

Trade smarter, pay less: preferential origin rules explained

Presentation of the Handbook & Training on the Pan-Euro-Mediterranean Convention

Date and Time: December 9, 10:00 a.m. CET+1 (Kyiv/Chisinau time)

Format: Online (on the Sustainable Transport & Trade Matchmaking Platform)

This training event combines:

1. the presentation of a newly developed handbook on obtaining preferential origin,
2. practical advice on how small and medium-sized enterprises (SMEs) in Georgia, Moldova and Ukraine can benefit from preferential tariffs.

Who should attend:

- Export and logistics managers from SMEs in Ukraine, Moldova, and Georgia
- Representatives of companies engaged in cross-border trade with the EU and other PEM Convention countries
- Anyone interested in understanding how to reduce customs duties through preferential trade

Part 1: Introduction and Handbook presentation

Speaker: Oleg Kyryievskyi, Managing Partner at First Chair Legal law firm and Lecturer at Ukrainian Catholic University

- Welcome and introduction to the training objectives
- Why preferential origin matters for SMEs: cost savings and market access
- Overview of the handbook: structure, target audience, and how to use it

Part 2: Understanding the PEM Convention

Speaker: Oleg Kyryievskyi, Managing Partner at First Chair Legal and Lecturer at Ukrainian Catholic University

- What is the Pan-Euro-Mediterranean Convention?
- Key concepts: preferential vs non-preferential origin
- Timeline of changes: original, revised PEM Convention and transitional period

Part 3: Rules for obtaining preferential origin

Speaker: Olena Panakhyd, Associate at First Chair Legal law firm

- How to obtain preferential origin: wholly obtained goods vs sufficiently processed goods
- When minor deviations are allowed (tolerance rule)
- Bilateral, diagonal, and full cumulation

Part 4: How to prove preferential origin

Speaker: Olena Panakhyd, Associate at First Chair Legal law firm

- Types of proof of origin: EUR.1 certificates vs origin declaration
- How to obtain a EUR.1 certificate in Ukraine, Moldova, and Georgia
- Retrospective issuance and duplicate certificates
- Future developments: electronic EUR.1 certificates
- Approved exporter status



Part 5: Digital tools for checking tariffs and rules of origin

Speaker: Olena Panakhyd, Associate at First Chair Legal law firm

- Introduction to digital tools: Access2Markets, MacMap, Rules of Origin Facilitator
- Live demonstration: checking tariffs and rules of origin for a sample product
- How to use ROSA (Rules of Origin Self-Assessment tool)

Part 6: Q&A

Speakers: Olena Panakhyd & Oleg Kyryievskiy

- Open floor for questions
- Feedback on the handbook

