



**CMC**  
UKRAINE

EXPERTLY  
RESPONSIBLY  
INSPIRINGLY

**Olga TROFYMOVA**  
President of CMC-Ukraine

# **MANAGEMENT CONSULTANTS AND UKRAINIAN BUSINESS. EXAMPLES OF STABILITY IN THE CONDITIONS OF WAR**

# About CMC-Ukraine



Was established in 2011 as a platform for the development of the management consultant profession and management culture development in Ukraine.



CMC-Ukraine is an exclusive member of the International Institute for Management Consulting ICMCI, which includes more than 8,200 certified management consultants (CMCs) in the world who meet the high standards of highly qualified consultants, and 64,200 individual consultants who adhere to the organization's ethical standards.



From September 2022 CMC-Ukraine is an exclusive member of FEACO – European Federation of Management Consultancies Associations

[www.feaco.org](http://www.feaco.org)



# CMC-Ukraine community



Today, the CMC community unites **100** members:

- ☐ Individual members - **59**
- ☐ Corporate members – **7**
- ☐ Associate members – **34**
- ☐ Certified Management Consultants (CMC) – **45**



# Since 24.02.2022



The general mobilization of consultants has been announced. About 60+ professionals have joined the Association, which has been working on the Ukrainian market for more than 10 years.

A large-scale survey "Recovery of Ukraine's economy: current business needs in working with staff" to understand the needs and priorities of managers.

A volunteer project from the HR battalion was implemented twice - a course for leaders "Recovery Management". The speakers of the course were 14 highly qualified consultants, about 400 managers and business owners took part in the meetings.

Initiative "Business Development Services provided to Ukrainian MSME in crisis due to the ongoing war" that is part of the project "Fostering economic participation of vulnerable groups including IDPs in the Sea of Azov region" implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf of the German Government and in cooperation with the "Institute of Management Consultants "CMC-Ukraine" with the support of EEPO using the platform Diia-Business. 500 applications from Ukrainian entrepreneurs, >6000 consulting hours.



# Business Consulting School:

Part of the project “Fostering economic participation of vulnerable groups including IDPs in the Sea of Azov region” implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf of the German Government 33 consultants were selected, trained and certified for international professional certification.



## ПРОФЕСІЯ, ЩО НАДАЄ БІЗНЕСУ КРИЛА



КОНСУЛЬТАНТ З УПРАВЛІННЯ  
СТРАТЕГІЯ  
КОМАНДА  
КОМУНІКАЦІЯ  
РОБОТА З КОНФЛІКТАМИ  
КОУЧИНГ  
ОПЕРАЦІЙНА ЕФЕКТИВНІСТЬ

БІЗНЕС-ПРОЦЕСИ  
ФІНАНСИ  
КОРПОРАТИВНА КУЛЬТУРА  
УПРАВЛІННЯ ПРОЕКТАМИ  
БІЗНЕС-МОДЕЛЬ  
ІННОВАЦІЇ  
БРЕНД ТА РЕПУТАЦІЯ

співпраця з  
німеччиною  
DEUTSCHE ZUSAMMENARBEIT

Виконавець:  
giz  
Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH



ПІДГОТОВКА ТА ПРОФЕСІЙНА СЕРТИФІКАЦІЯ  
МЕНЕДЖМЕНТ- КОНСУЛЬТАНТІВ ПРИАЗОВ'Я

OPEN DAY

The project is aimed at improving the business climate and business development in the southern districts of Donetsk and Zaporizhzhia regions (territory controlled by the Government of Ukraine).

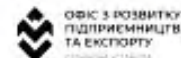
# "Business Development Services provided to Ukrainian MSME in crisis due to the ongoing war"

The initiative is part of the project "Fostering economic participation of vulnerable groups including IDPs in the Sea of Azov region" implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf of the German Government and in cooperation with the "All-Ukrainian Association of Management Consultants "CMC-Ukraine" with the support of EEPO using the platform Diia-Business.

For five month 500 applications have been received from Ukrainian businessmen from various industries from almost all parts of Ukraine. More of them started working with their consultants.



**Послуги з розвитку бізнесу для малих і середніх підприємств України, що перебувають у кризовому стані через триваючу війну**





# The «VESNA» Company

**"We carry the message that Ukrainian is high-quality and competitive in the world. Our product is designed to improve people's lives. My personal secret: strong belief in the product and hard work. You should not just be customer-oriented, you should work with love for people, with care for their beauty, health and needs"**

*"Immediately after the occupation, the store in Bucha was restored, despite the broken furniture and lack of a computer, we sell products there and record the receipts in a notebook"*



**Victoria Maslova,**  
*co-founder, commercial  
director of the company  
"VESNA"*

The company "VESNA" needs investments to maintain prices for Ukrainian consumers and continue to help defenders.

Therefore, the company's managers turned to CMC-Ukraine consultants to develop an export strategy.

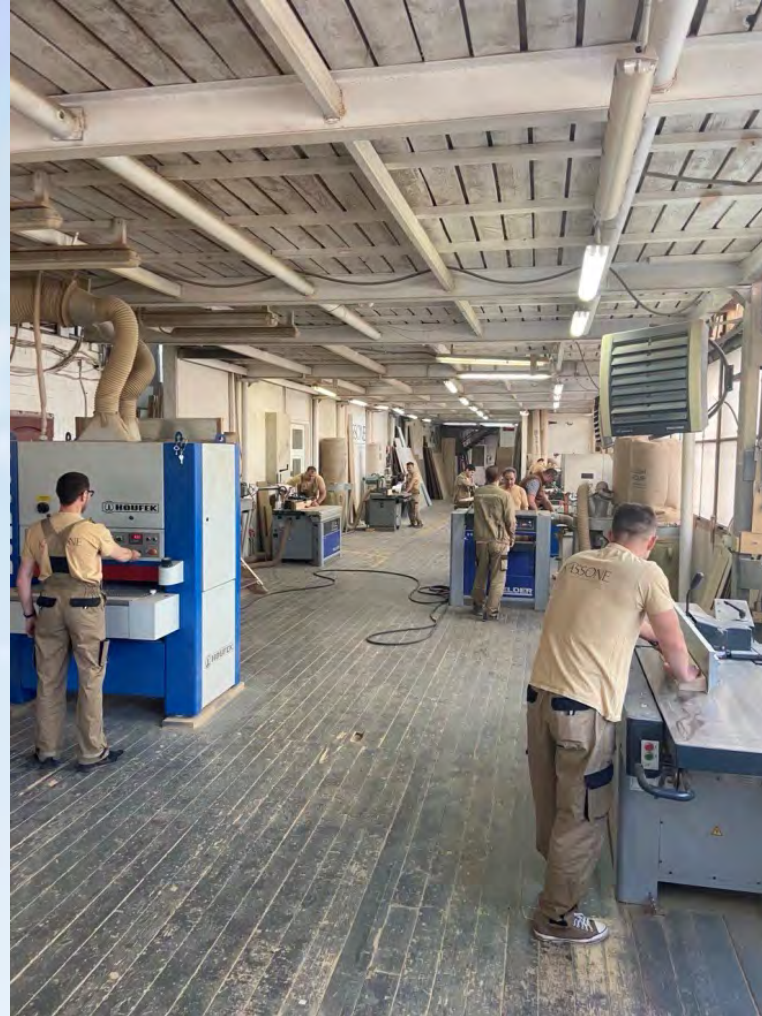
The company sees another way of development in the development of export activities.

Today the company "VESNA" has relocated and resumed its activities in the city of Lviv. Its main clients are the Ukrainian military, who receive free healing and sun protection products.



# The "KASSONE" Company

- ❑ The Ukrainian company "KASSONE", founded in 2011, is the personification of how one can live through difficult times, not lose heart, while developing business and the national idea.



*"The first step of the company during the war was to gather people. After a month of war, we managed to resume production near Kyiv. Before work, we gathered those of our employees who did not leave and did not want to lose their jobs. We worked so that our people could work. They worked under sirens and rockets. And at that time they were sending products for export. To India, USA, Singapore".*



# The "KASSONE" Company

"We wanted to be heard by our customers in Ukraine and did everything for this. And now we know what it takes to be heard in the world. We know what value proposition we bring to consumers. But both in Ukraine and abroad, we first carry Ukrainian traditions and spirit."



**Roman Mykhaylov,**  
*export partner*

**Boris Pylypenko,**  
*director and co-founder*  
LLC "KASSONE"



*"Work was medicine for us. When you work, you feel a little freer from the war. And people feel free."*

What is the company "KASSONE" going into the world with? This is aesthetically beautiful patriotism! This is something that can be beautifully passed on to children. Values and history of Ukraine in unique ethnic ornaments on furniture. It is about the "Vyshyvanka" collection. The collection is made with the use of ancient ornaments of the Ukrainian Cossacks, collected by the designer Khrystyna Haydamaka.





# "Likar-Invest" LLC

At "Likar-Invest" they realize that they are engaged in activities that are decisive in the construction and implementation of the strategy of preservation and restoration of human resources of Ukraine in the war and post-war times. The managers and team of the company are permanent participants and initiators of a number of research programs in partnership with:

- ✓ National Academy of Sciences of Ukraine
- ✓ Kharkiv Institute of Orthopedics and Traumatology
- ✓ Dresden Institute of Tribology (Germany)
- ✓ Institute of Tribology (Radom, Poland).



"Maybe it will sound strange, but a lot of the medical business of Ukraine, before the war, was in the state of a swamp and stood at the same level. War became an opportunity. On the one hand, business was booming, on the other hand, thanks to volunteers, the clinics are filled with medical materials," notes the company's president, research scientist, businessman, **Vyacheslav Dyomin.**





# "Likar-Invest" LLC

During the attack of the Russian army on the settlements of the Kyiv region, the head of the company "Likar-Invest" Vyacheslav Dyomin stopped the business. He actively engaged in volunteer activities - from helping in the construction of fortifications, to delivering food for forensic experts who worked in overcrowded morgues of the Kyiv region. Even experienced volunteers at that time were afraid to go to the places of work of forensic experts. It was too scary there. Experts worked with victims of war crimes committed by the Russian army.

Appeals from patients forced Vyacheslav to return to the operating room and get to work.



The resumption of the work of the "Likar-Invest" company during the war coincided with the participation in the project "Business Development Services provided to Ukrainian MSME in crisis due to the ongoing war" implemented by management consultants of the "CMC-Ukraine" community together with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) with the support of the Office for the Development of Entrepreneurship and Export and the national platform for the development of entrepreneurship "Diya-Business".

Therefore, the company's preparation for the search for an investor takes place with the participation of a management consultant.

"It is very interesting to work in the project. I did a lot of work. And then I realized how many small shortcomings I have and how many things I have not thought through in business. Here I received a complete understanding of myself, my business, and clarity. After the first months of the war, there was a feeling of not having the strength to move. Now I have the energy and mood to work," - **Vyacheslav Dyomin** shares.

# The "AGROSEM" Company

□ An expert in providing farmers with high-quality seeds of the most popular crops, fertilizers, pesticides, equipment, innovative technologies and precision farming technologies. Works with the best world producers in the agricultural market.



"We are concerned about the present and the future. Since the beginning of the war, our company has not stopped for a single day. For us, consultants are an opportunity to find those two or three ideas that we can use in the future to achieve new goals and improve results. I like the format of work that is in this project. Special thanks for the opportunity to work with a high-level specialist", - notes **Rostyslav Petrov**, one of our clients.

Sometimes clients come to our projects with such words.



# LLC "Green Company NV"



The company started operating in 2009 in Mariupol. When the Russians started bombing Mariupol in 2014, it was decided to relocate the company to Zaporizhzhia. Later, they returned to Mariupol to open two lines - recycling and sorting of garbage and plastic with a network of collection points.



After a period of reflection and the destruction of the business, they applied for the program of the Government of Ukraine for business relocation. Only what was in Zaporizhzhia was taken away. The company "Green Company NV" is now relocated to the city of Novovolynsk and is in the final stage of launch.

The company "Green Company NV" is a participant in the project “Business Development Services provided to Ukrainian MSME in crisis due to the ongoing war”, implemented by management consultants of the "CMC-Ukraine" community together with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) under support of the Office for the Development of Entrepreneurship and Export and the national platform for the development of entrepreneurship "Diya-Business".



# LLC "Green Company NV"



"Garbage recycling is an important, difficult and interesting business."



“Цінність проекту: чути, що думає інша людина, брати досвід. Працювати з тими, хто розуміє і може щось підказати.

Головний результат – ідеї, які виникли під час роботи з консультантом.

Проект – це те, що мотивує і тримає в тонусі.

”

Андрій Михайлов,  
співвласник та комерційний директор  
компанії "Грін Компані НВ"

*The request was transformed - the tactical goal turned into a strategic one: not just to form a price, but to offer new value to consumers and partners on the European market.*



# CMC-Ukraine in wartime



Today, "CMC-Ukraine" is a carrier of unique information about requests, pains and needs of Ukrainian business. We also have an understanding of what tools, approaches and consulting practices are effective in this extremely difficult time, because the leading management consultants of the Institute of Management Consultants of Ukraine have been in active interaction with business since the first days of Russian aggression.

This makes it possible to build projects, form programs of team and individual support not only for business, but also for authorities and local self-government, public organizations, professional associations and a number of international organizations.

# CMC-Ukraine in wartime

The CMC-Ukraine community is a collective image of the Ukrainian people who are experiencing the Russian invasion.

Some of our members are currently on the front lines with weapons in their hands. The majority of community members are active volunteers who help the Armed Forces of Ukraine and those Ukrainians who are forced to leave their homes.

We are also working together to restore the domestic economy. Without a working economy, it will be difficult for Ukraine to win.

We work so that the world knows the truth about the war in Ukraine, about the great potential and patriotism of the people of Ukraine, about the dedication and opportunities for the development of Ukrainian business.





# Ukrainian Automotive & Mobility Cluster



## Who We Are?

An initiative created by the leading component manufacturers for the automotive industry. The founders of the Cluster initiative were KOSTAL, LEONI, SEBN, Kromberg & Schubert, VD MAIS, Spetztekhosnastka as well as the German- Ukrainian Chamber of Commerce and Industry. UAC is a platform that brings together manufacturers, suppliers, service companies, educational institutions, research institutes, associations and government agencies. We are a Full member of European Automotive Cluster Network!



## Mission

Be a reliable partner for European automotive brands – Create a positive image of the automobile industry:  
Ukraine as a reliable location for suppliers of the automotive industry, an attractive employer and driver of innovation development.



## Goals

To create favorable conditions for doing business in the Ukrainian Automotive industry  
To promote production localization in Ukraine  
To support Industry 4.0 and Digitalisation. To support R&D, industry innovations and new business  
To support Mobility and SMART infrastructure development in Ukraine



EUROCAR

LEONI

KOSTAL

VD MAIS  
DISTRIBUTION+  
CONTRACT  
MANUFACTURING

Valeo

SPETZTEKHOSNASTKA LTD  
*Your Trusted Partner*



MOKA  
Reliability and care



Deutsch-Ukrainische  
Industrie- und Handelskammer  
Німецько-Українська  
промислово-торговельна палата

KROSCHU  
KROMBERG  
& SCHUBERT

megatex

SEBN UA

Vlad+

# We united 2000 Ukrainian companies from the beginning of the WAR

**Ukrainian Cluster Alliance**

Member of European Cluster Alliance

**LET'S START!**



All regions in Ukraine



40 clusters



2000 companies



12 intl partnership





- **Olga Trofymova, PhD, CMC**
- Cluster Manager
- Ukrainian Automotive & Mobility Cluster
- <https://automotivecluster.org.ua>
- President of CMC-Ukraine
- <https://www.cmc-ukraine.com>

E-mail

- [olgatok@gmail.com](mailto:olgatok@gmail.com)
- +380675783130
- +436766884826

