



<b>Event</b>	Interview
<b>Interviewee</b>	Mr. Oleksiy Tereshchenko Philips Lighting UA
<b>Date</b>	24 April 2009

**Eunite Ukraine (EU): What is the Philips' involvement in EURO 2012 related projects in Ukraine?**

Oleksiy Tereshchenko (OT): First of all, let's stress on the importance of this event for the perspective integration of Ukrainian into European community and thereafter for setting a new standards of life. Besides, it is a great chance to boost many industries of the country. With clear understanding of that, Philips' aim is to get involved in all EURO 2012 related projects in Ukraine wherever our products are applicable by implementing our company's values, mission and vision. Being a leader or even a pioneer in various technological spheres Philips takes this unique opportunity for real timely introductions of meaningful innovations that will certainly improve the quality of people's lives in Ukraine. And it is not only about business. It is also about our social responsibility and delivering innovation solutions that are advanced and easy to apply. Simply to say, we want to make peoples' lives full of sense and simplicity. Talking about our projects, we are engaged in all 6 stadiums planned to host EURO 2012 (6 in total), which are either under construction or being reconstructed. Other EURO 2012 related projects interested for us are transport terminals, hospitality facilities, etc. All of them all are on different stages of development and lots of different factors influence their success, which are beyond our control. But Philips always does its utmost to deliver commitments that have been promised to our counterparts.

**EU: What did it take to get an assignment and become involved in infrastructure development projects in Ukraine?**

OT: Actually, every project starts with a blank sheet of paper here. And that means that we shall use those resources and approaches that we consider to be the most applicable and efficient for the purpose to get involved in a specific project. I would say that a key factor that helps to get through and win a competition is a mixture of technological expertise, successful references and experience plus communications talent. In other words, it's all about people. It's all about our local team.

**EU: How will you advise Dutch suppliers to approach general contractors of construction projects?**

OT: That's a kind of challenging question! Believe me, there is no magic recipe or any step-by-step technology. I do not dare to advise you what to do. What I would rather tell you is what starters shall not do if they want to try their luck in projects we are talking about:

- First, do not think that Ukraine is a mysterious and magic land where you can plant a penny and crop a fortune. Resources require investments. And this rule applies to Ukraine as well.
- Second, do not think you are the missioner of the Enlightenment and you are going to meet ignorant aboriginals. Formulate exactly what you want to do and deliver and why do you want to do.
- Third, do not think you can manage everything without a local support just because it is easy and it works in most of your countries. If you do not want to have your local staff, then you should find a reliable local business partner. This way, you will always know what your contractor/counterpart really think, mean and do. It really helps.