

GB4U Manifesto

Sovereignty, prosperity, peace

What we want to achieve

Ukraine is defending its territory, people, and sovereignty against a brutal aggressor. The price for this is unbelievably high in terms of lives lost and hurt, but also in terms of infrastructure and economy. The total amount of direct damage to infrastructure is more than \$114 billion. The amount of damages caused to enterprises and different industries is more than \$9.5 billion. Hundreds of hospitals, educational institutions, social centers, and thousands of buildings are damaged and destroyed. As the country is fighting to regain its territorial integrity, businesses in Ukraine work to hold the economic front - to strengthen the basis for Ukraine to rebuild its infrastructure, create a competitive economy, support people, to live in peace and prosperity.

According to several research reports, most businesses resumed their work in full or partially, continue to pay salaries, support the employees who have joined the Armed Forces, and engage in volunteering to help the country.

Still, support and contribution from the global community are crucial – to show that democracy and justice really matter. And this work must be set in motion now.

The idea of creating an international business development association (to unite global companies that care, who want to support Ukraine, its economy, businesses, and people) was born during the World Economic Forum 2022 in Davos and then took shape at the Ukraine Recovery Conference in Lugano.

The [European Business Association](#) (EBA) in Ukraine is a source of inspiration, a great supporter, and a reliable partner of the GB4U. The EBA is the biggest and most influential international business community in Ukraine. It has existed for 23 years and unites around 1000 companies with over 2 million employees.

The global community - Global Business for Ukraine (GB4U) - aims to attract investments and business into Ukraine to build infrastructure, create business

opportunities, facilitate trade, and foster talent. And with this we support democratic values, peace, and sustainable development.

Why the commitment of the private sector is crucial

Ukraine needs investments and businesses which can help build a diversified sustainable economy.

Ukraine is facing massive challenges. However, the country has a variety of opportunities to present the world: brave and highly educated people (70% have high education), world-known agriculture, rich and diverse subsoil (1st in Europe in terms of arable land area), an IT-sector that grows 20-25% annually, technologies and creativity, diverse logistics (sea and river, railway, auto) and more. Still, in the years to come, the country and its people will need capital and the commitment of its partners in governments and businesses globally for rebuilding and reconstruction.

The success of Ukraine will be the success of a global community who believes in the power of prosperity through innovation, transformation, fair competition. Therefore, we, GB4U founders, want to show the world that open societies where businesses invest in the future achieve sustainability in its most comprehensive and fulfilling form. Yes, we also understand that companies invest where security, accountability, and potential for attractive returns are provided. Hence, the EBA, GB4U and our partners are actively working on these and more issues to help businesses start, develop and work in Ukraine.

The role and commitment of global private enterprises in the creation of a prosperous Ukraine will be crucial. Therefore, we invite international companies to dialog and joint work to deliver on our vision to create an environment for business that offers private enterprises a home in Ukraine for long-term success.

Our joint success will demonstrate the power of collaboration, it will show the world that sovereignty is built on freedom, prosperity, and opportunities for all. That investing in Ukraine now is investing in the future of Europe.

How we achieve our aims together

To stay united around Ukraine, to get to know more about Ukraine, its economic situation, doing business, legislative initiatives, investing and more that will help to understand the overall situation in the country – we propose businesses to join GB4U:

- to get the latest information on important issues in Ukraine that affect the global economy and first-hand sentiments on doing business in the country;
- to get access to the network and instruments that will help to find business partners, clients, and engage with stakeholders in Ukraine;
- to get access to the guidelines and tools to make the right decision on investments or further development.

More information can be read [Home | GB4U](#)

Call to action

We believe in the power of unity. We are confident that Ukraine is a country of opportunities. GB4U is your reliable partner to speak about Ukraine or help enter the Ukrainian market. So, bring your ideas, business, or investment to Ukraine, and you will see that it prospers. Join Global Business for Ukraine!

Opportunity awaits!