



## **Netherlands Embassy in Kyiv to support Holland Pavilion at Fresh Business Expo Ukraine 2019!**

From 3-5 December 2019 Fresh Business Expo Ukraine will kick off its 8<sup>th</sup> edition, the exhibition will once again take place at the International Exhibition Centre (IEC) in Kyiv.

The organisers are pleased to announce that during the coming edition a Holland Pavilion, supported by the Netherlands Embassy in Kyiv, will be present at the exhibition.

Dutch companies can already participate in the Holland Pavilion for as little as EUR 1.190,- which includes space, stand building, catering and collective reception desk service.

Fresh Business Expo is the only trade event in Ukraine that exclusively targets the complete chain of Fresh Produce and has proven again to be a great additional marketing tool for companies to establish and strengthen the necessary business in Ukraine and CIS Countries.

Fresh Business Expo is being organized since 2011 and the exhibition has proven to be an effective and targeted tool for companies to strengthen and expand their network in Ukraine and CIS countries.

One of the key success factors of the exhibition is the conference "Fruits & Vegetables of Ukraine", which is organized by Fruit Inform within the framework of the exhibition.

The conference and exhibition attracted leading growers, traders, key supermarket buyers, importers, exporters, processors as well as input and equipment suppliers.

### **Favourable outlook Ukraine**

Ukraine's economy grew by 4.6 % during the second quarter of 2019. The growth rate is higher than any country in the EU, except Hungary and Romania (5.1 % and 4.6 %).

Ukraine offers a great potential to suppliers of Greenhouse Technology, Seeds & Plants, Post Harvest Machinery, Processing & Packaging, Cold Storage and other related products, as the Ukrainian fresh produce industry is developing very fast. With thanks to the Free Trade Agreement between Ukraine and the EU many growers have found new export markets within the EU and Ukrainian growers are implementing new technologies in order to meet regular food safety standards.

Over the past three years, areas under greenhouse vegetables in Ukraine have gradually been increasing. According to official data, from 2016 to 2018, these figures increased by 9% annually. Analysts noted that the largest area growth was recorded in 2018.

Ukraine's output levels make it the fifth largest fruit, vegetable, and berry-producing nation in Europe.

For more information and/or a quotation please contact:

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The number of available places within the Holland Pavilion is limited and we will work on a first come first serve basis.

More information can also be found on [www.freshbusiness-expo.com](http://www.freshbusiness-expo.com)

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