



The Ukrainian Canadian Congress is obviously well situated to play an integral role in fostering closer relations between Canada and Ukraine. Because international trade and assistance is so important to Canada's and Ukraine's current and future economic prosperity, it is crucial for the Canadian government and businesses involved in trade and aid to Ukraine to make better use of the UCC. The Congress can perform a valuable function as an intermediary or source of reference in helping them determine the aid and assistance needs of Ukraine and in providing background information critical to the conduct of bilateral and multilateral trade negotiations. There can be no doubt that knowing international markets, understanding cultural differences in negotiation, communicating styles and having fluency in foreign languages are critical components in tapping world markets. It is for this reason, among many others, that we must encourage all levels of government to recognize the importance of providing support for heritage language education. This is important, not only for communities like ours, as a symbol of fundamental respect for ethnocultural communities, but for Canadians as a whole because it can greatly advance our international trading ability and economic well-being in an increasingly competitive global marketplace. The Ukrainian Canadian Congress stands ready to assist in any way it can to facilitate closer ties between Canadian and Ukrainian businesses and to encourage Canadian entrepreneurs to take advantage of the knowledge and skills offered by ethnocultural minorities...

The Ukrainian Canadian Congress is an effective voice for our community's concerns. It has taken some far-reaching decisions and has other innovative plans for the future of our community in Canada.

Let me cite the example of the decision taken not too many years ago in response to a long-felt need within the community for a permanent Ukrainian representation in Ottawa to establish a UCC National Information Bureau to provide direct liaison with the Canadian federal government and bureaucracy. This has facilitated our ability to influence Canadian public policy in areas of concern to the

Ukrainian Canadian community, especially in the area of Canadian foreign and trade policy towards Ukraine. Through its Information Bureau in Ottawa, the UCC has developed a strong rapport with the Department of External Affairs on issues dealing with Canada-Ukraine relations. The Bureau takes part in regular consultative meetings with the Central and East European desk at the Department and I have had the privilege to meet with Canada's Ambassador to Ukraine, François Mathys, to discuss some of the UCC concerns. The Department of External Affairs considers the UCC as an important source of current information on the ever-changing political developments in Ukraine.

I contend there is a direct link between the UCC's farsighted decision to establish an Information Bureau in Ottawa and the quick recognition by Canada of Ukraine's independence. Other initiatives are being planned.

## CANBEAR ENTERPRISES PURSUES CONSUMER PROJECTS IN UKRAINE

A group of Ontario investors from Ottawa have formed Canbear Enterprises Inc., to pursue business opportunities in both Ukraine and Russia. To-date, projects such as a western-style grocery store in Dnipropetrovsk, Ukraine, and a 12-bay North American auto service centre in Moscow are near completion and are scheduled to be open for business in December 1993.

Other projects include parking operations, retail gasoline stations and automobile sales in Moscow while in Dnipropetrovsk, Canbear Enterprises Inc. will be focusing on developing a food retailing and distribution network. Three additional stores and land for a distribution centre has been acquired for this purpose. Once the service centre in Moscow is operational, a similar one is planned for Dnipropetrovsk.

These projects will require an investment of \$6.7 M US over a 3 year period.

### Dnipropetrovsk: the City

#### Major cities in Ukraine:

Kyiv .....	2.6M
Kharkiv .....	1.6M
Dnipropetrovsk .....	1.2M
Odessa .....	1.1M

Dnipropetrovsk is located approximately 600 km south east of the Ukrainian capital city of Kyiv on the Dnipro river.

Prior to 1990, Dnipropetrovsk was a city closed to foreigners because as part of the military - industrial complex, it housed the world's largest missile facility and other related armament production facilities. A portion of the city's infrastructure was built around these facilities. The city is now challenged with a significant defence conversion process.

In addition, Dnipropetrovsk is a major industrial and manufacturing centre for metallurgy, heavy industrial machine production, chemicals, instrumentation and food processing.

It is also a center for higher education as it has a number of technical institutes (metallurgical, chemical) and the State University of Ukraine. Culturally it has renowned opera and ballet schools, drama theatres and various music facilities.

Because of Dnipropetrovsk's diverse industrial and technological base, the work force and population at large is well educated and informed.

Much of the investment in Ukraine has been focused around the cities of Kyiv and Lviv. To a large degree, Dnipropetrovsk has not yet been "discovered".

Canbear Enterprises has formed a Joint Stock Company (JSC) with the City of Dnipropetrovsk. Having the city as Canbear's partner allows for shorter timeframes for decisions, thereby speeding up the process in getting the job done in a country where bureaucracy rules.

The city of Dnipropetrovsk is a major city in Ukraine where Canbear Enterprises has begun to establish itself as a company positioned to take advantage of the significant growth potential of a population moving towards a consumer orientated society.