



# Announcement



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бизнес-форум  
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- Event:** The Fourth International Business Forum  
«Ukraine 2017. Strategic Vision: Challenges and Opportunities»
- Location:** Kharkiv Palace Premier Hotel
- Date:** June 21 & 22, 2017
- Focus:** 4th Industrial Revolution: is there a place in it for Ukraine?

Business Forum — an initiative of the Ukrainian business community as a response to the situation in the country. The very fact of the meeting for the fourth time is a prime example of self-organization of the Ukrainian business and NGOs.

**The reform process, market-oriented institutional changes should be a process taking place not only at the macro level but also within the companies themselves.** This part of the transformation is the "zone of responsibility" of business.

We focus on those aspects, issues that business can and should decide for itself.

# History: BF-2014. Investments



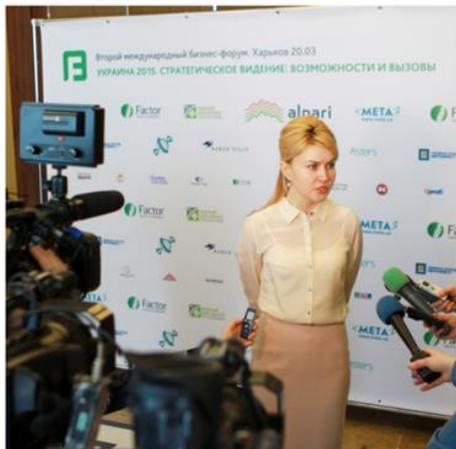
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# History: BF-2015. Export



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# History: BF-2016. Energy efficiency



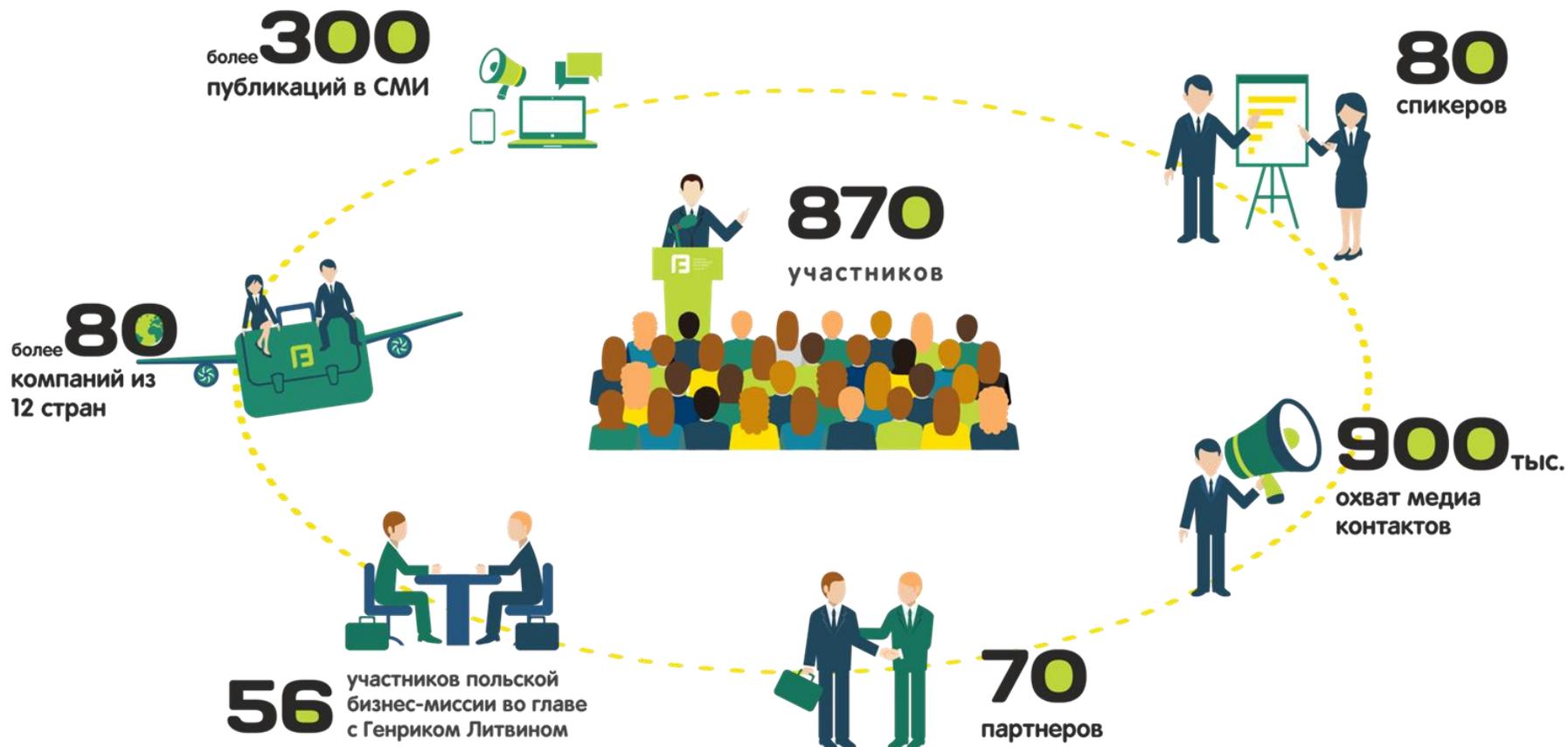
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# Results (BF-2014-2016)



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# Results



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- Together with the Foundation of Managerial Initiatives (Lublin, Poland) **Kharkiv energy cluster** was created;
- **Business incubator «StartUp Factory»** was established and started;
- Interregional **Business Support Center** was created;
- 6 companies become exporters and entered to the European market;
- A training course **«Business as a commodity»** was prepared and launched;
- **«The index of freedom and enterprise of Ukraine opportunities»** launched the project.



**Kharkiv International Business Forum has become an event of national level and scale,  
Business Forum - more than event.**

This project, which generates practical results and new projects, covering all the wider business community, that accept the idea of the transformation of the business environment.

## **Audience of the Forum : CEO and Directors of Companies**

### Branches :

- IT
- Agriculture
- Energetics
- FMCG
- Real estate
- Consulting

**450+ participants**

**More than 30  
companies from 12  
countries**

**30 speakers**

# The geography of participants



- USA
- Canada
- Poland
- Germany
- Austria
- Israel
- Azerbaijan
- Monaco
- Sweden
- Greece
- Canada
- Turkey

Job trade missions are expected from:  
Poland, France, America, China, Germany,  
Turkey.

# Parties concerned



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- Mass media
- Government departments
- City Council
- The regional council
- Business Community
- Foreign companies interested in business partnership with the Ukrainian ones
- Active public figures
- Donor programs
- Organizing committee
- Advertisers
- Embassies
- Potential exporters
- Influential NGOs

# Media Plan



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<b>Tools</b>	<b>Time</b>	<b>Coverage per month, people</b>	<b>Partner Opportunities</b>
<b>Radio</b>	April – June		<b>Partner mentioning in radio commercial</b>
<b>Billboards</b>	April – June	1 108 720	<b>Logo placement</b>
<b>Facebook advertisement</b>	April – June	101 461	<b>Logo placement</b>
<b>SMM</b>	April – June	30 000+	<b>Branding strapping for posts, mentioning o partner with an active link to the page (site)</b>
<b>PR</b>	April – June		<b>Expert's comment</b>
<b>Internet banners</b>	May – June		<b>Branding of banners placed on the resources of informational partners</b>
<b>Cities plasma screens</b>	<b>May – June</b>	<b>2 400 000</b>	<b>Logo placement</b>

# Partnership offer



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	General Forum Partner	Official Forum Partner	Forum Partner
Separate interactive press-wall	+		
The company's stand next to the press-wall		+	
The company's stand in the hall of the Ballroom of Kharkiv Palace			+
Possibility of placing partner's advertising materials in the packages participants of the Business Forum	2X	X	
Branding of posts in social networks (Facebook) 2-3 posts per day	+++	++	+
Placement of the logo on the press-wall of the Business Forum	3X	2X	X
Placement of the logo on the X- banners of the Business Forum	+	+	+
Placement of the logo on the handouts of the Business Forum (notepads, badges, packages of participants, pens, programs of the Business Forum)	+	+	+
Branding pages of participant`s notepad	+		
Placement of an advertising video at the zone of coffee-break / buffet	+++	++	+
Personalized invitations for employees of the company and its guests	5	3	2
Mention in the announcement video of the Business Forum	3X	2X	X
Speech of the company's speaker on one of the sections	+	+	
Speech of the company's speaker at the plenary session	+		
Mention in the final video and photo-report of the Business Forum	3X	2X	X
Photo report for the company	+		
Mention in the audio-commercial of the Business Forum	+	+	
<b>Total, UAH</b>	<b>500 000</b>	<b>250 000</b>	<b>100 000</b>

# Additional sponsorship offers



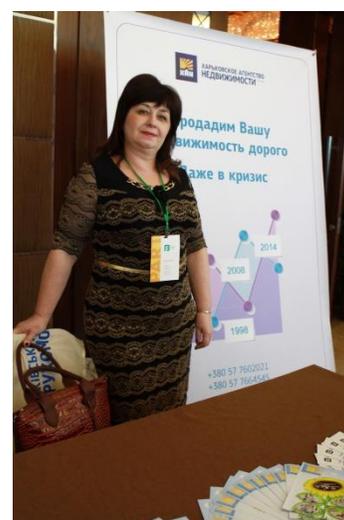
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<b>Coffee break sponsor</b>	<b>150 000 UAH</b>	<ul style="list-style-type: none"> <li>• Logo on the press-wall (X)</li> <li>• Mentioning of company name by the moderator before the start of the coffee break (total 4 times)</li> <li>• Logo on the web site</li> <li>• Promotional rack</li> <li>• Possibility of placing partner's advertising materials in the packages of participants</li> <li>• 2 tickets for 2 days + 1-2 staff to work behind the rack</li> </ul>
<b>Exhibition sponsor</b>	150 000 UAH	
<b>Section sponsor</b>	100 000 UAH	<ul style="list-style-type: none"> <li>• Logo on the press-wall (X)</li> <li>• Branding of «Section» unit on the web site</li> <li>• Banner at the section</li> <li>• 2 tickets for 2 days</li> </ul>
<b>Speaker sponsor</b>	50 000 UAH	<ul style="list-style-type: none"> <li>• Logo on the press-wall (X)</li> <li>• Logo on the web site</li> <li>• 1 board</li> <li>• 2 tickets for 2 days</li> </ul>
<b>Polygraphic materials sponsor</b>	50 000 UAH	<ul style="list-style-type: none"> <li>• Logo on the press-wall (X)</li> <li>• Logo of the company on printed products</li> <li>• Promotional rack</li> <li>• Possibility of placing partner's advertising materials in the packages of participants</li> <li>• 2 tickets for 2 days + 1-2 staff to work behind the rack</li> </ul>
<b>Advertising package</b>	20 000 UAH	<ul style="list-style-type: none"> <li>• Possibility of placing partner's advertising materials in the packages of participants</li> <li>• 1 ticket for 2 days</li> </ul>
<b>Promotional rack + Advertising package</b>	35 000 UAH	<ul style="list-style-type: none"> <li>• Possibility of placing partner's advertising materials in the packages of participants</li> <li>• Promotional rack</li> <li>• 2 tickets for 2 days + 1-2 staff to work behind the rack</li> </ul>

# How can your company be represented at the Business Forum



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# Tickets prices



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Sales dates	Price for one day	Price for two days	Price for one of the days *Corporate application	Price for two days *Corporate application
from 01.02 till 31.03	4000 UAH	5500 UAH	3400 UAH	4675 UAH
from 01.04 till 30.04	5000 UAH	6500 UAH	4250 UAH	5525 UAH
from 01.05 till 31.05	6000 UAH	7500 UAH	5100 UAH	6375 UAH
from 01.06 till 19.06	7000 UAH	8500 UAH	5950 UAH	7225 UAH
from 20.06 till 21.06	8500 UAH	10000 UAH	7225 UAH	8500 UAH

\*Corporate application: buying tickets for three or more persons - 15% discount

# Sponsors and Partners 2014-2016



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# Information Partners 2017 г



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