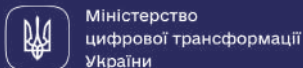
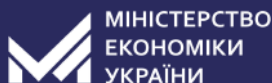




# Educational Workshop E-Export Intensive in Dnipro



**9:30** Welcome coffee. Registration.

**10:00-10:30** How to get financing for your own business

- Grants for small and medium-sized enterprises, in particular to support recovery and business continuity. Grants for women's and family businesses.

**Speaker:** Anna Hladshtein, Chief of party for international trade and European integration, USAID program "Competitive Economy of Ukraine"

**10:30-11:00** How e-commerce is organized and why you should not be afraid of it

- How to sell goods abroad through your own website or an international marketplace. Basic business models.
- The basics of international e-commerce: popular product categories, development prospects, interaction with customers and logistics.

**Speaker:** Julia Pavlenko, International Operations Director, JSC "Ukrposhta"

**11:00-11:45** eBay

- eBay as an online trading platform for sellers
- How to register a store: step-by-step instructions
- Creating first product listings
- eBay support program for Ukrainians

**Speaker:** Tetiana Shliapina, Account Director, Discover Agency

**11:45-12:30** Etsy

- Etsy. Overview of the online platform

11:45-  
12:30

- Marmalead and Etsy eRank as main analysis tools
- Brief guidelines for starting on the online platform from Ukraine, considering current payment restrictions
- Effective listings and pricing

**Speaker:** Volodymyr Paniuta, founder of the wedding goods production project P2Topper

12:30-  
13:00

Coffee break

13:00-  
13:45

Shopify

- Key benefits of Shopify
- Terms, data and documents to register on Shopify
- How Ukrainian entrepreneurs can open a store. Step-by-step instructions
- Shopify integration check list: Amazon, eBay, Etsy, Facebook, Google, TikTok

**Speaker:** Karina Vitvitska, Expert at Disqover Agency

13:45-  
14:30

Amazon

- Tools for product evaluation and choosing a unique niche
- Registering a seller's account
- Creating and configuring listings
- Tools for product promotion
- Working with the account: base for tracking

**Speaker:** Tetiana Shliapina, Account Director at Disqover Agency

14:30-  
15:00

## How to accept money for goods using the Payoneer payment system, as an example

- How international payments for goods are made
- How to open an account in the Payoneer system
- Special features of transfers. Fees and special offers

**Speaker:** Viacheslav Kumchenko, Managing partner of the Lawyers Association LAW RANGE

15:00-  
15:30

## Delivering goods to a foreign buyer

- Logistics of international delivery in various formats
- Special features of customs clearance in Ukraine
- Requirements of customs authorities of foreign countries

**Speakers:** Julia Pavlenko, International Operations Director, JSC "Ukrposhta", and Viktoriia Mykhailova, Export product owner, JSC "Ukrposhta"