



# TORONTO HOSTS FIRST CANADA-UKRAINE TRADE SHOW

From April 29 - May 3, almost a full five years after Ukraine's declaration of independence, Canada finally hosted its first Ukrainian Trade Show. At the initiative of Kozlova Enterprises Inc. of Winnipeg, the Metro Toronto Convention Centre saw over 200 participants from Ukraine manning some 50 booths and tables, eager to introduce themselves, their businesses, their regions, and ideas to Canada. They included directors of large and medium size Ukrainian companies and enterprises, heads of Ukrainian financial and insurance institutions, Ukrainian regional government officials, businessmen and women representing public and private companies, ranging in age and experience from young eager entrepreneurs to seasoned experts from another era.

The ambitious five day program of Ukraine and Partners XX-XXI was the result of much hard work by Lioudmilla Kozlova and Igor Zaks, President and Chairman, respectively, of Kozlova Enterprises. Shortly after their arrival in Canada in the early 1990's, they put their years of business experience and understanding of conditions in Ukraine and other Eastern European countries to practical use, establishing Kozlova Enterprises Inc. Their objective was to assist Ukrainian and other Eastern European companies to market their products in North America, as well as vice versa: to show North Americans the way to the East European markets. After only a few

short years in Canada, Ukraine and Partners XX-XXI became a concrete example of their seriousness and determination to achieve this objective.

The program of Ukraine and Partners XX-XXI consisted of three components: a half-day seminar "Doing Business in North America" for the participants from Ukraine, and a two-day conference "Doing Business in Ukraine", and, running concurrently, the actual 4-day Trade Show itself, "Ukraine and Partners XX - XXI".

## SEMINAR

The first day of the five-day event started with a seminar geared at introducing the Ukrainian delegation to the peculiarities of doing business in North America in general, and Canada in particular. As the huge group filled the seminar room, some eleven experts addressed such questions as import-export procedures, taxation laws and the rules of competition. The speakers included representatives of the Canadian federal and provincial governments, private enterprises, as well as the Ukrainian Trade and Economic Mission to Canada.



DANIEL DUTKA

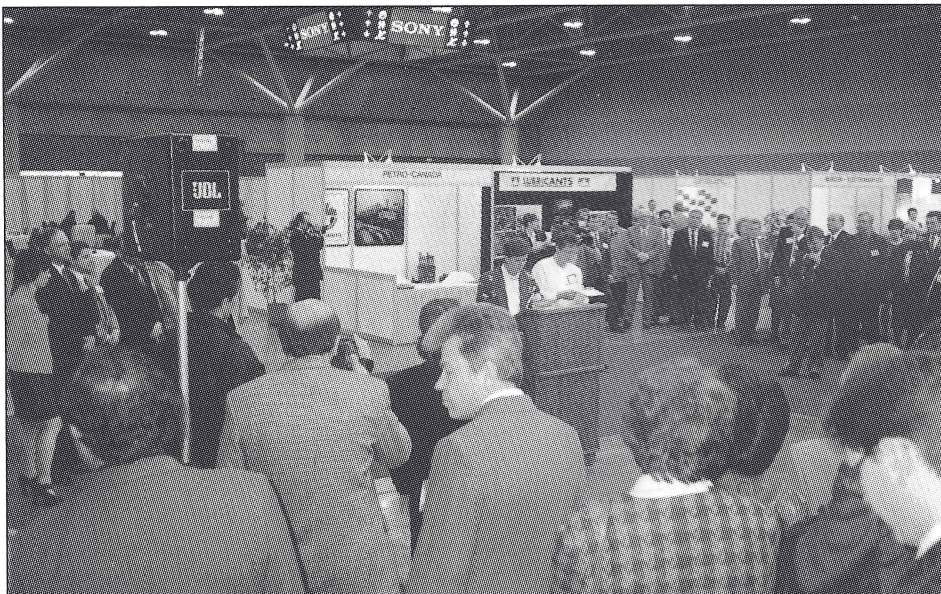
*Sandra Bruce (l), Dir. of Central and Eastern Europe, Capital Projects, International Trade Corporation (Gov't of Ontario), and Lioudmilla Kozlova (r), Pres. of Kozlova Enterprises, address participants and guests at opening ceremonies.*

## TRADE SHOW

Day two saw the opening of the Trade Show itself "Ukraine and Partners XX-XXI". The products and services displayed in the booths and at the tables ranged from a wide variety of sectors, from industry and service to government structures, and represented many regions of Ukraine. Construction, metallurgy, fishing, liquor, medical industries, banks, insurance companies, advertising and publishing, as well as tourism - the Ukrainians eagerly put their best forward. Canadian exhibitors included Petro-Canada, private companies, provincial booths, media, and the Canada-Ukraine Chamber of Commerce.

## TWO-DAY CONFERENCE

A major highlight of the week-long events was the two-day conference "Doing Business in Ukraine", held in the John Bassett Theatre of the Convention Centre. During the course of the conference 32 speakers gave their advice and shared their experiences and expertise with Canadians looking in the direction of Ukraine. One by one, they analyzed various aspects of Ukraine's rocky road to reform and the obstacles that have stalled economic progress. And despite these complications on the Ukrainian side, all unanimously agreed that Canadian entrepreneurs have been slow and extremely cautious in responding to Ukraine's potential. Ironically, the truth of this statement was



*The opening ceremonies of "Ukraine and Partners XX-XXI"*