

Relocation, recovery and access to European markets



Companies in the Kharkiv region have faced numerous threats since the Russian invasion, including destructions of buildings, damages to equipment, resources shortage, logistical difficulties, loss of employees and clients. Many small and medium-sized enterprises had to relocate to safer regions and search for the new business opportunities. Techno-Druk LLC, which has been producing high-quality labels for various food products, beverages, and household chemicals for over 8 years, is one of those companies. Due to the hostilities, the company had to suspend its activities for several months in 2022. Striving to restore its operations, Techno-Druk relocated its production facilities and employees to Zakarpattia. Today, employees include the evacuated Kharkivites, as well as local residents and internally displaced persons from other regions.

Techno-Druk has been successful at overcoming many of the challenges it faced, restoring, developing and scaling up its business at the new location. The efforts were partly financed with a EU4Business-EBRD Credit Line Loan from Ukrgasbank. The company benefitted from the EU-funded investment incentive available under the credit line. Moreover, the company became one of the first in Ukraine to apply for the new **additional investment incentive under the credit line's Enterprise Renaissance Window**, which was specifically designed to help Ukrainian companies survive, recover and strengthen the Ukrainian economy.

With the EU4Business-EBRD Credit Line Loan, Techno-Druk LLC purchased modern printing equipment. The combined total EU-funded grant tied to this investment amounts to 30% of the loan amount, significantly reducing the company's investment costs and stimulating its production.

According to Albina Kudryavtseva, the owner of Techno-Druk LLC, the enterprise has fully switched from survival to active development mode. It plans to expand and further improve its production processes to access European markets. "Participation in the "Enterprise Renaissance Window" (ERW) initiative helps us create new jobs, strengthen the company's competitiveness, increase our export capacity and deepen the economic partnership with the EU countries. This is our contribution to building the economic resilience that helps defending our country," notes Ms. Kudryavtseva.

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