

Ukraine's Major Trading Partners 1996 (\$millions)

	Exports	Imports
TOTAL	18,749.0	24,271.3
Europe	18,749.0	24,271.3
Russian Federation	14,131.7	21,821.5
Belarus	7,264.1	500.4
Germany	540.6	1,338.6
Italy	450.9	1,338.6
Hungary	450.7	660.5
Hungary	440.6	236.7
Turkmenistan	350.9	2,139.6
Slovakia	304.0	237.4
Bulgaria	181.2	158.8
Great Britain	157.7	235.6
Czechia	151.9	268.6
France	138.3	311.0
Austria	135.1	220.0
Netherlands	130.7	229.2
Belgium	104.7	156.1
Switzerland	94.7	119.8
Spain	93.8	64.4
North America	779.8	1,189.6
USA	475.0	720.7
Canada	18.6	60.4
Asia	3,469.6	82.2
China	1,012.0	116.5
Turkey	535.3	137.5
Thailand	368.5	19.9
Syria	254.1	3.7
Iran	152.0	8.4
India	111.5	121.5
Japan	101.5	131.3
Israel	87.0	63.0
Africa	247.2	184.5
Egypt	126.2	13.9
Australia & Oceania	9.7	32.2

Canada's Major Trading Partners 1996 (\$millions)

	Exports	Imports
TOTAL	275,921.4	233,113.3
USA	223,478.9	157,493.9
Japan	11,159.7	10,443.7
United Kingdom	4,035.9	5,909.1
Germany	3,336.2	4,820.9
China	2,971.5	4,925.9
South Korea	2,812.2	2,727.7
France	1,750.6	3,399.9
Netherlands	1,652.8	931.4
Belgium	1,530.1	817.7
Brazil	1,428.8	1,133.6
Taiwan	1,417.0	2,863.4
Italy	1,363.5	2,719.2
Mexico	1,251.8	6,033.8
Hong Kong	1,219.5	1,143.1
Australia	1,017.9	1,291.2
Indonesia	946.2	625.8
Switzerland	940.4	938.0
Norway	847.9	2,777.8
Saudi Arabia	636.8	650.7
Venezuela	332.6	725.9
Ukraine (70)	37.7	16.4

Sources: Ukraine's Ministry of Statistics and Statistics Canada.

Ukrainian Industrial Internet Exhibition

The current state of the economy of Ukraine is a growing cause for concern and a real challenge to the young democracy. Ukraine remains strapped by a dependency on imported energy from Russia and manipulated by this trading partner with its own agenda. To date, foreign involvement and investments in the Ukrainian economy can all be classified under a single label: political. The largest volume of capital investments are directly funded by international financial institutions, and are largely due to Ukraine's strategic geo-political situation. Unfortunately, these good-will injections of money and lectures on how to do business with the West cannot solve Ukraine's problems. What Ukraine needs are orders for Ukrainian manufactured products, whether these be equipment, motors and engine parts, or simple tools for the backyard Bar-B-Q.

Until very recently, Ukraine stood solidly on its shipbuilding capabilities, its factories which churned out rockets, airplanes, and equipment for space stations. Although there is an increasing amount of information available about Ukraine, that information is too often incomplete, inaccurate, and generally with a negative slant. To dispel the image of Ukraine as a Third World country, it is time to modernize its business communications to successfully market its goods and services internationally.

Fortunately at this time in history for Ukraine, the world has become a much smaller and more open place. In fact, we have become inundated with information which ten years ago was unavailable, inaccessible, and even unknowable. Information has put the world at our fingertips. One of the vehicles most responsible for this flood of information is the INTERNET, which can provide information twenty-four hours a day directly to your home and to computers on the other side of the globe -- instantly, cheaply and without you leaving your work station.

The Ukrainian Industrial Internet Exhibition is the brainchild of Andriy Lubalin, now of Toronto. Having lived in Eastern Europe most of his life, he is convinced that general ignorance about Ukraine is one of the greatest obstacles to her international economic independence. The key to Ukraine's success, therefore, is to make the world aware of what potential lies hidden there. He intends to do just that via the Internet.

The Ukrainian Industrial Internet Exhibition is an INTERNET web site which gives Ukrainian enterprises and businesses

the opportunity to advertise themselves, their products, and their expertise on the world stage. Sectors represented include everything from manufacturing, metallurgy, electricity, the agrifood complex, mining, to aerospace and telecommunications. Interested Ukrainian parties provide their information to the UIIE, which are translated into English, and properly laid out and designed graphically through the Internet Exhibition. The finished electronic advertisement for the customer includes photographs, graphics, tables, and as much information as the customer wishes to supply. Once posted on the site, any interested parties can contact these potential Ukrainian partners directly.

The UIIE works out of Canada because there are still too many technical difficulties in the system in Ukraine. Moreover, it is much easier to locate them via the established search engines.

Lubalin is convinced that, once businesses get together, the links, partnerships, and contracts will follow. By providing the necessary information directly to customers, and bypassing the frustrations of the bureaucratic maze, the Internet Exhibition will get business rolling. They have the support of both the Embassy of Canada in Kyiv, and the Embassy of Ukraine in Ottawa, as well as Canadian business groups working with Ukraine. Combining their familiarity of Ukraine and their expertise on the Internet, the UIIE will give Ukrainian businesses another outlet to advertise on the world marketplace.

Monitor on the INTERNET

The Canada-Ukraine Monitor is now online, and the homepage can be viewed at:

<http://home.istar.ca/~monitor>

The site includes stories & photos from the last two issues; also links to key Canadian and Ukrainian government and NGO sites.

To obtain info, advertise, or subscribe, call or fax us (see p.1), or contact us by e-mail at: monitor@istar.ca