

## About EUSKRANIA

The EUSKRANIA Community brings together nearly 500 Basque and Ukrainian families who share sociocultural and labor integration activities, as well as job and professional opportunities.

This initiative was promoted by the **Europe of Peoples Institute Foundation**, which, together with **Negobide Círculo Empresarial**, collaborates with Basque, European, and Ukrainian social organizations, businesses, and institutions. Through UkraniaSOS, direct humanitarian aid and personalized human assistance have been provided to more than 4,000 people.

Currently, EUSKRANIA works in two areas:

**EUSKRANIA.org** facilitates social integration through personal and family development, interculturality, and training and employment support programs. Since the beginning of the war, he has obtained more than 300 employment contracts.

**EUSKRANIA.com** focuses on the professional development of individuals with significant experience in the business world, bringing together and projecting talent and experience to serve companies, organizations, and institutions operating in Ukraine and Slavic cultures.



## EUSKRANIA, the Basque-Ukrainian Community

Europe of the Peoples Institute Foundation  
HERRIEN EUROPA INSTITUTUA EUSKAL FUNDAZIOA

Uribarte Walk, 12  
Coexistence Square  
E48001 Bilbao  
Tel: +34 605 058 532

Uribarte Pasalekua, 12  
Bizkidetasun Plaza  
E48001 Bilbao  
Urt: +34 605 058 532

[www.Euskrania.com](http://www.Euskrania.com) [info@Euskrania.com](mailto:info@Euskrania.com)

**EUSKRANIA**



## Technical Services and Relationship Management Euskadi in Ukraine

and other countries in the Slavic environment



### UKRAINIAN DESK

TECHNICAL SERVICES

HUMAN CAPITAL

ACCOMPANIMENT

INTERIM MANAGEMENT

**EUSKRANIA**



  
**NegoBide**  
Círculo Empresarial  
[www.negobide.com](http://www.negobide.com)

OPPORTUNITIES FOR SECTORS:

Construction, Machinery, Energy, Healthcare, Pharmacy, Agriculture, Automotive, Transportation, Logistics, Digital Technologies...



## The Reconstruction of Ukraine provides interesting opportunities for Basque companies

**Although the war in Ukraine continues, the country is already embarking on a major reconstruction and improvement plan with the specific support of the European Union. This initiative, in which the Basque Country plays an active role, facilitates access to relevant information and participation in public tenders.**

The Department of Industry, Energy Transition and Sustainability of Eusko Jaurlaritza - Basque Government, through the SPRI Group and its Internationalization Agency, BasqueTrade, has launched various actions aimed at promoting the socioeconomic development of Ukraine. These include an important direct channel of relations and resources with institutions and entities, both European and Ukrainian.

During 2023 and 2024, various activities have been organized in Bilbao, Brussels, Warsaw, and Ukraine: 'Basque Open Industry' at the BEC in Barakaldo and the meetings of the European ProSME Project, which promote the development and projection of companies in different countries, as well as 'Rebuild Ukraine', among other forums supported by the European Union that bring together Ukrainian cities and regions, reconstruction project contractors, international financial institutions, investors, and companies from around the world.

Professionals from NegoBide Business Circle and the Euskrania-UkraniaSOS initiative have actively participated in these events to identify opportunities for Basque companies. Understanding the keys to facilitating access to and relationships with the local business community, along with assistance and support in direct purchasing processes and public tenders for the country's reconstruction, are essential for efficiently and effectively managing the various challenges.

### EKIALDEAN

With the support of the Department of Economic Promotion of the Provincial Council of Bizkaia, Negobide will initiate a Business Cooperation process aimed at SMEs in the region that will benefit from these services:

- Diagnosis of the Internationalization Potential.
- General situation reports and the status of your sector
- Strategic and operational focus meetings
- Inter-company Cooperation Meetings
- Organized trips for prospecting and selecting alliances
- Trade missions with personalized agendas
- Assistance and accompaniment, interpreters
- Support in the management of Public Aid
- Optional Financial Feasibility Study through



bankinter.



## Why it's interesting EKIALDEAN for your company

The recovery and modernization of Ukraine is probably the largest economic project of our time and will require a significant contribution of knowledge and technology from global industry. Europe will lead a large part of this effort, and therefore, thanks to Basque companies' institutional positioning, Basque companies will be able to discover interesting opportunities; both those with experience in international tenders and SMEs with good products and services that want to take advantage of a triple challenge:

- Generate ALLIANCES, synergies with competitive and responsible companies
- Share SOLIDARITY, promoting employment and professional development
- Identify opportunities. Different potential sectors where you can add value, such as:
  - Construction, Machinery, Energy, Healthcare, Pharmacy, Agribusiness, Automotive, Transportation, Logistics, Digital Technologies...



**These are the main services we can provide to your company.**

### TECHNICAL ASSISTANCE

Translations, interpreters, market research and reporting, documentation, administrative, commercial, and legal procedures, tender preparation, and more.

### ACCOMPANIMENT

Trade Missions, Fairs and Exhibitions, Presentations... We assist companies, organizations, and institutions in their activities and foreign relations.

### REPRESENTATION

New destinations and new projects, optimizing resources and minimizing risks: We provide professional infrastructure and a representative office for procedures and management.

**The EUSKRANIA initiative team is made up of**

**Ukrainian professionals** living in the Basque Country, **the Europa de los Pueblos Institute Foundation**, the **NegoBide Business Circle**, and young graduates in International Relations and Law from the **University of Deusto** who are developing their experience in European and Slavic countries.

