

# **International Platform NAZOVNI.online**

## **Ukrainian digital tool for trade promotion**

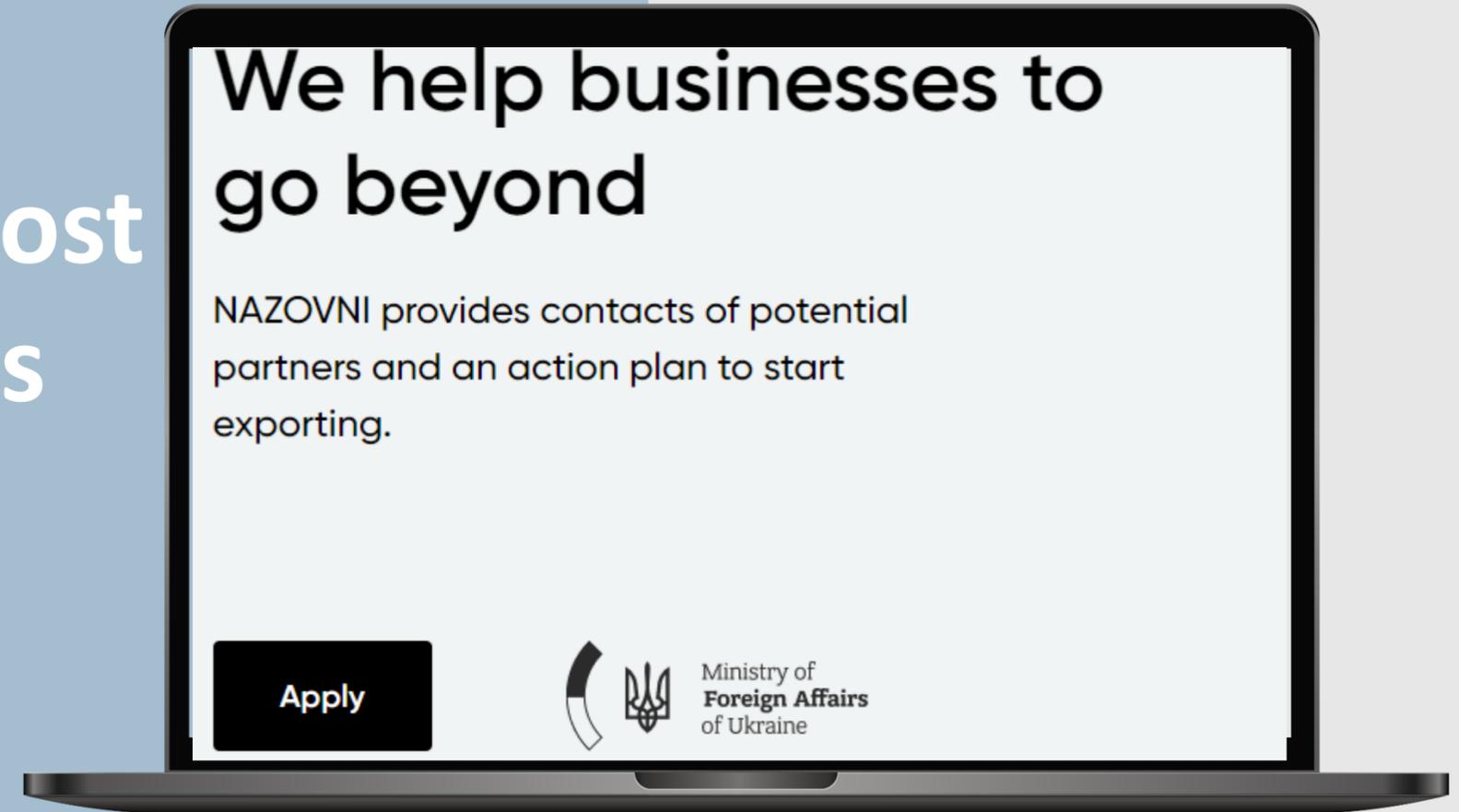
## NAZOVNI.online:

Is a service created with institutional and informational support of the Ministry of Foreign Affairs of Ukraine. It offers powerful resource of economic diplomacy to the business.

Established in 2021, NAZOVNI plays an essential role in export promotion and support. This Governmental resource is available both for Ukrainian exporters and foreign importers.



# NAZOVNI was designed to boost Ukrainian business relations globally



Structured diplomatic support of Ukrainian exports on new and existing markets.

Direct business matching for foreign buyers and Ukrainian manufacturers

Network of Ukrainian diplomats in 120 countries and direct communication with exporters

Promotion of trade and strengthening position of Ukrainian business in the world

# NAZOVNI:

NAZOVNI  
Online

**The platform** itself, where business can register and communicate

**We create** the most profitable **opportunities** for participation in business events - exhibitions, international B2B events

NAZOVNI  
EXPO

NAZOVNI  
MATCH

**We engage buyers** from other countries to get to know Ukrainian manufacturers directly, using the NAZOVNI platform

**We help to represent** Ukrainian manufacturers in trade networks abroad and

NAZOVNI  
RETAIL

**We help to increase** the sales of already presented products

**Nazovni Academy** webinars and trainings

NAZOVNI  
ACADEMY

NAZOVNI  
TALKS

**Project helps** Ukrainian business **to adapt** and get better understanding of opportunities for worldwide cooperation, as well as discover cultural, economic and legal aspects of different countries with Ambassadors of Ukraine



What you need to know  
about the business culture  
of the country of exports

Nazovni.online has an effective digital  
tool for importers to find manufacturers  
in Ukraine

**Product needs of  
Importer**



**Capabilities of  
Ukrainian exporters**



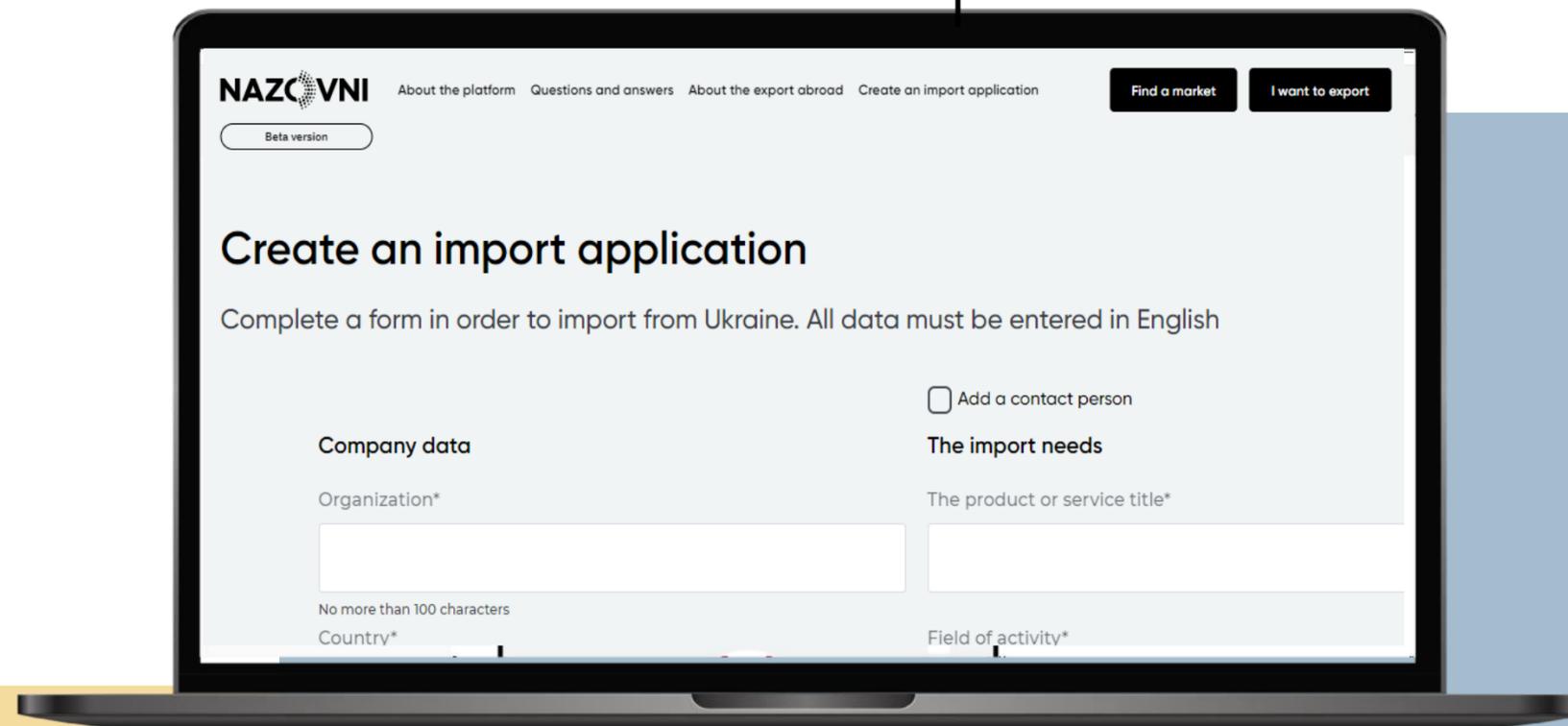
**Synergy and fruitful  
cooperation**

## Would you like to buy from Ukraine?

We engage buyers from other countries to get to know Ukrainian manufacturers directly, using the NAZOVNI.online platform

Fill in the application form on the web-site  
<https://nazovni.online> or via link  
<https://nazovni.online/en/import-application>

Provide required information about your company and goods you wish to import



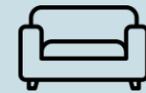
The screenshot shows the NAZOVNI website interface. At the top, there is a navigation bar with the NAZOVNI logo, links for 'About the platform', 'Questions and answers', 'About the export abroad', and 'Create an import application'. There are also buttons for 'Find a market' and 'I want to export'. Below the navigation bar, there is a 'Beta version' badge. The main heading is 'Create an import application', followed by the instruction 'Complete a form in order to import from Ukraine. All data must be entered in English'. The form is divided into two columns. The left column is titled 'Company data' and includes a 'Organization\*' field with a note 'No more than 100 characters' and a 'Country\*' field. The right column is titled 'The import needs' and includes a checkbox for 'Add a contact person', a 'The product or service title\*' field, and a 'Field of activity\*' field.



# TOP sectors that applied via Nazovni.online:



Food products and Confectionary



Woodworking and furniture industry



Spirits and Beverages



Construction and Machinery



Agricultural products and machinery



Chemical and Pharmaceutical industry



Textile



IT and Development

# 400+ Import requests at Nazovni.online

-  Germany
-  Poland
-  Italy
-  France
-  Great Britain
-  Belgium
-  Kenia
-  Egypt
-  Spain
-  Romania

-  China
-  Ireland
-  UAE
-  Portugal
-  Kuwait
-  Tunisia
-  Mexico
-  Qatar
-  Hungary
-  Israel



# NAZOVNI results:

**3000+**

Registered verified companies

**100+**

Exhibitions for 500+ companies

**15 000+**

Export requests

**20+**

Retail campaigns

**1200+**

Market research requests

**100+**

Embassies and General Consulates

**500**

Export contracts  
from 13k USD to 2.5m EUR

**75%**

NPS level

NAZOVNI.online is working on additional opportunities for Ukrainian exporters by partnering with local and international associations and entities.

To develop cooperation with international partners to support and open new markets for local entrepreneurs, as well as to become a main channel for supply of Ukrainian goods and services.

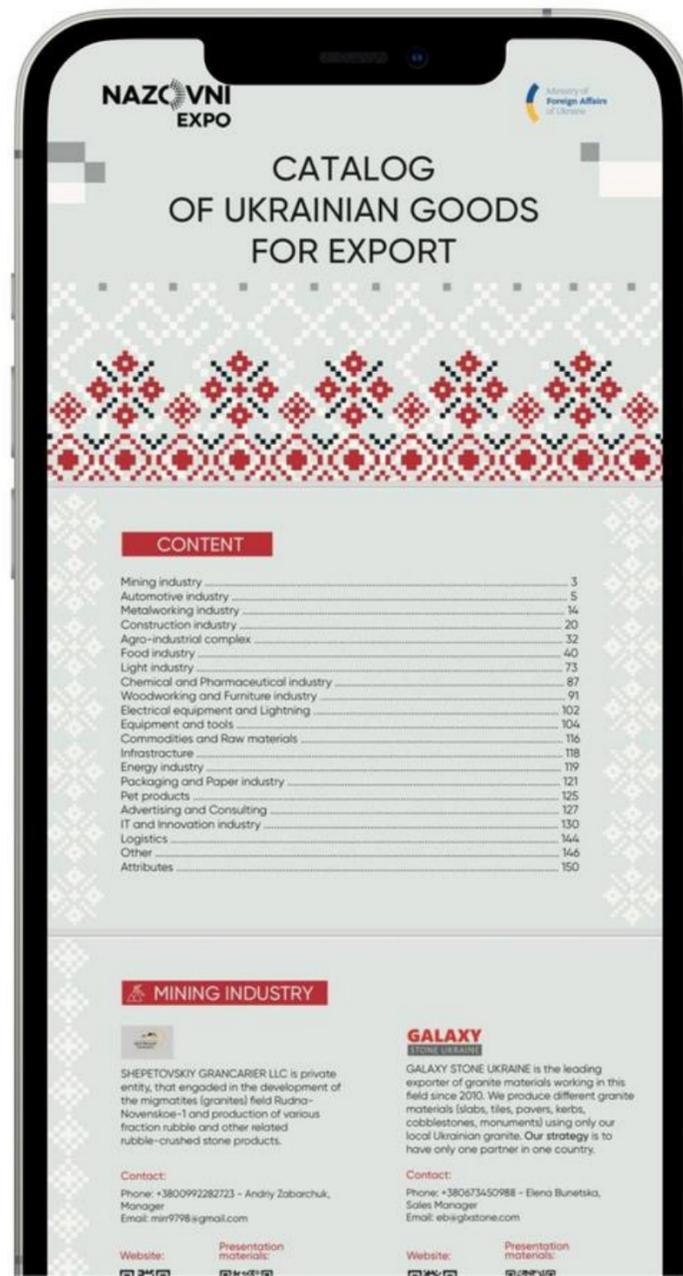


AMERICAN CHAMBER  
OF COMMERCE  
UKRAINE



український клуб аграрного бізнесу

# Catalogue of the Ukrainian exporters



**Go NAZOVNI – the world  
is waiting!**



**NAZOVNI**