



## TRADE OPPORTUNITIES IN UKRAINE

### *An Interview with Dennis N. Goresky, Canada's Commercial Counsellor to Ukraine*

In July 1993, Dennis Goresky departed for a new mission to Kyiv following his new appointment as Canada's Commercial Counsellor. Mr. Goresky is responsible for promoting Canadian goods and services in Ukraine. He is Ukrainian in origin, born and raised north of Edmonton, in Alberta. He was posted as a political attache and alternatively working on commercial issues in Warsaw (Poland), Bucharest (Romania), Sydney (Australia) and Los Angeles (USA).

*Monitor editors Orest Dubas and Nina Romas interviewed Mr. Goresky in Ottawa on the eve of his departure for Kyiv.*

- *Mr. Goresky, what role do you foresee as Commercial Counsellor in Ukraine?*

I have specialized in issues that are very important in Ukraine, such as energy, environment, agricultural equipment. All of these issues are ones Ukraine needs to master in order for its government to produce the workers and products it requires. In Los Angeles, in particular, we dealt specifically with trade problems, such as access to markets by America. So when we're dealing with a situation such as a new market, it's important to understand what Canadian policies are and how they fit in to GATT. These are issues that Ukraine is now coming to terms with. I was in the right place in my career at the right time.

There are two roles to be played here. My primary role will be to promote exports of Canadian products and services into Ukraine. I'll be involved in finding ways to help Canadians finance their ventures into Ukraine. The Canadian Cooperation Office in a lot of ways is there to provide expertise into Ukraine from Canada. The other side of the coin will involve work with Ukrainians to help them to sell goods in Canada. If anybody comes to the Canadian embassy in Kyiv, we will direct them to the people most appropriate for them to work with, such as the Trade Facilitation Office, who specialize in bringing products from East European markets. They will even train Ukrainians on doing business in Canada. We can't ignore the second side, because Ukraine has to pay for its imports, and it's still in the process of building structures for this.

What I will be doing is promoting two-way trade, joint venture, because in fact, we find that Canadian businesses that have been most successful to-date in Ukraine have taken this approach. First of all, these successful businesses have done their homework here in Canada. Then they've gone over to Ukraine to see what their opportunities for selling their products in that market. At the same time these businesses are able to identify partners in Ukraine that support the Canadian companies' interests in Ukraine and other parts of Europe. A successful joint venture allows both sides to benefit more than they would if each approached the market place alone.

Let me clarify something. Our bilateral trade will be much stronger if we have dealings between all types of businesses and all parts of the Canadian economy. It can't just be limited to Canada's Ukrainian community.

Look at a company like SEMEX. Here we have a success story of a Canadian firm that took all the right steps and the right approach. SEMEX has chosen Ukraine as its centre for production of semen for breeding cattle for the rest of the former Soviet Union and even into Western Europe. Its joint venture with Ukraine is the only one that the company is doing in continental Europe. This company has no Ukrainian roots or traditions. There have been scores of other successful ventures in Ukraine, including dairy products, pizza, shoes, energy exploration, agricultural equipment and scores of other areas. In spite of economic problems in Ukraine, cooperation, joint ventures and straight investment continue to grow almost on a daily basis.

- *What type of projects do you see your office initiating in the near future?*

I would like to tackle four or five key areas. First, I'd like to do some market intelligence to determine Canadian strengths and Ukrainian needs -- where do they match? And then I plan to work with Canadian and Ukrainian companies to get together to match them up. That's the key.

We're already working on one trade show for November in Kyiv on agricultural equipment where the Canadian government will have a booth. I'll be developing a plan for our involvement in such shows, which are relatively new in Ukraine. While there's no track record, there are organizations such as the federal Renaissance program through which Canadian companies are able to get assistance in exploring possible joint ventures and eventually should lead these companies to participate at these shows. And so you're going to see a larger Canadian presence. I have seen this same commitment by people in Ottawa for this direction, and I think a process will soon be put into place.

Canada is also working on several projects -- one on privatization, one on health and a big one on agriculture.

In the energy sector the sky is the limit. Projects involving cogeneration, oil and gas pipelines, oil and gas exploration and enhancement of existing fields. On the nuclear side Canada has considerable expertise to