

## Testimonials

The European Business Association is always glad to hear back from EBA members and partners. Your feedback is very important to us. We invite you to add your own testimonial by sending us your letter at [office@eba.com.ua](mailto:office@eba.com.ua).

### **Oleksandr Koretsky (PJSC "Kyivstar" Lviv Branch Director)**

On behalf of Lviv branch of PJSC "Kyivstar" let me express our sincere gratitude to the EBA for the profoundly principled position and extremely effective work in the introduction of requisite changes to the regulatory acts of local government bodies.

Particularly, due to the long and meticulous work of Western branch of the European Business Association representatives Lviv City Executive Committee reviewed its decisions which regulated the placement of telecommunications' facilities in Lviv and considered amendments in accordance with EBA proposals.

I express my sincere appreciation for your efforts, assistance and the result which has significant economic benefits not only for Lviv branch of PJSC "Kyivstar", but also for all telecom firms that operate in the city.

### **Dariusz Ptak (Country Manager, Adecco Ukraine)**

Thank you very much for the EBA business lunch invitation. It was very interesting for me to meet other executives and share opinions with them. The idea of this event is very helpful it facilitates development of business relations and professional network. I have to mention that you are doing very good job in order to accelerate the business environment in Ukraine and have done a lot to put it on that high level. I see that it was a very good choice to become a member of the EBA.

### **Wlodzimierz Wleklík (General Director, Summit Agro Ukraine)**

On behalf of Summit Agro Ukraine I would like to express my appreciation of your involvement and support given to our company during the negotiations process with the Ministry of Agrarian Policy of Ukraine.

I'm glad to inform, that our company finally received all the necessary documents. Therefore, ending up that unhappy for us period, once again would like to appreciate yours support in speeding up the process and proper transfer of our problems.

### **Oyvind Saetren (Controller/Business developer, Egersund Ukraine)**

We in the Egersund Ukraine are thankful for the support we have received from the European Business Association. We are confident that without your help our current development would not be possible. It's a pleasure for me to inform you that our issues with the Custom Service of Ukraine have been solved

successfully!

Therefore we are looking forward for your support in the future in order to continue cooperation with the Ukrainian Custom Service on a long term basis, so we could devote our resources to developing the business and maintain sustainable relationship with the governmental bodies in Ukraine.

Again I would like to thank Anna Derevyanko and EBA for the support!

### **Klara Eiswirt (CEO of Puma Ukraine)**

On behalf of our company let me express respect and gratitude for your active participation and support in resolving our situation regarding the estimation of customs value of goods imported by our company.

Owing to your participation in negotiation process with the Customs Service of Ukraine, we have achieved significant results in improving the procedures for custom tariff classification of our products.

We would like to once again thank Ms. Anna and the team of the European Business Association for the support and fruitful cooperation in the process of developing an effective and continuous dialogue between our company and government authorities in Ukraine.

### **Max Egger (General Director of Siemens-Ukraine)**

"A group of distinguished ladies and gentlemen working together in good faith and with the intention to make a constructive contribution to business and society. Their vision: clean and fair business is the basis for prosperity of our companies, our customers and the nation we do business in. Their values: truth, honesty, tolerance. Their objective: profitable growth for EBA member companies and welfare for their employees. I feel truly privileged being a member of this Group and hope my contribution serves the purpose."

### **Mike Willard (Chairman and CEO of the Willard Group)**

"I have worked with many organizations over the years, and I don't believe any one of them was as dedicated, resourceful and hardworking as the staff of the European Business Association. We've been a member of the EBA since the very beginning, and even one or two services is worth the price of dues," Michael Willard, chairman and chief imagination officer of Willard and former EBA board member."

### **Trond Moe (Country Manager, Telenor Group Ukraine)**

"Being a board member of EBA is a privilege, a responsibility and a pleasure. The issues we discuss are important and I believe we do have an impact. It is also very stimulating to serve on the board of such a great association as EBA, in a group of top executives representing a wide variety of great companies."

### **Bruno Le Cicolé (General Director of Nestle in Ukraine and Moldova)**

“As serving EBA Board member I can testify that the attendance rate of the CEOs to the Board meeting is amazing. The depth and the length of the discussions take into account the interest of all the EBA members, irrespective of their size and the industry they represent. At the same time, the respect between Board members of other's opinions is the guarantee that everyone is heard and can voice his concern. It is a truly democratic process. It is also worth mentioning the professionalism of the executive director and Anna's ability to prepare the meetings.”

### **Ulrike Hauer (Counsellor and Head of Trade & Economic Section of the EU Delegation to Ukraine)**

“The EU Delegation feels privileged to be represented on the board of the European Business Association in Ukraine. For us, this is a unique possibility to be in close contact with European investors in Ukraine. Discussions with the board are a valuable source of information and knowledge which we can use in our cooperation with Ukrainian authorities. In discussions with the members of the board, and obviously the rest of the membership of EBA, we are able also to explain EU policies to the business community, to get feedback from them, and to hear from them directly how they assess the business environment in Ukraine. Knowing from first hand experience what the opportunities for, but also the obstacles to, European investment in Ukraine are, allows us to shape our policies towards Ukraine accordingly.”

### **Terry Pickard (Chairman of the Board of NAI Pickard)**

“To serve as an elected member of the Board of the EBA is an honour as the representatives of 700 of the leading companies of Ukraine are planning their trust in you to represent their company's interests within Ukraine and also abroad. And to work together with 15 senior executives from some of the major companies operating in Ukraine across so many types of industries and of so many different nationalities as a truly enriching experience.”

### **Hans Grisel (Chairman of the Board of ING Bank Ukraine)**

“Apart from assisting its members, the EBA also helps shape the agenda when it comes to increasing the attractiveness of Ukraine to foreign direct investors. It is a privilege to be able to be of some assistance in this important area.”

### **Trond Moe, (Country Manager, Telenor Group Ukraine)**

The EBA visit to EU institutions in Brussels proved to be highly interesting and useful for us. Some of the main takeaways that I think the EBA members should be aware of is:

The EBA staff had put together a fantastic program and I was very delighted to see that we were received so well and prepared in all our meetings. Our delegation consisted of board members, committee chairmen and EBA staff, and our wide participation secured that we had expert knowledge and information from almost all business sectors of Ukraine. On the EU side, we met with the highest representatives in the Commission, the Council and the EU Parliament - the three pillars of the European Union.

EBA is very respected and known in Brussels and EBA is considered an invaluable partner in EU-Ukraine relationship issues. For example, we had a very long and useful meeting with the EU team currently negotiating the FTA (free trade agreement) with Ukraine. Our excellent "Position Paper" was discussed in detail, and I was happy to see that the whole EU delegation had read our paper carefully and had many questions and issues that they wanted to explore in more detail.

Although several high EU officials and representatives did not hide their disappointment and fatigue about the current Ukrainian political instability, it was stressed that Ukraine is definitely a European country, with full rights to sometime become a member of the EU. Although the membership question is not on the table at the moment, my impression was that the EU is willing to discuss this, but first Ukraine must "stop talking" and actually demonstrate that it can implement actual reforms and improvements. It was clearly stated in our concluding meeting with EU Commissioner for External Relations, Ms Benita Ferrero-Waldner, that the highest priority among the reforms the EU expects to see in Ukraine is in the judicial area. An improvement in the Rule of Law is the basis for everything else.

I want to express my gratitude to the EBA staff for putting in so much time and arranging such an excellent program. Considering that the whole trip only took two days, the efficiency was also great, which was appreciated among the business people participating in the program.

### **Marek Luczack (CEO, Syngenta)**

Very good visit to Brussels. Not all the meeting added much value but those with Pirkka Tapiola, Joseph Daul, the DG Trade as well as the short one with Benita Ferrero-Waldner certainly did. I have a much better view on importance of Ukraine to EU and all initiatives in place. It was very impressive to see how much some people in Brussels know about the country. At the same very direct but honest feedback relative to the political situation in Ukraine as seen by top officials from European Commission and the European Parliament, came not as expected but helped understanding how critical the current status is and what may happen in the next couple of months.

Finally, it was great pleasure to be there with the more "experienced" expat colleagues as well as with the very energetic, dedicated and professionals, both from different companies and the EBA.

### **Olga Balytska (Senior Associate, DLA Piper Ukraine)**

First of all let me thank you for giving us this opportunity to voice the main achievements/problems that the business faces in Ukraine directly to EU authorities. I would also like to specifically appreciate the great role played during such meetings by our colleagues from EU states, which had shown a particular interest and commitment to improve the investment climate in Ukraine.

I would like to stress that the main importance of the mission which allowed establishing direct contact and productive negotiations, that we had both with the EU decision makers and the staff responsible for development of EU policy and drafting of the documents to be later approved and implemented at the higher level. Such face-to-face discussions allowed us to better explain the peculiarities of the current business environment in Ukraine, to clarify certain issues, that were not completely clear for EU authorities, and to answer their questions. It was decided, that EU will provide possible and reasonable

assistance in resolving of the existing problems and obstacles for doing business in Ukraine, in particular, by emphasizing certain issues to the Ukrainian official authorities and by incorporating necessary directions in the bilateral agreements. While implementing the positive changes, we agreed that further contacts between responsible EU authorities and appropriate EBA representatives will be carried out in a due course in order to ensure the efficiency of such policy and to monitor its results. Thus, the first results of our mission could be seen already this week at the EU/Ukraine official meetings in Kiev.

At the same time, thanks to the fact that a wide range of representatives of different EU authorities participated in our meetings, we could form quite objective impression of the general views of EU officials on the current economical and political situation in Ukraine as well as prospective for EU integration. We did outline the key points to be resolved in order to succeed with integration process and will further proceed with their implementation in Ukraine.

Summarizing the aforementioned, I would like to stress that currently Ukraine is in process of development of the proper business environment. In this regard, the experience of the European countries, which already passed such development process and succeeds with its results, is essential for our country. Thus, the missions, like we had with EBA, are of primary importance in order to understand and to use such European experience and to successfully implement it in our country. I believe, that the EBA relationships with EU, regularly summarized and supported by the missions, like we recently had, in certain aspects are definitely not less important than the negotiations on the governmental level, as they are focused on the business environment rather than political aspects. I believe that we should make such visits at least twice a year (for wide groups) and establish regular contacts for separate sectors of activity. You can always rely on my support and EBA Real Estate Committee in this regard.

## **Sviatoslav Belei (Senior Lawyer/Legal & EA Department, Danone Ukraine)**

Please, let me verify our respect and appreciation for your efforts for the lobbying of the Governmental and Tax authorities Instructions (#757 and 838) voiding. These absolutely non rational and unlawful issues were serious risk for international business in Ukraine and it is really great news about the voiding of this issues.

So we are so grateful and excited for the work done by your team and we are glad to work with you.