



UPCOMING EVENTS

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- The head of the Agency for Coordinating Technical Assistance to Ukraine, Lada Pavlikovska, is expected to visit Canada some time at end of this year. Among the topics to be discussed are closer ties and a growing relationship between the Agency and CIDA.
- Ukraine's Minister of Agriculture, P. Haidutsky, is to visit Quebec to participate in a Conference on the occasion of the 50th Anniversary of FAO at the end of October to discuss the possibilities of Ukraine becoming a member of the organization.
- One-time Minister of Agriculture of Canada Eugene Whelan is currently spending a number of weeks in Ukraine, working on the questions of reform of the agriculture sector on the road towards a market economy. This trip is the fulfilment of an offer by Prime Minister Jean Chrétien to President Kuchma during his visit to Canada one year ago.
- Ukraine's Minister of Health, Dr. Korolenko, and the President of the Academy of Medical Sciences of Ukraine, Dr. Vozianov, will be in Canada between November 13 and 22 to meet with their counterparts in Saskatchewan, British Columbia, and Ontario. In the latter, they will both address the Second Canadian Conference on International Health in Ottawa on Nov. 15. Dr. Korolenko's topic will be "Building Capacity for Health Reform", while Dr. Vozianov will speak on "The State of Medical Sciences in Ukraine". (For further information, call (613) 230-2654)
- A business delegation with representatives of banks and other enterprises from the Dnipropetrovsk and Donetsk regions of Ukraine will be arriving in Ottawa in November. Organized by Dnepr - Consult in Ukraine and hosted by East-West Enterprises in Canada, the 17-person's delegation's goal is to make contacts with potential partners while learning about business practices in Canada.
- A Coordinating Committee has been set up at the instructions of the Cabinet of Ministers of Ukraine to lay the groundwork for an international conference of private investors in Ukraine. At the head of this working group is the deputy minister for Foreign Economic Relations, I. Podolev. For further information, Canadian businessmen and investors should contact either Mr. M. Tytarenko or Mr. B. Poliachenko at the Ukrainian Embassy in Ottawa at (613) 230-2961.
- The Canadian Embassy in Kyiv, announced a major Canadian trade show focusing on Ukraine. "Ukraine and Partners XX-XXI" is due to be held in the Metro Toronto Convention Centre April 30 - May 3, 1996, and Ukrainian and Canadian businesses are already invited to participate. This private sector initiative was established to develop economic cooperation between Ukrainian and other East European businesses with their Canadian, U.S. and Mexican partners. (For further information see back cover.)

UKRAINE'S SPIRIT IS IN ITS PERLOVA VODKA



M O K A INTERNATIONAL (CANADA) INC. has brought the spirit of Ukraine to Canada through the first vodka imported from Ukraine to Canada, called Perlova Vodka.

Perlova, a «horilka», is an authentic premium vodka, and has been available in Canada for over a year, where it has been successfully marketed throughout Ontario, Manitoba, Alberta, and Saskatchewan. The

president, Terry Goshulak, is now gearing up for distribution throughout the U.S., a monumental task considering the hurdles of importing products from Ukraine to the West. For starters, the product had to be renamed and packaged for a global market. There is ongoing confusion in dealing with the bureaucracy on both sides of the Atlantic. On the one hand, it is still a feat to determine who really does make the decisions in Ukraine. On the other, the importers were faced with the regulation requirements and control markets in Canada and the United States. Nevertheless, convinced of the exceptional product in their grasp, Moka International persevered.

The market today consists of informed consumers who want an authentic product and superior quality at value pricing, such as Perlova Vodka.

The age-old recipe for Perlova originates in Western Ukraine, the region acclaimed as the birthplace of vodka. Vodka's single most important ingredient is the grain base. Choice golden wheat is specifically selected for this product. The soft water of the region is the key to producing a living spirit. Perlova has no noticeable aftertaste or odour, and some even claim no hangover! This is what Moka says differentiates Perlova from other vodkas that use distilled, flat tap water.

Toronto-based Moka International, Perlova's representative in Canada, has been assisting in its global introduction, competing with the top international brands. Ukrainian vodka distillers are focusing on gaining a larger share of traditional established markets, specifically Russia. Focusing on larger potential import markets, Moka has applied to the CRTC in Canada to air an ad for Perlova in Ontario. This is "the first liquor advertising for television that the CRTC will be ruling on. Says Goshulak, "These developments are what makes trading with Ukraine so exciting. The world is destined to discover that the best vodka comes from Ukraine. *As the French are known for their wines, and the Germans for their beer, so Ukraine will be known for the best vodka in the world.*"