



Trade Forum “Fruit Trade: Ukraine – Middle East”

March 28, 2019

Dubai, UAE

Dubai Chamber building – 13th Floor, Baniyas Road, Deira

ABOUT EVENT

Fruit Trade: Ukraine — Middle East Trade Forum and B2B meetings – New sourcing opportunities from the fastest growing produce exporter of Europe.

Event would be of interest to importers, distributors, wholesalers, retail chains, HORECA suppliers, and everyone else looking for the combination of best quality, taste, and price.

Participation is free of charge for all Middle East countries upon written confirmation from organizers.

The event brings you an exclusive opportunity for direct B2B meetings with 20 best verified suppliers of premium fresh, frozen and processed fruits, berries, nuts and mushrooms. Most of the suppliers have the following certifications: HACCP, GlobalGap, Halal, and EU-Organic.

Event is organized by the Food and Agriculture Organization of the United Nations (FAO) and funded by FAO and the EU under its EU4Business initiative and supported by the European Bank for Reconstruction and Development (EBRD), Government of Ukraine, Dubai Chamber of Commerce and Industry, Ukrainian Horticultural Association (UHA).

PRODUCTS WE ARE BRINGING

- **Fresh apples.** Ukraine is one the most rapidly growing exporters of premium-quality apples at competitive prices. Already exporting to more than 40 countries in the EU, Middle East, and South-East Asia.
- **Fresh and frozen raspberries.** Ukraine is the third largest exporter of raspberries in Europe.
- **Fresh and frozen blueberries** and a wide range of **other berries.** Most of Ukraine's berries are exported to EU. Ukraine is the most dynamically developing producer and exporter of berries in the world. Many berries are organically certified. Freeze-dried berries are also available.
- **Sweet cherries** – Ukraine's unique climate makes Ukraine's cherries unique in taste.
- **Walnuts.** Ukraine is the largest European exporter of walnuts. Globally, only USA, Mexico, and Chile export more walnuts than Ukraine but Ukraine is catching up very quickly.
- Premium quality greenhouse **tomatoes** available at a very competitive price in April – September.
- Premium quality washed **carrots** and **potatoes**;
- Brown **onions** and **garlic**;
- Many **other high-quality horticulture products** such as fruit snacks, NFC juices, smoothies, sauces ketchups, etc.

HOW TO TAKE PART



Participation is free of charge upon written confirmation from organizers.

To learn more and register, follow the QR code or go to fruit.trade-ukraine.org.

You can ask any questions via e-mail or WhatsApp:

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WHY UKRAINE?

Ukraine is the **largest country in Europe with unique climatic conditions**, making it possible to grow healthier premium quality fruits and vegetables thanks to the following factors:

- Lots of sunshine – high latitude assures up to 15 hrs of daylight during vegetation period in the summer. Ukraine has the warmest summer of any other country with such a long day, which is critical for good fruit quality, high sugar content and BRIX;
- Even more sun – Ukraine is a very dry country and most of its precipitation comes in the winter, thus, there are very few cloudy days helping fruits enjoy more sunshine than anywhere else in Europe;
- 33% of world's most fertile black soils are in Ukraine and they assure great natural nutrition for the produce;
- Greater variation between day and night temperatures than in other European countries, resulting in fuller coloring and deeper taste of fruits;
- Due to the dry and sunny climate, farmers in Ukraine use less chemicals to protect fruits and vegetables than most other European countries, making our fruits much healthier and cleaner;
- Ukraine has excellent supply of high quality water for irrigation, contributing to the quality of produce;
- Most of Ukraine's orchards are no older than 5-7 years, using the most advanced production technologies;
- Ukraine has access to deep water ports in the Black Sea and can ship fruits and vegetables nearly anywhere inexpensively;
- Ukraine has several direct flights every day to Dubai and other cities in the Middle East, making exports of perishable produce such as berries affordable and reliable;
- Ukraine's premium horticulture products can compete in price due to lower costs of inputs, energy, labor, and land. And they simply taste better!

While Ukraine is already the largest exporter of sunflower oil in the world, third largest wheat exporter and the largest exporter of poultry to the EU, it is just starting its horticultural development and there will be a rapid increase in supplies over the next few years! Thus, the value of the contacts you make during our event will only appreciate with time.

BUSINESS PROGRAM

10:00-10:40. Official opening. Discover the export potential of Ukraine

- *Oleksii Perevezntsev, the State Secretary of Ministry of Economic Development and Trade of Ukraine.*
- *Representative of Economic or Trade body of UAE Government (discussed).*
- *Olga Trofimtseva, the Acting Minister of Agricultural Policy and Food of Ukraine (discussed).*
- *Representative of Dubai Chamber of Commerce and Industry (discussed).*
- *Andriy Demchuk, Head of State Institution Export Promotion Office of Ukraine, Kyiv, Ukraine.*
- *Yuriy Polurez, Ambassador Extraordinary and Plenipotentiary of Ukraine to the United Arab Emirates.*

10:40-12:00. Conference. Learn about Ukraine's rapid expansion at the global horticulture market and new exciting sourcing opportunities for the Middle East importers. Get a glance at the development and trends of fruit trade in the Middle East

- *Suvra Chakraborty, Global Trade Expert, International Consultant at UN FAO, Dubai, UAE.*
- *Andriy Yarmak, Economist of the Investment Center at UN FAO, Rome, Italy.*
- *An expert from Nielsen Group, UAE.*

12:00-13:00. Lunch and networking

13:00-17:00. The Trade Forum: B2B meetings and networking sessions

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