



## TÜRKİYE ODALAR VE BORSALAR BİRLİĞİ



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Sayı : E-34221550-720-4437

Tarih: 02.05.2024

Konu : Nazovni Uluslararası Ekonomi Diplomasi Platformu Hk.

TÜM ODALAR  
(Genel Sekreterlik)

İlgi : Ticaret Bakanlığı'nın 19.04.2024 tarih ve 96022509 sayılı yazısı.

İlgi yazıda, T.C. Kiev Büyükelçiliği'nin bir yazısına atfen, Ukrayna'nın mal ve hizmet ihracatının artırılması adına Ukrayna ile yabancı ülkelerin iş çevreleri arasında doğrudan iletişimin dijital ortamda kurulması amacıyla çalışma yürüten **Nazovni Uluslararası Ekonomi Diplomasi Platformu**'nun hayata geçirildiği ifade edilmekte olup platformdan yararlanmaya ilişkin açıklamanın yer aldığı sunum ekte yer almaktadır.

Konuyla ilgili ilave bilgi için Kiev Ticaret Müşavirliği (kiev@ticaret.gov.tr) ile temasa geçilebileceği bildirilmektedir.

Bilgilerini ve konunun üyelerinize **e-posta ile** duyurulmasını rica ederim.

Saygılarımla,

*e-imza*

Ali Emre YURDAKUL  
Genel Sekreter Yardımcısı

EK: Nazovni Uluslararası Ekonomi Diplomasi Platformu - Tanıtım Sunumu (13 sayfa)



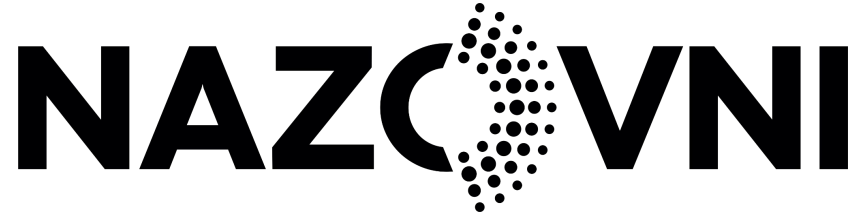
Evrakı Doğrulamak İçin : <https://belgedogrula.tobb.org.tr/belgedogrulama.aspx?eD=BSDKCLK595>  
Tel : +90 (312) 218 20 00 (PBX) - Faks : +90 (312) 219 40 90 -91 -92... - E-Posta : info@tobb.org.tr  
Bilgi İçin: Kaan GAFFAROĞLU - Tel : 03122182220 - E-Posta : kaan.gaffaroglu@tobb.org.tr

# THE PLATFORM NAZC VNI

We help businesses to go beyond

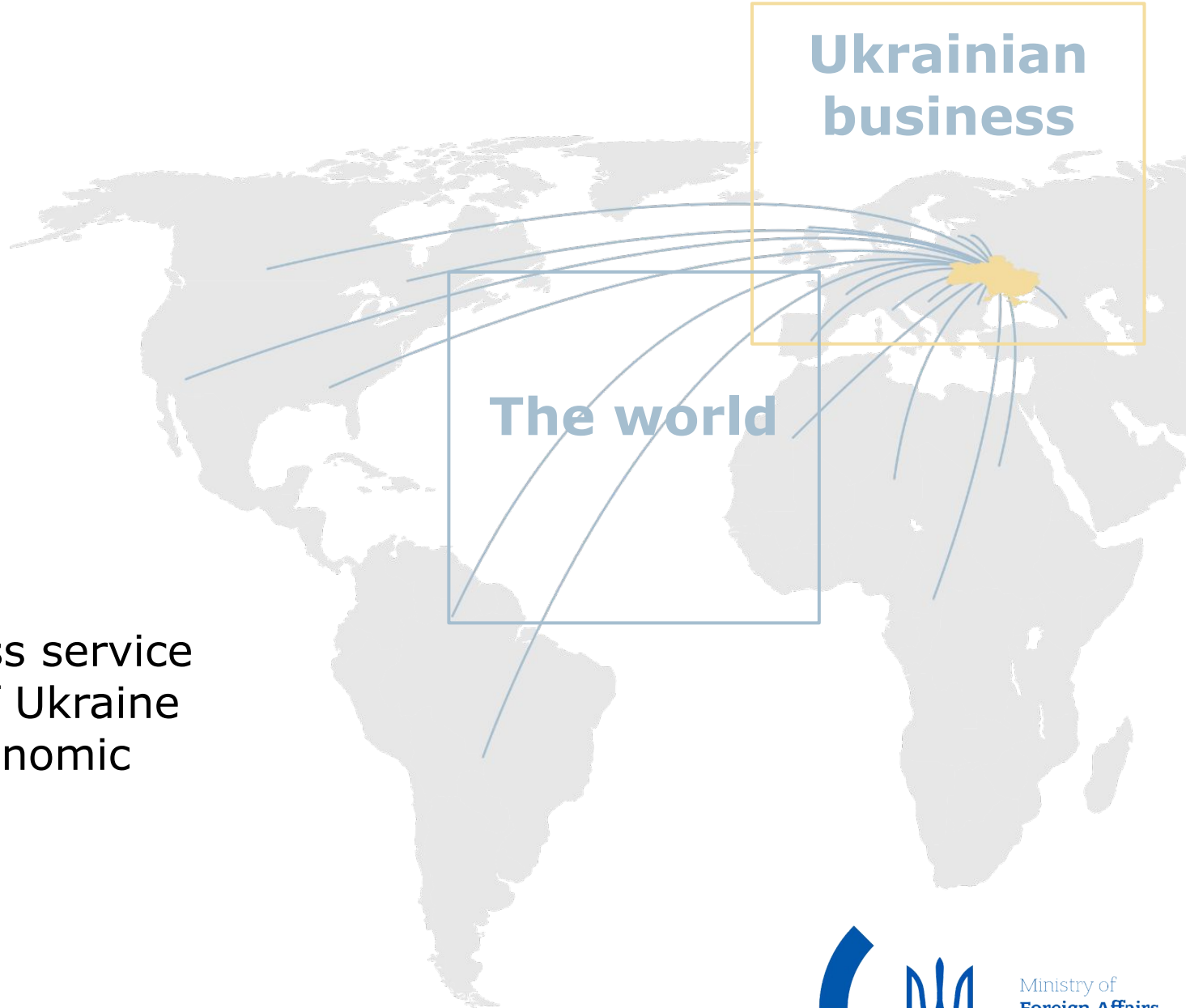
***Functional capabilities of the Platform for  
Foreign Partners***





**Our Mission** is to promote the integration of Ukrainian business into the global economy, helping entrepreneurs to go beyond

NAZOVNI is a Government to Business service from the Ministry of Foreign Affairs of Ukraine that offers a powerful resource of economic diplomacy to the business



Ministry of  
**Foreign Affairs**  
of Ukraine

# NAZOVNI MATCH



What you need to know  
about the business culture  
of the country of exports

**Nazovni is an effective digital tool  
for importers to find  
manufacturers in Ukraine**

**Products needs  
of Importer**



**Capabilities of  
Ukrainian  
exporters**



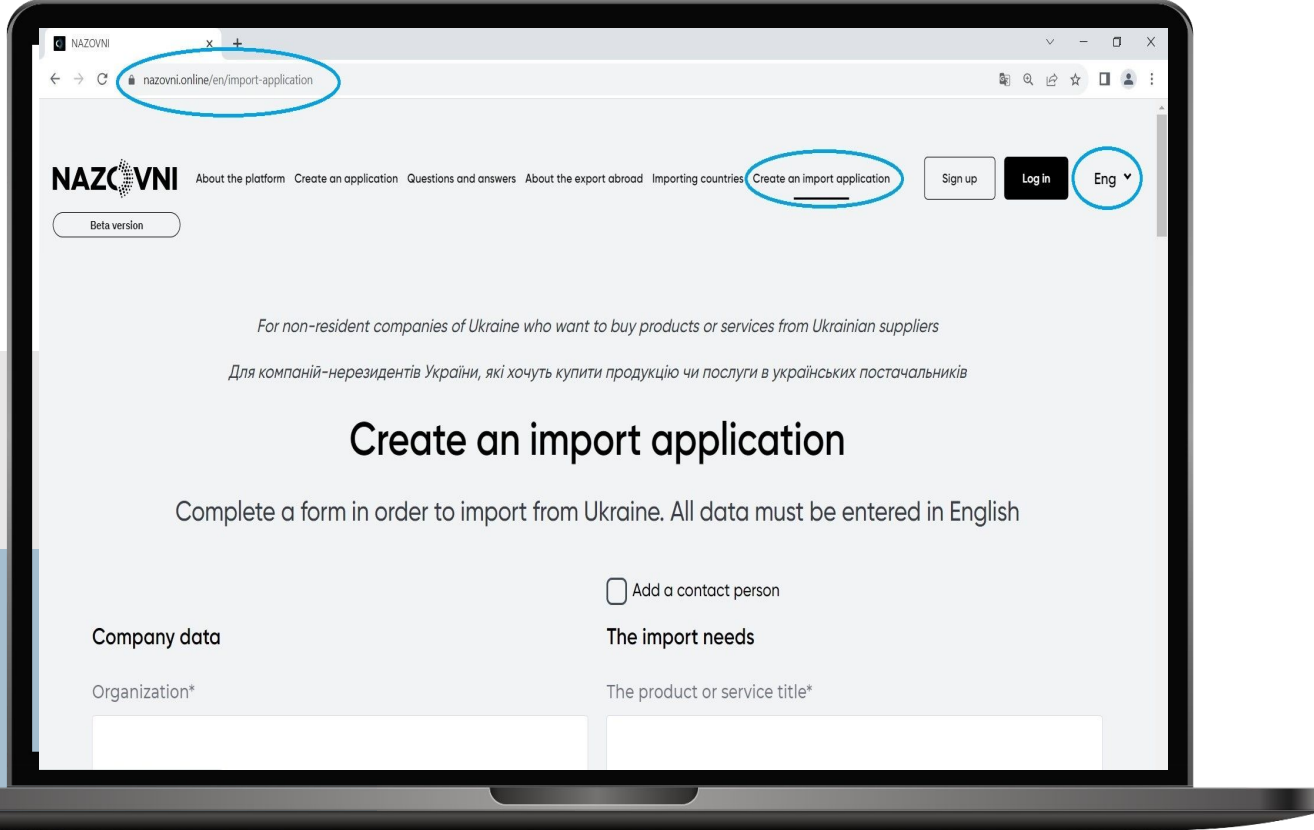
**Synergy and fruitful  
cooperation**

## Would you like to buy from Ukraine?

Fill in the application form on the web-site  
<https://nazovni.online> or via link  
<https://nazovni.online/en/import-application>

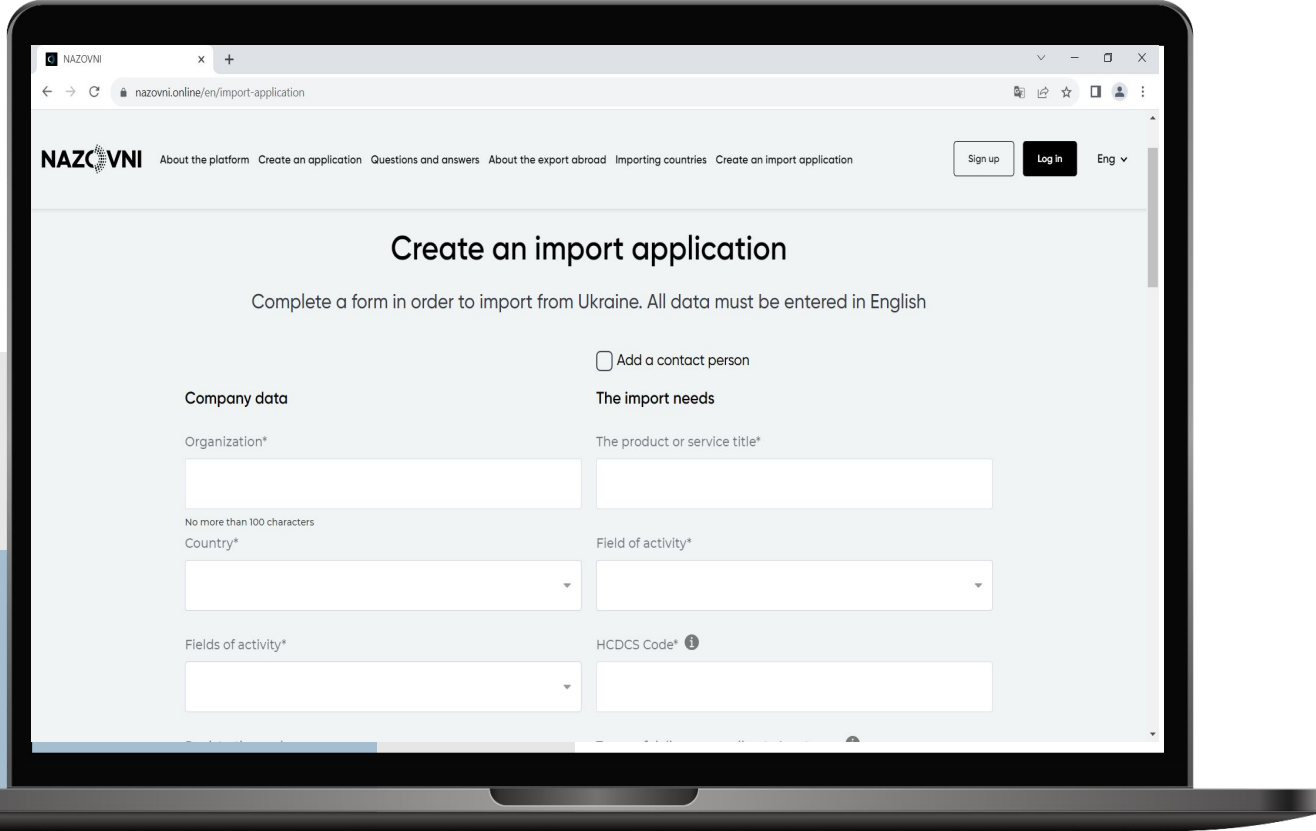
Give all required information about your  
company and goods request

The screenshot displays the NAZOVNI website interface for creating an import application. The page title is 'Create an import application' and it includes a sub-header: 'Complete a form in order to import from Ukraine. All data must be entered in English'. The form is divided into two main sections: 'Company data' and 'The import needs'. The 'Company data' section includes a text input field for 'Organization\*' with a note 'No more than 100 characters' and a dropdown menu for 'Country\*'. The 'The import needs' section includes a checkbox for 'Add a contact person', a text input field for 'The product or service title\*', and a dropdown menu for 'Field of activity\*'. The website header features the NAZOVNI logo, navigation links ('About the platform', 'Questions and answers', 'About the export abroad', 'Create an import application'), and buttons for 'Find a market' and 'I want to export'. A 'Beta version' badge is also visible in the top left corner of the page.



## STEP 1

Go on the website  
<https://nazovni.online>  
and create an import  
application



The screenshot displays the NAZOVNI website interface for creating an import application. The browser address bar shows the URL 'nazovni.online/en/import-application'. The page title is 'Create an import application'. Below the title, there is a instruction: 'Complete a form in order to import from Ukraine. All data must be entered in English'. The form is divided into two main sections: 'Company data' and 'The import needs'. The 'Company data' section includes a checkbox for 'Add a contact person', a text input for 'Organization\*' (with a note 'No more than 100 characters'), a dropdown for 'Country\*', and a dropdown for 'Fields of activity\*'. The 'The import needs' section includes a text input for 'The product or service title\*', a dropdown for 'Field of activity\*', and a text input for 'HCDCS Code\*' with an information icon.

## STEP 2

Fill out the application form

# Fields for filling out an import application

## Company data:

- ✓ Organization name
- ✓ Country
- ✓ Fields of activity
- ✓ Registration code
- ✓ Website
- ✓ Address
- ✓ Phone number
- ✓ E-mail address
- ✓ Social network
- ✓ Contact person
- ✓ Position
- ✓ Addition information

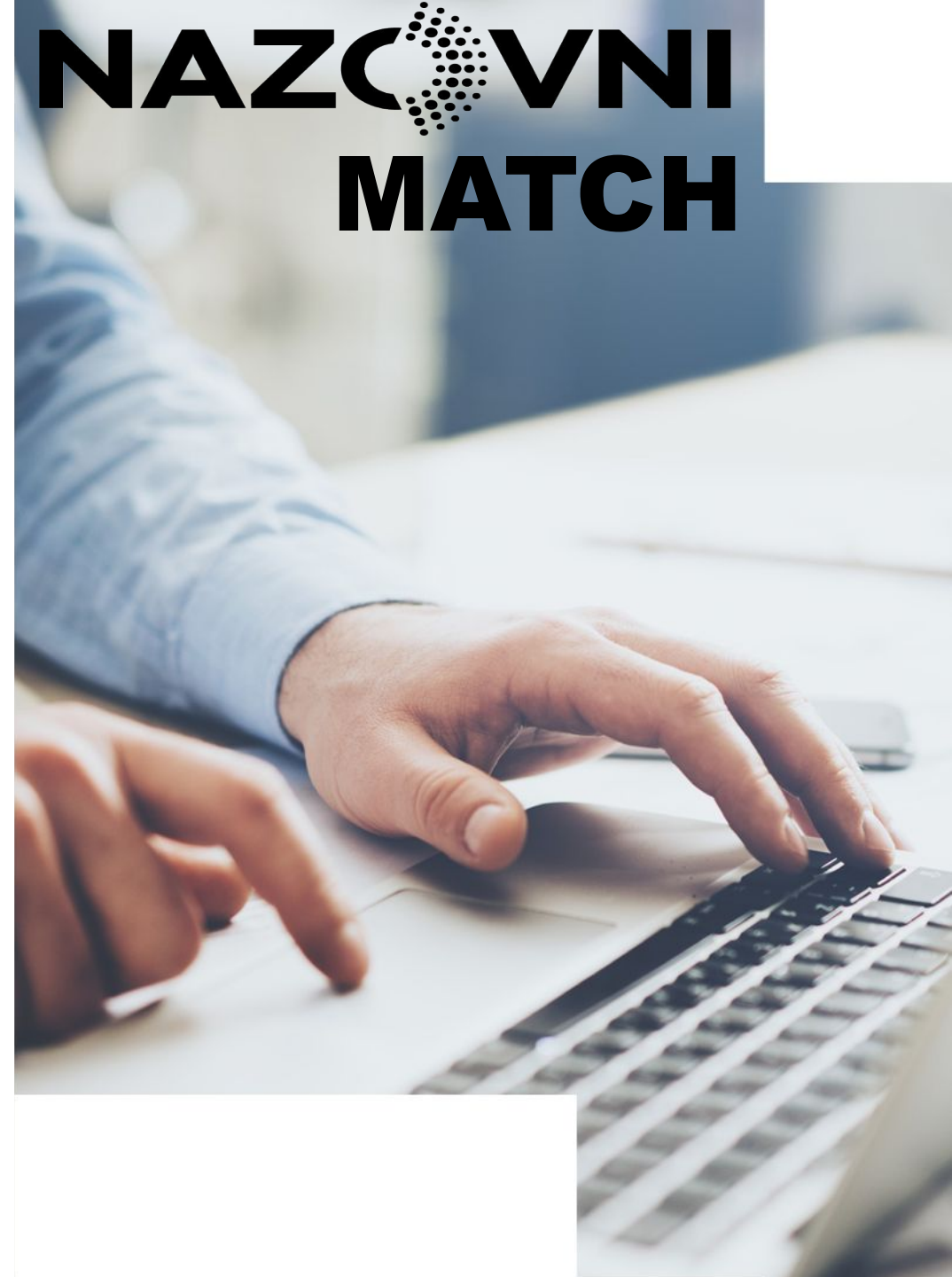
## The import needs:

- ✓ The product or service title
- ✓ Country
- ✓ Field of activity
- ✓ HCDCS Code
- ✓ Terms of delivery according to Incoterms
- ✓ Estimated contract value
- ✓ Currency
- ✓ Amount of delivery
- ✓ Delivery terms
- ✓ Country of destination
- ✓ Comments
- ✓ Addition files



## **Exploring and selecting of appropriate manufacturers/exporters**

- Studying of import application
- Contacting of importer directly to clarify request details
- Selecting appropriate exporters
- Sending a mail with the list of exporters according to the import application



# NAZCO VNI results

Exporters (companies)

**1600+**

Import applications submitted  
to exporters for consideration

**100+**

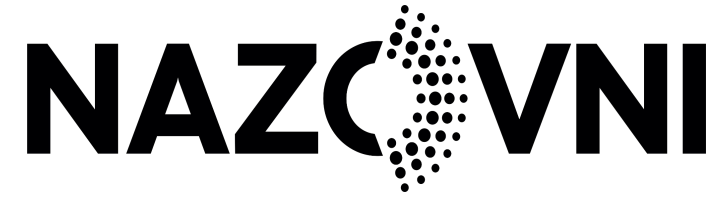
Import applications

**80+**

Countries

**30+**

# Importing countries



Germany



Poland



Italy



France



Great Britain



Belgium



Kenya



Egypt



Spain



Romania



China



Ireland



UAE



Portugal



Kuwait



Tunisia



Mexico



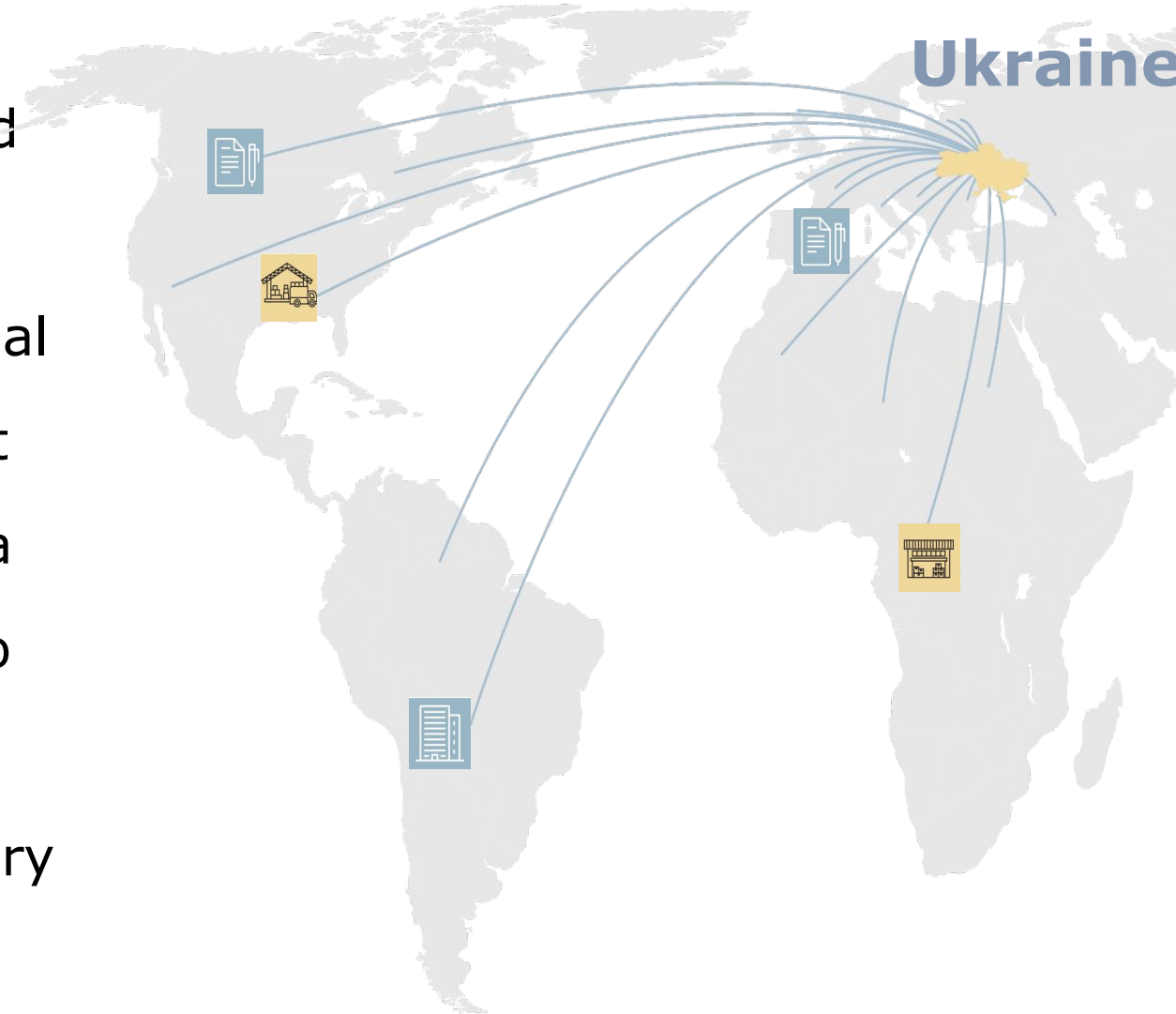
Qatar



Hungary



Israel



# TOP sectors of the economy that submitted import applications



Food products and  
confectionery



Agricultural industry



Woodworking and  
furniture industry



Equipment and tools



# NAZOVNI PARTNERS

NAZOVNI is working on additional opportunities for Ukrainian exporters by partnering with local and international associations and entities.

NAZOVNI develops cooperation with international partners to support and open new markets for local entrepreneurs, as well as to become a main channel for supply of Ukrainian goods and services.



AMERICAN CHAMBER  
OF COMMERCE  
UKRAINE

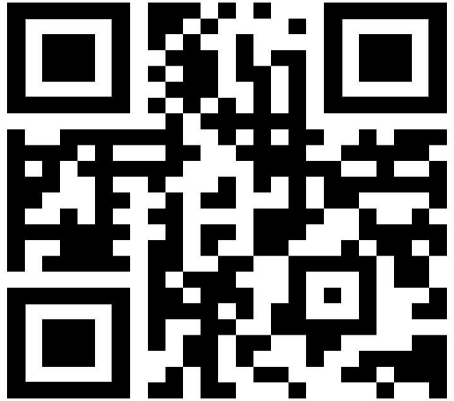
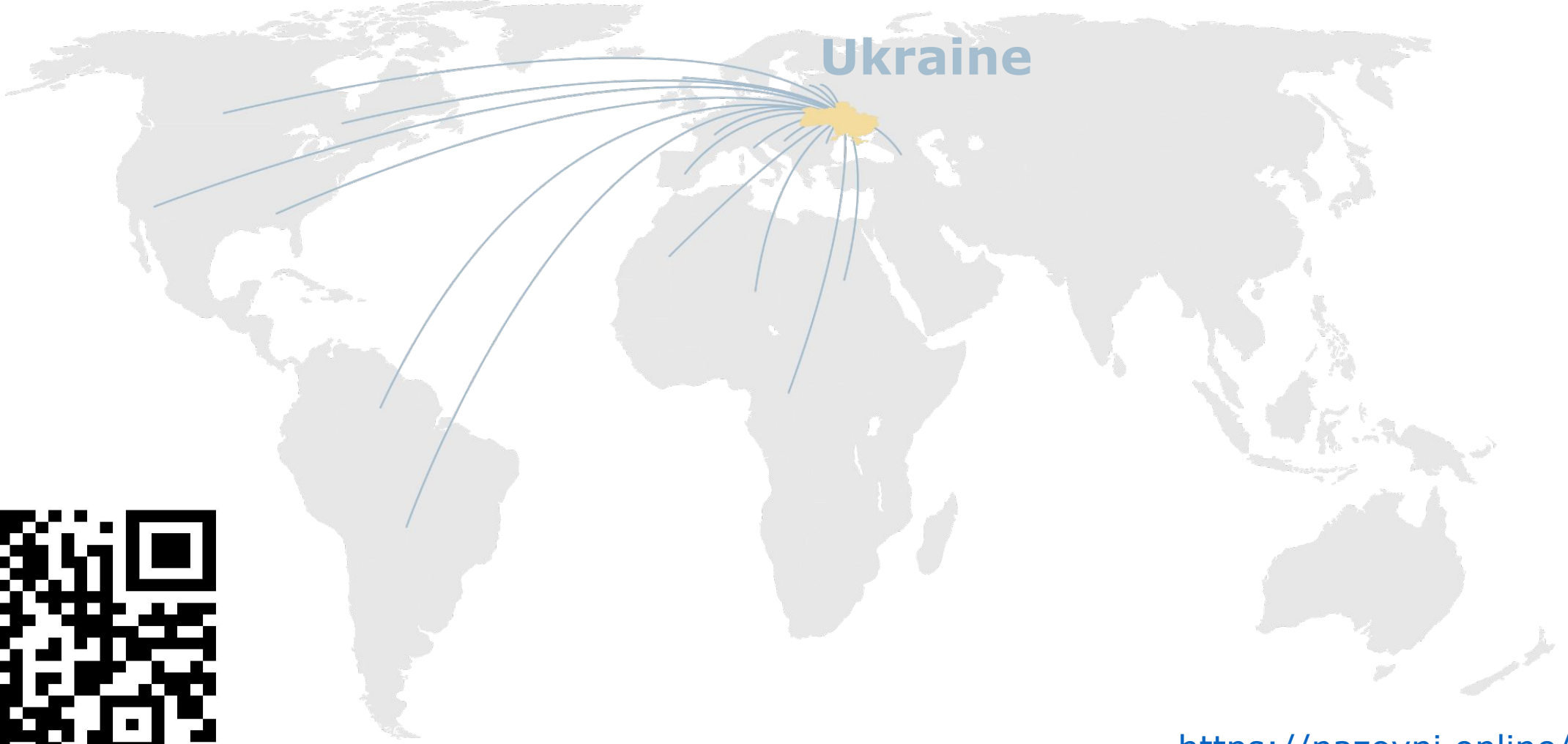


ITALIAN TRADE AGENCY



Federal Ministry  
for Economic Affairs  
and Energy





<https://nazovni.online/en>  
Email: office@nazovni.online