

Readiness of Ukrainian SMEs for the Scandinavian Market

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Readiness of Ukrainian SMEs for the Scandinavian Market

a comprehensive applied study: regulatory, marketing, and intellectual property dimensions.

Geographical Focus: Sweden • Denmark • Norway • Finland

Key Message: Bridging the gap from barrier assessment to practical integration of Ukrainian business into the Nordic economic area.

Why the Scandinavian, and what challenges do SMEs face?

Context:

- The Scandinavian region represents a high-purchasing-power market with premium quality standards and a strong commitment to sustainability.
- Simultaneously, it sets rigorous requirements for Intellectual Property (IP) protection, ESG compliance, and corporate transparency.

The Problem: Many Ukrainian companies have competitive, high-quality products but encounter unseen regulatory, legal, and certification barriers when entering the Scandinavian market.

Three Core Dimensions of Business Readiness Assessment

Project Objective: Identify systemic barriers and develop an actionable roadmap for scaling Ukrainian exporters.

Three Dimensions of Assessment:

1. **Intellectual Property & Legal Security:** Intangible asset audits, international trademark/design registration (EUIPO, WIPO, PRV), chain-of-title verification, and trade secret protection.
2. **Regulatory & ESG Compliance:** Ecolabeling requirements (*Nordic Swan*, *EU Ecolabel*), supply chain transparency (*CSRD / Åpenhetsloven*), technical regulations, and safety standards.
3. **Marketing & Business Culture:** Nordic negotiation ethics, localized value propositions, distribution channel selection, and anti-greenwashing compliance (*ECGT Directive*).

Implementation Framework: From Analysis to Action

Project Stages:

- **Stage 1: Legal & Regulatory Framework:** In-depth analysis of national and regional legislation in Sweden, Denmark, Norway, and Finland (EU vs. EEA).
- **Stage 2: Quantitative Survey:** Empirical assessment of 100–150 SMEs through partner business associations and export clusters.
- **Stage 3: Qualitative In-Depth Interviews:** Deep-dive case studies with C-level executives and consultations with Nordic market experts.
- **Stage 4–5: Data Synthesis & Dissemination:** White Paper publication, launch of self-assessment tools, and stakeholder presentations.

Project Deliverables:

Real Value for Business & Donors

Core Outputs:

-  **Analytical White Paper:** Comprehensive overview of barriers, empirical data, and policy recommendations for institutions (Swedish Institute, USAID, Chambers of Commerce).
-  **Nordic Readiness Framework & Checklist:** Interactive self-assessment matrix and a step-by-step readiness checklist for entrepreneurs.
-  **Verified Exporter Directory:** A curated pool of export-ready Ukrainian companies prepared for presentation to Nordic chambers of commerce, buyers, and investors.

Trust, Confidentiality, and European Standards

Core Principles:

- **GDPR Compliance:** Full compliance with Regulation (EU) 2016/679 regarding data protection and informed consent.
- **Anonymized Analytics:** All empirical conclusions and statistical outputs are based solely on aggregated, anonymized data.
- **Granular Consent:** Inclusion in the B2B Exporter Directory is strictly voluntary and requires explicit written opt-in.

Partnership & Contacts

Join the Ukrainian-Nordic Business Partnership

Call to Action:

- *For Businesses:* Take part in the survey and receive an individual Readiness Check-Up report.
- *For Associations & Institutions:* Partner with us for research, data collection, and dissemination.

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THANK YOU

We look forward to
working together with you.

