



# CESO Business Linkage Opportunities in Ukraine

*Canadian Executive Services Overseas (CESO) is a Toronto-based non-profit, volunteer organization that transfers Canadian expertise to businesses, communities and organizations in order to help them achieve their goals of economic, social and technical self-sufficiency. CESO volunteers serve as advisors and trainers to clients around the world including in the new market economies of Central and Eastern Europe. CESO's European programs have focused on the privatization and restructuring, as well as on the new private sector especially with smaller and medium-sized companies. This involves direct assistance with marketing, accounting, costing quality control, and upgrading managerial skills at all levels.*

*Requests for assistance in Ukraine have included several banks and manufacturers, the Ukrainian Stock Exchange, RUKH, insurance companies, the National Ecological Centre, and the Donetsk City Council.*

## **CESO REVAMPS EUROPE PROGRAM**

CESO has revamped its assistance program to the new market economies of Europe: the motto for the future is "business linkages".

The key to CESO's new program focus will be the establishment of a Business Linkages Unit for Europe, designed to supply the human and financial resources needed to turn ideas for new trade links and other economic opportunities into reality. The new unit, to be set up in early 1995, will serve as an active link between CESO clients and the Canadian private sector.

After almost five years of providing business advisory services to Eastern Europe and the former Soviet Union,

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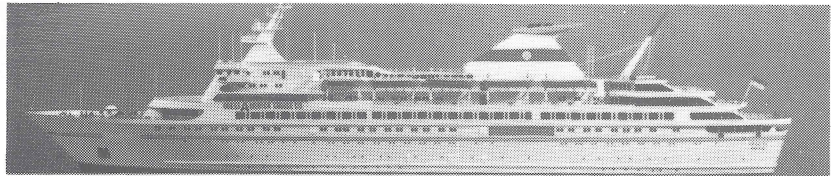
**Or ... if you can't travel to Ukraine ... we can bring a touch of Ukraine to you!**

Our Ukrainian cruise ship, m/v "GRUZIYA," will begin its fourth season of **St. Lawrence & Saguenay River** cruises on July 1, with weekly 7-day sailings from the port of Montreal.

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including Ukraine, CESO is re-focusing its program strategy to emphasize economic partnership. The move comes in recognition of the growing viability of the region's private sector and a belief that both the Canadian and new European markets stand to gain by doing business together.

Interested CESO clients will be assisted in assessing Canadian markets, as well as exploring the possibility of joint ventures and other types of economic exchange. In turn, CESO will actively encourage Canadian companies to forge new business ties with clients able to compete in the global market