



AGRICULTURAL MISSION IN WESTERN CANADA

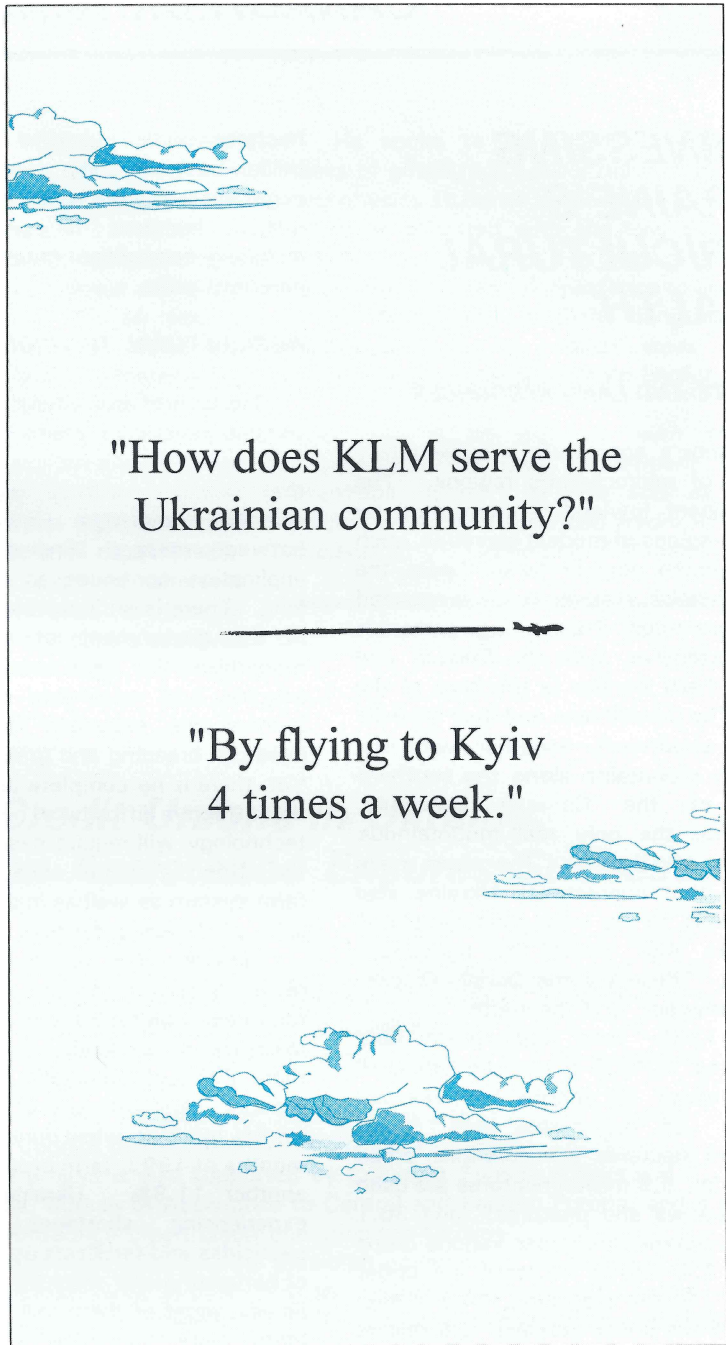
A senior delegation representing state and private sectors in agriculture in Ukraine visited Saskatchewan last June. They participated in the Western Canada Farm Progress Show in Regina, which included some 250 Canadian agricultural equipment exporters, and attended an international reception hosted by Western provincial governments. Their mission included visits to a number of agricultural equipment manufacturing plants, farms and organizations, as well as meetings with Canadian agricultural and food specialists, and officials from the federal, provincial and municipal governments and the Ukrainian Canadian Congress in Saskatchewan.

Some of the participants, l-r: Judy Dyck, AGMAR Canadian Consulting Agrologists Association; Tom Rogers, Trade Commissioner, International Business Centre, Saskatoon, Industry Canada; Dr. Victor Timchenko, President of Ukrainian Universal Agricultural Industry Exchange UKRAGROPROMBIRZHA, responsible for agricultural machinery and exhibitions organization; Vadim Lyaschov, Deputy Minister, Ministry of Machine Building, Military Industrial Complex and Conversion, which includes 3600 enterprises and companies, and coordinates a national program on machinery and equipment for agriculture and food processing industry; Tetyana Soldatov, interpreter; Anatoliy Kovalenko, Deputy Minister of Agriculture and Food, and head of Ukraine's Experts Commission that deals with certification of machinery exported to Ukraine; and George Gruschenko, Trade Officer with the Commercial Section of the Canadian Embassy in Kyiv.

CONTACTING THE CANADIAN EMBASSY IN KYIV

Your initial contact should be with the **Commercial Section**, which provides companies with valuable information and advice on marketing in Ukraine.

- In your initial contact with the Trade Commissioner, you should send a small quantity of product literature (five copies) for initial market research.
- If possible, your product literature and promotional materials should be translated into Ukrainian as well as Russian.
- In addition, the Commercial Division should be supplied with full company contact information, including the name of the company president, export contact, company profile, the date established, number of employees, sales figures (optional), export sales, and a sample of key Canadian customers and applications.



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