

# Ukraine's potential for enriching the EU Single Market

**Olga Trofymova**

Head of Internationalization program  
of the Ukrainian Cluster Alliance



# **BUILDING STRONG INDUSTRIAL ECOSYSTEMS IN UKRAINE**

**INTEGRATED  
INTO EUROPEAN UNION**

**TOP-10 PROPOSAL  
OF UKRAINIAN CLUSTER ALLIANCE  
FOR INTERNATIONALIZATION  
OF THE NATIONAL CLUSTERS AND SMEs SERIES**

# Single Market Programme

## Objectives

- provide various forms of support to SMEs, thereby fostering the growth, scale-up and creation of SMEs;
- facilitate access to markets through the internationalisation of SMEs;
- promote entrepreneurship and the acquisition of entrepreneurial skills;
- promote a favourable business environment for SMEs, support the digital transformation of SMEs and promote new business opportunities for SMEs, including those that are social economy enterprises and those with innovative business models;
- support the competitiveness of industrial ecosystems, as well as the development of industrial value chains;
- promote the modernisation of industry, contributing to a green, digital and resilient economy.



# Impact for Ukrainian economy

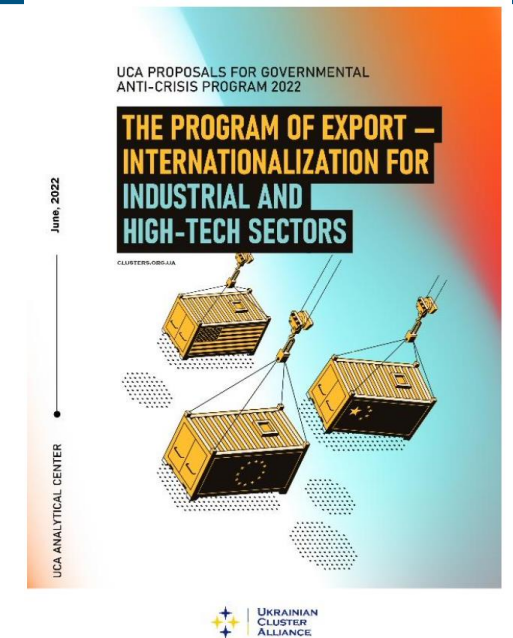
- Enter the Single Market, participate in EU trade fairs and develop their business and/or online services;
- Greater opportunities for companies run by women entrepreneurs and social economy entrepreneurs;
- Higher participation and diversity on the three matchmaking tools: Supply Chain Resilience, Solidarity Lanes and Electric Energy Platforms;
- Contribution to a green, digital and resilient economy in the EU and Ukraine;
- Improved cooperation with European businesses interested to work with Ukrainian companies;
- Further economic growth and trade flows between the EU and Ukraine;
- Increased cooperation between EU and UA companies.

# 5 Priorities

1. Creation at the national level of **strategic and well coordinated program of internationalization of Ukrainian SMEs**. Such a program is very necessary as many clusters and SME struggle with a big number of fragmented support programs with poor and missing coordination between them.
2. Developing **new forms of bi- and multilateral collaboration** with our Western neighbours and other countries of the EU.
3. **Increasing capacities of Ukrainian clusters** to be able to respond to new opportunities opened by EU partners.
4. **Funding of projects** targeted the most critical zone of innovative ecosystems supporting clusters and SMEs. The list of such projects is presented further in this document.
5. **Funding of projects closing gaps in Value chains**, supported by UCA clusters.

# Instruments

1. Special incentives to stimulate twin transition primarily of industrial end users, SMEs (developers and start-ups are both important categories but not #1, as it is defined today).
2. Special programs supporting SMEs in digital and green transition. Focus on re-skilling / up-skilling SMEs should be clear and reflected by concrete programs to SMEs of target industries.
3. Integrated and interacting network of certified experts, network of Centers of competence and support of SMEs, such as Digital Innovation Hubs; Incubators and Accelerators: Testbeds and shared R&D centres, supporting target industries.
4. Strong Export and internationalization program supporting SMEs, and especially for the industrial hi-tech segment as the most struggling since 2014.





# Some facts

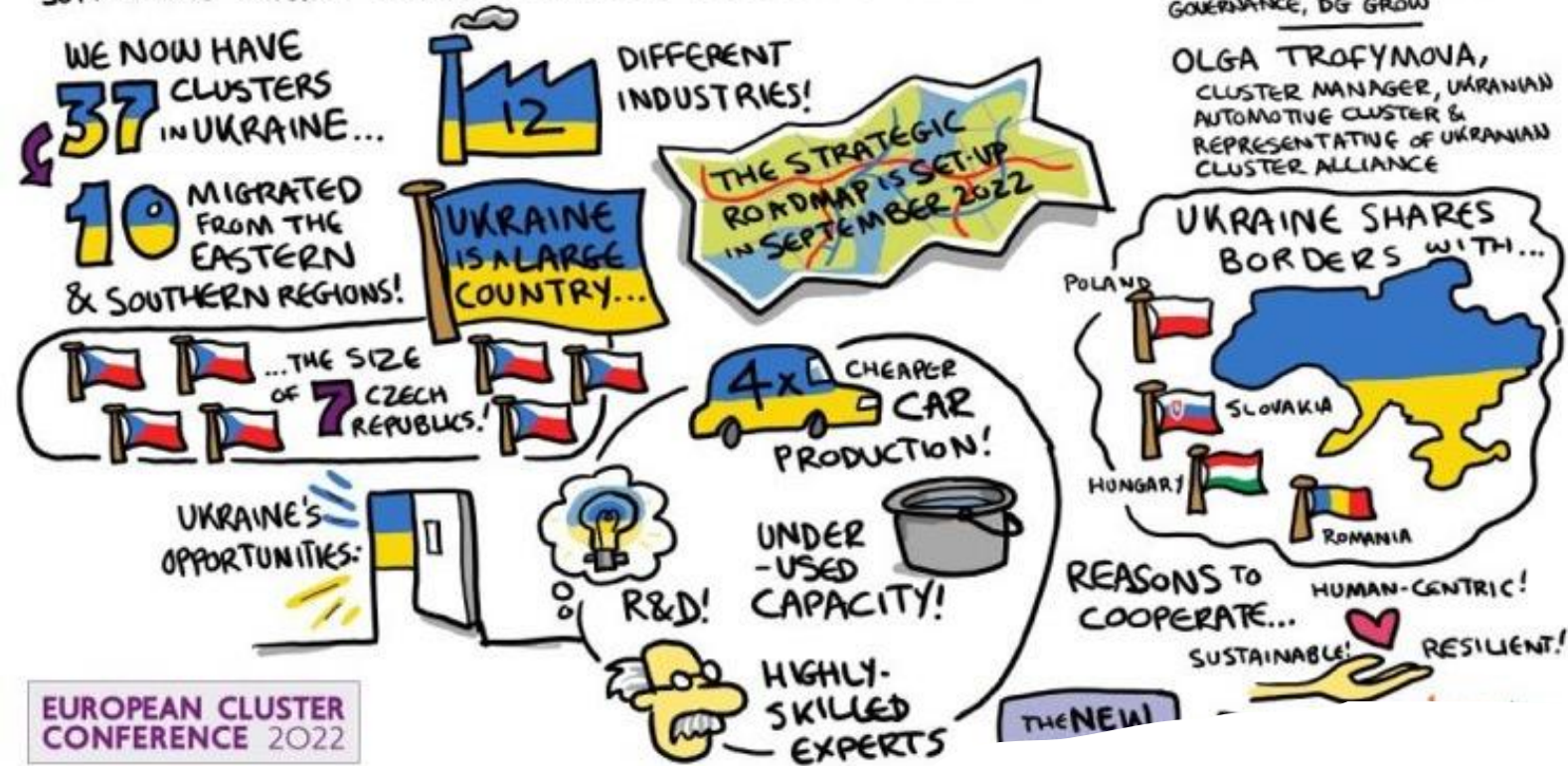
- More than 300 international meetings
- 20 matchmaking events and exhibitions
- Speeches at more than 20 international conferences. European Cluster conference was the most successful
- Membership at European Cluster Alliance and TCI Network. Partnership with EIT Manufacturing
- More than 20 signed memorandums and bilateral agreements
- 5 International projects
- 2 clusterXchange programs
- Cluster Booster academy
- Initiated ClusterMeetRegions for internationalisation of Ukrainian clusters and SMEs in Kosice

Annual Report **2022**

Ukrainian  
Cluster  
Alliance



## BREAKOUT SESSION 4: STRENGTHENING EU SUPPLY CHAINS & SUPPORTING UKRAINE THROUGH EU BUSINESS & INDUSTRIAL NETWORKS



## EU Cluster Conference (September, 2022, Prague)



# First bi-lateral agenda in Advanced Manufacturing

- MoU with 4 partners
- Action plan 2023 (incl 3 big events)
- B2B exchanges started



Save – Survive – Win

# Trade Mission to Europe (October, 2022, Tallinn, Estonia)

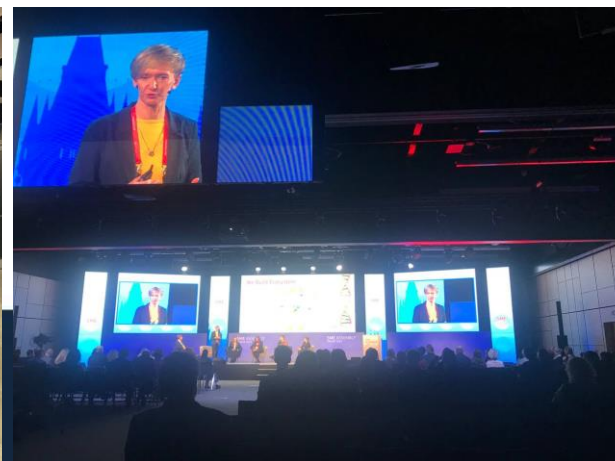




# Global Connect, (November, 2022, Stuttgart)

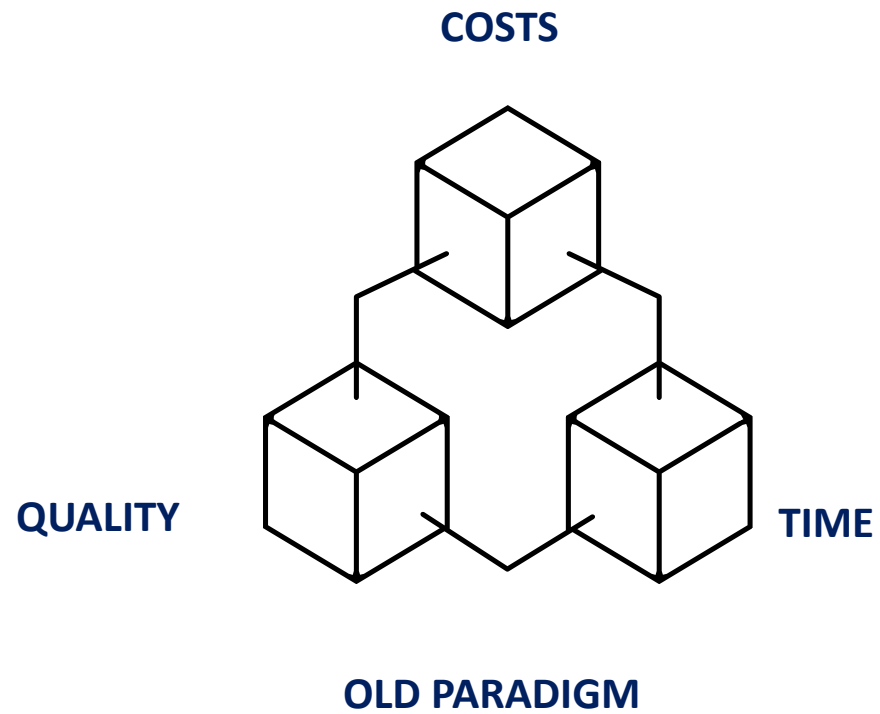


# SME Assembly (November 2022, Prague)





# DRIVERS



# Reasons and Benefits

Martin Goebel, Kromberg&Schubert

## Reasons:

- We have ongoing and valid contracts with OEMs
- Human factor => somebody needs to feed the people / responsibility as employer to take care about our employees and their families
- very good performance of the plant
- overall situation is stable despite some impact from air alerts

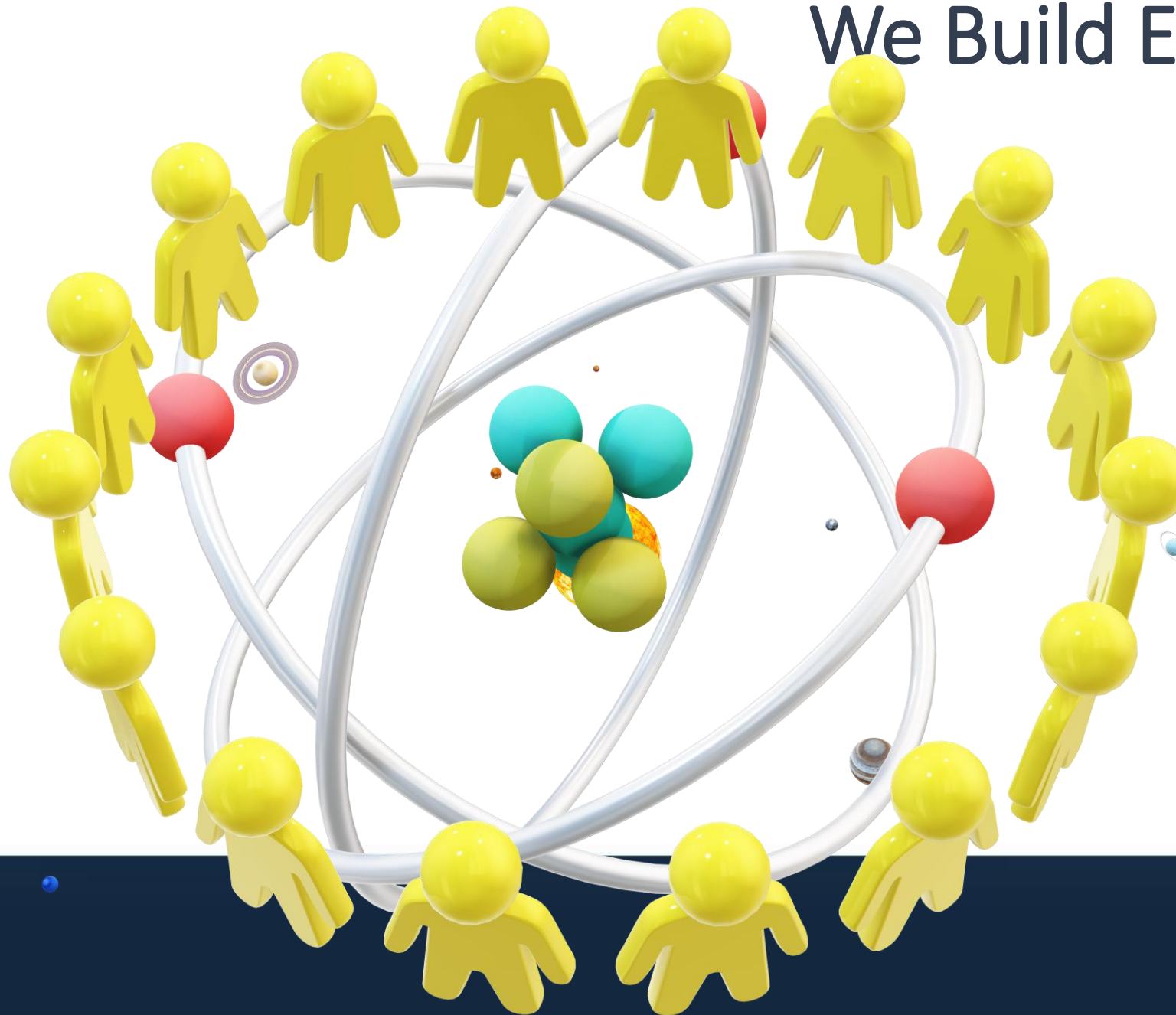
## Benefits:

- established infrastructure
- experienced employees with a reasonable cost structure (need to move even higher women quota at the moment)
- more flexible legislation during state of war
- experience and very flexible in handling upcoming issues/problems (kind of problem solving culture)
- to a certain extent we are "solid as a rock" in terms of providing work, having good working condition, reasonable salaries and social programs...so people somehow honoring this at the moment



# We Build Ecosystem

SHARE  
OPENNESS  
TRANSPARENCY  
NO COMPETITION  
COOPERATION  
SUPPORT  
TRUST

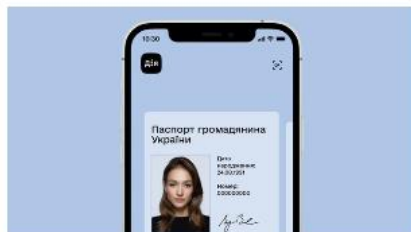


# NATIONAL PROGRAMS



**Recovery pre-requisites:  
Strengthening institutional  
capacity**

 <0,1 bn USD



**Recovery pre-requisites:  
Digital government**

 <0,1 bn USD




**Strengthen defense and  
security**

 50 bn USD



**Strive for EU integration**

 <1 bn USD



**Re-build clean and safe  
environment**

 20 bn USD



**Energy independence and  
Green Deal**

 130 bn USD



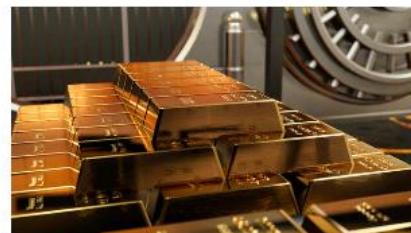
**Boost business environment**

 5 bn USD




**Ensure competitive access to  
funding**

 75 bn USD



**Secure macro-financial  
stability**

 60 - 80 bn USD



**Grow value adding sectors of  
economy**

 50 bn USD



# TOP initiatives and projects of Ukrainian Cluster Alliance

7

Innovative  
ecosystems



7

Agri-food

15

Dual-Use

11

Engineering  
and Machinery

7

Healthcare /  
Medical



UKRAINIAN  
CLUSTER  
ALLIANCE



Supported by  
NADÁCIA  
MINISTERSTVA  
HOSPODÁRSTVA

The background of the slide is a close-up, high-resolution image of the Ukrainian national flag. It features a blue upper half and a yellow lower half, with a diagonal crease or fold visible on the left side, giving it a three-dimensional, fabric-like appearance.

# #StandWithUkraine

DO BUSINESS WITH UKRAINE



**Olga Trofymova, PhD, CMC**  
Director on  
Internationalisation at  
Ukrainian Cluster Alliance  
@Olga Trofymova

## Pre-accelerator in Ukraine, powered by **EIT Jumpstarter**

**Pitch day: 9 March 2023, 10:00 AM CET**

“

Slava Ukraini means for me united Ukrainians fighting for common European future with recovered, resilient and innovative Ukraine!

*With the contribution of:*

