A new European investment center

World Eye Reports

Ukraine

As the global economic crisis that has seen most European countries rush to their local banks to withdraw their savings, a recent poll conducted by Deloitte suggested that 48 percent of the country felt that the financial crisis does not have any direct influence on their personal financial situation. Despite the downturn, there are undeniable reasons to invest in the Ukrainian economy. According to the European Investment Bank’s annual report, Ukraine ensured its ranking among the top targeted countries with a high potential for investment. In 2008, the American Chamber of Commerce in Ukraine reported that 94 percent of its members planned to increase their investments in the country. With 48 percent of the country feeling that the financial crisis does not have any direct influence on their personal financial situation, it is not surprising that many European companies like Kraft Foods, Coca-Cola, Hewlett Packard, and Amazon have already established a presence in Ukraine. Moreover, the rapid development of the country’s infrastructure, including highways and airports, has made it easier for companies to transport goods and services. In conclusion, Ukraine is a promising destination for European investors seeking to expand their businesses into new markets.

Toyota

Toyota Ukraine General Director

It’s a bumpy ride for Toyota

Ukraine

In 2000, Toyota entered the Ukrainian market with the launch of its Corolla model. However, its sales have been slow and steady, with only a small number of customers showing interest in the vehicle. Toyota’s market share in Ukraine is currently around 2%, which is much lower than its market share in other European countries. The main reason for this is the high price point of Toyota cars in Ukraine, which is much higher than that of its competitors. In addition, the Ukrainian market is much more competitive than the Japanese market, which makes it difficult for Toyota to capture a significant share of the market. Despite these challenges, Toyota continues to invest in the Ukrainian market, and its annual sales are expected to grow in the coming years. In conclusion, Toyota faces many challenges in the Ukrainian market, but it is determined to continue investing in the country and expanding its presence there.

PANASONIC

Panasonic brings ‘ideas for life’ to Ukraine

Panasonic Ukraine

Panasonic CIS

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First and still leading the way

Mazda has definitely come a long way in Ukraine.

In the wake of the Soviet Union’s collapse, the Japanese carmaker sold just over 120 units in 1990. By the end of 2004, Mazda had sold more than 100,000 vehicles in Ukraine, which is now a key market for the company.

“We decided there was a future for us in Ukraine,” mused Terry Laidlaw, vice president of OKI Europe for the Eastern Region.

“Mazda Ukraine declared itself as a separate company in 2000. Since then, sales have continued to grow, and now sales are the highest in Eastern Europe.”

Mazda’s Ukrainian company was named in 2007 as the Top Brand for Telecommunications by the Ministry of Economy and Regional Development.

Mazda International and we thank them for their support and consistent business style. We look forward to the future and celebrating our 18th year of Mazda in Ukraine has been an accomplishment,” Dunina added.

The DataLux group’s well-balanced brand portfolio and development of several business programs (IT, telecommunications, system integration, computer-related equipment, office automation products and services) has emerged as a winning formula, as it facilitated diversification and steady growth.

“Our main objective is to be conceptually aligned with our main shareholders, Itochu, in the future and invest in hardware and IT in an attempt to boost our business. This trend has rapidly grown, as our customers are demanding products that are high-tech and user-friendly and our main shareholders are promoting our company in high-tech sales and support. By 2009, this market has expanded to 80% of our total business, and we are very proud of this achievement,” Dunina said.

“We work with many multinational companies, such as Avant, Avon, Dell, Fujifilm-Ho-

otes, LG, Logitech, Samsung Elec-

tronics, Sandisk and Eastman Kodak. Our business has grown to the point where we are now engaged in four parallel projects – laptop manufacturing, laptop and computer assembly, content control and data management. We have also opened several new retail locations, including in Kherson, Mykolaiv, Odessa, Poltava, Rivne, Simferopol, and Vinnytsia. Our sales have increased from 120 units in 1994 to 80,000 units in 2008. By the end of 2008, Mazda has sold over 100,000 vehicles in Ukraine, with the Grand Vitara being the most popular model,” says Dunina.

Strategic Thinking

Businesses are continuously thinking about their next move, seeing opportunities to work together.

At OKI Printing Solutions, we understand the challenges you face. That’s why we’ve developed award-winning business printing solutions to help transform your enterprise. Through effective, efficient and value-added solutions for our partners, OKI Printing Solutions makes the success of your business, our business.

www.okiprintingsolutions.com

DataLux finds the secret of its success

Quickly gaining speed

In the wake of the Soviet Union’s dissolution in 1991, Japanese and business leaders, and printer manufacturers OKI Printing Solutions immediately saw a new opportunity to further strengthen their position in the region. More than a decade in the country, it has also experienced a steady growth.

Since its establishment in 1981, OKI Printing Solutions has set up business operations with over 400 business partners and dealers across the country, of which 80 are regarded “favored partners and host partners” who are entitled to享受 exclusive in recognition of their sales performance.

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**Ukraine**

**Leading the way in the Ukrainian auto industry**

E stablished originally as a Ukrainian branch of the Global Car Service, Brain Source International has grown to become Ukraine’s leading automotive solutions provider. The company has implemented many successful projects in the auto industry, which has grown at an average annual rate of 20 percent in line with efforts to rejuvenate the auto industry.

In 1995, Brain Source International undertook an important change when it became the Ukraine’s first auto-related consultative and investment company. With the support of the Ministry of Industry, the company was able to attract FDI and has since concentrated on developing a network of auto-related businesses.

Since Brain Source International began its operations in Ukraine, it has entered into several important projects in the auto industry, including the construction of the Ukrainian Auto Transportation Park in Lviv, the Auto-Techno Park in Dnipropetrovsk, and the Auto-Techno Park in Kharkiv. These projects have been successful in terms of attracting foreign investment and contributing to the development of Ukraine’s auto industry.

**JVC thrives in growing Ukraine**

S everal Japanese companies have found the Ukrainian market to be a promising opportunity for growth and expansion. Among them is JVC, which has been active in Ukraine since 1991.

**M&S makes moves with ease**

A ndal wide opinion is that it will continue to grow, thus giving rise to a number of emerging markets that are seeking new and innovative solutions. Among them is M&S Group, which has been active in Ukraine since 1999.

M&S Group and M&S Forwarding Co. have established a strong presence in Ukraine, with a focus on international forwarding, customs clearance, and transportation services. The company has a network of offices in major cities across Ukraine, including Kyiv, Kharkiv, and Lviv.

**JVC to open new logistics horizons**

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