



Борис Ложкин – Borys Lozhkin, Head of Presidential Administration

- **Борис Ложкин hat 2 neue Fotos hinzugefügt — hier: Адміністрація Президента України.**

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25 billion dollars — this is the rotogravure market volume in Europe. Ukraine can become an important part of this market. European companies look at the Ukrainian reforms, discuss the prospects of production capacities transfer. We are closer, more profitable and more accessible than China. At the meeting with the representatives of the European Rotogravure Association (ERA) we discussed both the definite steps that will help in starting the rotogravure production lines in Ukraine and about the strategic issues, that is, about the mutual profit for Ukraine and for the European investors from the long-term cooperation. ERA means publishing houses and printing plants, specializing in innovative packaging, as well as the raw material suppliers. The Association unites 130 companies from Europe and from all over the world.

Western business needs clear and stable game rules in Ukraine. These are namely the comfortable conditions for investments. Creation of a friendly ecosystem for foreign investments is a key task for the National Investment Council.

