



CESO Volunteers Showing the Way to a Market Economy

Transferring Canadian Expertise

Founded in 1967, Canadian Executive Service Organization (CESO) is a non-profit, volunteer-based organization. Its mandate is to transfer Canadian expertise to businesses, communities and organizations in Canada and abroad. CESO volunteers, highly experienced in their profession, serve as advisers and trainers to clients within Canadian communities, as well as in developing nations and the new market economies of Central and Eastern Europe. The costs of training and advisory services are well below commercial rates because the volunteers receive no compensation.

CESO has a remarkable resource of over 4,500 Canadians from a wide range of professional and technical backgrounds, encompassing over 150 industry classifications of expertise. A typical CESO Volunteer Adviser (VA) has achieved more than 35 years of practical senior-level professional or industrial experience. The average age of a Volunteer Adviser is 62 years.

Applications for advisory services originating outside Canada are handled by CESO Resident Representatives in each country. Eligible clients include small and medium-sized enterprises, the public sector and service organizations. Volunteer selection, briefing and travel arrangements are made through CESO Operations Centre, and projects last an average of two months.

Volunteer Advisers receive no salary. Each CESO client is expected to provide the international airfare, accommodation, meals, local transportation, and other necessary services. In cases where this is not possible, CESO will cover part of the costs.

CESO operates in 29 developing nations in Africa, the Americas, Asia, the Caribbean as well as in Poland, Hungary, Czech Republic, Slovak Republic, Estonia, Latvia, Lithuania, Romania, Ukraine, Russia, Kazakhstan, Kyrgyzstan and Armenia. Its services are available to multilateral agencies, regional development banks, international NGOs, and other international non-profit agencies, as well as clients of the aforementioned that are unable to afford the full cost of international consultants. CESO also has a Women in Development initiative designed to identify assignments, both overseas and in Canada, that will bring direct benefits to women and to bring qualified women to CESO as Volunteer Advisers.

Over 300 Canadian corporations and foundations as well as more than 800 individuals support CESO. CESO International Services, originally founded in 1967, began its activities in Europe in 1990, and is funded by CIDA, multilateral agencies as well as by clients.

Initiatives in Central and Eastern Europe

CESO is working to help business in Central and Eastern Europe to get ahead during their transition from centrally-planned to market-driven economies. Experts from a wide variety of industries, supplied by CESO, assist manufacturing and service sectors, financial institutions, and local governments. Expertise has been focussed primarily on privatization and restructuring, as well as on the new private sector, especially with smaller and medium-sized companies. This involves direct assistance with marketing, accounting, costing, quality control, and upgrading managerial skills at all levels.

Ukrainian Requests for Assistance

Over the past two years of this current second phase of the CIDA-funded Volunteer Adviser Program in the FSU, CESO has completed 90 volunteer assignments in Russia, 25 in Ukraine, and 20 in Kazakhstan.

In Ukraine, requests for assistance have included several banks and manufacturers, the Ukrainian Stock Exchange, RUKH, insurance companies, the National Ecological Center and the Donetsk City Council.

Following are some of the volunteer assignments which have recently been completed in Ukraine, as well as those already planned but not yet implemented.

The Centre for Stomatological Implantation and Prosthetic Dentistry in Lviv, establishment in 1992, has grown without formalized planning. CESO volunteers helped the client to develop a business plan, set up an administration manual,

assessed equipment needs, and advised on management training.

The Humanities Institute, a private college training psychologists and social workers, was advised on planning and curriculum development for human resources courses.

A "Women in Development" assignment at the Kyiv Sewing Factory assisted with marketing and management.

Joint Venture Sem-Ukraine, a 53% locally-owned company founded in 1990, was assisted in marketing bull semen. The client covered all direct expenses.

Many volunteer assignments have already been planned for the future. UTBM, a wholesale and retail business established in 1978, currently employing 36 people, involved in the marketing of agricultural goods, will be advised of a feasibility study regarding the possibility of fruit and vegetable processing.

Kharkiv Motor and HW Institution (a government-owned institution established in 1930) will be advised on the creation of a computer network for the university library.

Communication Radio Lux Ltd., which wants to restructure its organization to include new commercial methods, will be advised on possible measures to expand its current market share.

For additional information, contact CESO's Area manager for Europe, Witek Gotowski in Toronto at (416) 961-2376. The CESO Resident Representative in Ukraine is Mr. Alexander Vennikov, and the office phone in Kyiv is: (011)-380-44-229-0764, 229-1737. Postal Address: Kyiv-33, Post Box 910, Ukraine 252033. Street Address: 16/16 Sophiyivska St., Suite 5, Kyiv.

CESO INTERNATIONAL SERVICES



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