

PATH TO UKRAINE RECONSTRUCTION

25.1.2024

New customer to Team Finland
Contact a TF coordinator through ELY or TF contact form.

Do you have a Team Finland contact?
Contact your TF coordinator or account manager.

1 Get interested
Learn about the market opportunities in Ukraine's reconstruction.

2 Evaluate
Evaluate market risks and competitiveness. Identify the right route to market and what support (advice or financial) Team Finland offers.

3 Plan
Recognise what contacts and support are needed. Receive Team Finland financing and/or advice to understand options for finding internationally funded opportunities.

Market entry routes

Alone or in a consortium, we want to offer our solutions:

- A** Through a local sales channel partner (distributor, agent...)
- B** To a main contractor (EPC) operating in Ukraine
- C** Directly to the project owner or by arranging financing / participating in a public tender
- D** By establishing own subsidiary / joint venture / taking over a local company (M&A)
- E** To an entity who, in turn, exports it to Ukraine (indirect exports)

4

Form connections

Get support with connecting with Finnish and Ukrainian key stakeholders.

(customers, local experts or partners, contractors, distributors, other companies to form consortiums, integrators, consultants, procurement contacts)

5

Offer

Create the offer/tender, evaluate risks, and check the practicalities of project financing and export requirements.

6

Scale up business in Ukraine

Manage and develop business cooperation with partners (inc. pilots).

CRITICAL AND SOCIAL INFRASTRUCTURE

HUMANITARIAN DEMINING

PRIVATE SECTOR DEVELOPMENT

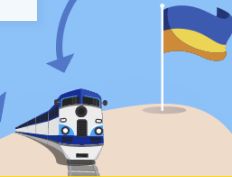
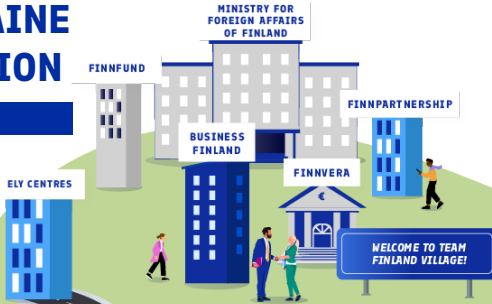
HOUSING NEW & REPAIRS

ENERGY INFRASTRUCTURE

Immediate needs - while war is still on

Recovery

Modernisation





Self-assessment checklist

Basic criteria for entering the Ukrainian market

Questions that help you estimate your company's readiness.

1. Competitive offering for the Ukrainian market

- Do you have a ready and strong offering that is not being developed or piloted?
- Are you capable of submitting tenders on short notice?

2. Financial resources

- Do you have a stable business with a steady revenue stream to allow long business development time?
- Are you able to invest in resources to search for market opportunities?
- Do you have access to international or national financing? Locally funded projects are limited.

3. Capability to operate in Ukraine

- Are you able to update your knowledge on matters regarding Ukraine?
- Do you have dedicated resources to focus on the market entry?

4. Experience in international markets

- Do you have experience in Eastern Europe?

5. Network experience

- Do you already have a local partner in Ukraine?
- Do you have existing experience in working within business networks or consortia?

6. Knowledge of local business culture

- Do you have/have access to a person who knows the Ukrainian business culture and language?
- Do you have understanding of the regulatory environment in Ukraine? Official documents are often shared in Ukrainian.

7. Responsible business operations & due diligence

- Do you agree to the principles of a responsible business (avoid corruption etc.)?

The Team Finland network & mission

For a full description on Team Finland advisory services and financing solutions, including direct contacts, please see [the Reconstruction of Ukraine, Finland's national plan, part one](#).

[Team Finland Contact Form](#)

[Information on the situation in Ukraine](#)

BUSINESS FINLAND

Advisory services, innovation and international financing, market information



Elinkeino-, liikenne- ja ympäristökeskus

Early-stage financing, support for companies planning to enter international markets



Ministry for Foreign Affairs of Finland

Opening doors, relations and connections to International Financial Institutions (IFIs and public administration, financing (PIF, IKI)



FINNPARTNERSHIP

Business Partnership Support, financial support for launching business in Ukraine, B2B Matchmaking services, advisory and training services



Our mission

We accelerate Finnish companies' process of joining the reconstruction of Ukraine.



finnfund

Impact investments (equity, loan, mezzanine) for companies and project in Ukraine, ranging from 1 to 25 million per investment

FINNVERA

Advice, private sector minor investments in Ukraine, export guarantees (coverage of commercial and political risks)

Other key organisations supporting Finnish companies

Regional development agencies

FINLAND
CHAMBER OF COMMERCE

EAST/CHAM
FINLAND

EAST
OFFICE
OF FINNISH INDUSTRIES

Confederation of Finnish Industries

Team
FINLAND