

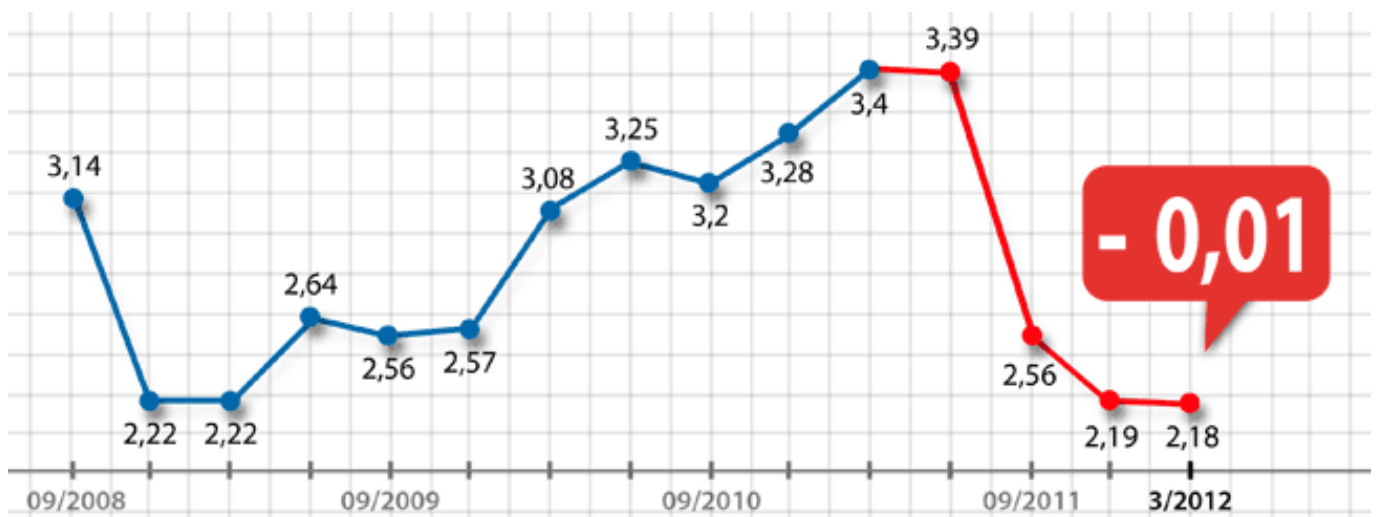
## EBA Investment Attractiveness Index

In September 2008 the European Business Association launched a unique brand-new project aiming to estimate Ukraine's investment attractiveness\*.

Many countries in the EU and worldwide regularly introduce and maintain similar investment attractiveness polls provided by a variety of research agencies. However, this is the first time in Ukraine when the largest international business community will combine their efforts to initiate and promote this project.

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### So what is EBA Investment Attractiveness Index?

- **Objective:** to measure Ukraine's investment climate and indicate its attractiveness for both new investors entering the Ukrainian market and those already operating here.
- **Subject of assessment:** Ukraine's investment climate assessed within a scope of political, economic, legislative, regulatory and other factors affecting businesses and defining risk levels and profitability of investment.
- **Methodology:** the EBA Investment Attractiveness Index will be calculated as a simple average assessment based on five aspects indicating the investment climate. Participants are requested to answer each question below choosing one of the proposed answers to be afterwards accumulated and analysed according to a five-grade system.
- **Participants:** CEOs of EBA member-companies representing both foreign and local investors.
- **Frequency:** the poll will be run every three months to enable us to study EBA Index dynamics.
- **Target audience:** once the EBA Index has been calculated, the poll outcome will be presented to

mass media, state authorities and business circles.

The Government of Ukraine already examined EBA's proposals on removing barriers to investment and started working on their implementation to improve the investment climate in Ukraine.

Developing Investment Attractiveness Index, EBA member companies will get a new opportunity to voice their opinion on Ukraine's investment climate in front of state authorities as well as share their views and experiences with other potential investors.

\*this project became possible with support of EBA member company [InMind](#) (full-service research agency, the representative of Factum Group research network in Ukraine).

