies with export potential**. Together with experts, partners and business community of Ukraine, our team will offer a closer look on the most successful and potentially interesting Ukrainian projects to international investors. In 2018, the BUSINESS magazine will update as well as expand the list of the most promising companies in 2017 from 100 to 300 and invites everyone interested in the Project to collaborate.

The presentation of a special edition of «300 UKRAINIAN MOST PROMISING COMPANIES WITH EXPORT POTENTIAL» is scheduled on the **26<sup>th</sup> of March 2018**.

In April 2018, an English edition «300 UKRAINIAN MOST PROMISING COMPANIES WITH EXPORT POTENTIAL» will be presented on:

- **April 9-11**, Annual Investment Meeting, (Dubai, UAE).
- **April 16-20**, Annual Meeting of the IMF and World Bank (Indonesia)\* (TBC)
- **May 8-10**, EBRD Annual Meeting of Board of Governors and Business Forum (Jordan)\* (TBC)

Investors from more than 200 countries on three of the world's most influential investment venues will be able to get acquainted with the business potential of Ukraine, get information about companies and personally agree to cooperate.

**The methodology of the Project** involves selecting companies according to four criteria: *export orientation* (The company is already working on exports and plans to expand its sales markets); *industrial specifications* (the most prioritized and investment attractive areas); *added value of the company's products* (high technologies, innovative products and services); *reputational significance* – by **Business Reputation Barometer** methodology, business transparency, participation in social projects, CSR projects and investments in the future, the contribution of company's reputation to the reputation of Ukraine. Based on these criteria, a long list of companies will be formed (long list - 1000), After that, the Expert and Business Reputation Council of the Project, together with the editorial staff of the BUSINESS magazine will evaluate the companies and announce 300 best and 30 most reputable.

In order to stimulate transparency of business in Ukraine, as well as to create an independent source of reliable information on the reputation of Ukrainian business for international investors, the Ukrainian Business Association, together with Reputation Capital

Group | Reputation Institute Associate will present a unique product within the framework of the Project – **Business Reputation Barometer** and an educational project for medium-sized companies owners - **Reputation Leadership Academy**.

**The languages of the Project:** Ukrainian and English.

## **Components of the Project (July 2017 - December 2018, 18 months):**

- BUSINESS special edition (Ukraine + English); Publication – 40.000 copies,
- Business Reputation Barometer - 12 months, 6 weeks;
- Reputation Leadership Academy - 6 months;
- Participation in for investment forums - AIM, EBRD, World Bank, KIEF;
- Reputation Awards + Investment Forum in

	07.17 - 09.17	10.17	11.17 - 02.18	04.18	05.18	12.18
<b>Project launch</b>	Reputation Council formation	Project Presentation				Reputation Awards
<b>Research (12 months)</b>			Business Reputation Barometer	Business Reputation Barometer	Business Reputation Barometer	
<b>PR + Marketing (16 months)</b>		Business Reputation of Ukraine		300 Most Promising Companies with Export Potential	300 Most Promising Companies with Export Potential	100 Most Reputable Companies
<b>Education (12 months)</b>		Reputation Leadership Academy	Reputation Leadership Academy	Reputation Leadership Academy	Reputation Leadership Academy	Reputation Leadership Network
<b>Presentations on Investment forums, Meeting with investors</b>		Kyiv International Economic Forum		Annual Meeting of the IMF and World Bank, (Indonesia)	EBRD Annual Meeting and Business Forum, (Jordan)	Investment Forum with Financial Times Live + Reputation Award - 2018 (Kyiv)

Kyiv on the results of the Project with Financial Time Live;

*Total project budget: 1.120.000\$*

Expected results in December 2018 – 300 medium-sized companies are involved in the Project throughout Ukraine and attraction of investments in 30 most reputable companies in 300.000.000\$