

REPORT 1ST HALF YEAR 2023

MEMBER'S STRUCTURE

THE AMOUNT OF MEMBERS AND PARTNERS:

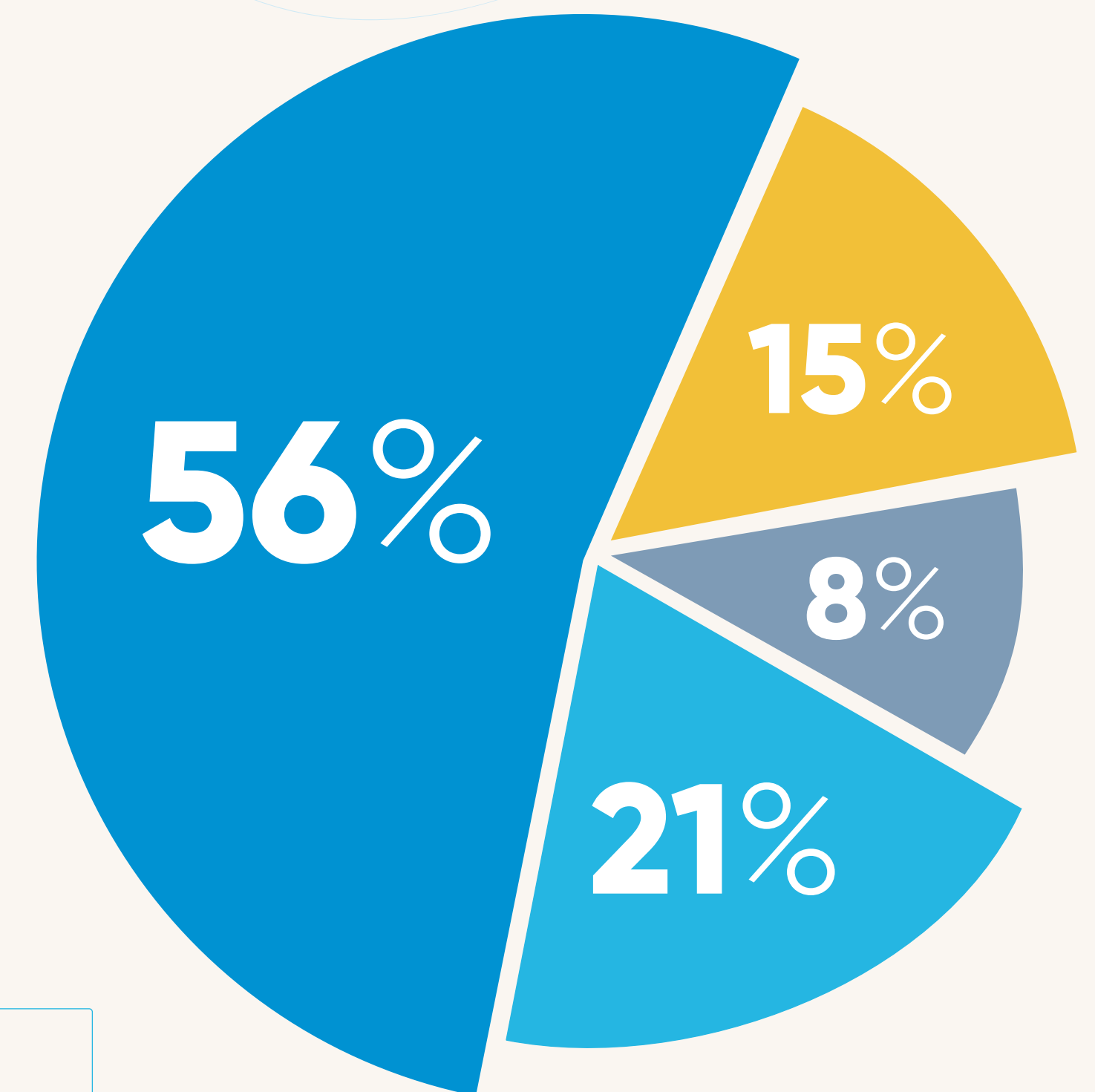
141
companies

83 000+
professionals

112
IT companies

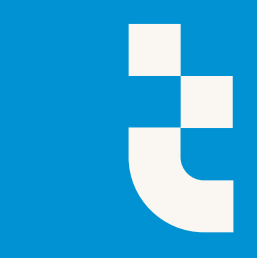
29
partners

- Service companies
- Product companies
- Service-product companies
- Partners



COMPARED TO THE PREVIOUS YEAR,
THE ASSOCIATION HAS GROWN BY

17% ↑



NEW COMPANIES

22 NEW MEMBERS BY THE RESULTS
OF THE FIRST HALF YEAR 2023

IT COMPANIES:

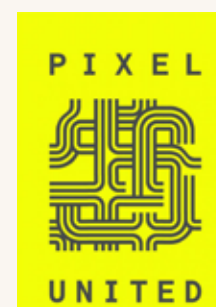


42 FLOWS.TECH

8allocate.



BRIGHT GROVE



datamix



ROKU



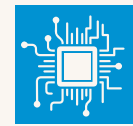
PARTNERS:



TRETTEN
LAWYERS

IT UKRAINE ASSOCIATION

INFLUENTIAL



The most influential tech association in Ukraine

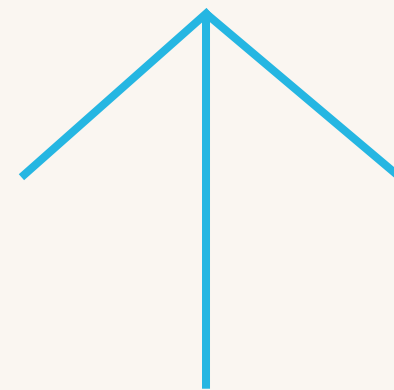


Partner of the industry community for the development of education and CSR

INDEPENDENT



The main power stakeholder



INTERNATIONAL



New opportunities for the IT-business on the international market



Voice of the industry

GOALS: 1st HALF YEAR 2023



Development of the branch to attract new ITU members and increasing the diversity of member categories



Expert support of the community during the war



Strengthening dialogue and interaction with the authorities



Creating partnership with regional clusters



Improvement of the procedure of the temporary travel abroad and reserving the IT professionals from mobilisation



Increasing the presence of the ITU on the international market



Expending the opportunities for Ukrainian business abroad



Formation and consolidation of a framework of messages on important and critical for the industry topics in society



Informational support of Association's members' projects in all areas



Systematic communication of the industry problems at the national level



Implementation of the ITU events at the national level with a large number of participants and partners



Support of the education and CSR projects of the ITU participants



Lobbying
Advocacy

GR

— KEY DIRECTIONS & GOALS FOR THE FIRST HALF OF 2023



Establishment of trusting and constructive relations with all main stakeholders from authorities



Optimization and improvement of procedures related to mobilization, reserving and conscripting



Consultation on companies' participation in Diia.City tax space



Constant dialogue with authorities to present and lobbying interests of the industry at the national level



Improvement of the procedure for temporary travel abroad



Advocacy of the interests of the industry regarding the return of benefits or payment of value-added tax



Supporting of writing practical cases of ITU members with state bodies



Fighting against the use of hostile software and promoting its replacement with a Ukrainian software product

SUPPORT OF COMMUNITY DURING WAR

FRUITFUL COOPERATION



PRESIDENT OF UKRAINE



Ministry of Digital Transformation of Ukraine



MINISTRY OF ECONOMIC DEVELOPMENT AND TRADE OF UKRAINE



ECONOMIC SECURITY BUREAU OF UKRAINE



State Tax Service of Ukraine



Ministry of Defence of Ukraine



Ministry of Defence of Ukraine

ONLINE SERVICES

e-support

Diia City Legal Support

Bron' Legal Support

MONITORING OF CHANGES TO THE LEGISLATION

ANALISED:

750+ draft laws

500+ decisions of the Cabinet Ministers of Ukraine, which affect the activities of ITU members

PROJECTS

RESERVING OF IT-PROFESSIONALS

Bron' Legal Support Project

Jointly with

ARZINGER

SAYENKO
KHARENKO

GOLAW

ASTERS

TRETTEN
LAWYERS

- Development of the concept and map of the reserving procedure for conscripted employees of the IT industry and other industries
- Participation in the development and finalisation of the new Procedure for the reserving of conscripts (Decree of the Cabinet of Ministers No. 76 dated January 27, 2023)

TEMPORARY TRAVEL ABROAD

Several variants of concepts regarding temporary travel abroad for representatives of export industries developed

Regular ongoing consultations with the Ministry of Economy

BUSINESS PROTECTION

A new version of the draft law developed No. 9211 dated 04/17/2023 ("Stop-3 mask show")

Jointly with



Міністерство
цифрової трансформації
України

PROJECTS

GOVERNMENTAL PROJECT FOR MOBILIZED IT EMPLOYEES

The initiative was created to increase the country's defense capability and attract talents in the field of IT to the development of defense-tech solutions

AGREEMENTS ON STRATEGIC COOPERATION WITH IT CLUSTERS FROM 14 REGIONS

ITU's strategic partnership with clusters provides an opportunity for joint actions to promote the IT sphere, protect the interests of the industry and scale current projects at the national level

HOSTILE SOFTWARE

- A list of hostile software and safe alternatives has been developed
- An expert group has been created, government representatives are involved in the project
- Organised work on banning the use and distribution of hostile software at the legislative level

IT LAW COMMITTEE

Communication channel for Association's members with the information on GR activities of the Association

Support on fast expert consultation and decision-making for business protection

COLLECTING AND SHARING:



Events
announcements



Legislation news
and analysis



Suggestions
and practical
cases

PRIORITIES FOR THE 2nd HALF OF 2023



Strengthening dialogue with all branches of power to preserve the IT industry as one of the priority industries under martial law



Participation in all projects and events of government bodies for lobbying the interests of the IT industry



Protection of IT business from abuses by regulatory and law enforcement agencies



Monitoring of legislative initiatives regarding mobilisation, reserving, travel abroad and IT business advocacy in this direction



Control of tax initiatives and timely response in order to preserve the existing model of work of IT companies with self-employed

PRIORITIES FOR THE 2nd HALF OF 2023



Introduction of a new procedure for temporary travel abroad for IT professionals



Lobbying to ban the use of hostile software on the territory of Ukraine and promotion of Ukrainian alternatives



Facilitating the implementation of projects of Association members to strengthen the influence of the IT industry



Development of an updated GR strategy



Deepening of cooperation with international partners



INTERNATIONAL COOPERATION

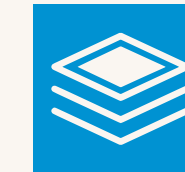
KEY DIRECTIONS & GOALS FOR THE 1ST HALF OF 2023



Promotion of the
Ukrainian IT brand on
the market



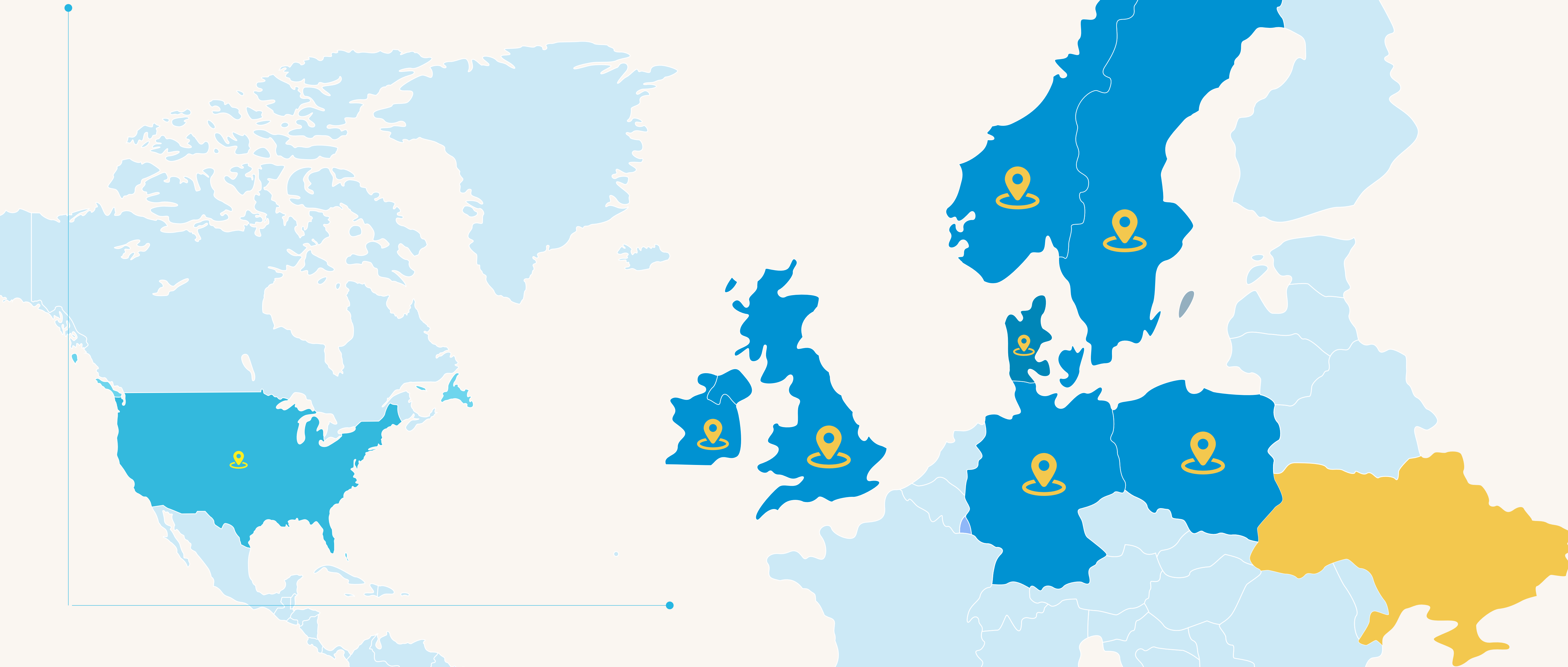
Support of the
Association's members
in increasing service and
product export



Creation of the platform for
the cooperation between
Ukrainian and international
companies on the
Association's base



PRIORITY MARKETS





INTERNATIONAL PARTNERSHIPS

tech^{UK}



SoDA



Si2B
JUST DIGITAL

bitkom

HAKLUYT

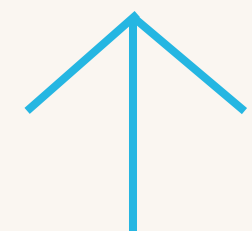


Gartner



INNOVATE/FINANCE

DIGITALEUROPE



22 INTERNATIONAL
PARTNERS



11 PARTNERSHIP
PROGRAMMES

PROJECTS



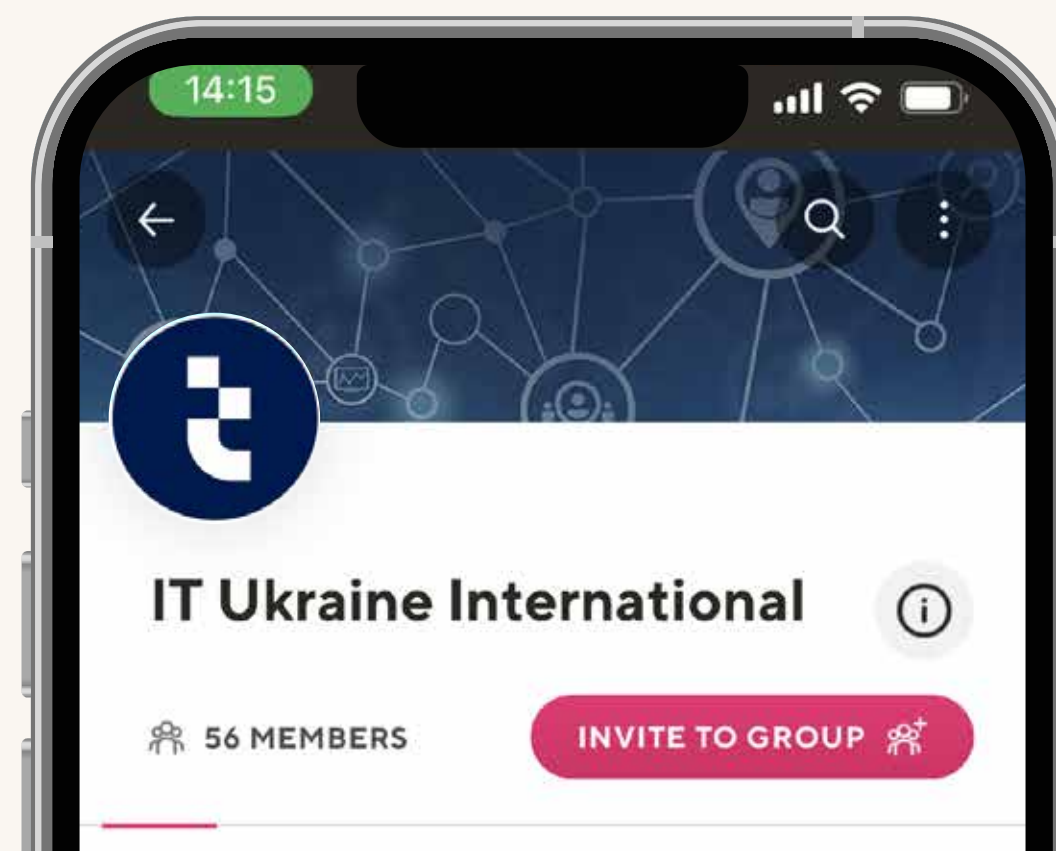
NEW SERVICES ON THE UK MARKET

- Marketing services
- Legal support
- Research and statistics
- Business development



IT UKRAINE INTERNATIONAL

Online communities for members of the Association on the Guild platform



DIPLOMACY PROJECTS

- An international hub between the markets of the UK, Germany, Poland and Ukraine
- Participation in the TechBridge project of the governments of Ukraine and Great Britain
- Participation in Ukraine Recovery Conference, London

INTERNATIONAL EVENTS

23

International events where
the Association presented
Ukrainian industry

29

Companies-members of
the Association took part
in the events through the
assistance of the Association





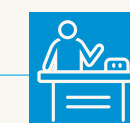
PARTICIPATION GOALS IN EVENTS



Presentation of the state of the Ukrainian IT industry



Promoting the message about the ability and readiness of the industry to work



Demonstration of unique expertise of Ukrainian business



Introduction to technological ecosystems

IT UKRAINE INTERNATIONAL ONLINE COMMUNITY



Exclusive communication channel for ITU members about international activities

COLLECT AND SHARE:



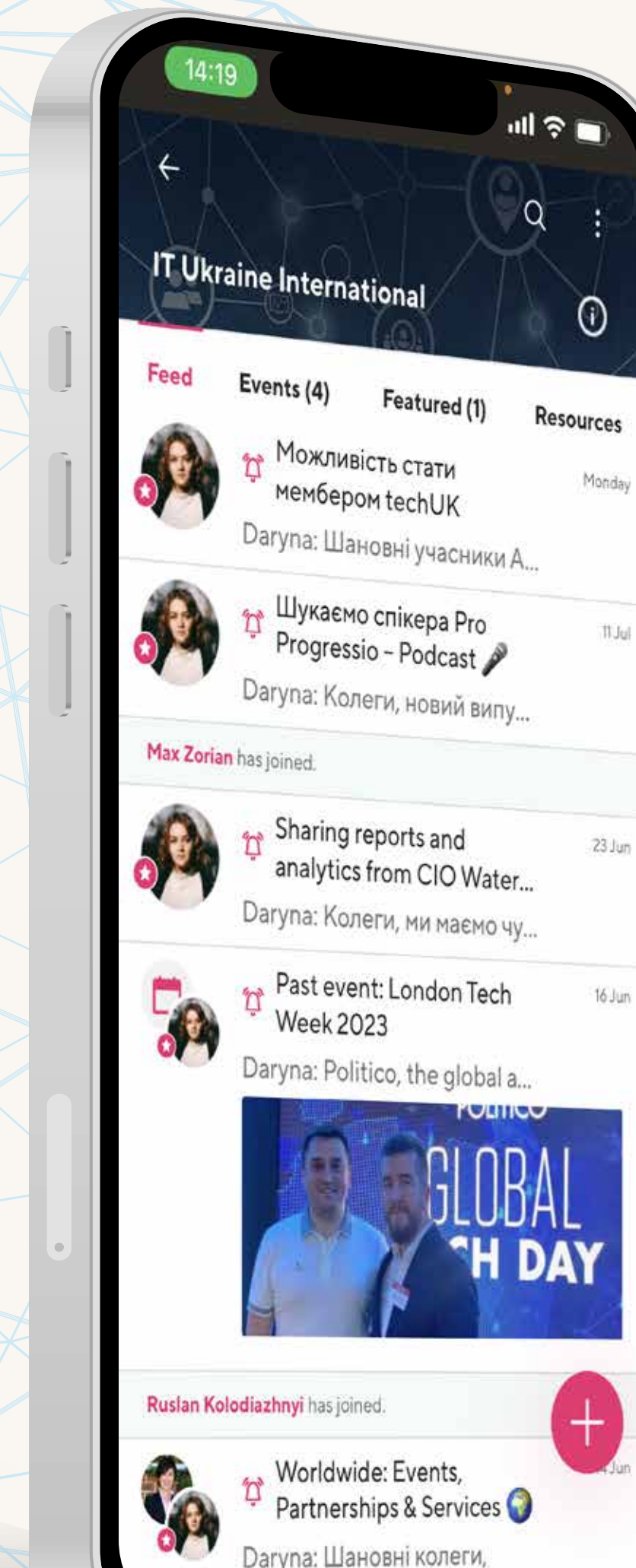
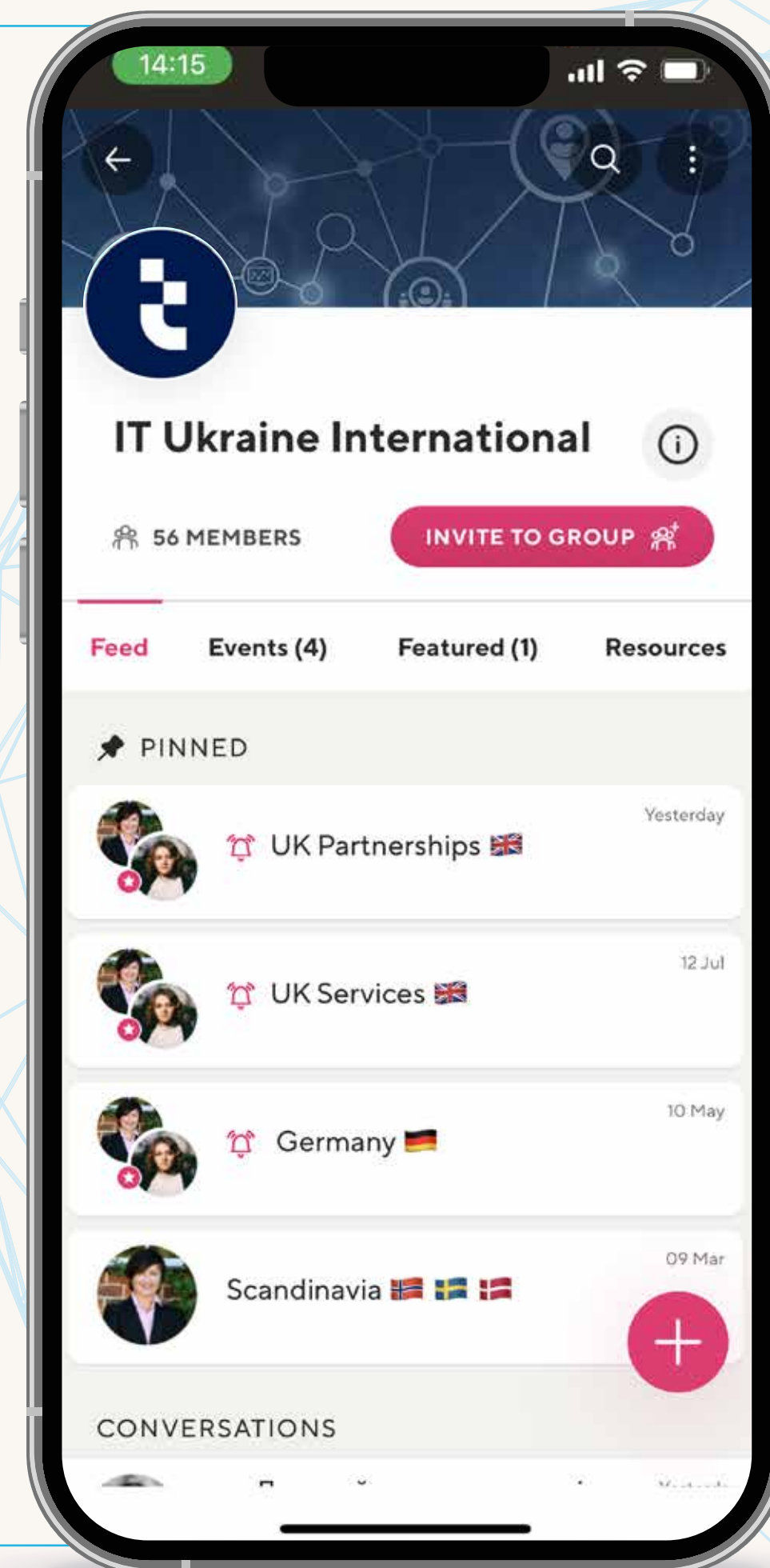
offers and requests from partners



events and news



insights into the characteristics of international markets



38

Companies-participants

CONNECT, COMMUNICATE & COLLABORATE!



— PRIORITIES FOR THE 2nd HALF OF 2023

01

Securing of the Association's status as a representative of the Ukrainian service IT business on international markets

02

Strengthening and development of existing partnerships

03

Building new partnerships and exploring new potential markets



EDUCATION & CSR

KEY DIRECTIONS & GOALS FOR THE 1ST HALF OF 2023



Promoting the creation of educational technologies with export potential



Enrichment of the portfolio of educational and social projects of participating companies by minimizing resource costs through the formation of joint projects from the industry



Contribution of participating companies to the creation of new projects aimed at the digitization of education



Support of the social important initiatives by the ITU members



PROJECTS

CORE SKILLS PROJECT 2.0

We are developing a unified matrix of requirements and a platform for testing knowledge for the start of young specialists in IT

Project Partners

GlobalLogic®

<epam>

<LUXOFT

COAX
SOFTWARE

GO IT

CNA IT

softserve

PROFESSION CLASSIFIER

Jointly with the Ministry of Digital Transformation, we are updating the "Profession Classifier" DK 003:2010 national classifier of Ukraine

Project Partners

CIKLUM
EMPOWERING COLLABORATION

<LUXOFT

Ma
Mate
academy

<epam>

IT SCHOOLKIDS

We collect and transfer computers to educational institutions in Ukraine so that children can continue their studies remotely

Project Partners

AfB
social & green IT

HardSoft
ONE STOP
COMPUTER LEASING



ecopc

PROJECTS

«FRANKLY ABOUT IT» PODCAST

30 episode
released

72 959+ broadcasts

6 367+ views

THE AUDIENCE GREW BY

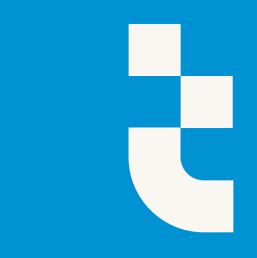
↑ **123%**

DURING 4 MONTHS OF
THE PUBLICATION



Project Partners





PARTNERSHIPS

WEBINAR SERIES

TECH SUMMER BOOTCAMP FOR TEACHERS

27.07 — 23.08

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

softserve

LIVERPOOL UKRAINE

LIVERPOOL-UKRAINE

MAY, 7-20

IT Ukraine Association

PARKINSON'S UK

ZURICH Foundation

UNIVERSITY PROGRAM

EPAM Teachers Internship:

Software Architecture & Design

ВСТИГНИ ДО 10 ЛИПНЯ

IT Ukraine Association

BOOST MAIN ACADEMY

IT Ukraine Association

IT Ukraine Association became a partner Boost Main Academy

IT Ukraine Association

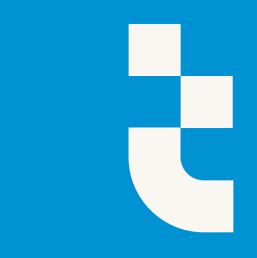
Pre Junior Program

An educational project for schoolkids in cooperation with EPAM. For 12 weeks kids study IT professions in 3 areas

Partner <epam>

Скажені кролики

НАВЧАЮТЬ ПРОГРАМУВАТИ!



PARTNERSHIPS



WILD BEAR VETS 2023

Rehabilitation program for
Ukrainian military veterans
in Canada



VETERANS' REINTEGRATION



**Social summer project
brecovery and rehabilitation
For children by Freedom Force
Charity Foundation**

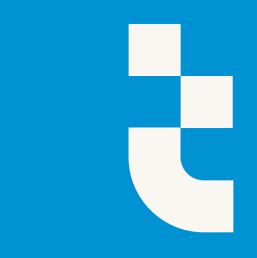


**NGO'S
"AEROROZVIDKA"
PROJECT**



**VETERANS'
REINTEGRATION 02**





EDUCATIONAL & CSR COMMUNITY

2 quarterly meetings

40+ companies joined

Working groups on the start of projects have been launched



PRIORITIES & GOALS FOR 2nd HALF YEAR 2023



Providing high-quality expert and informational support for projects in the field of educational technologies that are developed by the government or industry



Creation of projects aimed at motivating young people to choose quality Ukrainian education in order to preserve personnel potential



Organisation of projects for the development of management skills for representatives of public education



EVENTS

Q&A COMMITTEE TALKS

3 closed
online-meetings for
ITU members only

150+ participants

Topics

- New rules for reserving employees
- Actual legal issues of operational activities of IT companies
- Practical aspects of the reserving procedure

LEGAL TALKS

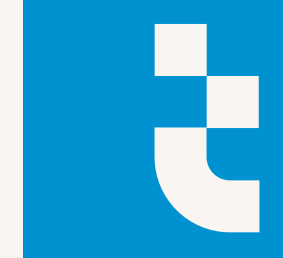
1 open
online-meeting for
all the IT Audience

80+ participants

Topics

- Taxation in the IT industry

GR



IT UKRAINE LEGAL CONFERENCE 2023

300+ participants
offline

1300+ participants
online

40 expert
speakers

5 panels

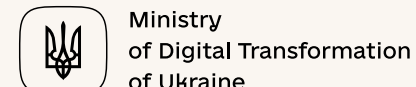
8 case
studies

Event partners

ORGANIZER



SUPPORTED BY



BANK PARTNER



GENERAL PARTNER



GOLD PARTNER



SILVER PARTNER



SILVER PARTNER



SILVER PARTNER



INNOVATION PARTNER



IKIGAI PARTNER



COFFEE PARTNER



BAKERY PARTNER



CHARGE PARTNER



EDUCATION

IT UKRAINE EDUCATION SUMMIT 2023

112 participants
offline

1600+ participants
online

27 expert
speakers

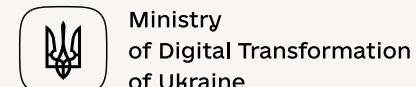
7 case
studies

Event partners

ORGANIZER



SUPPORTED BY



GENERAL PARTNER



IKIGAI PARTNER



PARTNERS



NETWORKING

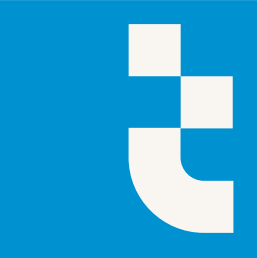
CEO DINNERS IN THREE UKRAINIAN CITIES

 **CHERNIVTSI** 9 companies

 **UZHGOROD** 11 companies

 **LVIV** 10 companies





PARTNERSHIPS

4 ONLINE WEBINARS

Jointly with



HUMANCREED





PR & COMMUNICATIONS

KEY DIRECTIONS & GOALS FOR THE FIRST HALF OF 2023



Development of strategic communications of the association and formation of the policy of a single voice of the IT industry



Strengthening partnership relations with stakeholders: state structures, associations from other industries, clusters, the Institute of Higher Education



Forming and promoting a single message box on all crucial industry topics



Strengthening influence in the public field as a leading voice of the entire industry and development of ITU information resources



Information support for participants, implementation of joint projects



Forming new partnerships to expand opportunities and increase ITU influence

RESOURCE

SOCIAL MEDIA



61 559

COVERAGE



18.8%

INCREASE



+411

FOLLOWERS



24.85%

INCREASE



+747

FOLLOWERS



142%

INCREASE

MEDIA



SPECIALISED



NATIONAL



INTERNATIONAL

COMMUNICATION CHANNELS



TELEGRAM



DIGEST



WEB SITE

PROJECTS

REPUTATION RESEARCH

PARTICIPATED IN THE RESEARCH

1577 IT professionals

457 persons from the close
circle of IT professionals

RESEARCH WAS
PRESENTED IN
FEBRUARY 2023

MAIN OUTCOME

THE VALUE OF IT FOR
THE COUNTRY IS GROWING



ITU PR COMMUNITY

Community of communication
specialists of participating companies

COLLECT AND SHARE:



Announcements



Media requests



Proposals and practical cases

HELD A COMMUNITY MEETING:

- Presented the united ITU message box and provided the current data on IT industry
- Discussed the priority directions and further cooperation
- Got acquainted with the possibilities of the international cooperation and planned national projects

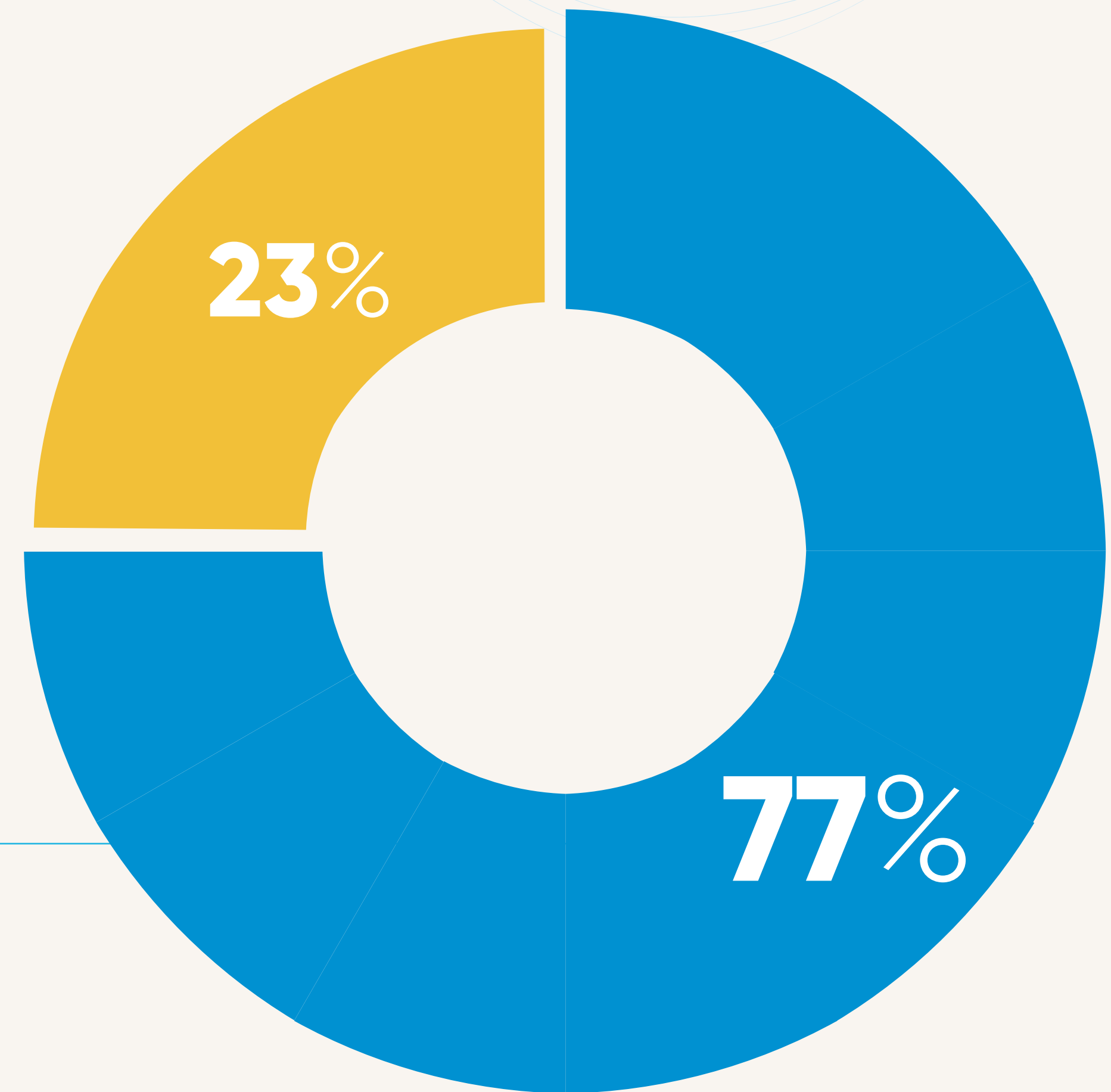
Hold individual meetings with representatives of the company to receive requests regarding the information policy, content framework for joint projects



ITU — MAIN VOICE FROM IT BUSINESS AT THE NATIONAL LEVEL

 IT UKRAINE ASSOCIATION

 LEADING REGIONAL IT COMMUNITIES



PERIOD: As of July 1, 2023

PRIORITIES FOR THE 2nd HALF OF 2023



Strengthening the influence of the Association in public space



Communication support for GR and lobbying campaigns



Implementation of an annual large-scale study of the IT industry



Implementation of projects with the UN Global Initiative on Diversity & Inclusion and Mental Health



Implementation of the "De IT na Viyni" national project



Development of joint communications and projects with other industries to promote the interests of ITU members

PRIORITIES FOR THE 2nd HALF OF 2023



Formation of an effective system of internal communication of ITU member companies by professional areas



Informational support of projects of ITU participants and implementation of joint initiatives



Development of international communications



Development of digital direction in ITU communications



Expanding interaction with national and specialised media



ITU identity update



IN FOCUS

PRIORITIES FOR THE 2nd HALF OF 2023



Increasing the number of members of the Association and supporting ITU members in the direction of BizDev



Aiming for interaction and contacts with the authorities for lobbying critical and strategic issues of IT-business



Development of the relationships with regional IT clusters



Development of international partnerships and creating joint projects



Increase of the influence of the ITU in the information space



Development of the education and social IT projects