

September 30, 2008

### Ukraine

#### USAPEEC PR CAMPAIGN IN UKRAINE



As we all know, on May 16, 2008 Ukraine finally became the 152nd full member of the World Trade Organization. On the same day the State Customs Service of Ukraine officially warned that from May 16, all import duties of the World Trade Organization came into force. Due to this fact the current import duty on poultry meat in Ukraine is 10% with no min duty of 0.4 Euro/kilo, which has opened the doors of Ukraine to massive U.S. poultry imports.

Considering the above mentioned on September 1st, 2008 CA EE USAPEEC Consultant has placed U.S. promoting billboards in 4 biggest Ukrainian cities: Kiev, Donetsk, Kharkov and Dnepropetrovsk.

The billboards were placed near the open markets, where U.S. CLQs can usually be found, and also on the bus stations.

For this PR Campaign one billboards' design was chosen. However, following the advice of the advertising agency, two different slogans on the billboards were used: "Tasty and affordable!" and "With love... to every home!" These billboards will be on their place until the end of October.

#### "Kyiv"



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#### Deflation was put on record in August 2008

In August 2008 the consumer prices decreased by 0.1%, according to the Ukrainian State Statistics Committee.

The prices for foodstuffs and non-alcoholic drinks have decreased by 0.5%, the prices for housing services rose by 0.5%, for health care by 0.6% and for transport by 1.3%.

The Ukrainian Cabinet of Ministers worsened forecast of the inflation rate for 2008 from 9.6% to 15.3%.

The Cabinet of Ministers also overviewed the forecast of the nominal gross of GDP from UAH 921.2 billion (about USD 189.94 billion) to UAH 956.8 billion (about USD 197.29 billion) and the forecast of growing prices for industrial products from 19.2% to 24.6%.

- Source: Ukrainian News Agency

## Moldova



### Consumer price index rose by 0.7% in August

According to the State Statistics Committee of Moldova the cumulative inflation since the beginning of 2008 has totaled 6% being one of the lowest in the region.

The prices for foodstuffs have decreased by 2.2%, the prices for industrial goods have decreased by 0.6%. At the same time, tariffs for services rendered to the population rose by 5%.

In particular, the prices for eggs decreased by 4.9% while prices for meat production and half-finished products, sour-cream and honey increased by 2% each.

The following industrial goods became more expensive: natural gas in cylinders has increased by 11.1%, backpacks by 2.5%, writing materials by 2.3% and goods for children have grown dearer by 1.7%.

In August, the growth of tariffs for gas amounted to 22.5%, for water supply and sewerage by 15.1% and electricity supply for common consumers by 11.9%.

In August 2007 the inflation rate amounted to 7.3% against December 2006. Inflation for the last 12 months (August 2008 against August 2007) made up 11.7%.

- Source: *Infomarket.md*

### Moldova's GDP has increased by 5.4%

According to the State Statistics Committee of Moldova, in the first half of 2008 the National GDP has increased by 5.4% comparing with the first half of 2007 and amounted to 28 bln. lei (2 bln. 929.86 mln. USD).

In particular, GDP growth resulted from the raise of added value in the sector of property by 2.9%, services by 6.7%, and import taxes by 7.4%. GDP in the second quarter of 2008 totaled 16 bln. 85 mln. lei; it has increased by 6.2% against the second quarter of 2007.

- Source: *Infomarket.md*

[www.usapeec.kz](http://www.usapeec.kz)

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## PR Campaign in Ukraine

### "Dnepropetrovsk"



### "Kharkov"



## Visit us at the Global Trade Show - "SIAL 2008"!



USAPEEC and our members will participate in the "SIAL 2008" Food Industry Show on October 19-23, 2008. USAPEEC Pavilion will be in Hall 6, Stand 6J102 of the Paris Nord Villepinte France Exhibition Center. You are welcome to visit USAPEEC pavilion! If you have any questions please contact: Jean Murphy [jmurphy@usapeec.org](mailto:jmurphy@usapeec.org) tel: 1 770 413 0006 or Lisa Lindblad [usapeec-eu@telia.com](mailto:usapeec-eu@telia.com) tel: 46 8776 2427