

# Asia Window: Support for Ukrainian SMEs Exports to Asian Markets

## What is “Asia Window”?

This is a 4-month program implemented within the framework of the Project for Enhancing Private Sector Engagement for the Reconstruction of Ukraine (Support to SMEs in Ukraine) funded by Japan International Cooperation Agency (JICA). This program, in collaboration with the Ministry of Economy of Ukraine, will support Ukrainian exporting SMEs, which have strong growth potential for expanding exports to Asian markets (including Japan), with the development and implementation of their export plans to assist them to seize new business opportunities in Asia.

## About the implementation partners of the program

This program will be implemented by the consortium of Nippon Koei Co., Ltd., Koei Research & Consulting Inc., and Dream Incubator Inc., with assistance of LLC PricewaterhouseCoopers Advisory as the local partner.

## For whom is this program?

This program is intended for SMEs which fulfil a set of criteria: target sectors and a set of eligibility criteria (a total of 19 criteria):



### Eligibility criteria

#### Sectors

- **Processed fruit and vegetables**, including nuts (NACE code 10.3 Processing and preserving of fruit and vegetables)
- **Confectionary products** (NACE codes 10.72 Manufacture of rusks, biscuits, preserved pastries and cakes and 10.82 Manufacture of cocoa, chocolate and sugar confectionery)
- **Furniture** (NACE code 31 Manufacture of furniture)

#### Key eligibility criteria

- SME with from 10 to 249 employees as of the application date
  - SME with annual turnover (officially reported to tax service in 2024) up to 50 million euro
  - SMEs which have export experience and aim to launch / expand their exports to Asian markets
- ⋮ A total of 19 criteria is set up for applicants

## What does the program include?

Through a series of workshops, lectures, and mentoring sessions, this program aims to support a selected number of SMEs in developing and implementing their export plans to expand into Asian markets, including Japan.

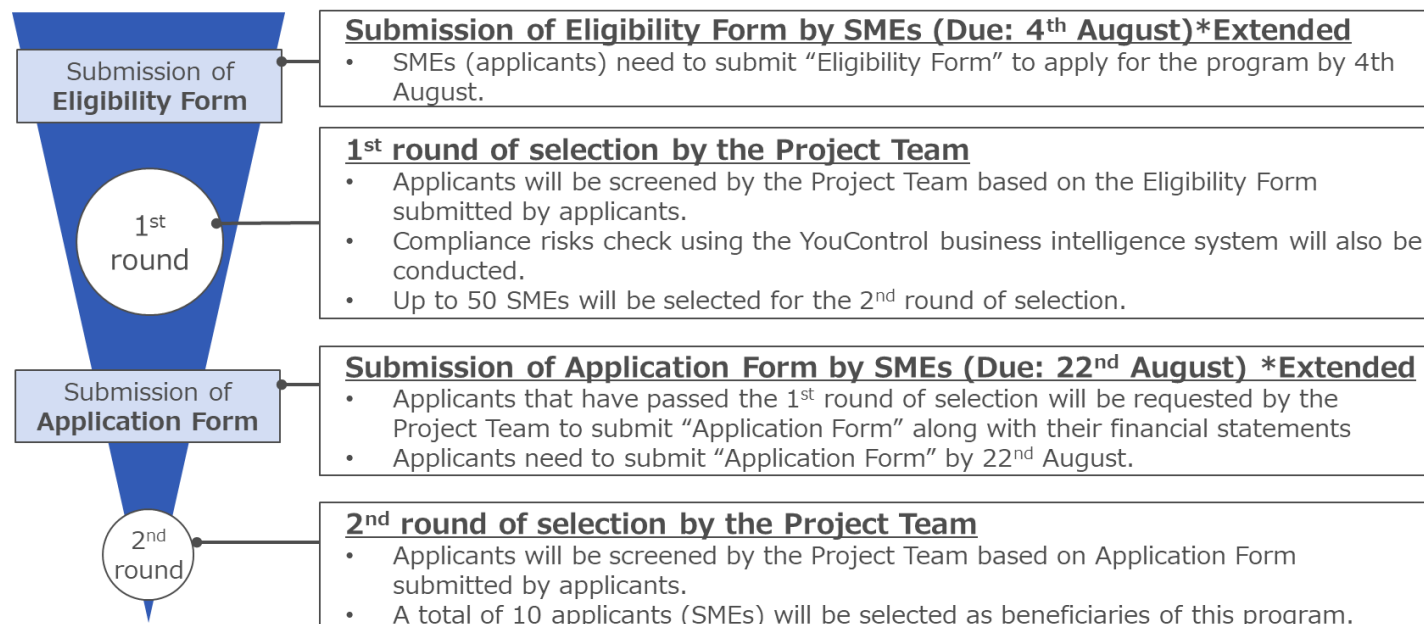


### Important note

- Participation in the program is **free of charge**.
- **NO financial support will be provided to companies** (only training and mentorship support will be provided).
- The program's activities will be done largely in English, so **sufficient English language proficiency of the company's representative** participating in them is needed.

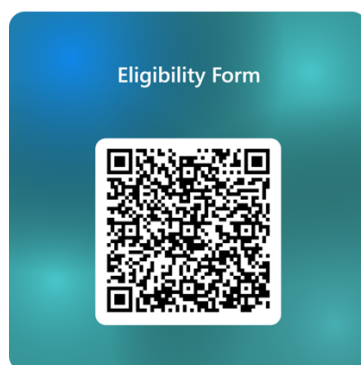
## What is the selection procedure?

Selection of companies will be done in **two rounds**. In the first round, applicants will be screened/evaluated by the Project Team based on the criteria set forth in the Eligibility Form. They will also be screened for compliance risks using the YouControl business intelligence system. SMEs that pass this screening will be requested by the Project Team to submit the Application Form along with their financial statements and will be further evaluated based on the information submitted. A company may submit only ONE application at each stage.



## How to participate?

To take part in the selection, you need to fill out the Eligibility Form in English at <https://forms.office.com/r/Pv7NeyMEDS> or the QR Code below. The application deadline is August 4<sup>th</sup>, 2025, 23:59 Kyiv time (extended from the previous deadline).



### **Other information related to the 1<sup>st</sup> round of selection**

- The details of eligibility criteria for the 1<sup>st</sup> round of selection are described in the “Eligibility Form”.
- These include such as:
  - Company officially registered as Ukrainian privately owned business entity (e.g., individual entrepreneur, limited liability company, private enterprise, joint stock company)
  - Registered official activity in Ukraine for at least three years prior to July 2025 (registration not later July 1, 2022)
  - Company does not belong to a group which, if taken together, will qualify as a large enterprise

## Contact address

Please email [ml-asiawindow@k-rc.co.jp](mailto:ml-asiawindow@k-rc.co.jp) if you have any questions regarding submission of an application.

**Apply now to unlock your potential to thrive in the dynamic Asian markets!**