

20A Kozhumiyska str., 1 floor, 04071, Kyiv, Ukraine
T/F Ukraine +380 (44) 237 77 27
T/F New York +1 (917) 475 04 47



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2018 New Ukraine Investment Conference Goes Global in Texas, USA, and Kyiv

Events in Texas and Ukraine attract hundreds of investors and high-ranking officials

Kyiv, Ukraine, 29 May 2018. The 6th edition of Empire State Capital Partners' New Ukraine Investment Conference made the bold step this year to run back-to-back events in Texas, USA, and Kyiv, Ukraine. The "Texas New Ukraine Pavilion" was created April 20–22 in Dallas for one of the largest global Earth Day events, [EarthX](#)—attracting over 132 thousand delegates this year. The week-long conference, expo, and film festival attracted key figures from Washington including **Jason Van Buren**, Director of the Martin Van Buren Presidential Foundation, as well as executives and business leaders. At the Texas New Ukraine Pavilion, visitors crowded to see Ukrainian hi-tech startups such as award-winning ceramic printing visionary [Kwambio](#), cyber security gurus Security Services Group [SSG](#), and wearable note-taker and productivity assistant startup [Senstone](#).

After the whirlwind Texas trip, the Empire State Capital Partners team rushed back to Kyiv to prepare for the 2018 [New Ukraine Investment Conference](#) on May 16. Former First Lady of Ukraine **Kateryna Yushchenko** opened the event with her address to hundreds of investors, government officials, business leaders, and senior executives: *"I know all of us can't wait to work with you to build a Ukrainian future,"* she said. The high-profile international event at the scenic Parkovy convention center featured five expert investment panels with a special focus on venture investment in new technologies—a key vector of the future technological breakthrough of Ukraine's economy.

"It was exciting and challenging to run back-to-back events in two countries," said **Alex Bart**, founder and managing partner at Empire State Capital Partners. *"But the experience was amazing and the senior contacts and cross-border investment opportunities were absolutely worth it. Our Kyiv event was bigger than ever this year,"* he said. *"The Kyiv conference included panels on communication, agriculture, energy, venture capital, and defense. Also, there was a showcase of startups, which had serious interest from foreign investors. Ukraine is well on its way to be seen as the next startup nation,"* he said.

The global brand communications panel discussed the idea of "brand ambassadors" to promote Ukraine internationally. *"Should we be investing more in brand campaigns?"* asked panel moderator **Luc Chénier** of [Plan C](#). *"Because once they get here, they're hooked,"* he said.

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The highlight of the event was a keynote address from the Defense Attaché of the United States. *“We were honored to see U.S. Defense Attaché **Colonel Quinn Wofford** at this year’s event,”* said panel chairman **Mark J. Kilbane**. *“The presence of such senior officials as the U.S. Defense Attaché and Deputy Head of the Presidential Administration of Ukraine **Dmytro Shymkiv** highlights the importance of Ukraine’s defense acquisitions and foreign sales to foreign investors and governments.”*

Some key conference speakers also included **Doug O’Neill**, Deputy Economic Counselor from the U.S. Embassy; **Carl Sturén**, Founder and President of “Vindkraft Ukrainian;” **John Shmorhun**, CEO at AgroGeneration; Acting Chairman of the State Property Fund of Ukraine **Vitalii Trubarov**; and **Ruslana Lyzhychko**, world-famous Ukrainian singer and green energy activist.

For more information about the events, please see the conference website <http://newukraineevents.com/en/>, or write info@newukraineevents.com.