



Trade Forum “Sweet Trade: Ukraine – Middle East”

March 28, 2019

Dubai, UAE

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

ABOUT EVENT

Sweet Trade: Ukraine — Middle East Trade Forum and B2B meetings. New sourcing opportunities from the European exporter of confectionery, honey and other sweet products.

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 natural honey, biscuits, chocolates, caramels and other premium confectionery products and ice cream. Most of the suppliers have the following certifications: HACCP, GlobalG.A.P., 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 Confectionery Industry Association (Ukrkondprom) and Ukrainian Honey Exporters Association.

PRODUCTS WE ARE BRINGING

- A wide range of **confectionery products**: healthy snacks, cookies and crackers, caramels and other sugar based confectionery and hard candies, boiled candies and toffies, chocolate bars and chocolate candies. Today more than 100 countries in the world enjoy Ukrainian confectionery, including USA, Canada, China, EU, Central Asia and MENA countries.
- **Natural Honey**. Ukraine is the third largest exporter of honey in the world after China and Argentina. Over the past 10 years, exports have increased by amazing 21 times in volume. Ukraine offers unique types of very healthy honey, such as buckwheat honey and sunflower honey.
- And many **other high-quality sweet products**: jams, ice-cream, organic and healthy snacks, and sweets, 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 sweet.trade-ukraine.org.

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

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WHY UKRAINE?

- Ukraine is probably **the most competitive producer of sweets in the world** as it has a very efficient large-scale domestic production of all of key raw materials for confectionery: sugar, honey, wheat flour, milk powder and vegetable oils & fats. Moreover – all of these products are of superb quality and have been approved to be exported to EU market.
- Ukraine is using beetroot sugar in its confectionery products, which, unlike cane sugar, has no starch and dissolves faster. Thus, consumers feel the sweetness and the taste faster.
- Three Ukrainian confectionery producers are members of the global “Top 100 candy companies” ranking: Roshen (#25), Konti (#48), and AVK (#64).
- Rich European culture and tradition of confectionery production of Ukraine go back to the 19th century. The first confectionery factory in Ukraine was established back in 1896 and is still working. And they are coming with us!
- Ukrainian beekeepers collect honey produced from many kinds of plants, sunflower honey being a distinguishing feature of Ukraine - as Ukraine is the largest producer of sunflower seeds in the world. Ukraine also offers some specialty honeys, which are considered extremely healthy, such as buckwheat honey.
- Ukraine has access to deep water ports in the Black Sea and can ship goods nearly anywhere very competitively.
- While premium in quality, products from Ukraine are very price competitive due to lower costs of inputs, energy, labor and land.

“Breadbasket of Europe” is the famous nickname of Ukraine for a good reason, as it owns 33% of the world’s most fertile black soils. 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 expansion in confectionery, honey and sweets and there will be huge 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 Perevezentsev, 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 confectionery and honey market and new exciting sourcing opportunities for the Middle East importers. Get a glance at the development and trends of sweet sector 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.*
- *Oleksandr Baldyniuk, President of Ukrainian Confectionery Industry Association (Ukrkondprom).*
- *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

Each supplier has a table with clearly marked category of products, product samples (if applicable), detailed product catalogs, copies of certificates, etc. All suppliers speak English. Buyers can approach any supplier they want for B2B meetings without limitations. We advise suppliers and buyers to keep their meetings to 15 minutes.

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