



UKRAINIAN BUSINESS SURVEY

July 2022

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**The survey is conducted for
Forbes "Building Together" online conference**



Data collection method: a survey self-administered via the mobile application.



Target audience of the study: male and female representatives of Ukrainian business (owners / CEOs of small, medium and large companies that are currently working).

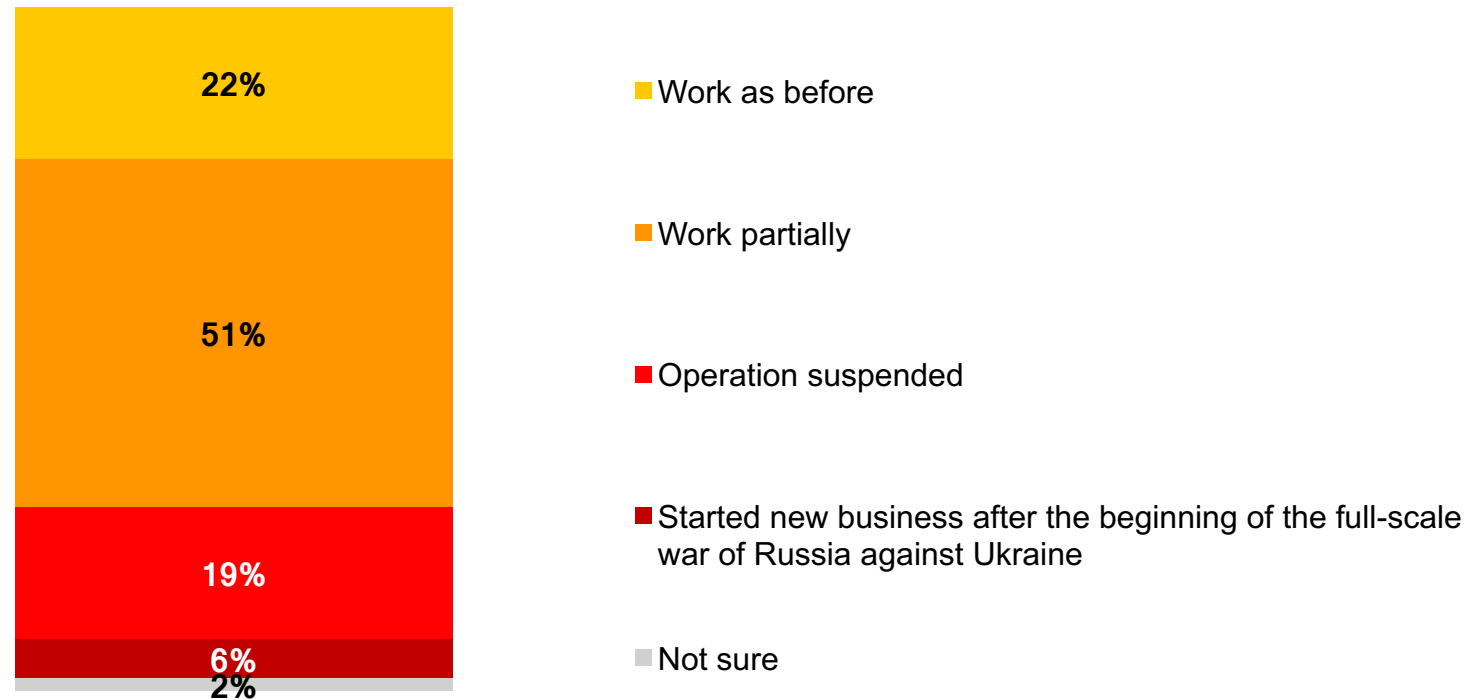
Number of successful interviews: 104.



Field period of the survey:
July 5, 2022.

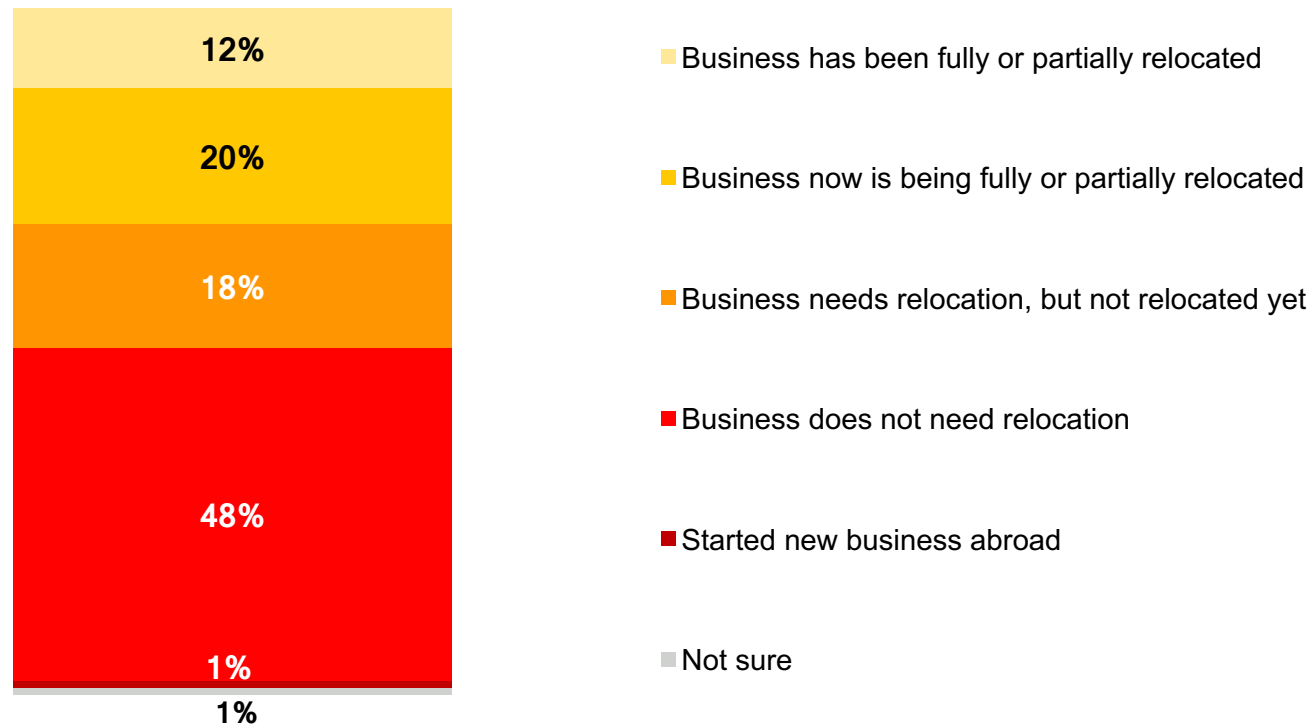


HALF OF BUSINESSES WORK PARTIALLY



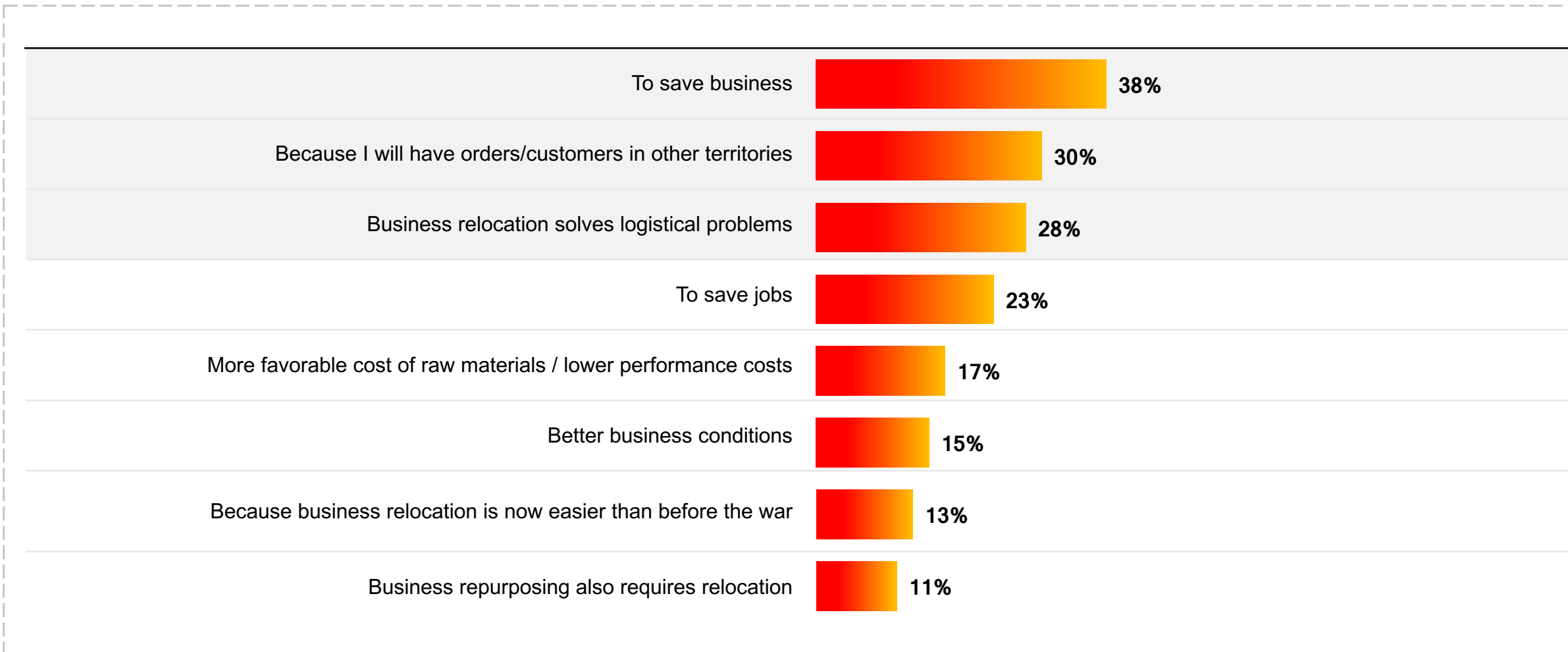
The survey was conducted by Gradus Research using self-administered questionnaires that were filled out via the mobile application. Gradus's Online panel reflects the structure of the population of cities with more than 50 thousand inhabitants aged 18-60 years by gender, age, size of the settlement, and region. Field period of the survey (2022): July 5 – July 6. Number of respondents – 104.

CHANGES IN GEOGRAPHY DUE TO THE WAR



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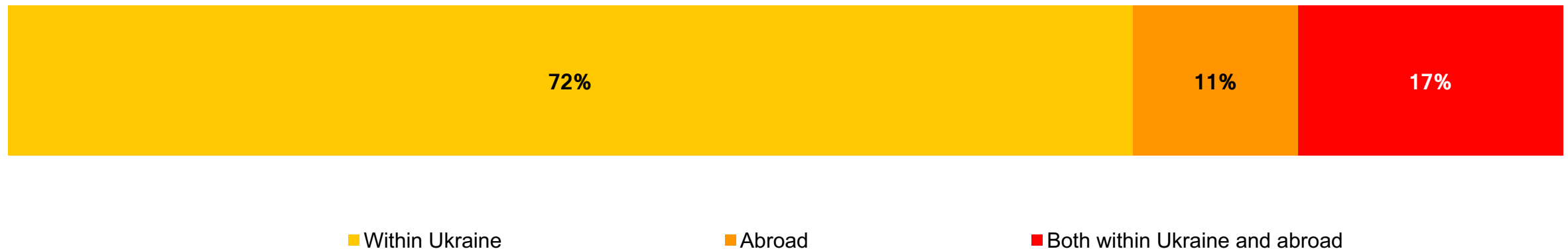
REASONS OF BUSINESS RELOCATION



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DIRECTIONS OF BUSINESS RELOCATION

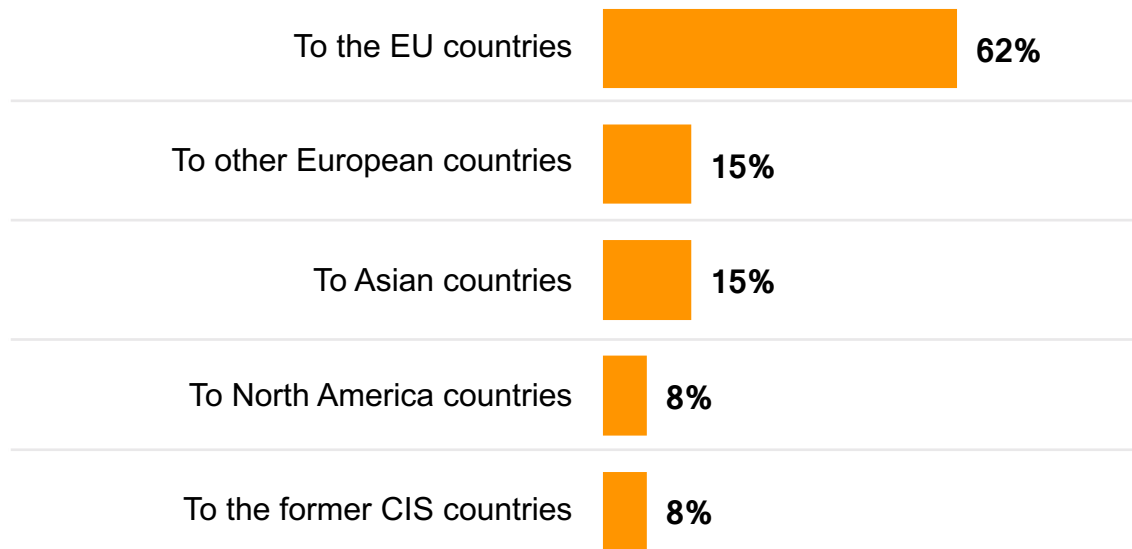
Base: business that has been relocated / is planned to be relocated



DIRECTIONS OF BUSINESS RELOCATION

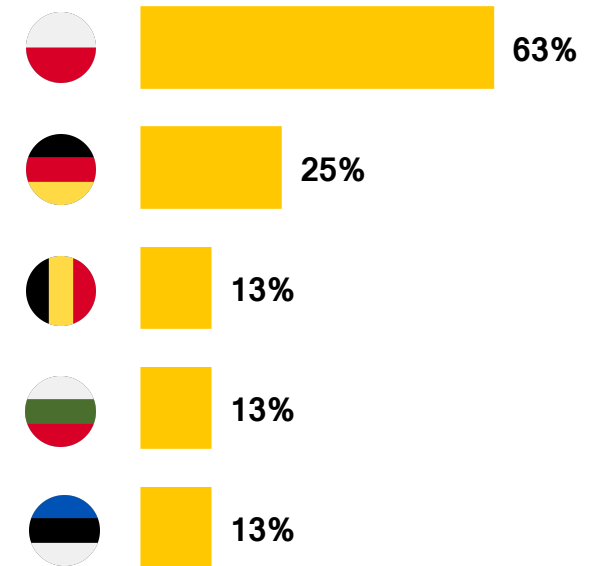
Countries of business relocation:

Base: business that has been relocated / is planned to be relocated



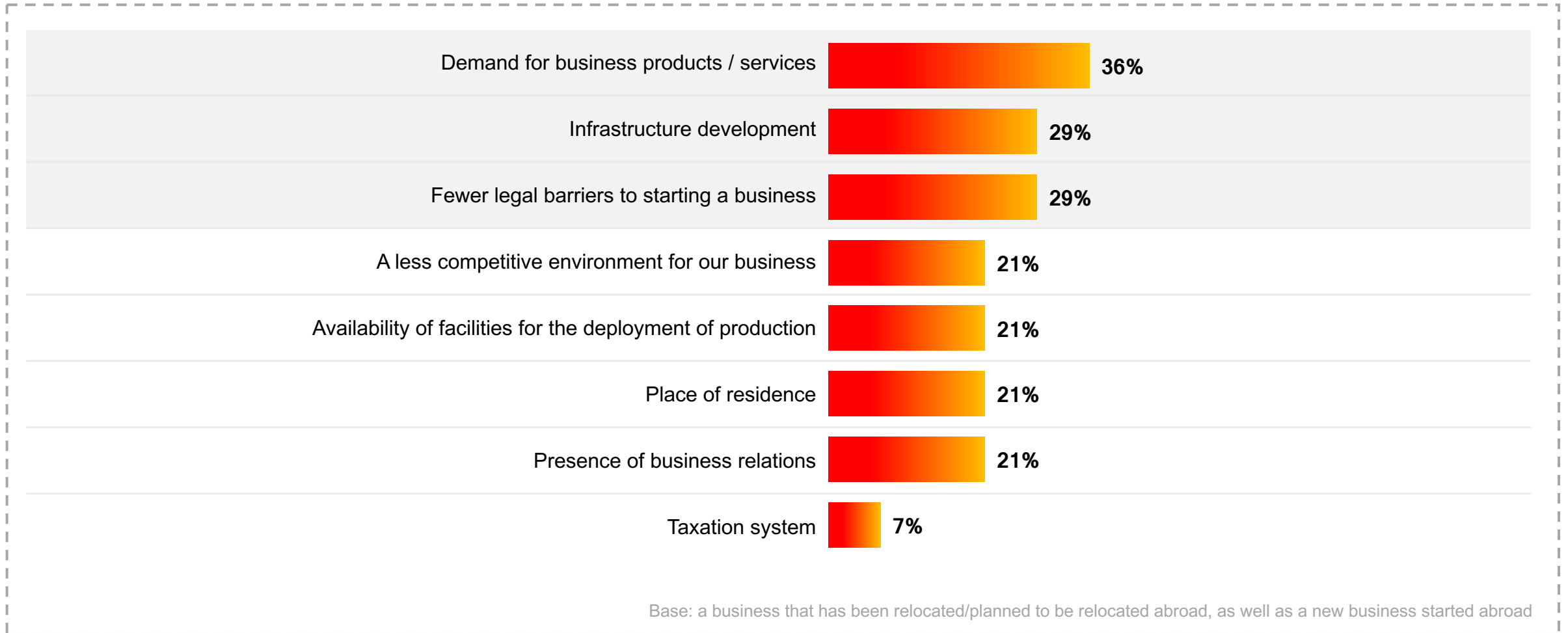
EU countries of business relocation:

Base: business that has been relocated / is planned to be relocated to the EU countries



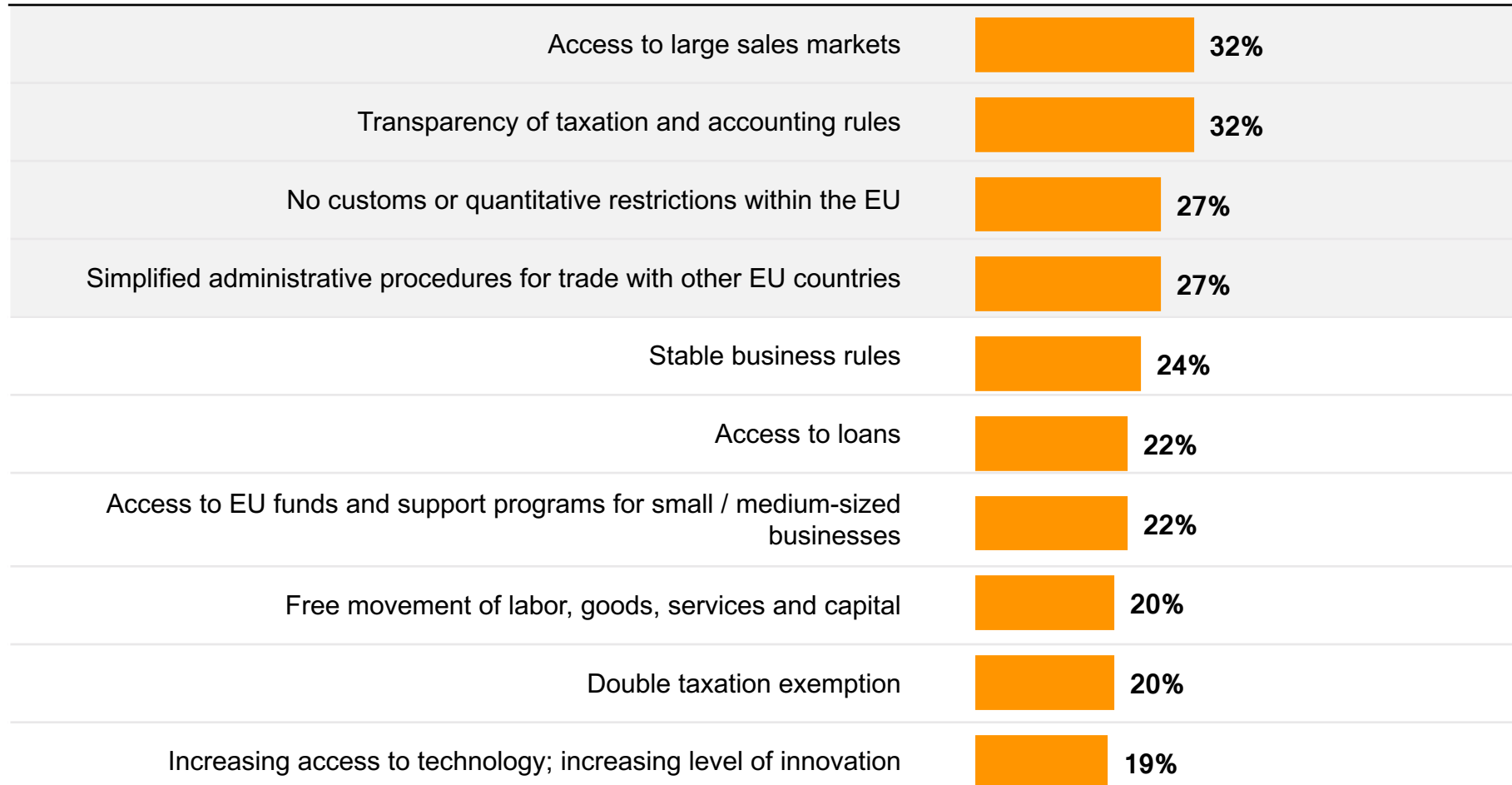
Base: business that has been relocated / is planned to be relocated

CRITERIA FOR SELECTING COUNTRIES FOR BUSINESS RELOCATION



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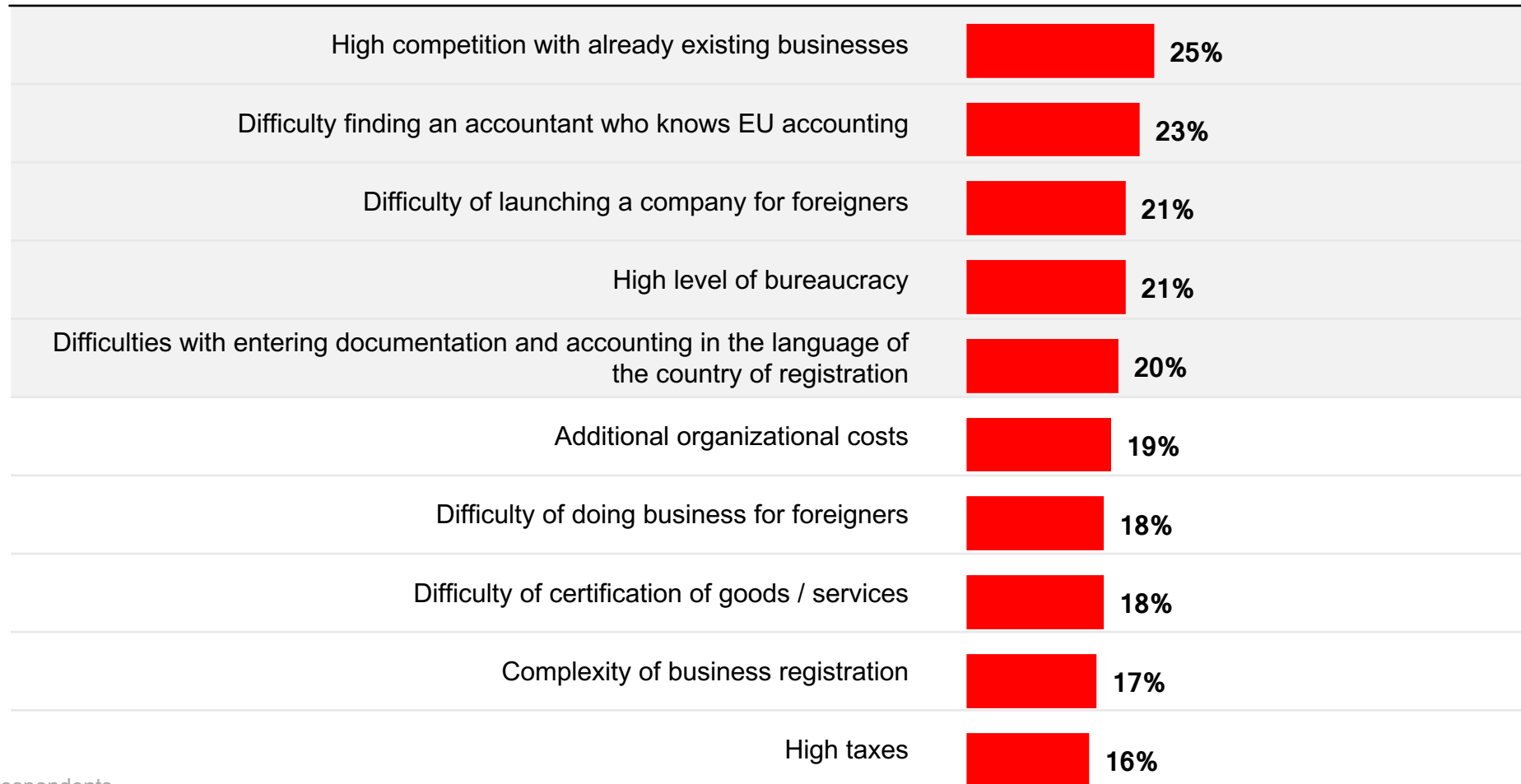
ADVANTAGES OF DOING BUSINESS IN THE EU



Base: all respondents

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BARRIERS TO ENTERING BUSINESS IN THE EU

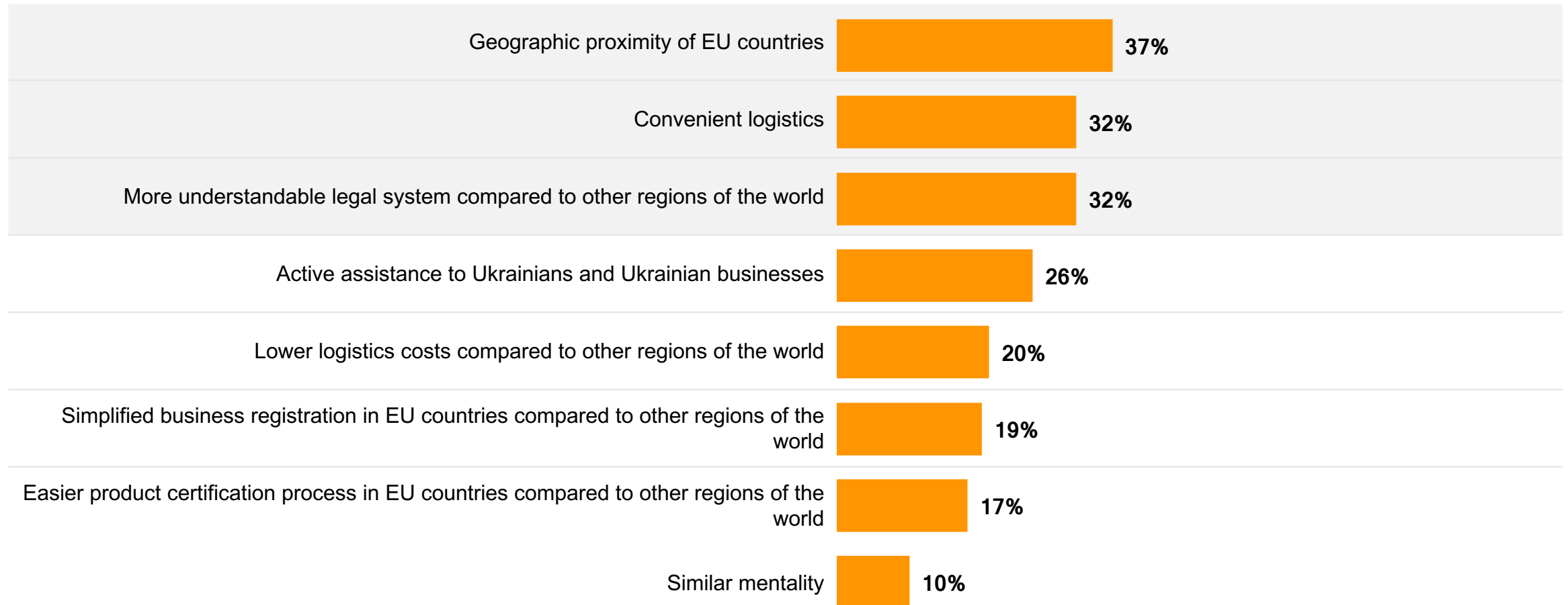


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ADVANTAGES OF DOING BUSINESS IN THE EU

compared to other regions of the world

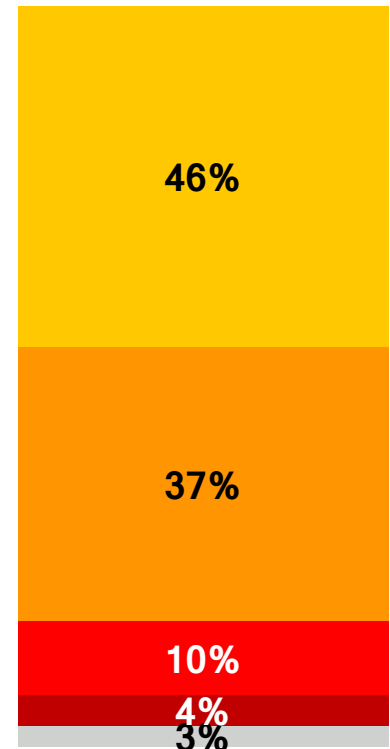


Base: all respondents

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IS UKRAINIAN BUSINESS ABLE TO COMPETE SUCCESSFULLY ON EU MARKETS?

- Yes, quite capable
- It is difficult, but possible
- Hardly capable
- Not capable at all
- Not sure



83%

Believe that Ukrainian business is capable of being competitive and successful in European markets

14%

Consider it almost or completely impossible

Base: all respondents

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RELOCATION: OPPORTUNITY OR THREAT?

OPPORTUNITY

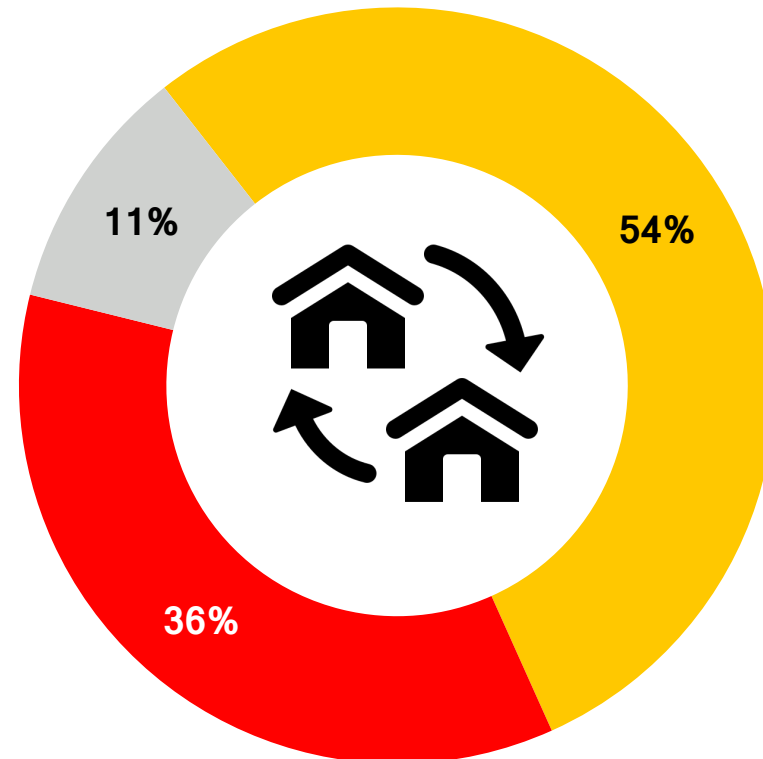
- Ukraine will acquire new economic ties with the European Union, economic European integration will take place

THREAT

- Ukraine will lose active entrepreneurs who will go to do business in the EU countries

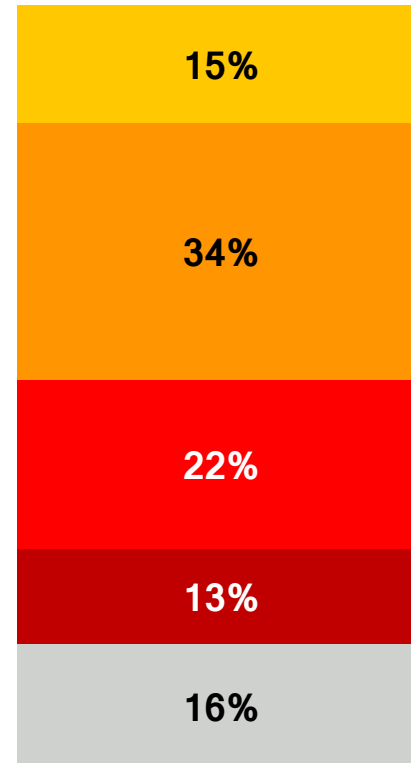
- Not sure

Base: all respondents



EXPECTED DURATION OF ACTIVE COMBAT ACTIONS IN UKRAINE

- Until autumn 2022
- Until winter 2022-2023
- Till the end of 2023
- Active hostilities will last years
- Not sure



49%

Expect that active hostilities will end in the winter of 2022/23

Base: all respondents, N=104

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