



UKRAINIAN BUSINESS DURING THE WAR

The research was conducted for
Kyiv International Economic Forum

November, 2022

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Data collection method:
a self-administered survey



Target audience of the survey:
men and women who are representatives of the Ukrainian business audience (owners/managers of small, medium and large Ukrainian businesses)



Number of successful interviews:
203



Fieldwork period:
November 1-9, 2022

THE BUSINESS CONTINUES TO OPERATE AS BEFORE OR PARTIALLY



Current status of the business



45%

Works as before

42%

Works partially

12%

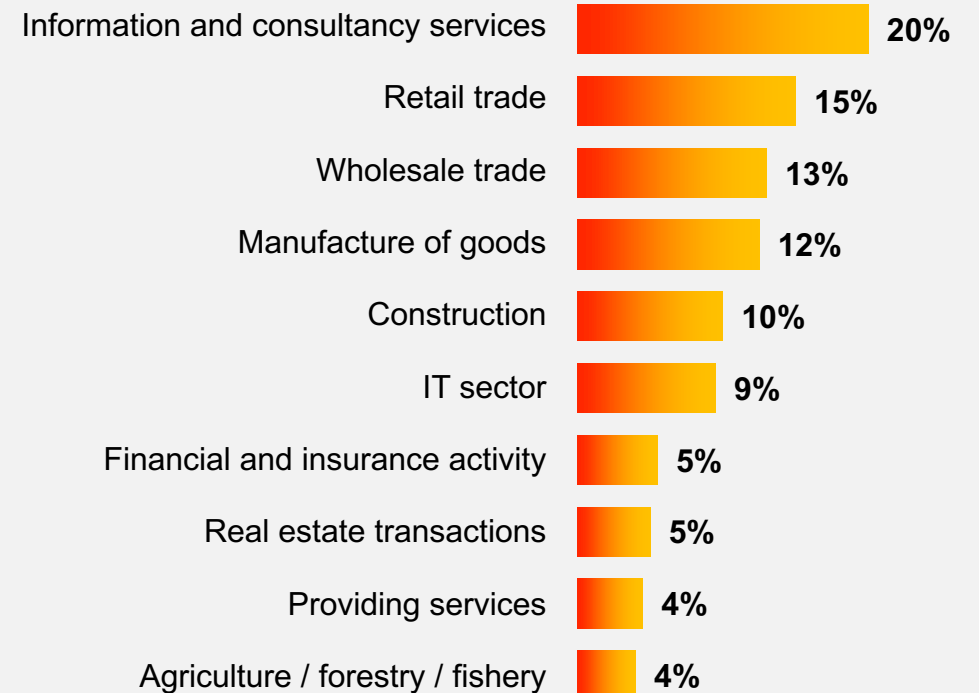
Suspended operation

1%

Started business after the
beginning of a full-scale war
between Russia and
Ukraine



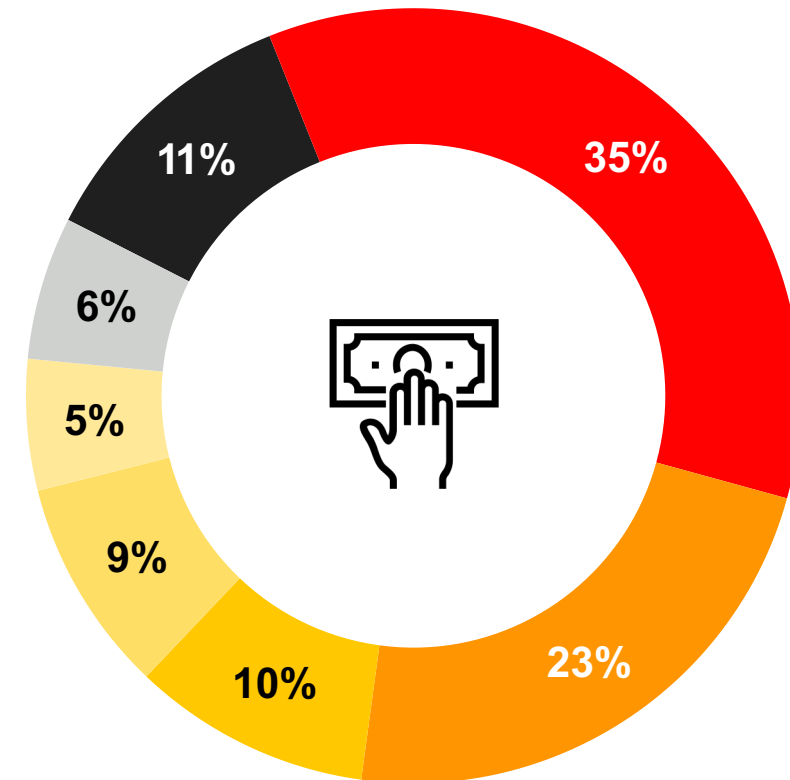
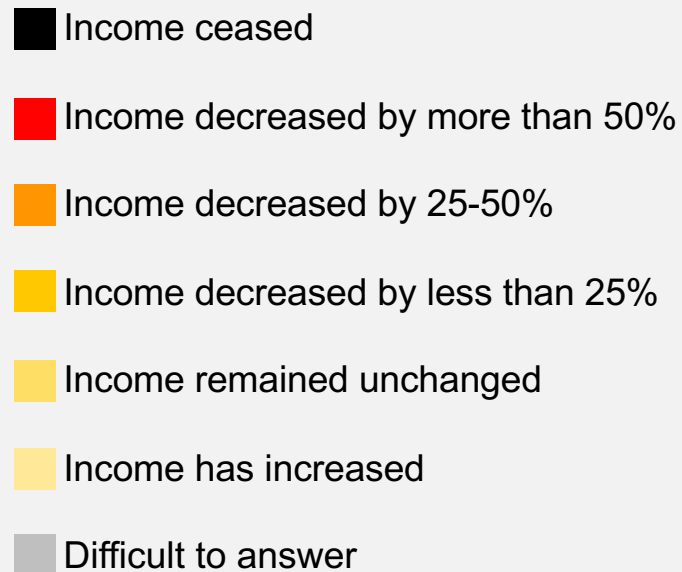
Top 10 areas of business activity:



Base: all respondents, N=203

The survey was conducted by the research company Gradus Research by self-completion of the questionnaire in the mobile application.
The period of the field: November 1-9, 2022. Sample size: 203 respondents

INCOME DECREASED BY A QUARTER OR MORE = 58%



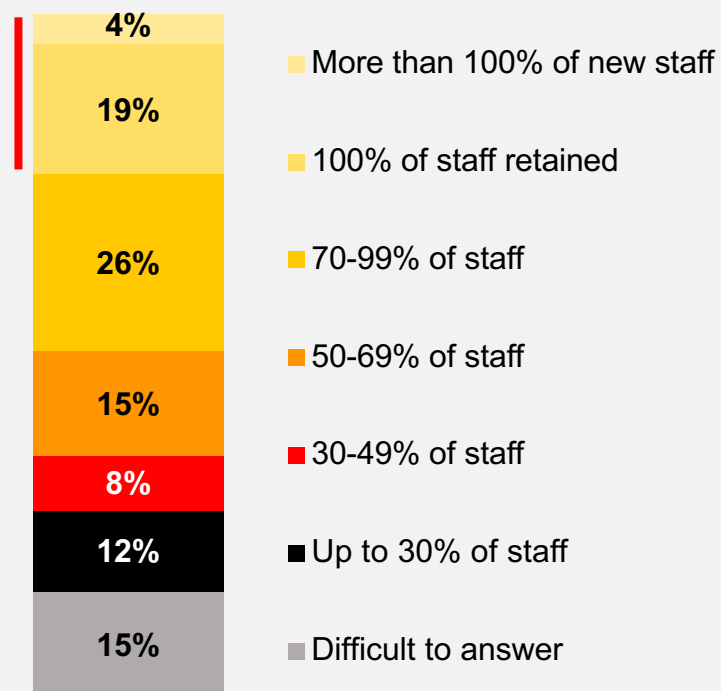
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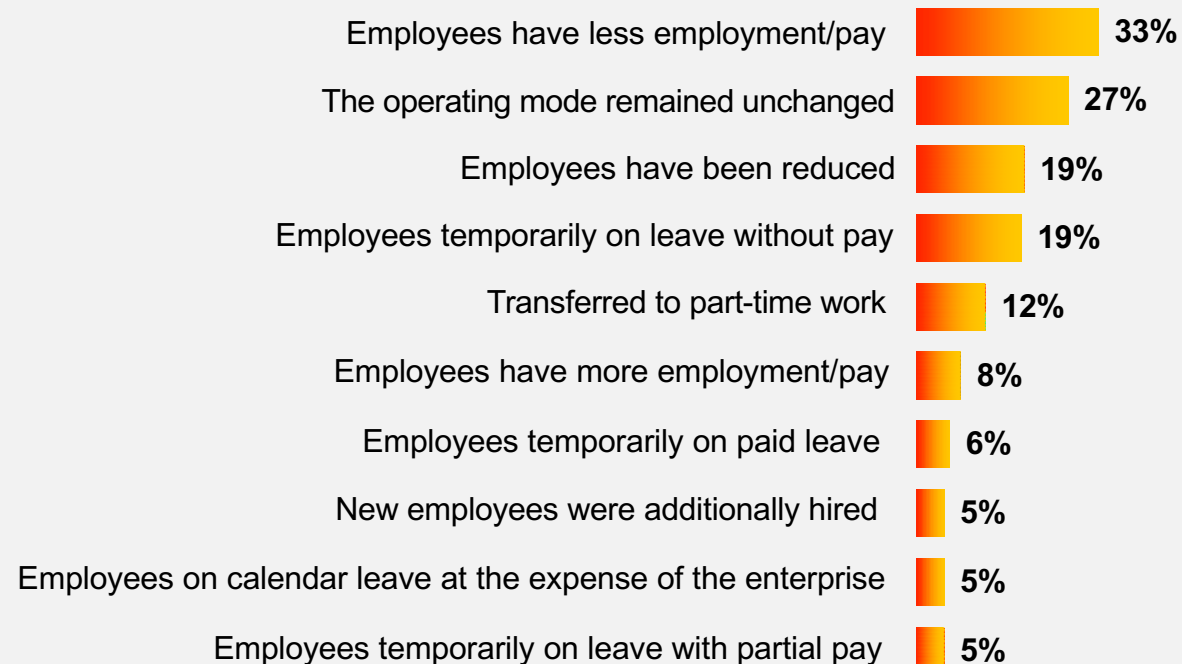
23% RETAINED OR INCREASED THE NUMBER OF STAFF



Staff involvement:



Format of work of employees:



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PRIORITIES: PRESERVATION OF THE TEAM AND MARKETS



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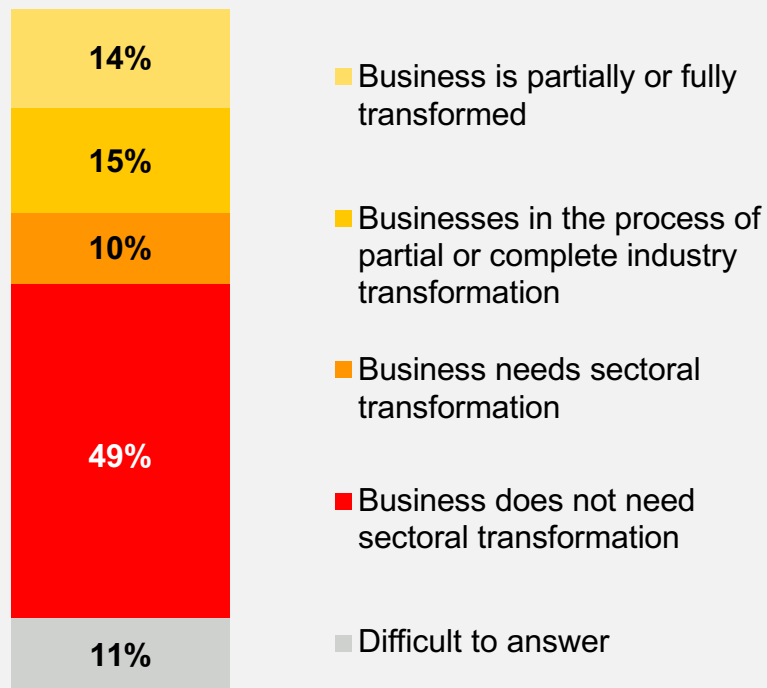
A THIRD OF BUSINESSES HAVE UNDERGONE TRANSFORMATION

A QUARTER HAVE RELOCATED OR ARE PREPARING

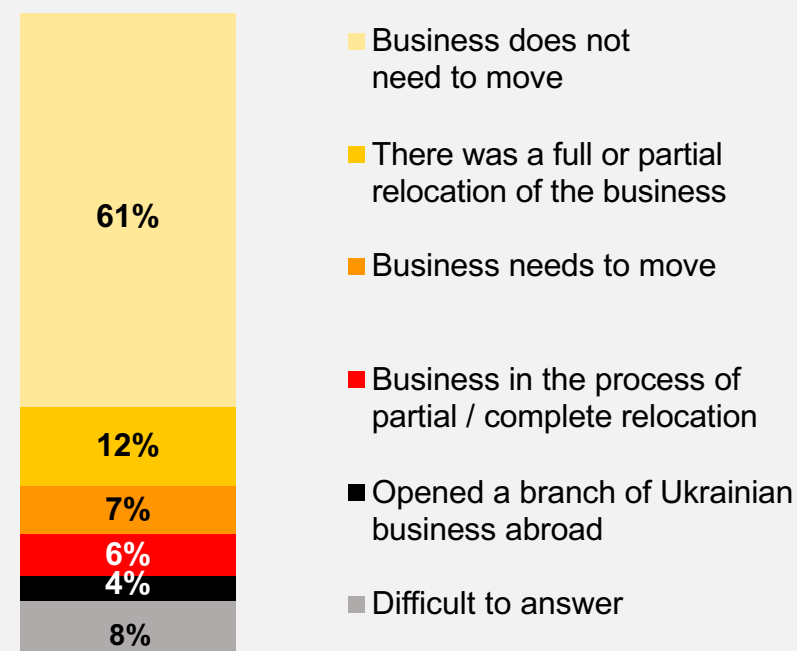
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Sectoral transformations as a result of the war:



Geographical changes with the outbreak of full-scale war:



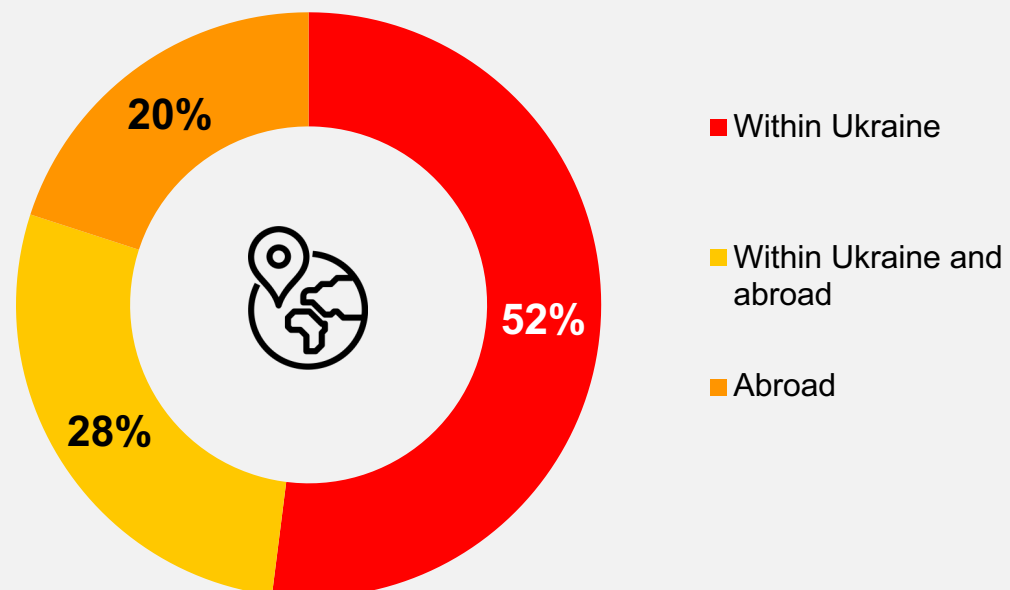
Base: all respondents, N=203

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MOST OF THE RELOCATED WITHIN UKRAINE INTENTIONS COINCIDE WITH THE FACT

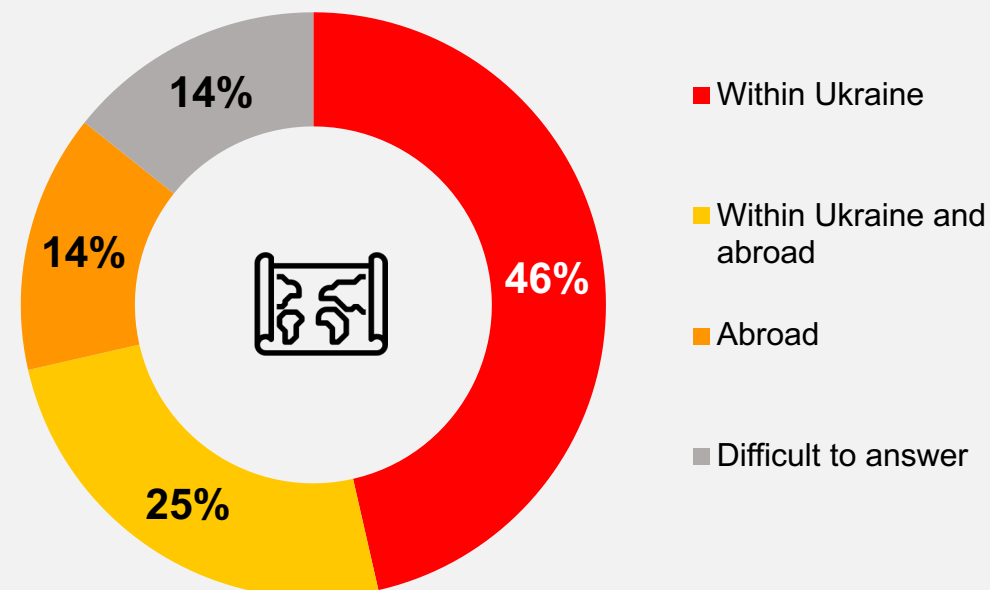
Relocated business

Base: respondents who have already moved their business, N=25



Business is planning to move:

Base: respondents who plan to relocate their business, N=28



* consideration at the level of trends

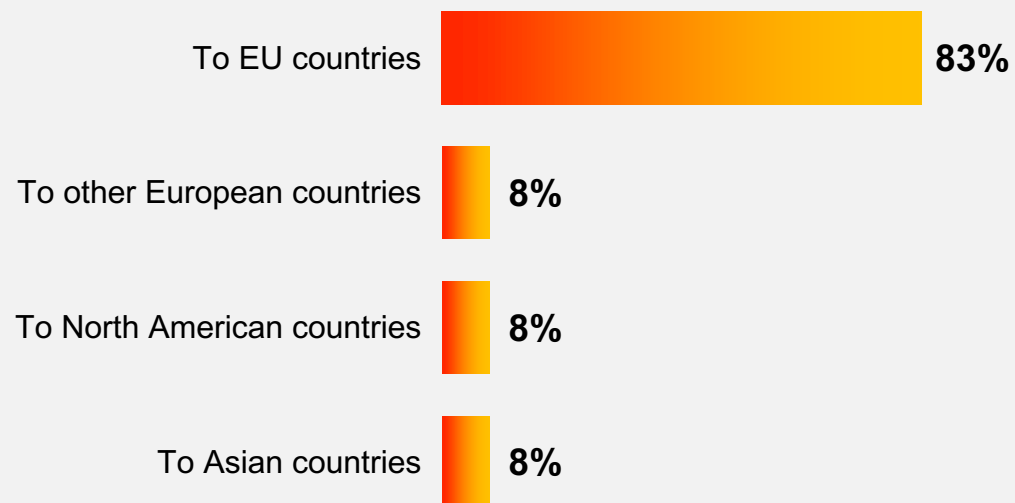
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Poland is the №1 country of choice for business relocation



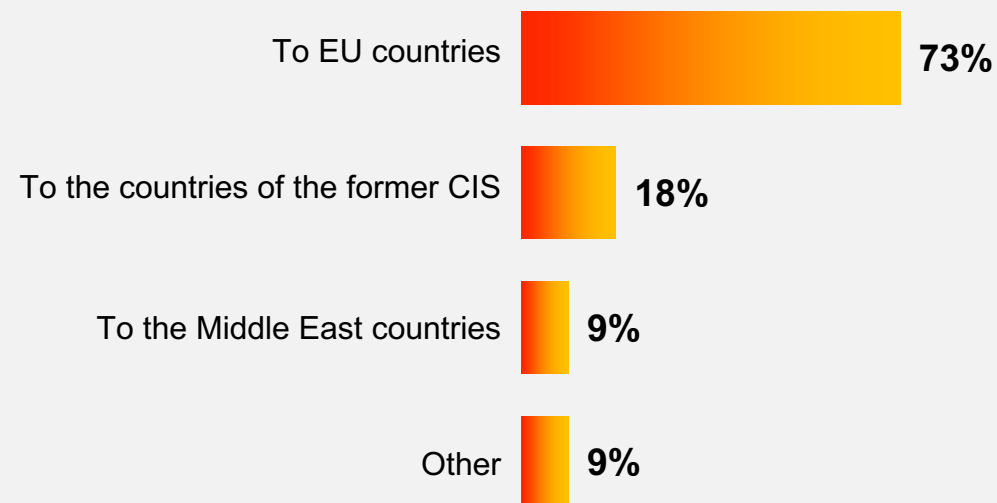
Countries of already relocated business

Base: business that was moved abroad, N=12



Countries where business is planned to move

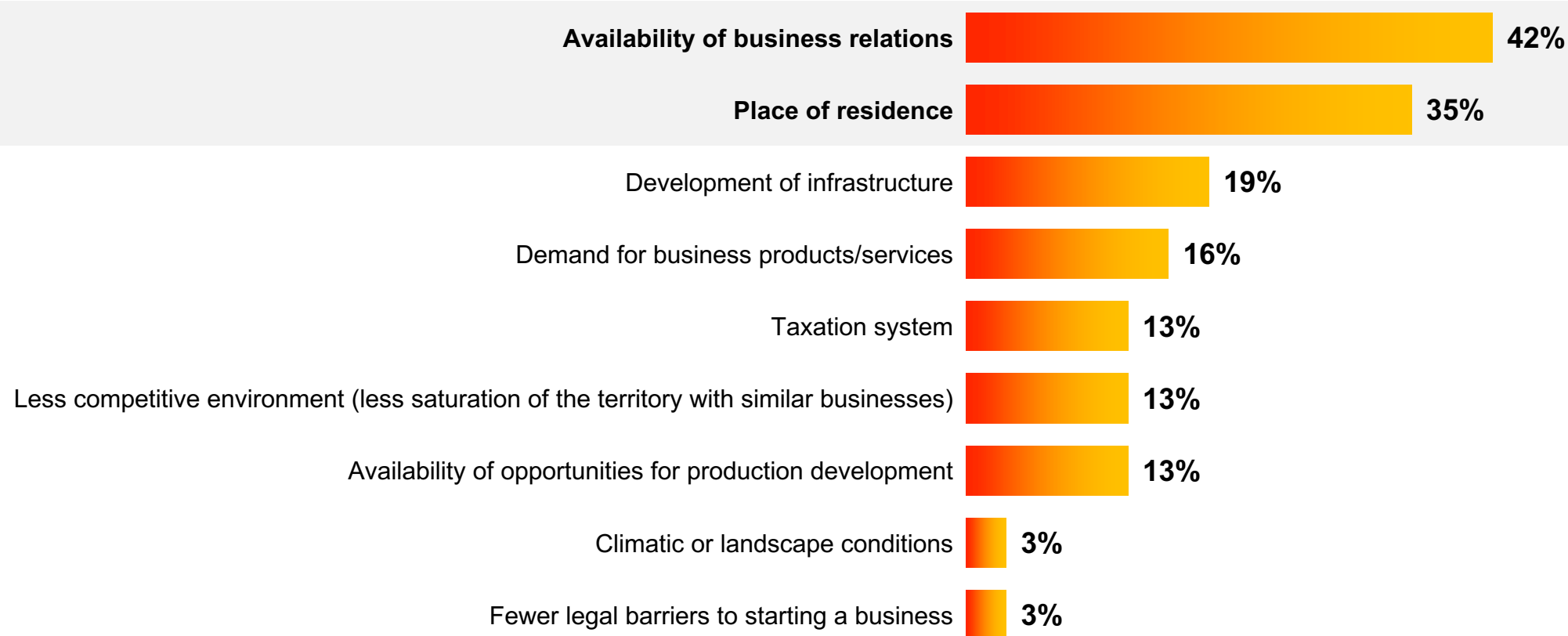
Base: business that was moved abroad, N=11



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CHOICE DRIVERS: NETWORK AND ACTUAL PLACE OF STAY



Base: a business that was moved abroad, N=31

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ADVANTAGES OF THE EU FOR STARTING A BUSINESS: **STABLE RULES AND LARGE MARKETS**



TOP-10 advantages



Base: all respondents, N=203

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DISADVANTAGES OF THE EU FOR STARTING A BUSINESS:

HIGH COMPETITION, TAXES AND BUREAUCRACY



TOP-10 disadvantages:

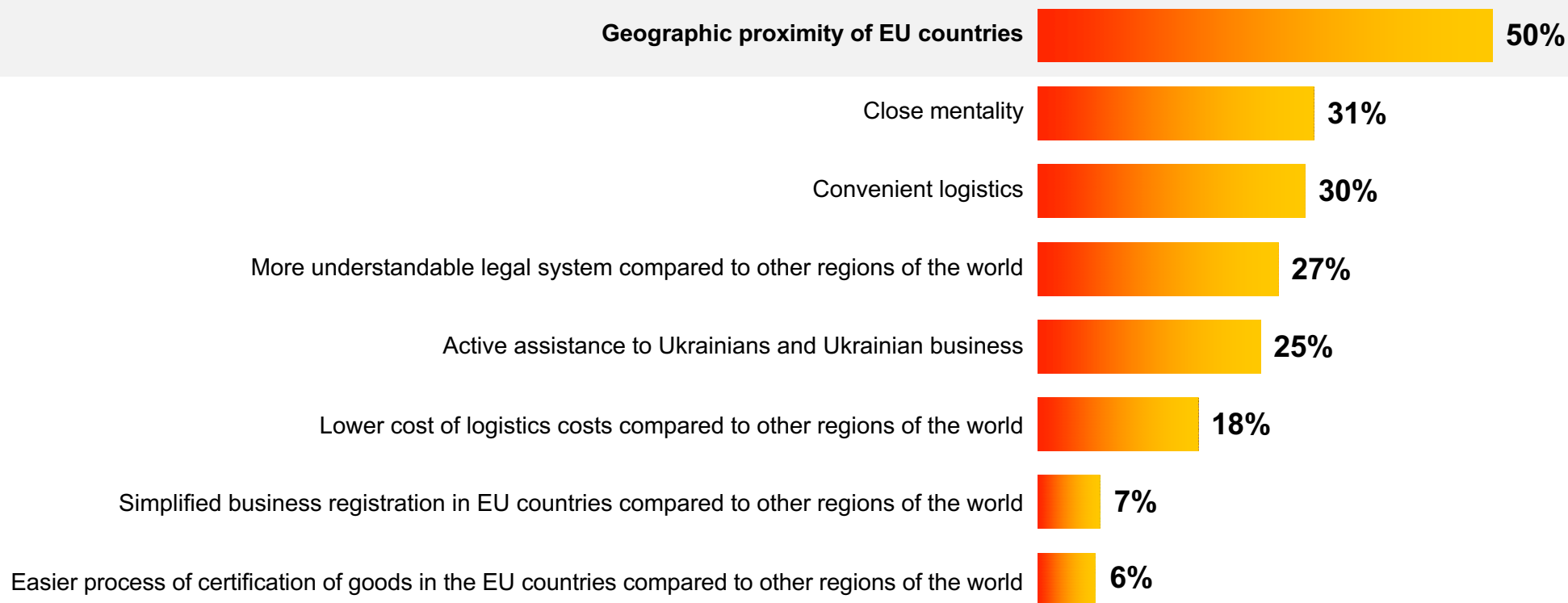


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ADVANTAGES IN COMPARISON WITH OTHER REGIONS: GEOGRAPHIC PROXIMITY TO UKRAINE



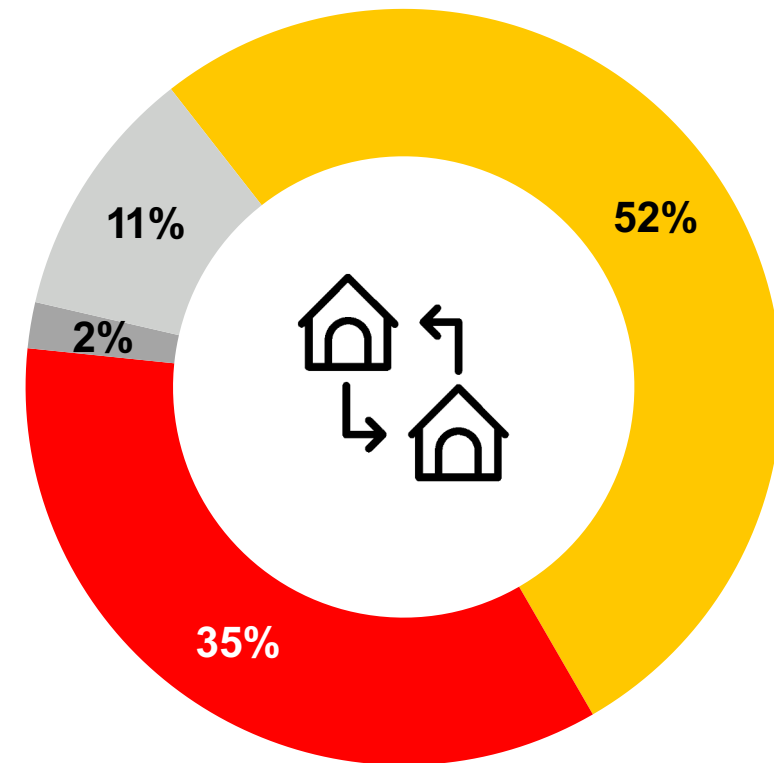
Base: all respondents, N=203

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RELOCATION OF UKRAINIAN BUSINESS TO EU CONSIDER AN OPPORTUNITY

Relocation of Ukrainian businessmen to the EU countries is:

- **The opportunity.** Ukraine will acquire new economic ties with the European Union, economic European integration will take place
- **The threat.** Ukraine will lose active entrepreneurs who will go to do business in the European Union
- Other
- Difficult to answer



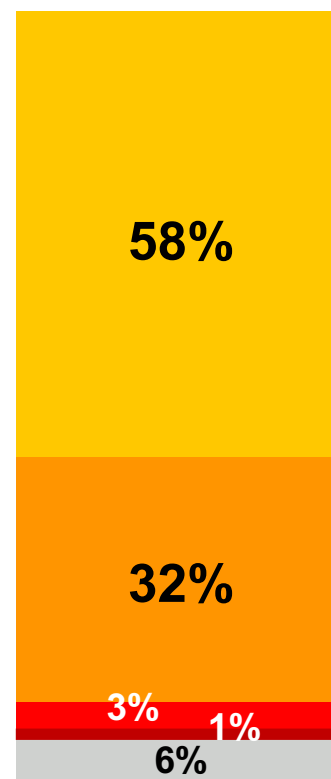
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UKRAINIAN BUSINESS IS ABLE TO COMPETE IN THE EU MARKETS

In your opinion, is Ukrainian business able to be competitive and successful in European markets?

- Yes, quite capable
- Difficult, but possible
- Almost impossible
- Impossible
- Difficult to answer



90%

They believe that Ukrainian business is able to be competitive and successful in European markets

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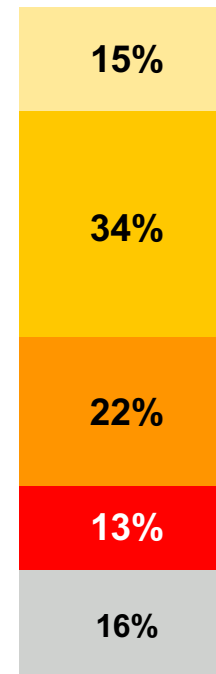
PERCEPTION OF THE DURATION OF THE WAR: ONE YEAR

AND IT'S NOT CHANGING

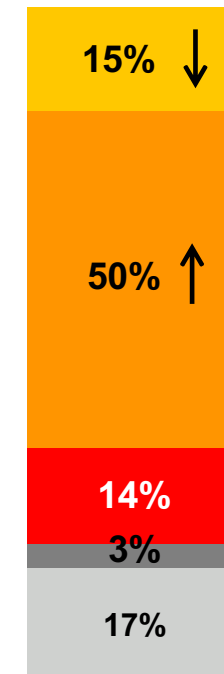
In your opinion, how long will the active hostilities in Ukraine last?

- Until autumn 2022
- Until winter 2022-2023
- Until 2023
- Active combat actions will last for years
- Other
- Difficult to answer

July 2022
N=104



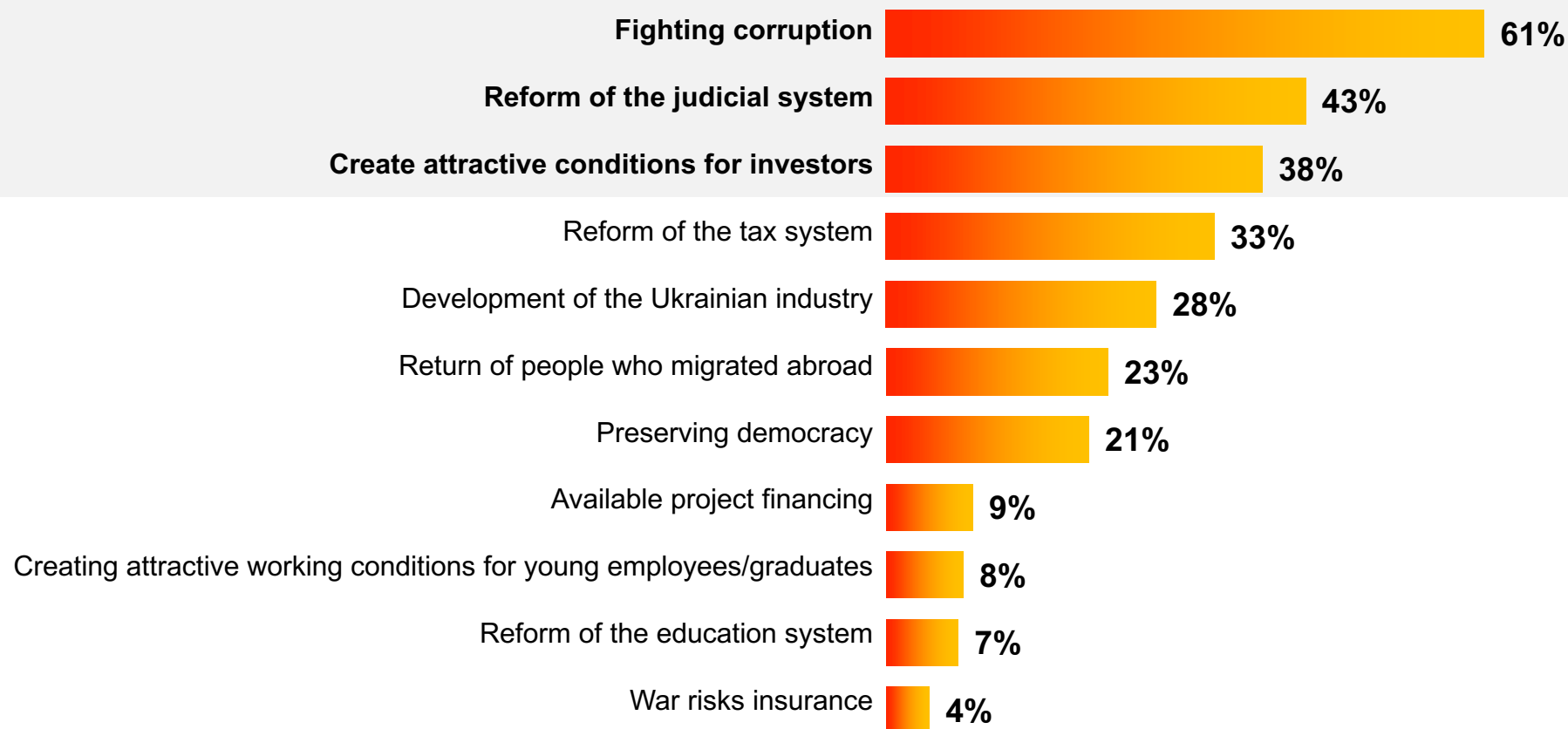
November 2022
N=203



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A PLEDGE FOR THE RESTORATION OF UKRAINE: FIGHTING CORRUPTION

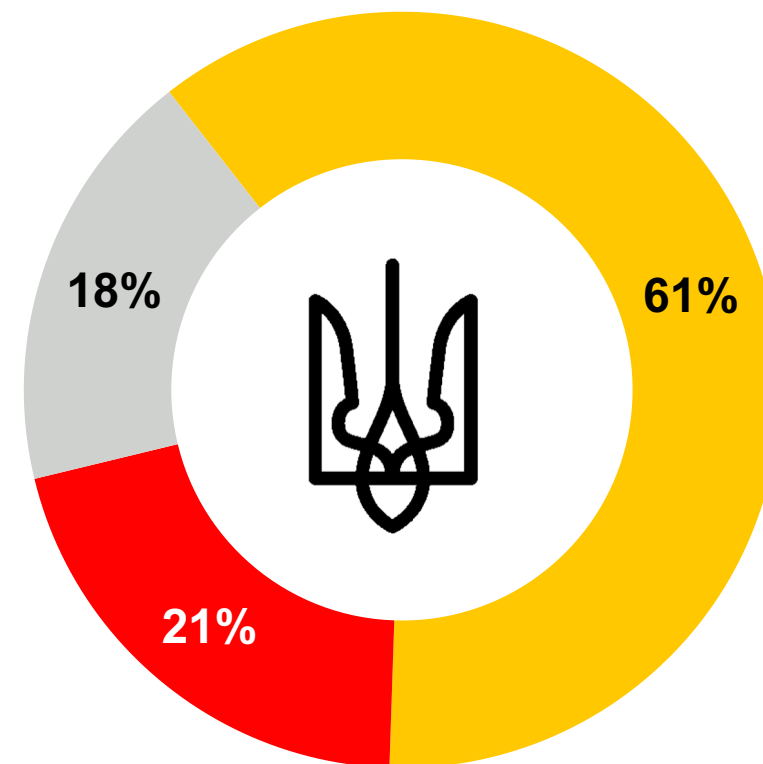


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WAR WILL BE THE KEY TO RAPID GROWTH

- War will become a factor of rapid growth and development of Ukraine
- War will become a factor of crisis and exhaustion of Ukraine
- Difficult to answer



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