

# MEMBERSHIP OFFER





# Mission



Creating favorable conditions  
for sustainable development



Uniting the industry and  
protecting its interests



Providing new opportunities  
for community members

# Values



Development  
and innovation



Mutual respect  
and equality



Transparency  
and openness

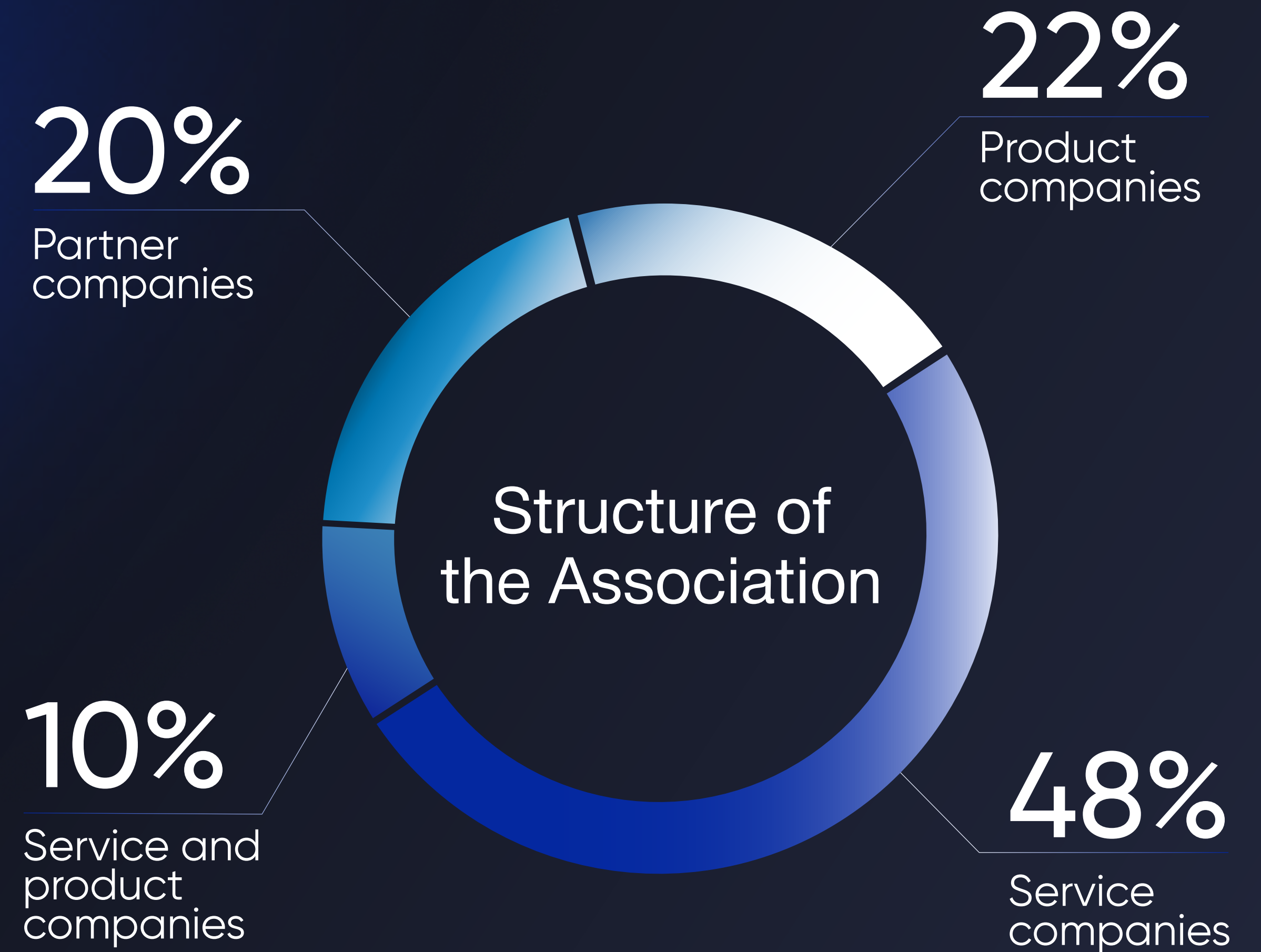


Client focus  
and service





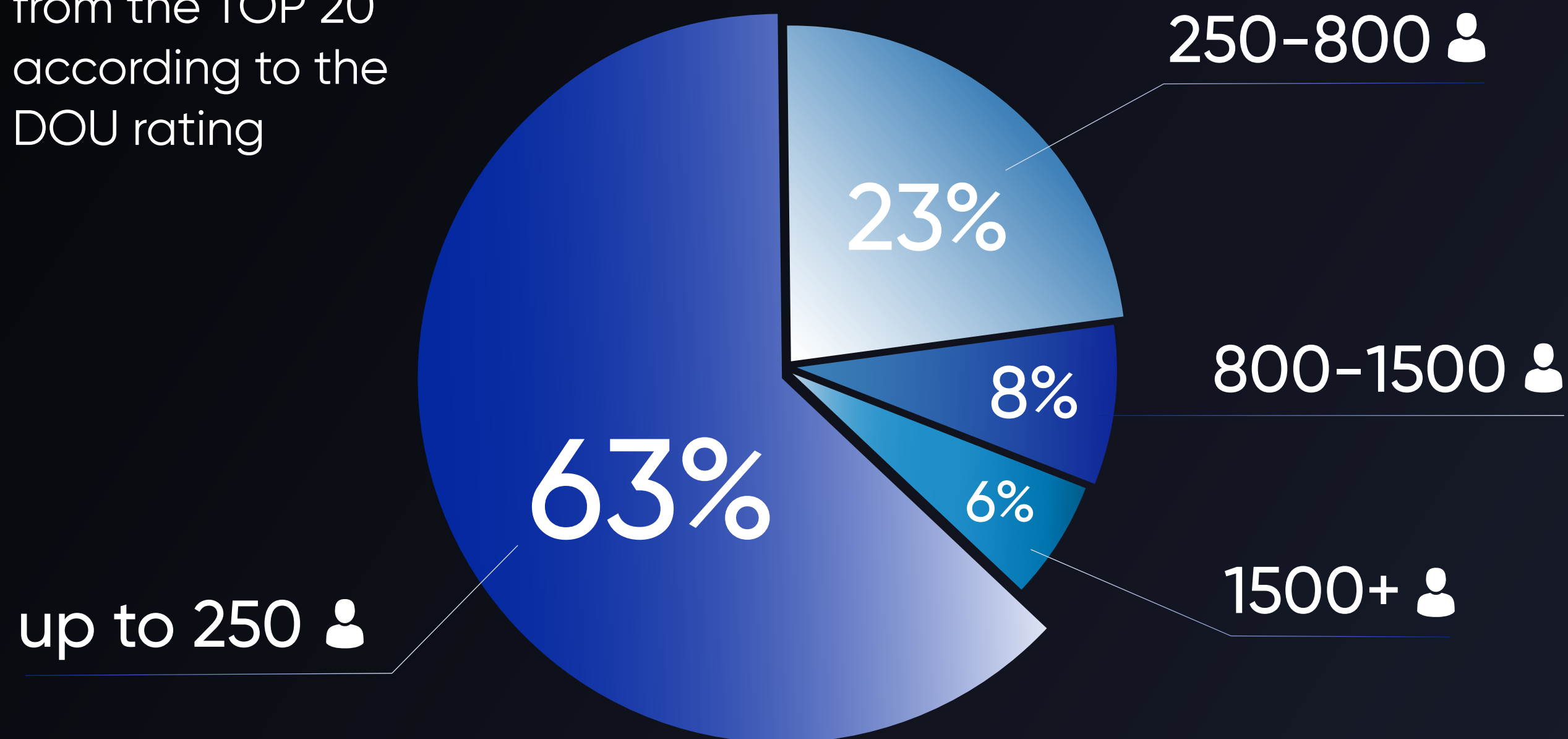
# About the ITU



# About the ITU

## Segmentation by company size

15 companies  
from the TOP 20  
according to the  
DOU rating



## The Association is the national representative of Ukraine:

- in the World Innovation, Technology and Services Alliance



- in the European Association of Digital Technologies



- in the Electronic Commerce Europe Association



- in the International Federation for Information Processing





# GR

## The objectives of the GR department:

- Protecting the interests of the IT industry, influencing the conditions for IT business development
- Creating the right conditions for the formation of national policies and strategies aimed at digitalization and development of the IT industry
- Relations development with the public sector, industrial and business associations in order to:
  - remove the obstacles for running business
  - prevent negative consequences for business
  - influence the conditions for IT business development

## Our current activities to address industry challenges:

- Monitoring and comprehensive analysis of legislative initiatives
- Facilitation of industry positions on legal issues
- Joining the projects of public authorities
- Implementation of unique programs and projects by the Association to protect the interests of its members



# Main partners



Ministry  
of Digital Transformation  
of Ukraine



MINISTRY  
OF ECONOMIC DEVELOPMENT  
AND TRADE OF UKRAINE



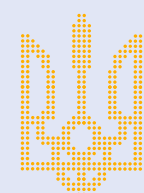
Ministry of  
**Foreign Affairs**  
of Ukraine



Office  
of the Prosecutor General  
of Ukraine



MINISTRY  
OF EDUCATION AND SCIENCE  
OF UKRAINE



MINISTRY  
OF SOCIAL POLICY  
OF UKRAINE



ENTREPRENEURSHIP  
AND EXPORT  
PROMOTION OFFICE  
STATE INSTITUTION



NATIONAL COMMISSION FOR STATE REGULATION  
IN THE FIELDS OF ELECTRONIC COMMUNICATIONS,  
RADIO FREQUENCY SPECTRUM, AND PROVISION  
OF POSTAL SERVICES



State Special  
Communications  
Service of Ukraine



GENERAL STAFF  
OF THE ARMED  
FORCES



MINISTRY OF DEFENCE  
OF UKRAINE



**Business**



INSTITUTE  
FOR ECONOMIC RESEARCH  
AND POLICY CONSULTING



Union of Ukrainian  
Entrepreneurs



Ukrainian  
Business Council



CENTRE  
FOR ECONOMIC  
STRATEGY



# GR projects



**Business trips** (short-term trips abroad to perform official duties)



**Supporting Ukrainian IT products and services**, imposing sanctions on hostile software



**Retaining talent for the future** (creating favorable conditions for training and employment of professionals in Ukrainian companies)



**Innovation strategy** (implementation in the interests of the Association's members)



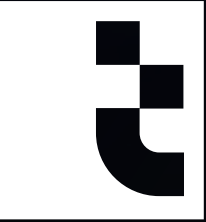
**Preservation of human capital** – a key resource of the IT business (mobilization, reservation of conscripts)



**Taxation** (tax changes aimed at protecting the interests of the industry)



**Intellectual property** (improving regulations to protect the IT industry)





# Opportunities for members in the GR department



A company can assign its professional representative to be included in working groups to develop positions on law drafts and other legal acts that are important for the regulation of the IT industry



Starting from 2024, company representatives can join the Committees by segments of the IT industry to develop initiatives and to form the direction of the Association's work for industry development





# Key areas of GR projects – 2024

➤ Mobilization/Reservation of conscripts

➤ Sanctions in the IT sector against Russia

➤ National revenue strategy

➤ New Labor Code

➤ New Classification of Occupations in the IT industry

➤ Hostile software

➤ Short-term travel for conscripts abroad to perform official duties

➤ Creating favorable conditions for advocacy/lobbying

➤ Social dialogue

➤ Protection of business from abuse by law enforcement agencies, "Mask Show Stop-3"

➤ Regulation of artificial intelligence

➤ Improvement of legislation on protection and enforcement of intellectual property



# 10th anniversary conference IT Ukraine Legal Conference —

It is a discussion platform where market players and government representatives discuss ways of further growth, challenges and the role of the IT industry. At the conference you can learn the main insights on how to support your business, demonstrate your expertise and share your own secrets of success with like-minded people

## Participation formats:

➤ Free speaker slot with a 30-minute presentation or participation in a discussion panel\*

\*available only to the Association members, subject to slots availability

➤ On the basis of a partnership package with additional PR & Marketing support\*\*

\*\*cost of partner packages starts from \$5000



EVERY YEAR THE EVENT UNITES:

**300+**  
offline  
participants

**1300+**  
online  
participants

HOW IT WAS:





# GR events

\*free of charge  
for the Association  
members

## Legal Talks

Online events open to everyone in the format of presentations or panel discussions to discuss important changes and challenges for the industry\*



RECORDINGS  
OF THE LEGAL TALKS

## Q&A Committee Talks

Closed meetings organized exclusively for the Association members, discussions with representatives of the main authorities, ministries and agencies on risks or critical issues for the industry\*

## IT Law Committee Meetups

Discussions with in-house lawyers and financiers of IT companies on relevant for you issues and receiving comments from legal partners\*



# GR services

\*free of charge  
for the Association  
members

## Legal Support

Professional 30-minute consultations for IT companies from the Association's legal partners in various areas: reservation of conscripts, mobilization, Diia.City, taxes, etc.\*

## GR Digest

A weekly overview legislative initiatives from the Association\*





# International Cooperation



Promoting export  
and entry into new  
markets for Ukrainian  
IT companies



Training  
support  
programs  
for SMBs



Organization of trade  
missions, exhibitions  
and other events abroad



Partnerships  
development at the  
international level





# Partnerships

## Great Britain



## General



European Institute of Innovation & Technology

## USA



## Germany



## Poland





NORWEGIAN - UKRAINIAN  
CHAMBER OF COMMERCE



THOMMESSEN

DIGITALEUROPE

## Scandinavian countries

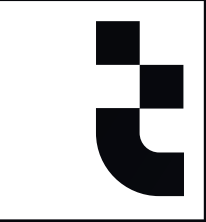
## Japan





We have implemented and are scaling up 25 partnership programs with international organizations





# 2024 Events

## **General:**

- Paris, Viva Technology
- Dublin Tech Summit

## **AI | Big Data | Digital Transformation:**

- Stockholm, Stockholm Tech Show

## **Digital Transformation:**

- Berlin, Digital Office Conference (Bitkom)

## **Fintech | E-Commerce | Banking:**

- Paris, Viva Technology
- Stockholm, Stockholm FinTech Week - Study tour
- Amsterdam, Money20/20 Europe
- London, Fintech Connect

\*participation formats vary from collective stands and delegation trips to free tickets and discounts on speaker slots. Participation is discussed separately for each event

## **AI | Telecom | Fintech | Cybersecurity:**

- London, UK-UA TechBridge Days
- London, Trade Mission to the UK

## **EdTech:**

- London, London EdTech Week

## **GovTech:**

- Berlin, Smart Country Convention

# The ITU Association offers:



Participation  
in a delegation



Participation in the setup  
of a national stand



Discounts on purchase  
of free tickets



Assistance in obtaining  
speaker slots



Preparation and consultation  
meetings before the trip



Intensive networking  
among like-minded people



# Education & CSR



Organizing conferences,  
webinars and expert  
meetings



Implementation  
of national  
educational and  
CSR initiatives



Ensuring partnership  
between business,  
government and the  
education sector



Educational  
events for SMBs



# CORE SKILLS PROJECT 2.0

Development of a unified matrix of recommendations and a knowledge testing platform for young IT professionals, students and teachers

GlobalLogic

<epam>

<LUXOFT

COAX

CNA IT

GO IT

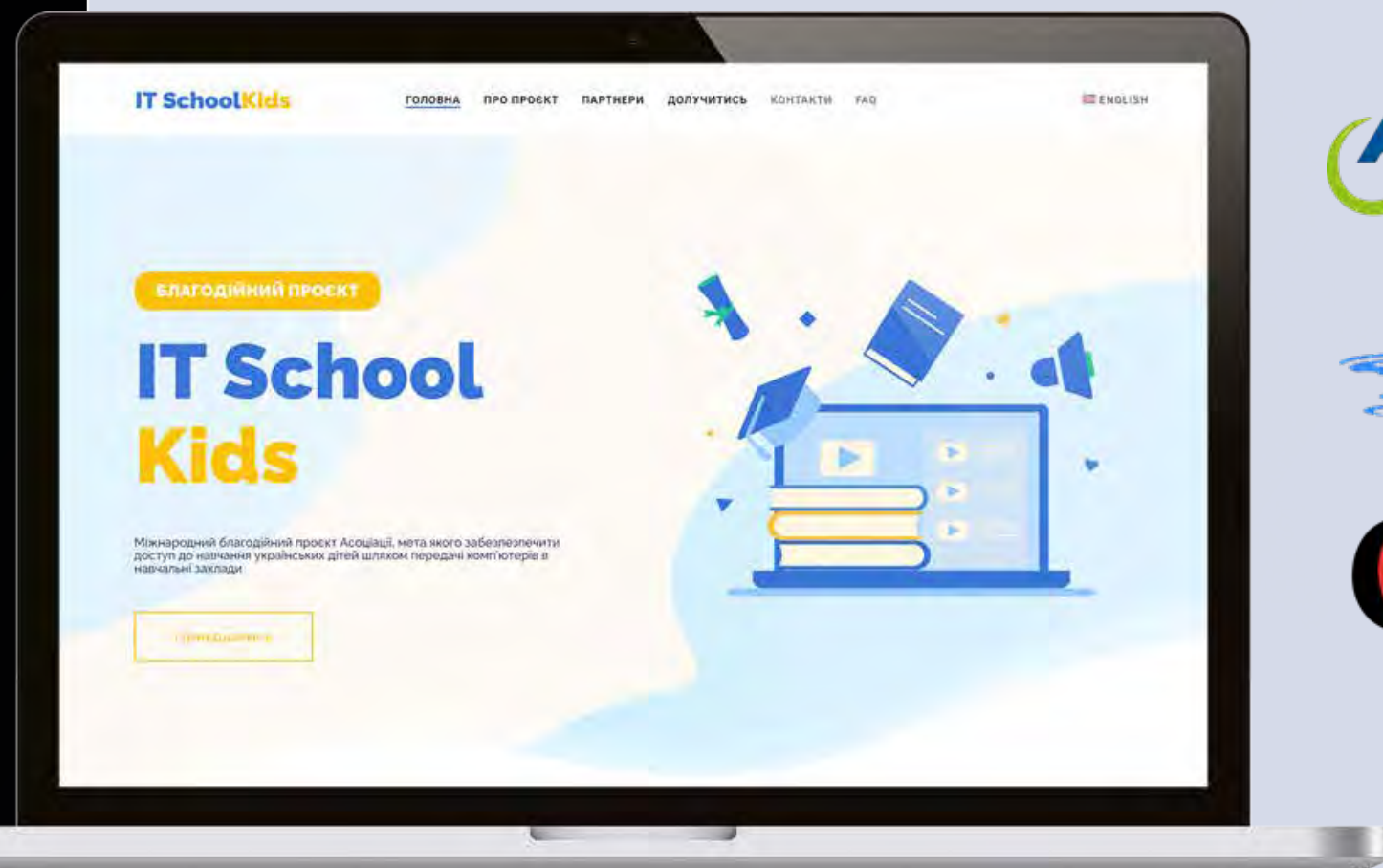
softserve



# Education Projects

## IT SCHOOLKIDS

A charity project to provide access to distance learning for Ukrainian children by donating computers to educational institutions



AfB  
social & green IT

HardSoft  
ONE STOP  
COMPUTER LEASING



ecopc



SIBB  
JUST DIGITAL

Children  
of Heroes  
Charity fund

## IT FOR UNI: BOOTCAMP 2.0\*

Free training course for representatives of public education on management and governance

In 2023, the pilot project had:

120+

participants from 27 cities  
and 80 universities of Ukraine

10

lectures

10

workshops

Supported by:



softserve



<epam>



GlobalLogic  
A Hitachi Group Company



▶ START 16 OCTOBER

## IT FOR UNI: BOOTCAMP

Навчальний курс для  
представників ЗВО



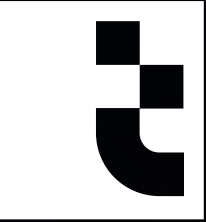
5  
тижнів

10  
ЛЕКЦІЙ ВІД  
ІТ-КОМПАНІЙ

10  
ВОРКШОПІВ З  
ЕКСПЕРТАМИ

\*free of charge for the  
Association members





# SMB Knowledge

A new format of educational meetups for small and medium IT businesses

## Transfer MeetUp



### Participation formats:

➤ As a guest at offline meetings

➤ Free speaker slot for with a 30-minute speech or participation in a battle\*

\*available only for members of the Association, subject to slots availability

➤ Organizing an event of this format specifically for the company\*\*

\*\*the cost of the partnership package starts from \$3500



# Synergy. IT Business & IT Education

The largest IT education conference in Ukraine, which brings together IT business leaders, representatives of corporate, private, public education, public sector and the best experts of the country



In 2023, the potential coverage was 1.1 M (LOOQME)



More than 300 offline guests attended the two-day event, with over 1000 participants watching online



More than 40 expert speakers joined the event and more than 25 partners supported the event

THE EVENT IS SUPPORTED BY:



Ministry  
of Digital Transformation  
of Ukraine



MINISTRY  
OF EDUCATION AND  
SCIENCE OF UKRAINE



## Participation formats:



Free speaker slot with a 30-minute speech or participation in a discussion panel\*

\*\*available only for members of the Association, subject to slots availability



On the basis of partner's package with additional PR & Marketing support\*\*

\*\*the cost of the partnership package starts from \$5000



# PR & Communications



Promoting  
Ukraine's tech  
brand at the  
international  
arena



Building the  
reputation of  
the IT industry  
in Ukraine



Information  
support for the  
Association's  
members



Analytical  
research and  
marketing  
projects



Interactions with  
media and partner  
organizations





# Community

5 separate communities operate on the platform of the Association in different sectors:

## CEO



Meetups by segments in different company categories (once per quarter)



General meeting (once per six months)

## IT Law Committee

Meetups once every 2 months

## PR community

Operational meetings every month

## Educational and CSR Community

Meetups once a quarter

## International Cooperation

Meetups once a quarter



# We cooperate with media partners

UKRAINSKA PRAVDA

mind.ua

Forbes

UKRINFORM

DOU

vector

The Village



# Resources

## Social media







 **10 000**  
followers

 **5 500**  
followers

 **1 800**  
followers

 **130**  
followers

## Telegram-chats

-  IT Ukraine CEO chat
-  ITU PR Community
-  ITU Law Committee
-  IT Ukraine Global
-  ITU Education Community
-  Emergency IT Communities (regional clusters)

## Information Products



**ITU Weekly Newsletter**  
Weekly



**ITU International Newsletter**  
Weekly



**GR Newsletter**  
Twice a month



# Services



Information support  
for companies on ITU  
resources



Creating message  
boxes on important  
topics for the industry



Implementation and  
promotion of selected  
joint projects



Integration of the company and individual experts into speaking engagements and discussion panels at events to build and increase brand awareness







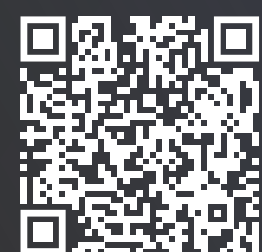
# Digital Tiger:

## the Power of Ukrainian IT

\*participation in the project is paid separately, cost of partnership packages starts from \$3000

### Research objective:

to provide a current overview of the state of the IT industry in Ukraine and to make medium-term forecasts for its development, to determine the role and "weight" of the IT sector in Ukraine, to compare the IT ecosystem of Ukraine and its development with the IT ecosystems of other countries, to present showcase projects and best business cases that characterize the state of the industry's development



RESEARCH  
2021



RESEARCH  
2022

### Target audiences:



Ukrainian IT companies  
(Association members and the industry in general) and their clients and partners



Potential investors



Ukrainian and international media



Ukrainian government agencies, especially the Ministry of Digital Transformation of Ukraine



International organizations in Ukraine, foreign missions and institutions, donor structures and institutions of technological assistance



# Ukrainian TechComms Days



The first event in Ukraine for IT market executives and professionals responsible for communications in all areas and promotion of companies, tech services, and products

Discussion of acute industry issues, high-quality networking, exchange of opinions, and valuable insights, as well as interesting interactive experience with new technologies

Everything you need to know and understand to build a strong IT company and successfully promote IT products worldwide

## Participation formats:



Free speaker slot with a 30-minute speech or participation in a panel discussion

\*available only for members of the Association, subject to slots availability



On the basis of a partnership package with additional PR & Marketing support\*\*

\*\*the cost of partner package starts from \$5000



# Incredible Tech

The Incredible Tech catalog of IT product companies and IT products has been developed by the ITU in cooperation with the Ministry of Digital Transformation, Top Lead Agency, and UKRSIBBANK BNP Paribas Group to promote them on the global market

The companies featured in the catalog are attractive for investment and are already making strides in global markets in areas such as DefenceTech, AgroTech, CyberTech, EdTech, FinTech, HealthTech, GovTech, and others, or are leaders in providing high-quality IT services

THE WEB  
VERSION  
INCLUDES:

95

prospective  
IT product  
companies

22


competitive  
IT products for  
the global market

**Become a part  
of the project:**  
[incredibletech.org](https://incredibletech.org)





# Research 2024\*



\*participation in the research  
is paid separately, the cost  
of partner packages starts  
from \$3000

➤ Where is IT at war?

➤ IT in the industrial sector

➤ IT and medicine

➤ AI in Ukrainian industries

➤ IT in agro

➤ Overview of IT education in Ukraine

➤ IT solutions in cybersecurity



# Programs



\*participation in the research is paid separately, the cost of partner packages starts from \$2000



IT in the context of DEI  
(diversity, equity, inclusion)\*



Gender in IT\*



Mental health in IT  
and creative industries\*



# CEO dinners



Every month we invite CEOs of the Association's member companies to quality networking and exchange of insights

## Participation formats:

➤ Free guest participation at a dinner\*


\*\*available only for members of the Association, subject to slots availability

➤ On the basis of a partnership fee with an audience invitation based on the target portrait\*\*

\*\*partner contribution of \$3000



# Individual services



\*depending on the format, the company reimburses the costs of organizational preparation

## Organization of custom workshops

Suggest a relevant topic and a speaker to increase your company's visibility and expertise\*

## Unique research\*

## Launch of separate committees and working groups for current projects\*



# Join the community



**Mariia Shevchuk**

Chief Executive Officer

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**Viktoria Fedorenko**

Chief Operating Officer

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📍 [@victoria\\_fedorenko](https://www.instagram.com/victoria_fedorenko)

