



МІНІСТЕРСТВО РОЗВИТКУ ЕКОНОМІКИ, ТОРГІВЛІ  
ТА СІЛЬСЬКОГО ГОСПОДАРСТВА УКРАЇНИ

CUTIS  Canada-Ukraine  
Trade & Investment  
Support project

**Дія** Бізнес



CANADA-UKRAINE CHAMBER OF COMMERCE  
КАНАДСЬКО-УКРАЇНСЬКА ТОРГОВА ПАЛАТА  
CHAMBRE DE COMMERCE CANADA-UKRAINE

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CANADA 1980-2020



# DOING BUSINESS VIRTUALLY IN UKRAINE:

## A Checklist for Canadian Buyers

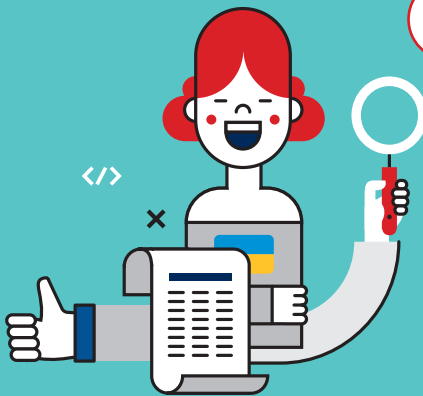
# Before the Virtual Meeting



1

## Identify Product Categories of Interest and Your Needs

You should have a good idea of the types of products you are interested in importing from Ukraine, yet remain open to learning about products you may not have originally considered but that might meet your needs.



2

## Identify Potential Ukrainian Producers of Interest

In most cases, you will be approached by an export support institution (ESI) to gauge your interest in sourcing products from Ukraine. Ukrainian ESIs might include the Canada–Ukraine Chamber of Commerce (CUCC), Regional Chambers of Commerce and Industry (RCCIs), Entrepreneurship and Export Promotion Office, business associations, or individual consultants. The ESI will have verified the reliability and trustworthiness of the Ukrainian producer based on the company's history, export experience, reputation, financial solvency, and willingness to overcome any challenges that may arise.



3

## Matchmaking

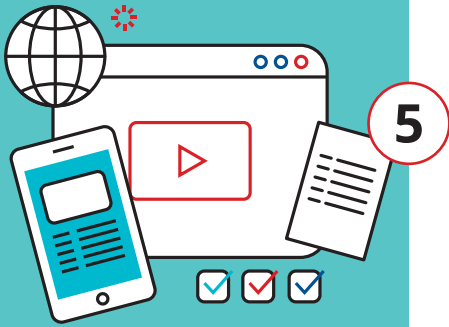
Once the ESI has a list of Ukrainian producers that may meet your needs, they will share that list with you, along with all relevant videos, photographs, prices, product samples, and other product information. The ESI will also provide company profiles of the Ukrainian producers they have vetted. You can then choose the producers with whom you are interested in connecting with. You will likely be asked to fill out a buyer company profile like the one included at the end of this checklist.



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## Virtual Meeting Validation

The ESI will facilitate an exchange of information between you and the Ukrainian producers (via e-mail and telephone/online calls) prior to the virtual meeting, in an attempt to answer any questions and deal with any requests before the virtual meeting. This will help the meeting go more smoothly and ensure that there is interest on both sides. There will likely be further questions and requests during the virtual meeting, but the goal should be to answer the majority of them ahead of the meeting.



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## Set Up the Virtual Meeting

Be sure to let the ESI know which virtual meeting technologies you are familiar with and agree on a date and time for the meeting. When setting the meeting time, remember that the time zone in Ukraine differs from those in Canada.



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## Prepare for Technology Failure

There are times when, despite planning and preparation, the internet goes down or there is a technology hiccup. To be prepared:

- Have a secondary device (such as a tablet or phone) available to try to reconnect if your primary device does not work.
- Ensure that all devices' batteries are fully charged before the meeting.
- Before the meeting, agree on a way to connect in the event that there is a technology failure.
- Log in at least five minutes before the meeting starts to test connectivity and verify that everything is working.



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## The Virtual Meeting

Conducting a successful virtual meeting requires careful and thorough preparation. You want to ensure that the experience is as close as possible to that of an in-person meeting. Here are some tips to help a virtual meeting go smoothly:

- The ESI will provide the buyer with a meeting agenda, which should be reviewed and agreed to before the meeting.
- The buyer should ensure that notes are taken to record what they agree to provide the Ukrainian producer after the virtual meeting, and that any requests for information that cannot be dealt with during the meeting are followed up on.
- It is important to limit the number of participants in virtual meetings. There should be no outside observers (i.e., people not working directly for the producer, buyer, or ESI).

# During the Virtual Meeting

- Both parties should provide names of participants, titles, and contact information.
- Each side should identify a leader for discussions.
- Stick to the agreed-upon schedule. Meetings should last one hour at most.
- Don't record the meeting unless the producer has agreed to it beforehand.
- It is generally expected that the Ukrainian producer will conclude and confirm next steps.

## After the Virtual Meeting



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### Follow Up

- Within 24 hours of the meeting's completion, you should receive a follow-up email from the producer outlining the next steps.
- All information requests collected and summarized during the virtual meeting should be carefully thought out and responded to by both sides as soon as possible.
- If samples have been requested, the buyer should ensure that the producer has the correct delivery address and knows the preferred mode of shipment.
- Multiple virtual meetings may be required between the Ukrainian producer and a potential Canadian buyer. The process outlined in this checklist should be used each time.

# Buyer Company Profile

## I. CONTACT INFORMATION

Company name:	_____				
Sector:	_____				
Representative name(s):	_____				
Title(s):	_____	Gender:	_____		
Address:	_____				
Phone:	_____	Mobile:	_____	Fax:	_____
Email:	_____	Website:	_____		
Social media: LinkedIn	_____	Facebook	_____		
Other (please specify)	_____				

## II. ABOUT THE COMPANY

**Type of company** (e.g., importer, broker, distributor, agent, etc.) **and brief description of your operations:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**a. How much full-time and part-time employment is generated by your company?**  
(approximate figures)

■ Location of most of this employment: \_\_\_\_\_

**b. Financial overview of your company**

■ Turnover in 2019:

Less than C\$1 million

C\$1–10 million

C\$10–100 million

> C\$100 million

■ Percentage of your imports in total sales \_\_\_\_\_

■ What are your three most important countries for imports? \_\_\_\_\_

■ What are your preferred incoterms: Ex works, FOB, CIF \_\_\_\_\_

**c. What standards** (e.g., ISO, HACCP, organic, health, labour, GAP) **do you require?**

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### **III. IMPORTING INTO CANADA**

**d. IMPORTS targeted at the Canadian market** (please describe your product priorities)

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**e. What are the main products your company currently imports into Canada?**

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**Thank you!**

## About the CUTIS Project

This document was developed with funding from the Canada-Ukraine Trade and Investment Support (CUTIS) project. The views and opinions expressed in this document are solely those of its authors and do not reflect the official position of the Government of Canada or Global Affairs Canada.

CUTIS is a five-year development assistance project funded by the government of Canada through Global Affairs Canada from February 2016 until February 2021. The project is implemented by The Conference Board of Canada in coalition with the Canada-Ukraine Chamber of Commerce. The CUTIS project aims to reduce poverty and increase sustainable economic growth to Ukraine through the expansion of Ukrainian exports to Canada and the attraction of Canadian investment to Ukraine. CUTIS supports Ukrainian small and medium-sized enterprises (SMEs), including SMEs owned or operated by women.