



<b>Event</b>	Interview
<b>Interviewee</b>	Mr. Eugeniy Usatenko Sales manager of the TF Cable
<b>Date</b>	23 April 2009

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

Eugeniy Usatenko (EU): TF cable is active in the field of supplying cabling to different construction objects, including highways, hotels, stadiums, shopping malls and office centers, health care institutions and other objects of social infrastructure. We are active in both external and internal cabling systems installation.

**What cabling do you sell? Are you a producer yourself? Or do you represent foreign suppliers in the Ukrainian market?**

Our company is a daughter company of Polish Tele-Fonika S.A. Corporation. Tele-Fonika S.A. has a network of production facilities in Poland, Ukraine and Slovenia. In Poland they have 5 plants, in Slovenia - 1, as well as 1 in Ukraine, that is located in Chernigiv city. And our company performs sales functions in the Ukrainian market. We offer XLPE and fire resistant no-halogen free cables.

**Please give us more information about construction projects you are involved in?**

We are involved in a great majority of construction projects in Kiev, Dnipropetrovsk, Donetsk, Odessa, Kharkov and Lviv. Mainly we are focused on business centers, hotels and shopping malls. I would like to stress the fact, that the construction market of Ukraine got a strong impulse for its development after our country was named as a co-host of the EURO 2012. Our company faced lots of new business challenges and opportunities that were initiated in the light of the future hosting the EURO 2012. Especially it concerns the hotel sector of Ukraine. Thus, last year we have equipped 5 hotels in Kiev, including 2 new ones and 3 hotels that were reconstructed. And by 2012 we plan to accomplish 12 hotels in the capital of Ukraine, as well as 5 hotels in Kharkiv, 3 - Donetsk, 2 - in Odessa and 1 - in Lviv. We have also supplied cables to the Dnipro Stadium that was opened in autumn 2008, the Donbass Arena that will be opened this summer. Also we are bidding today for the NSK Olimpiyskiy equipment, as well as for lighting modernization projects along highways to Kiev, Dnipropetrovsk and Odessa cities. And today we are in the final stage of equipment an access highway to Kharkiv.

**What does it take to get an assignment for the supply and equipment the construction object?**

To work hard on a daily basis with general contractors, design companies and installation companies that are involved in the project. Also I would like to emphasize an important role of a previous professional experience of the bidder. Thus, TF Cable leaded my Mr. Kurganov and managed by his team has a solid reputation of a reliable business partner in the field of cabling supply in Ukraine. A strong desire and willingness for a success are also an essential part for reaching a success in the work you do.

**What approach will you advise for foreign suppliers to become introduced to the Ukrainian construction market?**



## EURO 2012 Interview Ukraine

I should say that the Ukrainian market is rather hard for foreign suppliers to enter to. In order to enter our market, new potential suppliers should possess a required professional experience in their field, as well as their products should compete with possible competitors on the basis of a good quality and a fair price. Foreign suppliers that are willing to enter the Ukrainian market should also be aware of legal regulations related to their field, and in case of necessary certification of their products, this should be taken care by them. I would recommend foreign suppliers to start with finding a local trade representative, the company or a physical person for the beginning that will help them in studying the market and setting up business for them.