

Ukraine, 2 August 2023

ATTN: **To whom it may concern**

Subject: **Letter of Recommendation to USPA FRUIT LLC**

Dear Sir/Madam,

The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations. ITC enables small business export success in developing and transition countries by providing, with partners, sustainable and inclusive trade development solutions to the private sector, trade support institutions and policymakers. ITC is based in Geneva, Switzerland.

Since 2016, ITC has been implementing a trade-related technical assistance project in Ukraine “Linking Ukrainian SMEs in the Fruits and Vegetables Sector to Global and Domestic Markets and Value Chains”, funded by the Government of Sweden. The project is now in its second phase.

The objective of the project is to contribute to enhanced competitiveness and sustained export growth of Ukrainian SMEs in the fruits, vegetables, edible nuts and wine sectors.

SMEs from the fruits, vegetables and nut sectors are assisted to produce goods per market requirements, and are linked to target markets, particularly within the EU. SMEs from the wine sector are assisted in improving their production process and taking strategic approach toward sector's development. The business support organizations (BSOs) are helped to improve the capacities to provide quality services to SMEs.

The project has been cooperating with USPA FRUIT LLC since 2019.

Together with the ITC project, the company as a member of the Ukrainian Agriculture Export Association exhibited on a regular basis, at international fresh market and food trade fairs, e.g., Fruit Attraction in Madrid (2021-2022), Fruit Logistica in Berlin (2020-2023), Gulfood in Dubai (2019-2023), Anuga in Cologne (2019, 2021), SIAL Paris (2020, 2022) and Riga Food 2019. This October, USPA FRUIT LLC will be participating with us, at Fruit Attraction 2023 in Spain and Anuga 2023 in Germany.

In order to enhance the capacities of Ukrainian fresh apple and cherry producers, experts of USPA FRUIT LLC – Mr. Volodymyr Gurzhiy and Mr. Dmytro Kroshka were involved by the ITC project to hold two workshops for agrarians on the improvement of production and postharvest techniques, sorting, packaging and marketing for international buyers.

The workshop for apple producers was held in Shura-Kopiyivska village, Vinnitsa region on 28 May 2019 within the roundtable discussion “Opportunities offered by the projects of the International Trade Centre for Ukrainian fruit producers”.

The practical workshop for cherry producers was arranged in Bashtanivka village, Odesa region on 14 June 2019. The programme of the workshop included demonstration of the newly installed cold chain equipment, study of its operation and maintenance peculiarities.

In November 2019, USPA FRUIT LLC delegated Mr. Volodymyr Gurzhiy to participate in the study tour to Sweden, organized by ITC together with the Embassy of Sweden in Kyiv and the National Board of Trade Sweden. The programme of the mission provided for field visits to the Swedish producers of machinery and equipment, B2B meeting with importers and a study tour to the Nordic Organic Food Fair, being the only organic food and drink trade show in the Nordic region.

Based on our cooperation experience, the ITC project "Linking Ukrainian SMEs in the Fruits and Vegetables Sector to Global and Domestic Markets and Value Chains" recommends USPA FRUIT LLC as a professional and reliable partner.

Please feel free to contact us if you have any questions.

Yours sincerely,



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