



. WORLD FOOD EXHIBITION – UKRAINE, KIEV

Eurofishmarket is following the news on Ukrainian market and is offering consultancy to Italian and European producers willing to export their products (from fishery sector) to Ukraine

Ukraine has become an attractive market for international investors. The country has an increase in the number of supermarkets and hypermarkets, and consumers are becoming more demanding, with sales of high-quality, healthy, unusual and convenience foods on the rise. These are positive developments for the food industry as new, quality foods have both the demand and infrastructure to support them.

International world food exhibition was held on 25-27 October in Kiev Ukraine. Eurofishmarket was present at this event. World Food Ukraine was organized well, unfortunately the number of the companies in fishery sector exhibiting their goods was not that big, but anyway there were many interesting companies and associations presented. On the event there was an opportunity to meet local and international producers, buyers, distributors, wholesalers, retailers and restaurateurs. This year 229 companies has exhibit their production from 29 countries : Ukraine, Russia, Belarus, Moldova ,Austria, Argentina, Belgium ,Bulgaria, Brazil,Great Britain,Germany,Greece,Egypt,India,Italy,Canada,China,Korea,Netherlands,Poland,Serbia,Singapour,Sri-Lanka etc

From fishery sector national promotional associations presented different companies from Canada, Argentina, and Turkey; companies also from Netherlands and USA were exhibiting their goods.

After 20 years of stagnation fishery sector got the chance - on 8 July 2011 Ukrainian parliament adopted a law on fisheries, fishery production and protection of aqua resources. At the same time chamber of ministries adopted state economic development program on fishery sector development 2012 – 2016.

In past 4 -5 years the annual consumption of fishery product per capita was 14-15 kg that is 5-6 kg less than in European Union countries. The need of fishery products annually for Ukraine is estimated at 1 million tons. So it means that there is a big opportunity for the international producers to fill this niche.

Now Ukraine imports very small amount of fresh fish products: during 2010 import was only 0,2 millions USD (from Italy – 0,08 millions USD). That is why the quantity of importers is insignificant. The problem is the unpredictable terms of customs procedures that are sometimes extended in time , so for the local wholesalers and distributors it s a risk to deal with a fresh products. That is why the Ukrainian operators prefer to import dry foodstuff with long term of usage. In case with fish products - freeze stuff. For example, the import in Ukraine of freeze fish products is 78 millions USD. But we hope that above mentioned norms and strategies will change the current situation.

Mikheil Didebulidze

Eurofishmarket