



U.S. Commercial Service in Ukraine
requests the pleasure of your company at a virtual conference:

Franchise Market Overview Best Prospects for U.S. Franchisors in Ukraine

Thursday, April 22nd, 11:00 a.m. – 12:30 p.m. EST

The event will be held online, free of charge. Please [REGISTER HERE](#).
POC: Olga.Vashchenko@trade.gov You will receive a joining link upon registration.

The franchise market in Ukraine continues to grow rapidly. In the next few years, the franchising legislative environment is expected to strengthen, with consumers increasingly demanding international brands. According to available data, Ukrainian entrepreneurs increasingly prefer franchising when it comes to expanding their business. The franchising market is gaining momentum with the number of franchising outlets growing consistently year-over-year. According to the Ukrainian Franchise Group, more than 504 franchisors and 19,034 franchise outlets are now operating in Ukraine.

In recent years, many U.S. and international brands have successfully operated their franchise businesses in Ukraine including such companies as Dominos Pizza, KFC, FitCurves, along with a variety of local franchises in food, retail, services and other industries.

Most Ukrainian franchises are concentrated in the capital and Ukraine's largest populated cities such as Kharkiv, Dnipro, Odesa, and Lviv. Other cities are not yet acquainted with franchising, and present significant opportunities for growth.

Ukraine offers future franchise opportunities for both food and service-based franchise systems. Through the virtual conference you will become acquainted with the market and possible franchise opportunities in Ukraine.

Why Ukraine?

- Known as the “breadbasket of Europe,” Ukraine is one of the largest countries in Europe and is taking steps to continue becoming a western-oriented economy.
- Ukraine has a skillful, highly-educated and low-cost workforce, with one of the highest literacy rates in the world (99.7%).
- With a population of over 40 million, there are only about 500 franchise brands currently registered in Ukraine.

Register and participate in:

- Country Briefing to learn about prospects for U.S. franchises in Ukraine and the commercial climate
- Virtual tour of possible franchise locations, supply chain, malls, etc.

U.S. Commercial Service in Ukraine
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Agenda



11:00 AM
Introductions by U.S. Embassy Officials



11:05 AM
Welcome Remarks by AmCham



11:10 AM
Franchise Market Overview



11:20 AM
Franchise Legislation in Ukraine



11:40 AM
Retail Sector Challenges and Opportunities



11:50 AM
U.S. Franchise Brand Success Stories



12:10 PM
Market Entry Experience



12:20 PM
Q&A and Closing Remarks



12:30 PM
End of event

