



# Ukraine



## Country Overview:

*Location: Eastern Europe, bordering the Black Sea, between Poland, Romania, and Moldova in the west and Russia in the east*

*Size: 603,550 sq km*

*Population: 45,134,707*

*Capital: Kiev*

*Export-commodities: ferrous and nonferrous metals, fuel and petroleum products, chemicals, machinery and transport equipment, food products*

*Import-commodities: energy, machinery and equipment, chemicals*

*Religion: Ukrainian Orthodox—Kyiv Patriarchate 50.4%, Ukrainian Orthodox—Moscow Patriarchate 26.1%, Ukrainian Greek Catholic 8%, Ukrainian Autocephalous Orthodox 7.2%, other*

*Ethnic groups: Ukrainian 77.8%, Russian 17.3%, Belarusian 0.6%, Moldovan 0.5%, Crimean Tatar 0.5%, Bulgarian 0.4%, Hungarian 0.3%, Romanian 0.3%, Polish 0.3%, Jewish 0.2%, other 1.8%*

*Government type: republic*

*Chief of State: President Viktor YANUKOVYCH (since Feb. 2010)*

*Head of Government: Prime Minister Mykola AZAROV (since March 2010)*

*Language: Ukrainian (official) 67%, Russian 24%, other 9%*

*Ukraine is the 40th largest economy in the world.*



## Ukraine / Ukrayina

### Meetings and Negotiations

- Be **punctual**, although your Ukrainian counterparts may not. Also, **confirm** date and time prior to meeting.

- When addressing your Ukrainian business partner, use **“Mr.”** [“Pan”] or **“Miss./Mrs.”** [“Pani”] with their **surname** following. It is a possibility that you will encounter Russians with identical names, normally their birthdates are used in order to distinguish them.

- When greeting, **shake hands** firmly and maintain **eye-contact**.

- **Titles** are extremely important in Ukrainian business culture; familiarize yourself with the distinctions before meeting.

- Carry multiple **business cards** because they will be exchanged often. Include your title and any degrees you have received from a

university.

- If you are hosting a meeting, have a **plentiful** amount of food and beverages present. (Note: do not use plastic cups!)

- Engage in small talk and wait for the other party to change the subject to business.

### Business Attire

- Ukrainians greatly value appearance and fashion, often sporting designer clothing. What you wear will make your first impression (and professional prestige), so **look professional** and sophisticated.

- Men wear light and dark colored suits in business settings.

- Women dress conservatively, and prefer long skirts over pants.

### Behavior

- **Patience** is a well-regarded virtue within Russian culture.

- **Avoid** standing with your hands in your pockets, the ‘O.K.’ sign, and shaking your fist; these are all considered **rude**.

### Gift Giving

- Gifts are **well received** and often given in Ukrainian culture.

- If the gift is inexpensive it is unnecessary to wrap it, therefore be sure to **wrap** a costly gift.

- Be sure that your gift is of good **quality** and make.

- Gifts are not usually opened when received.

### Appropriate Gifts:

- Wine or alcohol [**avoid** vodka], towels, cameras, watches, perfume/cologne, odd number of flowers

### Gifts to Avoid:

- An even number of flowers (commonly used for funerals) in colors of white, yellow, and red

## Business Tips continued

### Conversation

- The majority of Ukrainians speak Ukrainian and English within the business environment.

- Speak in a **calm, moderate tone** of voice at all times when talking to your Ukrainian business partner.

- If your volume is loud and boisterous, you may be considered **overbearing** and aggressive.

- Finding compromise (looked at

as a weakness) with your Ukrainian business partner may be **difficult**, but do not become aggravated.

- Sometimes you will find Ukrainians to be enthusiastic about discussing politics and the challenges of living in Ukraine.

- Participating in discussion and **expressing your views** is more welcome than just being an active listener, but do use discretion if your opinion is opposite.

- Once a relationship has developed, people will then feel more comfortable speaking frankly.

### Topics to Discuss:

- Ukrainian culture and history, politics, current events, books, film, economic difficulties, World War II

### Topics to Avoid:

- Religion, ethnic minorities, the Holocaust (depending on generation), comparing/contrasting Ukraine to other developing coun-