

# European economy 2025. Forecasts. Trends



Chernihiv Regional Chamber  
of Commerce and Industry

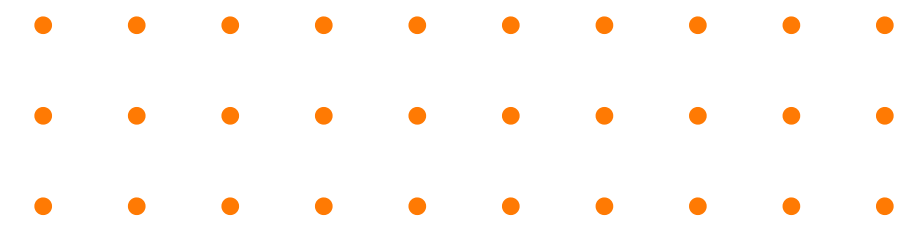


Partnering in Business  
with Germany

\*The presentation uses data from a survey of Ukrainian business  
conducted by the Advanter Group agency



11.12.2024



# KOSTYANTYN IVANOV

President of Chernihiv Regional Chamber of Commerce and Industry

**27 years** of experience in customs clearance of goods

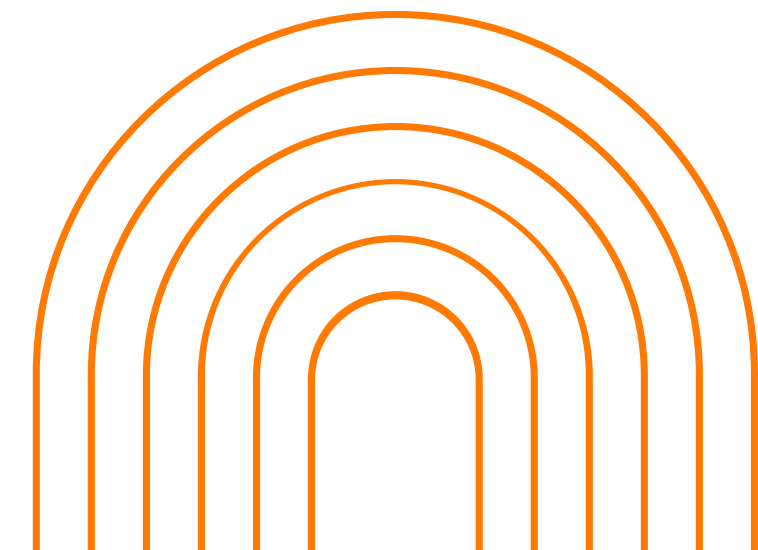
**500,000+** customs declarations issued by customs brokers of the Chernihiv CCI



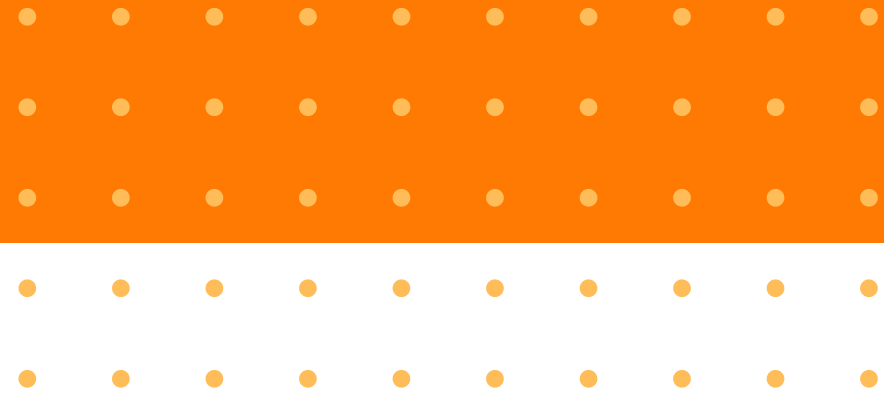
Chernihiv Regional Chamber of Commerce and Industry



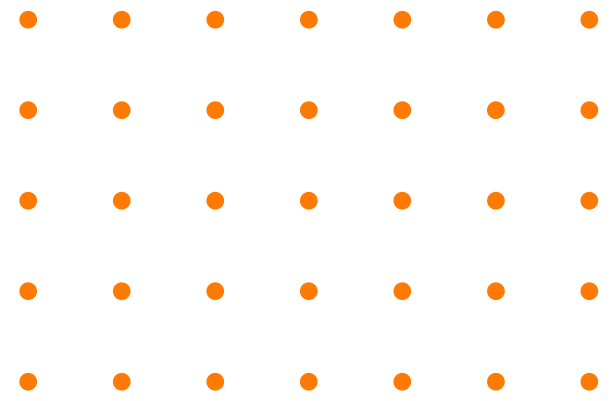
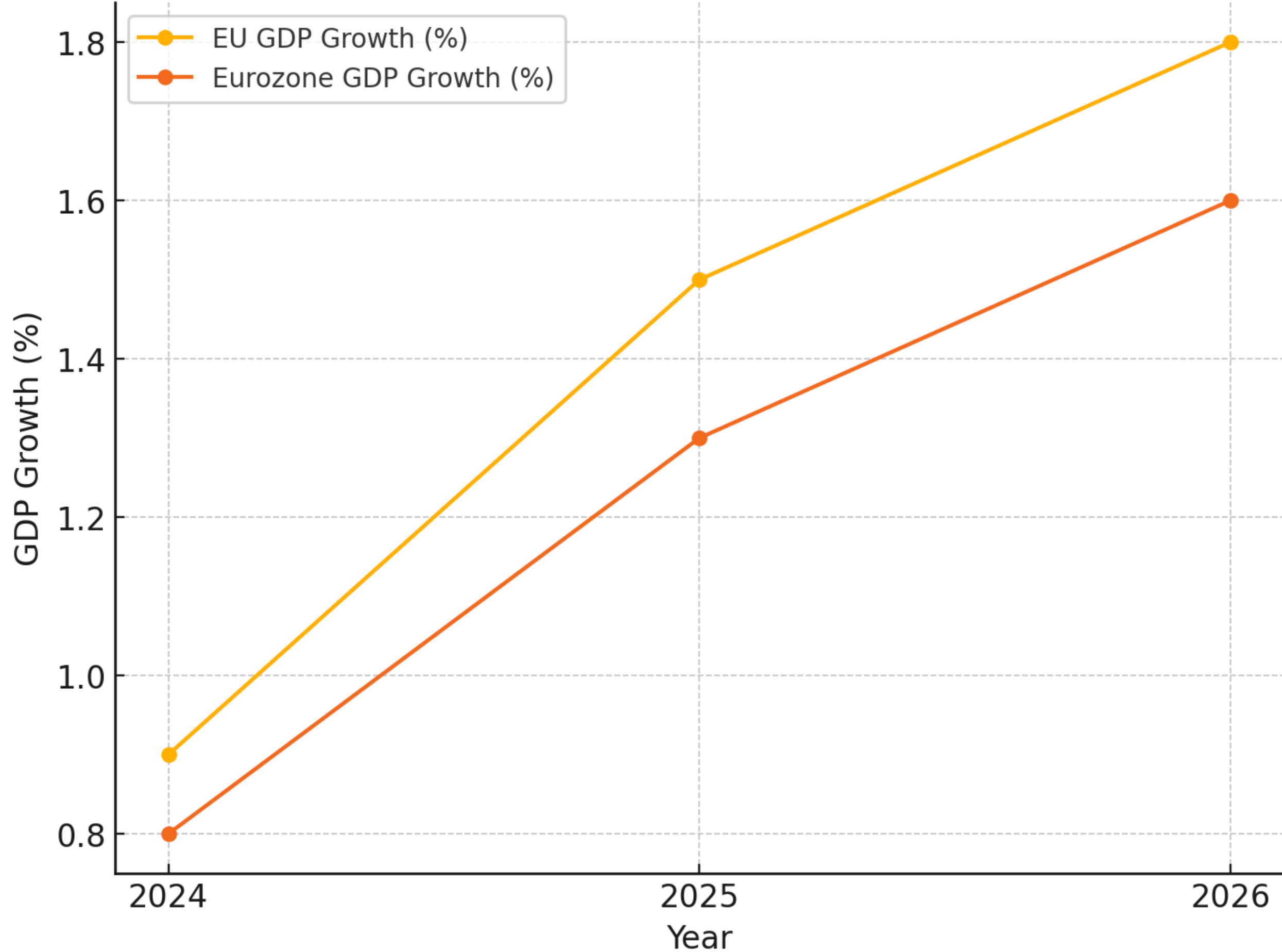
Partnering in Business with Germany



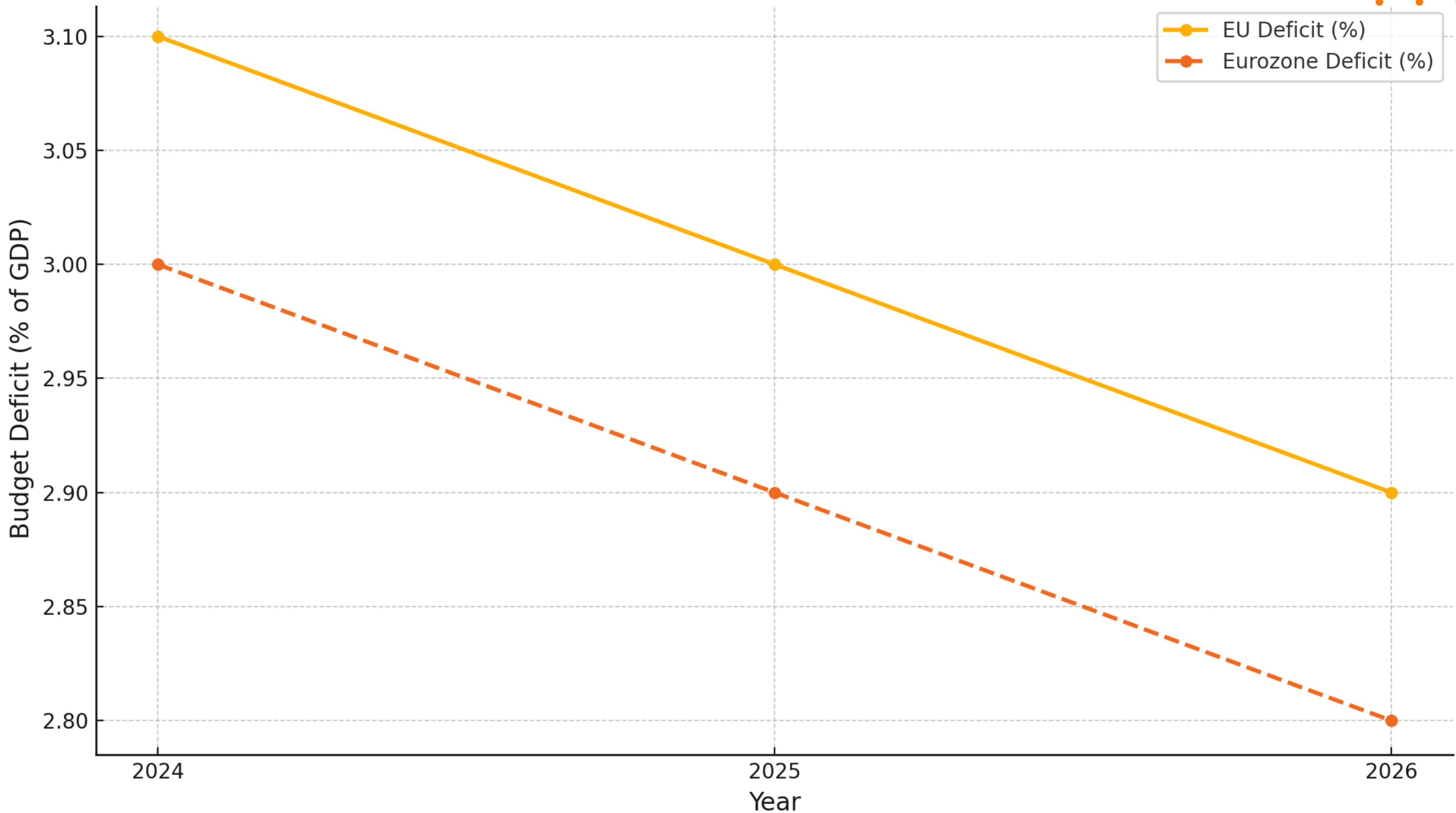
# FORECASTS FOR 2025



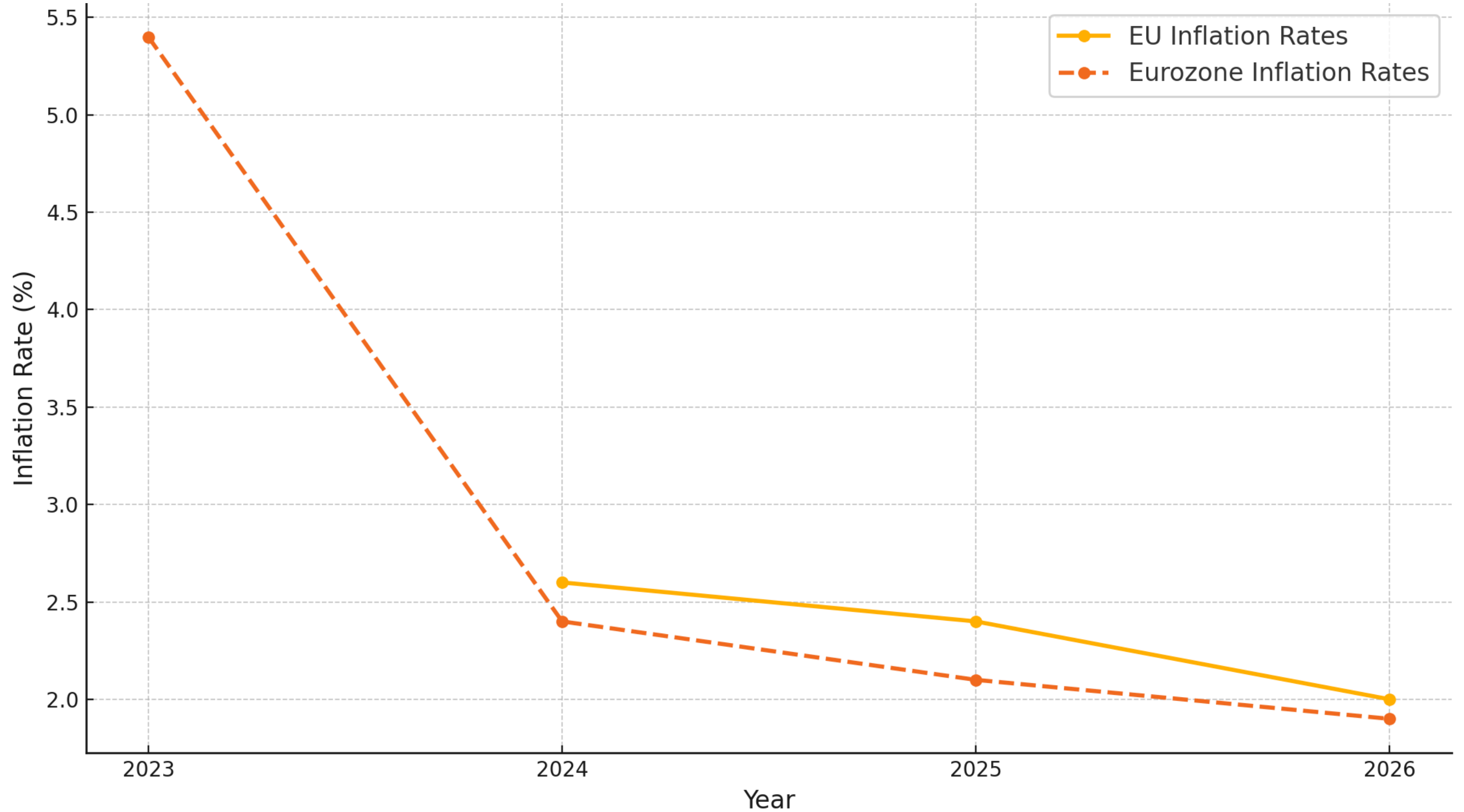
# GDP Growth Forecast for EU and Eurozone



# Budget Deficit Forecast for EU and Eurozone



# Inflation Rate for EU and Eurozone



# Key figures



## GDP

*EU:*

2024: **0.9%**

2025: **1.5%**

2026: **1.8%**

*Euro area:*

2024: **0.8%**

2025: **1.3%**

2026: **1.6%**



## Inflation

*EU:*

2024: **2.6%**

2025: **2.4%**

2026: **2.0%**

*Euro area:*

2024: **2.4%**

2025: **2.1%**

2026: **1.9%**



## Deficit

*EU:*

2024: **-3.1%**

2025: **-3.0%**

2026: **-2.9%**

*Euro area:*

2024: **-3.0%**

2025: **-2.9%**

2026: **-2.8%**



## Unemployment

*EU:*

2024: **6.1%**

2025: **5.9%**

2026: **5.9%**

*Euro area:*

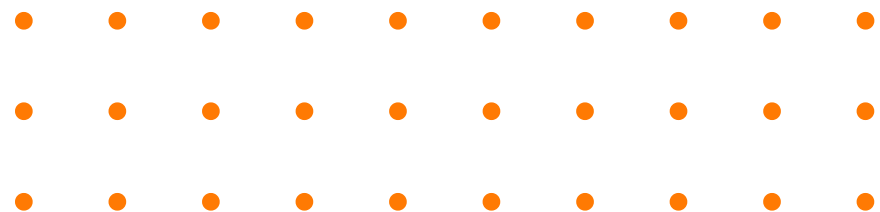
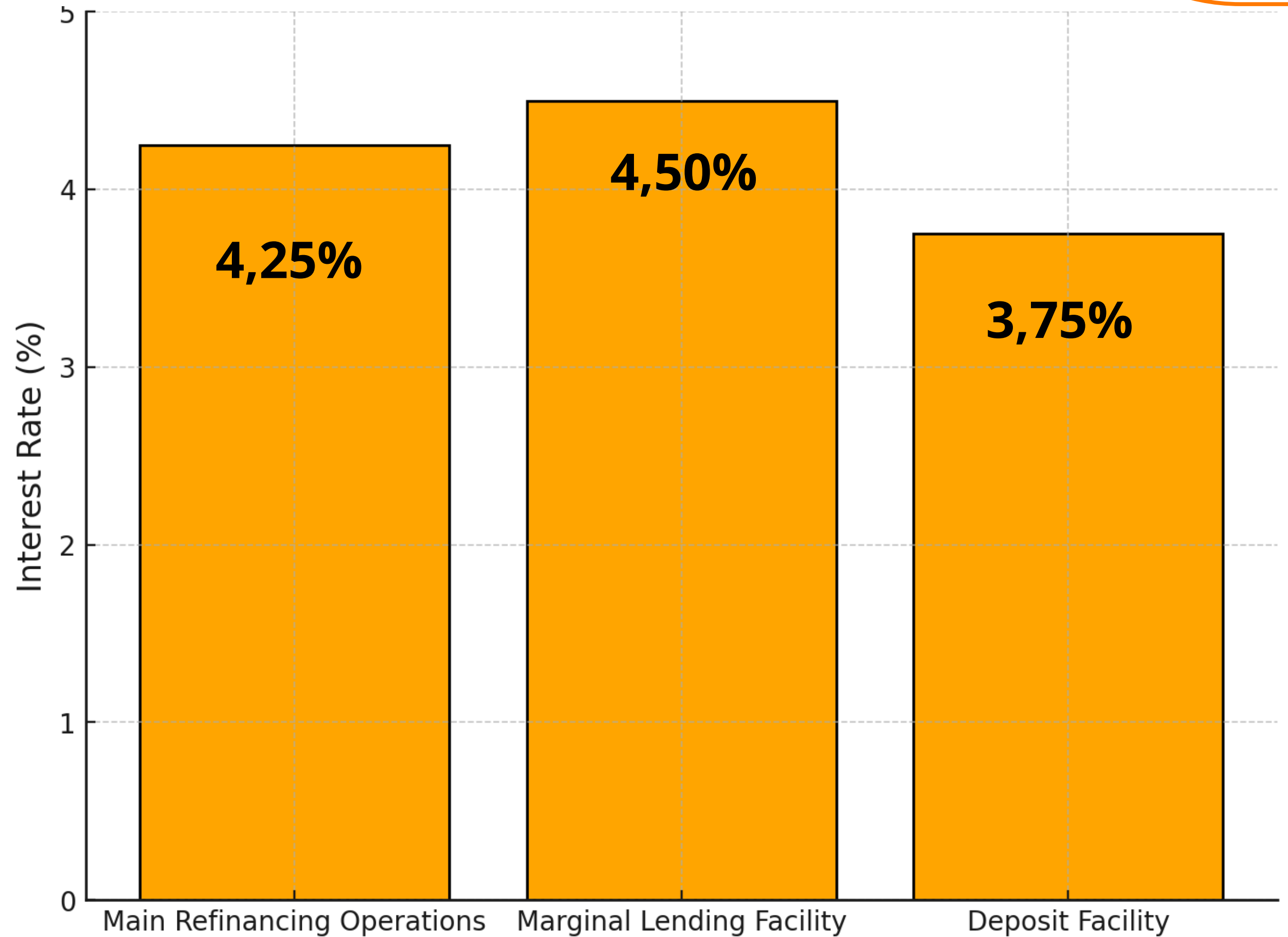
2024: **6.5%**

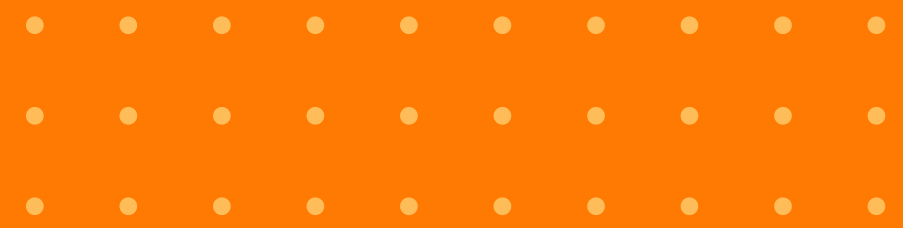
2025: **6.3%**

2026: **6.3%**



# Key European Central Bank interest rates



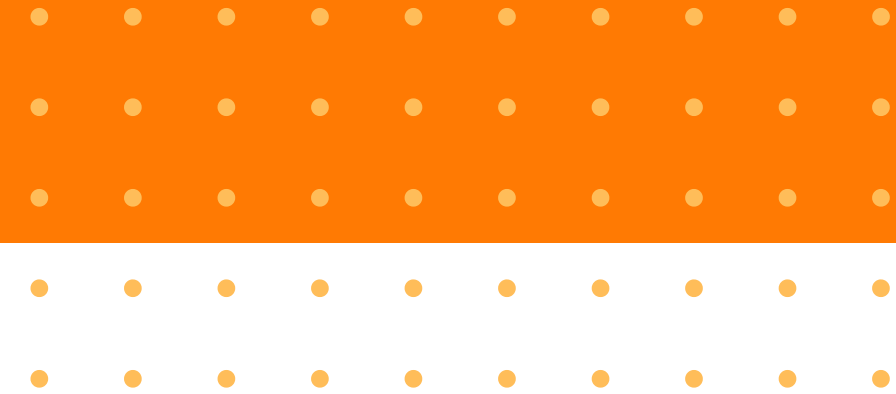


# STATE OF UKRAINIAN BUSINESS



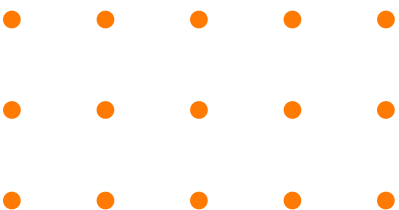
01.

# STATUS AND RESULTS OF THE BUSINESS

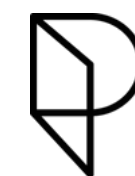


# Status and results of the business

- In total 2.8% respondents said that their company in full stopped work. This indicator was 4.2% in May 2024.
- 22.6% companies showed growth by the first 8 months 2024 in comparable with similar period in 2023
- The share of companies whose volumes grew significantly (over 140%) increased. In August, the number of such companies was 5.1%, while in May it was 2.8%.
- The weighted average percentage of workload compared to the same period last year is 91.8%.
- Almost half of the companies indicated that the volume of work had decreased (48.5%).

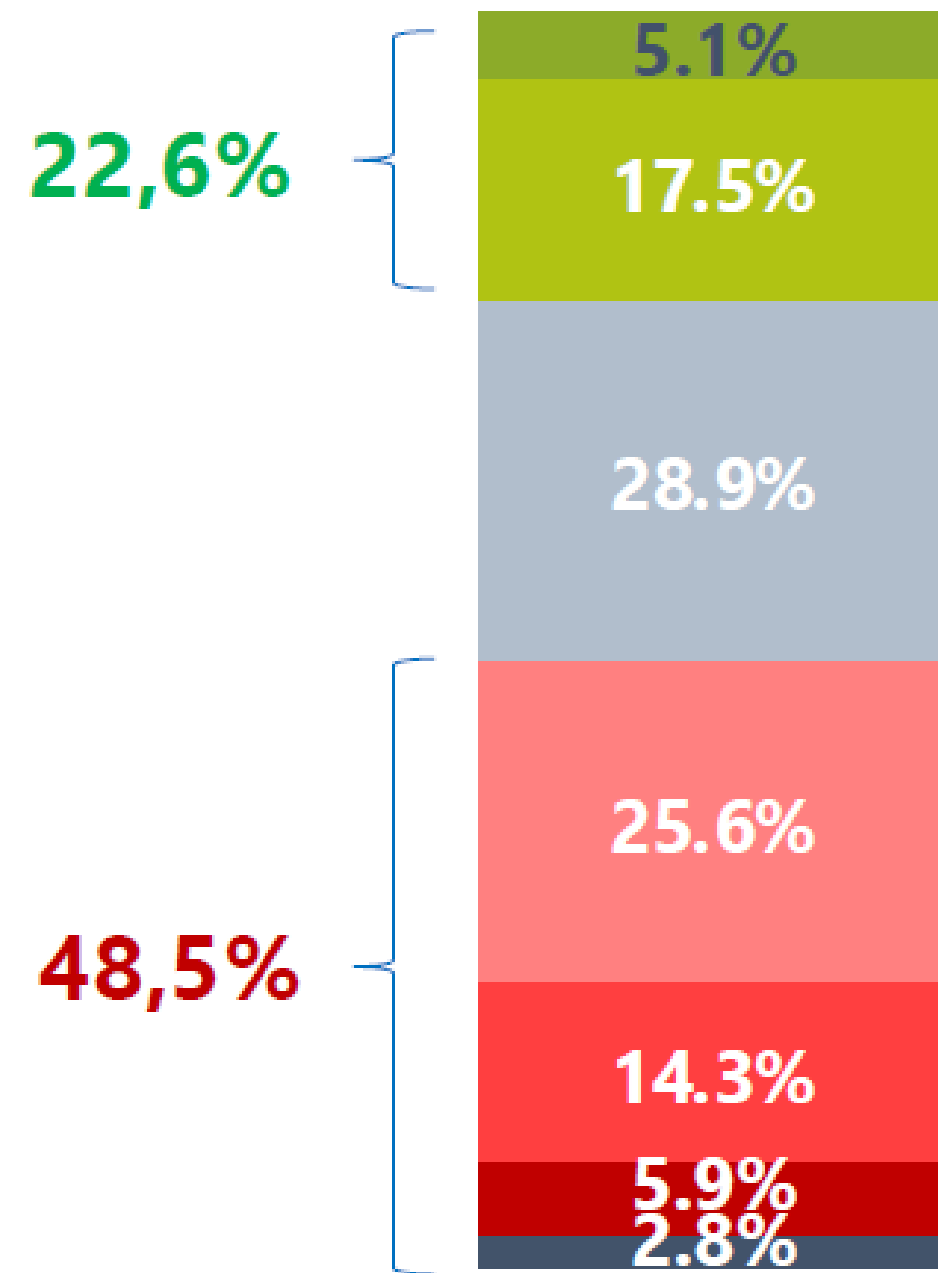


Chernihiv Regional Chamber  
of Commerce and Industry



Partnering in Business  
with Germany

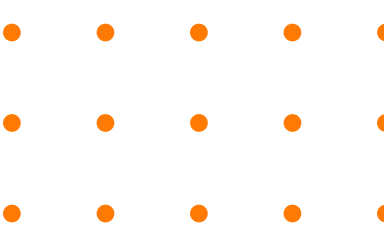
# Business results for 8 months of 2024



- The scope of work increased significantly (140%+)
- The scope of work has increased (110–130%)
- Practically unchanged activity (100%)
- Volumes works decreased (70–90%)
- The scope of work was reduced significantly (40 - 60%)
- Almost stopped the work (10–30%)
- The work was completely stopped (0%)

**91.8%**

Weighted average percentage of of the volume of work compared to the the same period of the previous year

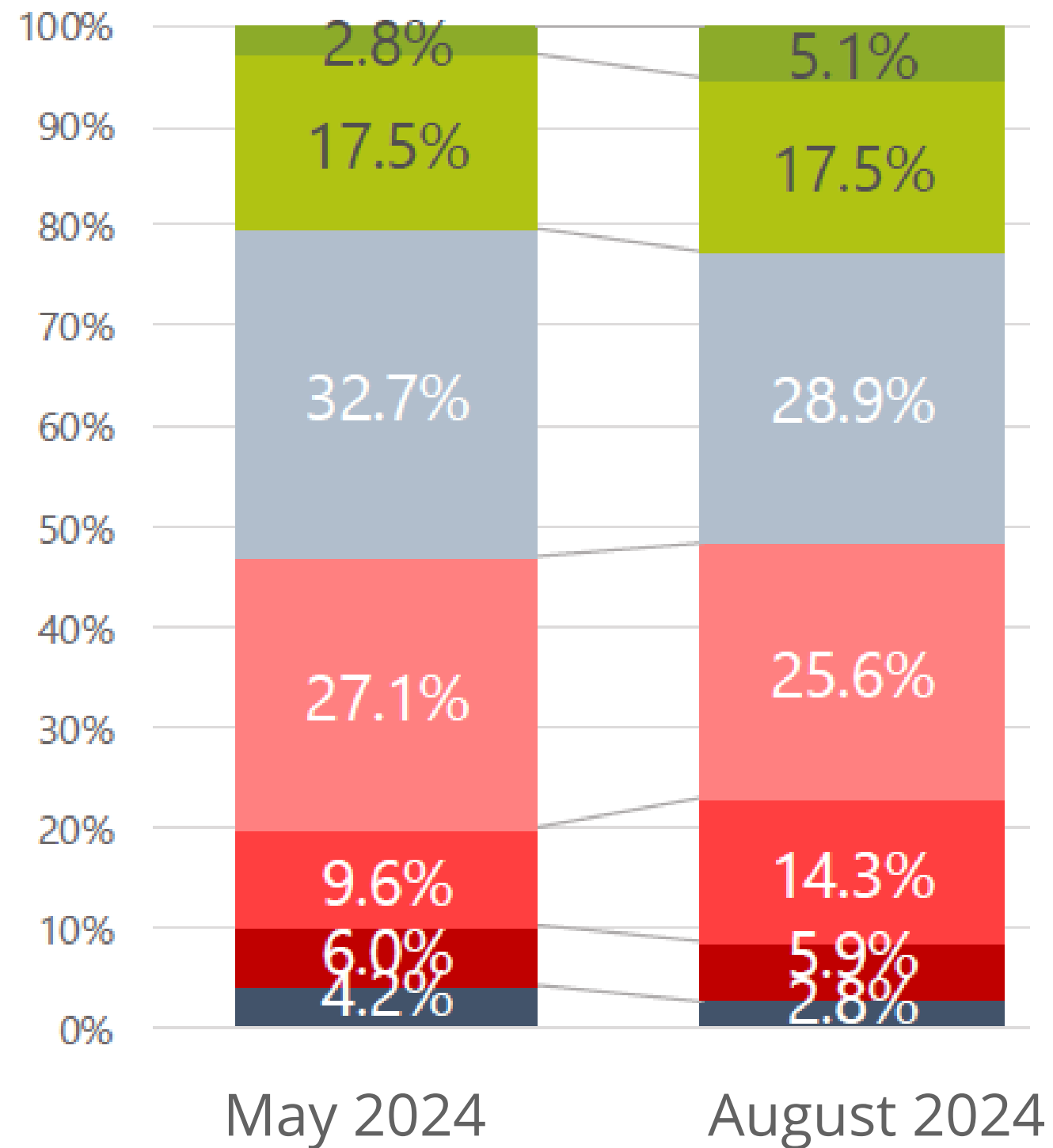


Chernihiv Regional Chamber of Commerce and Industry



Partnering in Business with Germany

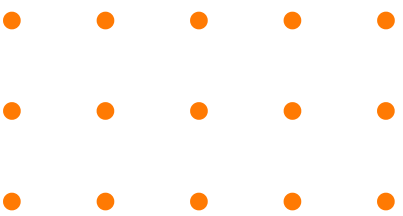
# Business results for 8 months of 2024



- The scope of work increased significantly (140%+)
- The scope of work has increased (110–130%)
- Activities have not changed much (100%)
- The scope of work has decreased (70–90%)
- The scope of work was significantly reduced (40–60 %)
- Almost stopped work (10–30%)
- The work was completely stopped (0%)

**22.6%**  
Increased the scope of works

**2.8 %**  
The work was completely stopped



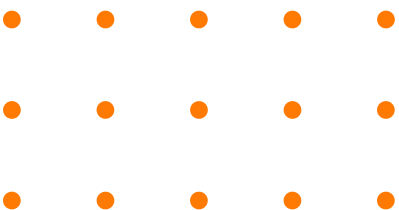
Chernihiv Regional Chamber of Commerce and Industry



Partnering in Business with Germany

# Status and results of the business

- The business does not expect an increase in the volume of work in 2024
- 29% of companies have a positive growth forecast.
- 37.1% of respondents said that their results in 2024 will be worse than in the previous period.
- The weighted average percentage of work volumes compared to the same period last year is 98%, which is higher than the result of the May survey (94.1%)
- 5.5% of companies expect that their companies will be stopped by the end of 2024, which is higher than the current figure of -2.8%.
- The companies' forecast for 2024 has hardly changed compared to the results of the May wave of the survey.

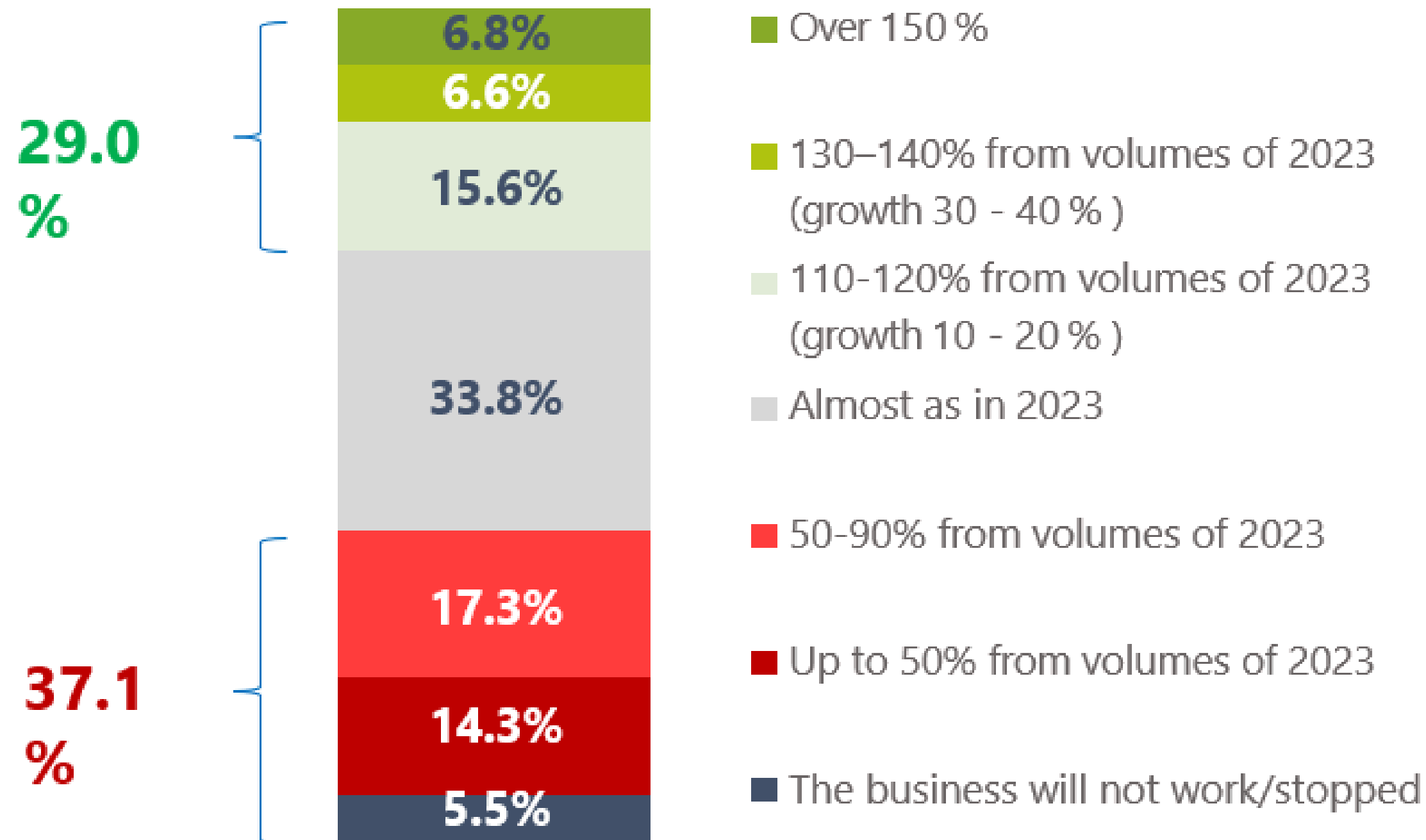


Chernihiv Regional Chamber  
of Commerce and Industry



Partnering in Business  
with Germany

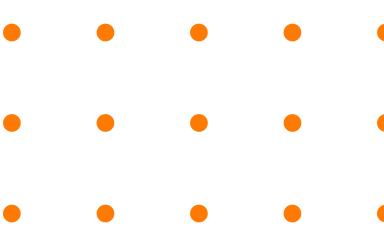
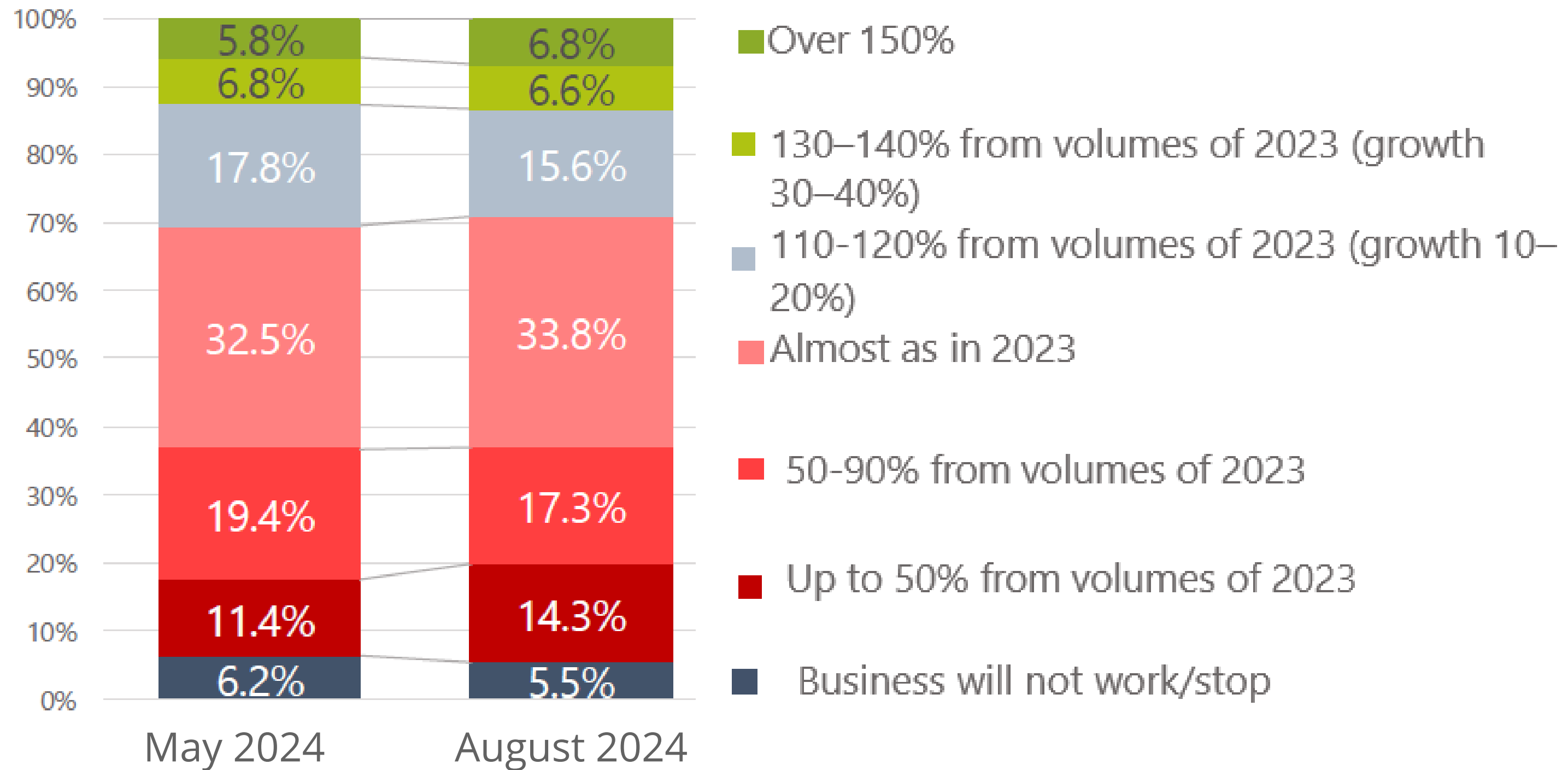
# Forecast 2024 (in comparison with the previous year)



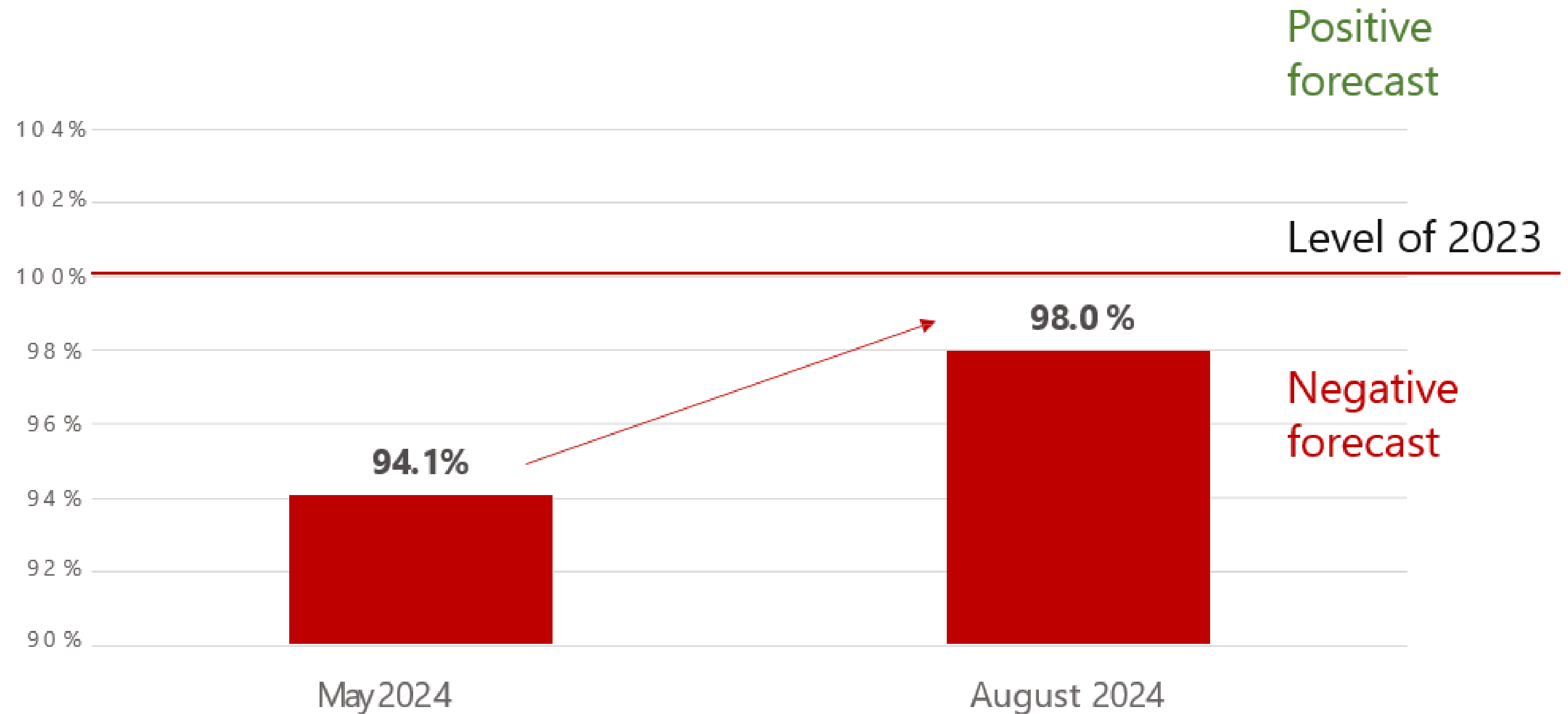
**98.0%**

Weighted average forecast of the volume of work compared to the same period of the previous year

# Forecast 2024 (in comparison with the previous year)

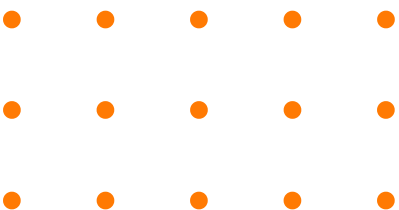


# Weighted average forecast of work volumes (comparison of the results of two waves of the survey)

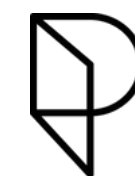


# Self-assessment of the business status

- 22.5% of respondents consider their company's financial and economic condition to be poor
- 57.7% of surveyed managers and business owners consider the company's condition to be satisfactory or mediocre
- The situation is considered excellent or good by 19.7% of respondents.
- 6% of companies believe that their financial and economic situation will deteriorate significantly
- 41.2% of respondents believe that the company's condition will improve or significantly improve

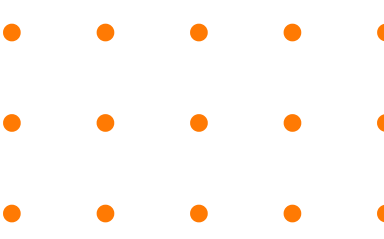
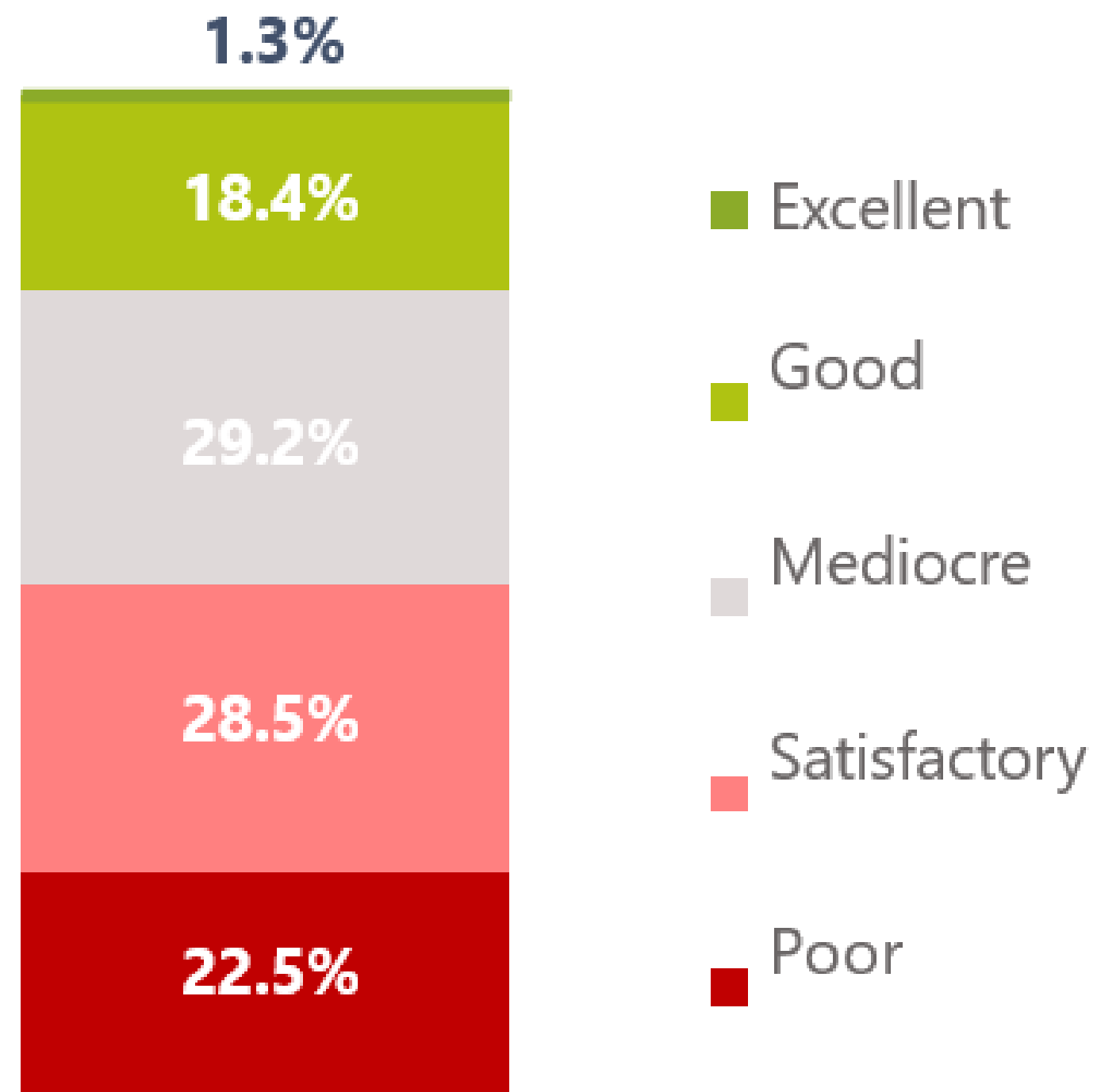


Chernihiv Regional Chamber  
of Commerce and Industry

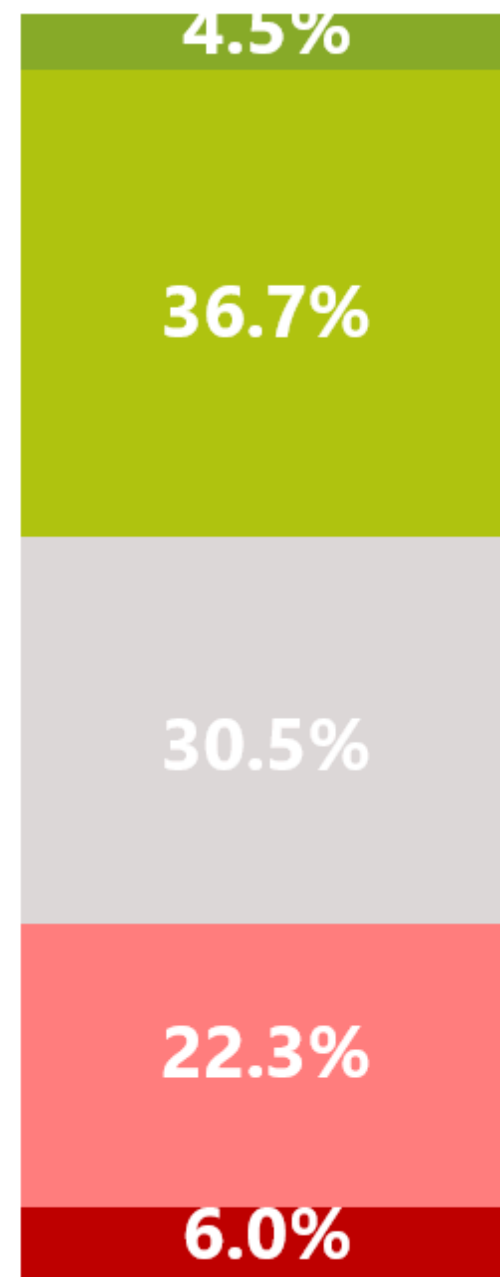


Partnering in Business  
with Germany

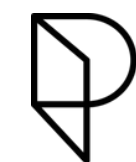
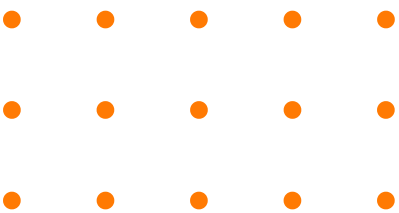
# Self-assessment of the company's financial and economic condition



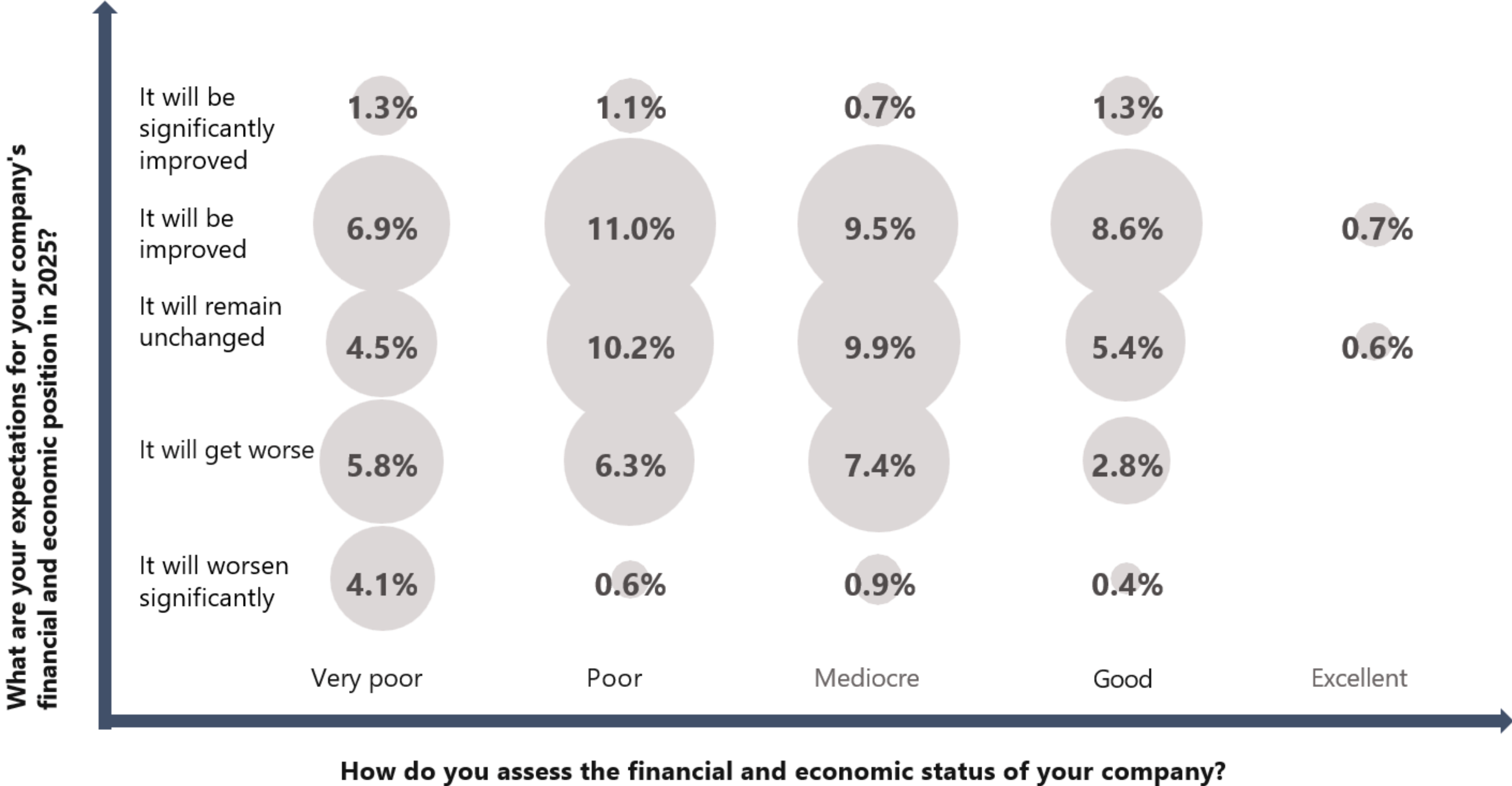
# Expectations regarding the company's financial and economic condition



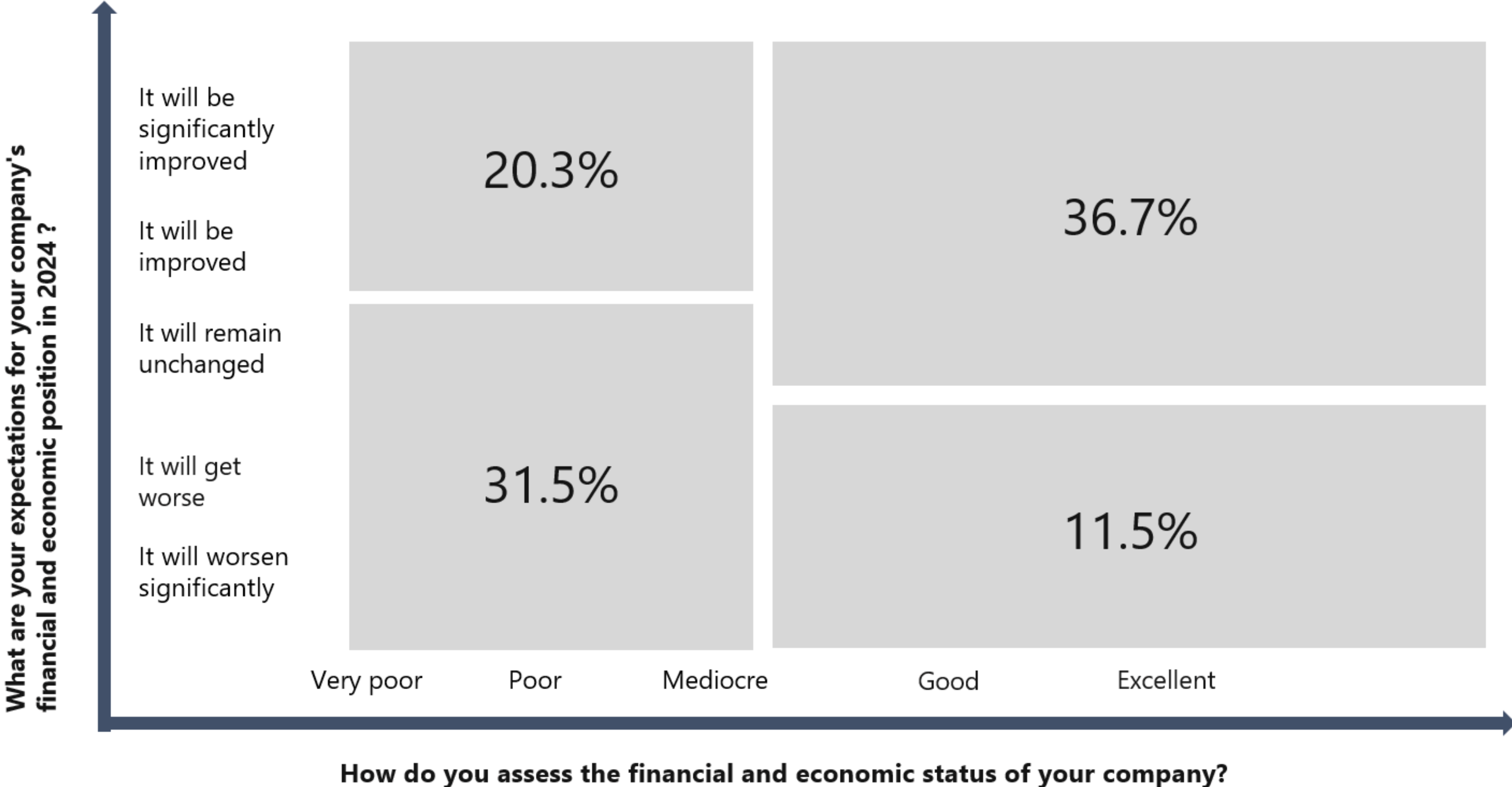
- It will be significantly improved
- It will be improved
- It will remain unchanged
- It will get worse
- It will worsen significantly



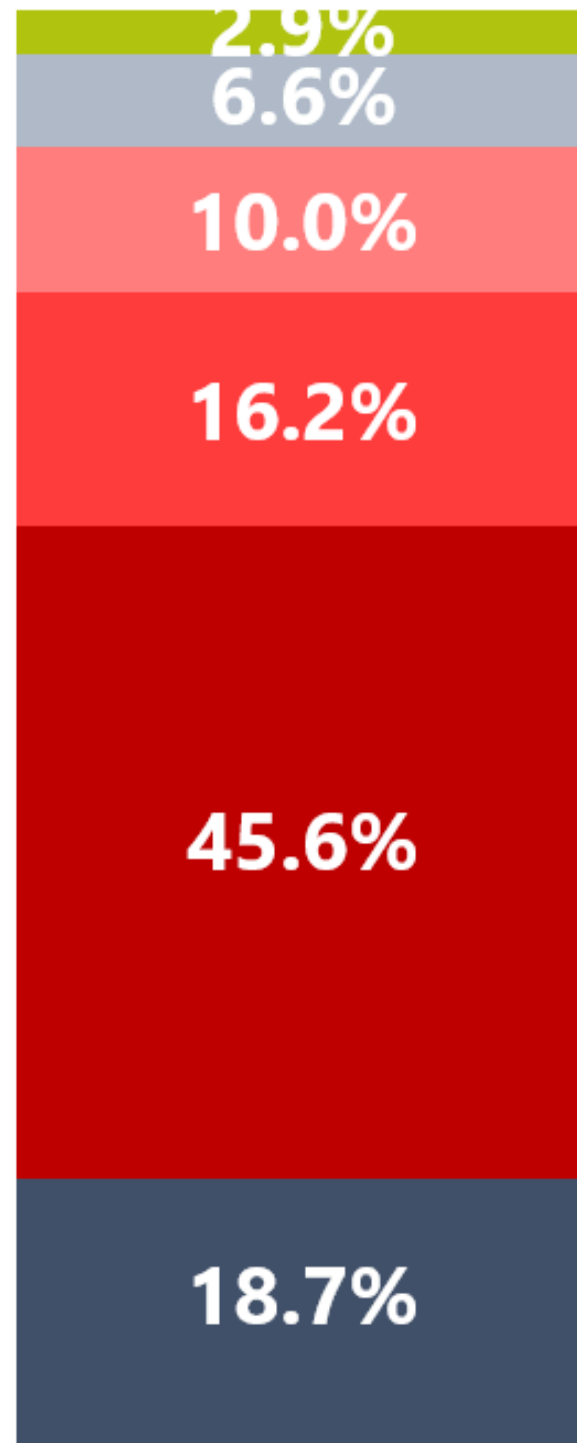
# Forecast of the business situation



# Forecast of the business situation

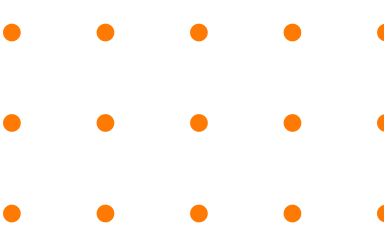


# Need for additional funding

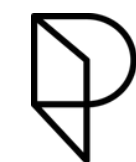


- More \$10,000,000
- \$3,000,000 - \$10,000,000
- \$1,000,000 - \$3,000,000
- \$300,000 - \$1,000,000
- \$30,000 - \$300,000
- up to \$30,000

**1 010 913**  
The weighted average amount of financial resources, required to implement the business development strategy within 3 years



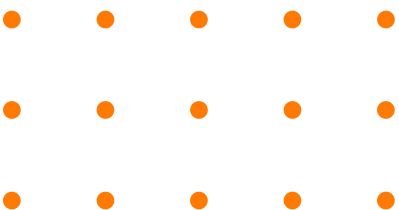
Chernihiv Regional Chamber of Commerce and Industry



Partnering in Business with Germany

# Need for additional funding

- A third of respondents said that companies have taken all necessary measures to prepare for possible power outages in the winter period – 29.8%.
- 37.7% of companies continue to actively prepare for all scenarios of the situation
- Only 3.5% of respondents believe that they will be forced to cease operations in the event of possible blackouts.
- 17% of companies do not have the necessary resources or knowledge to prepare for possible winter outages.



Chernihiv Regional Chamber  
of Commerce and Industry

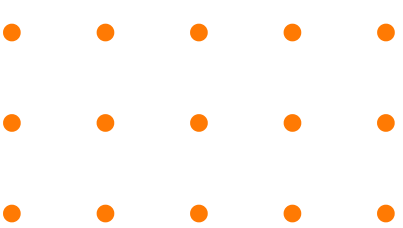


Partnering in Business  
with Germany

# Business readiness for possible blackouts in winter

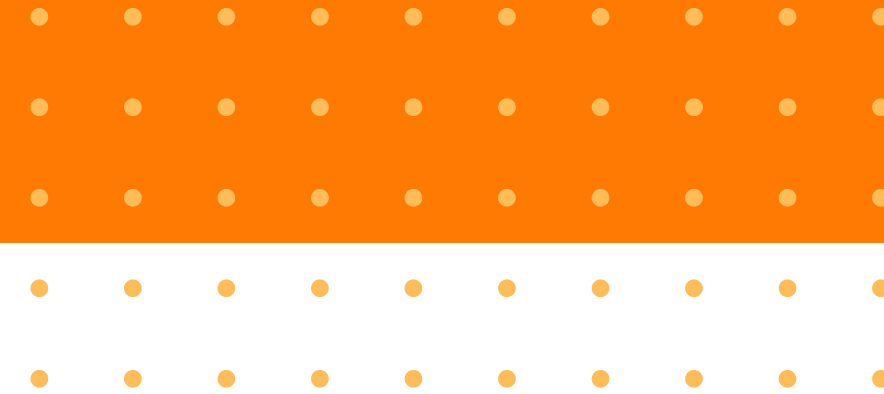


**17%**  
of companies do not have sufficient resources or knowledge to prepare for possible outages

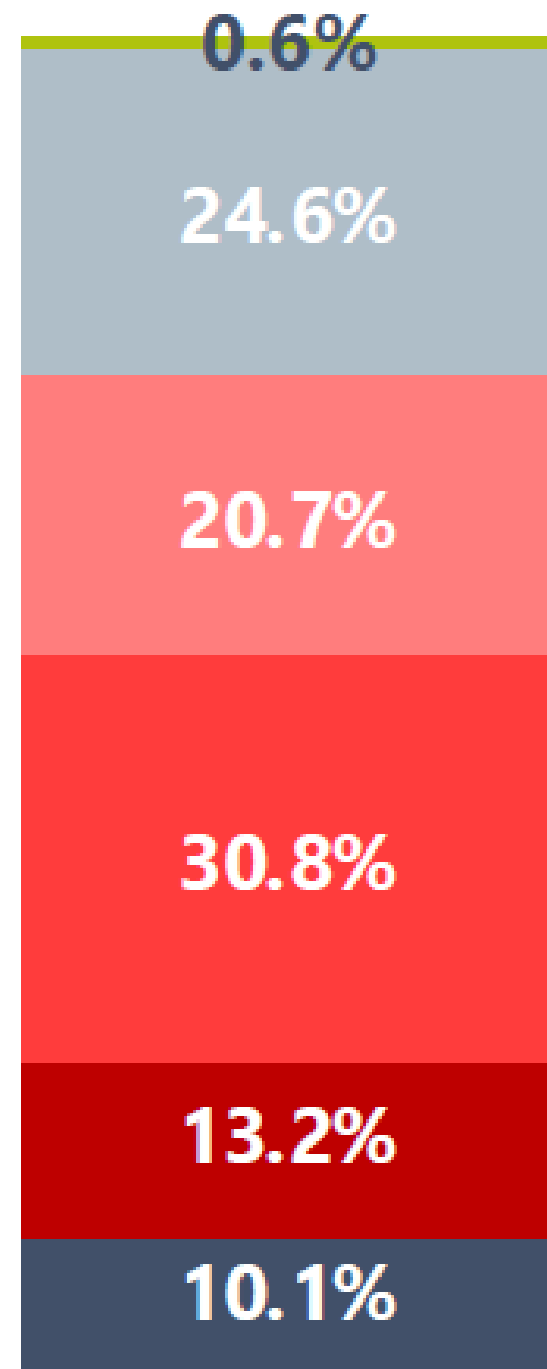


02.

# STAFF SITUATION



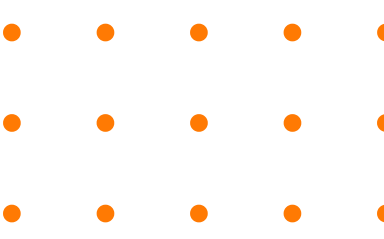
# Staffing levels of the companies at the moment



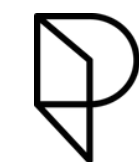
- More than 100% - we have more employees and plan to reduce the number of employees
- 100% - we have the required number of employees
- 80% - 90% - we have a full staff, but plan to fill vacancies in the near future
- 60% - 70% - we have a shortage of employees
- 40% - 50% - we have a significant shortage of employees
- less than 40% - the situation is critical

**70,9%**

Weighted average staffing level of companies

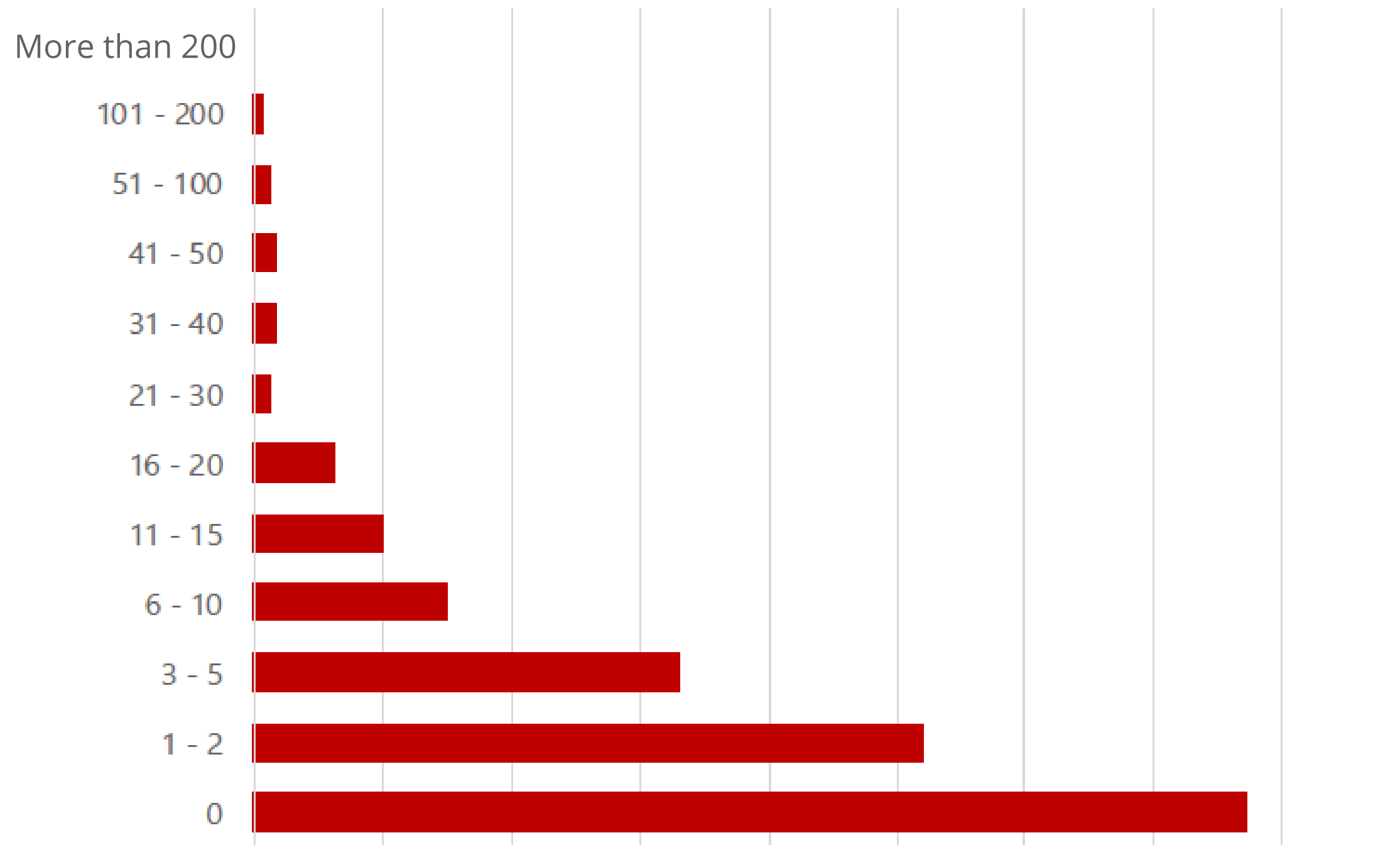


Chernihiv Regional Chamber of Commerce and Industry

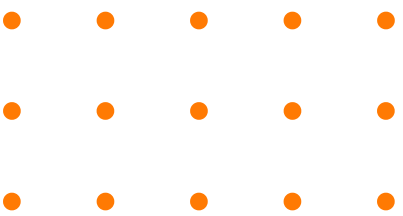


Partnering in Business with Germany

# Staffing levels of the companies at the moment



**4,8**  
Weighted average number  
of mobilized persons per  
company

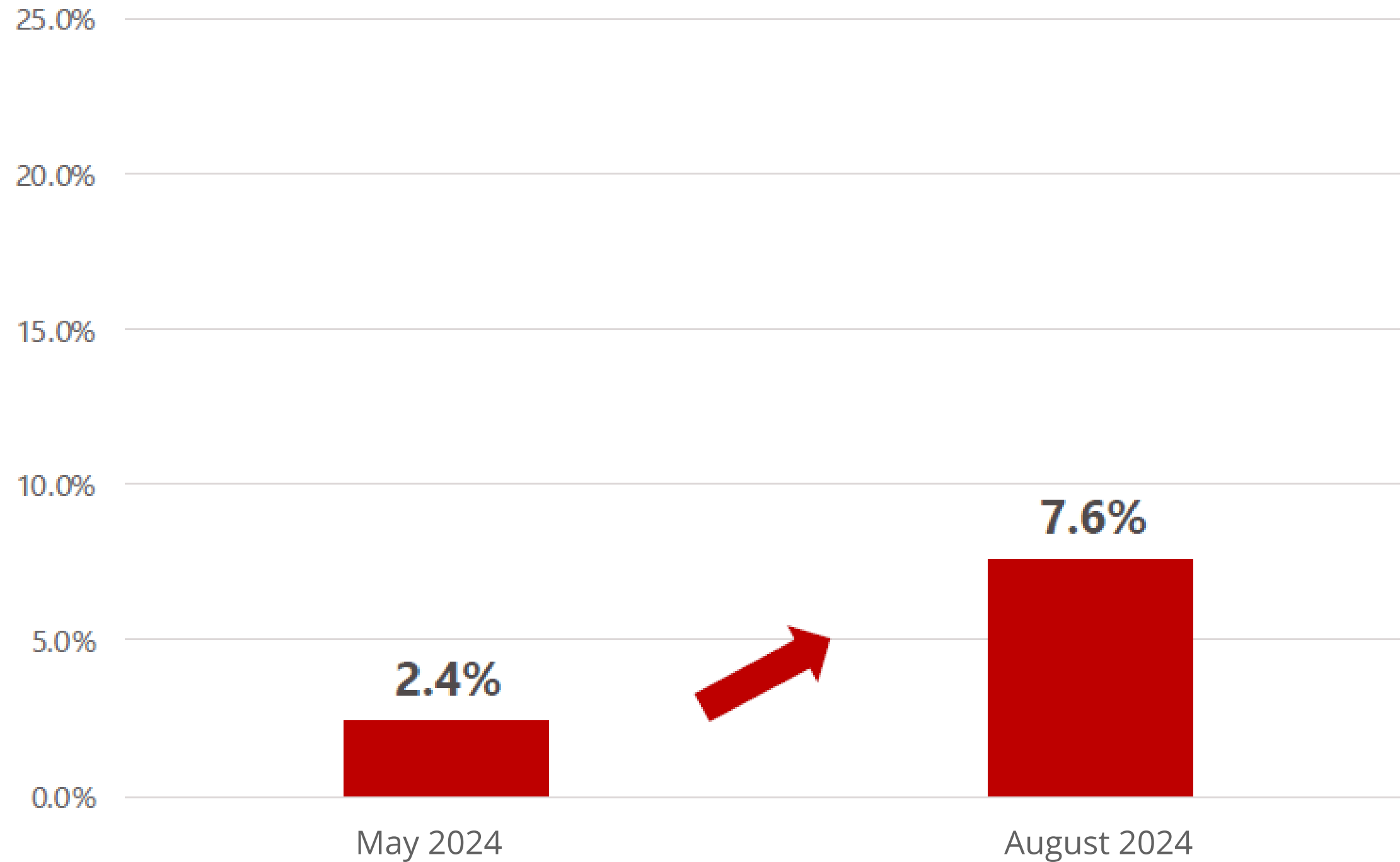


Chernihiv Regional Chamber  
of Commerce and Industry



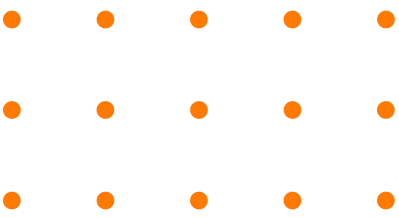
Partnering in Business  
with Germany

# Number of employees booked (weighted average percentage of employees subject to call-up)



**80,6%**

Companies do not have a single booked specialist



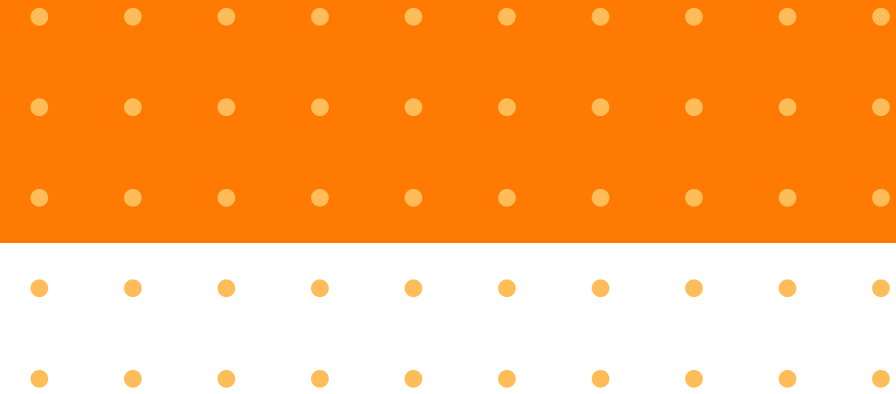
Chernihiv Regional Chamber of Commerce and Industry



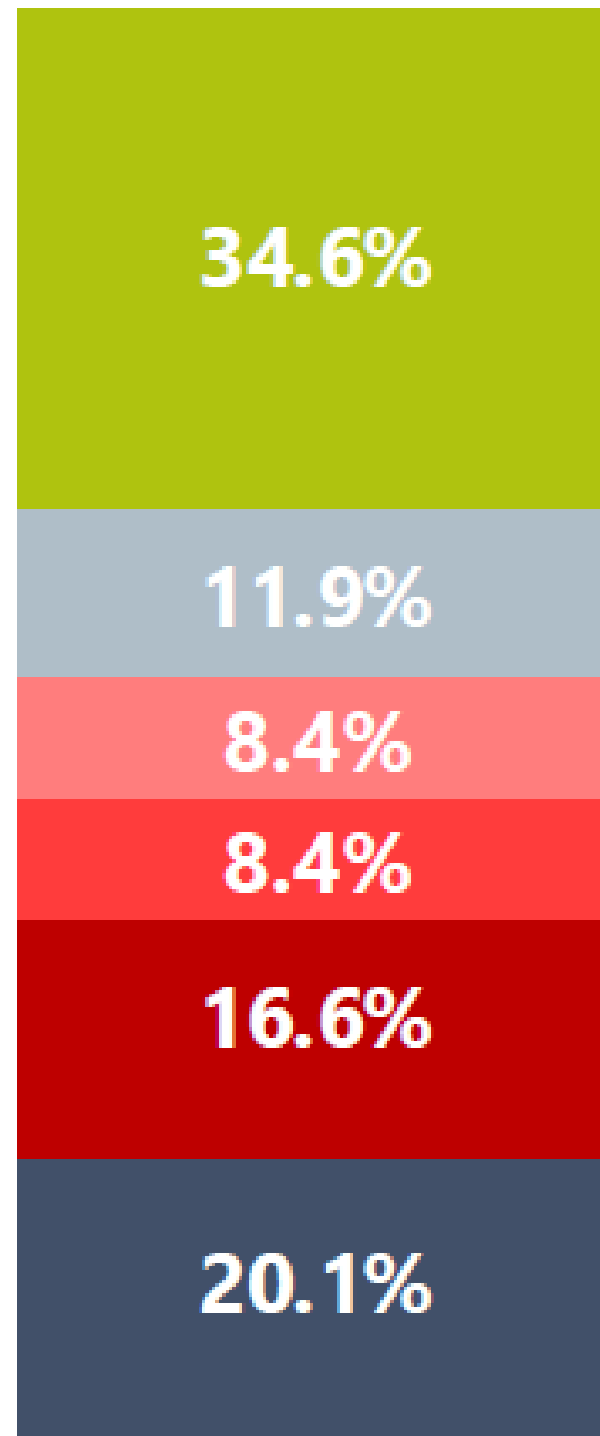
Partnering in Business with Germany

03.

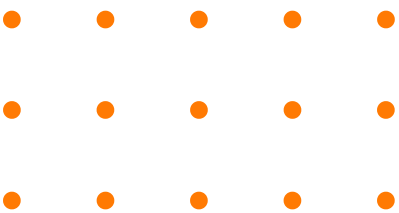
# BUSINESS EXPECTATIONS



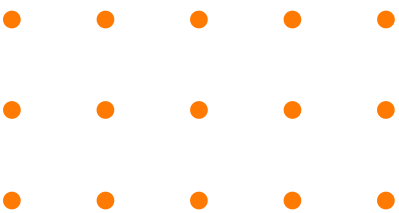
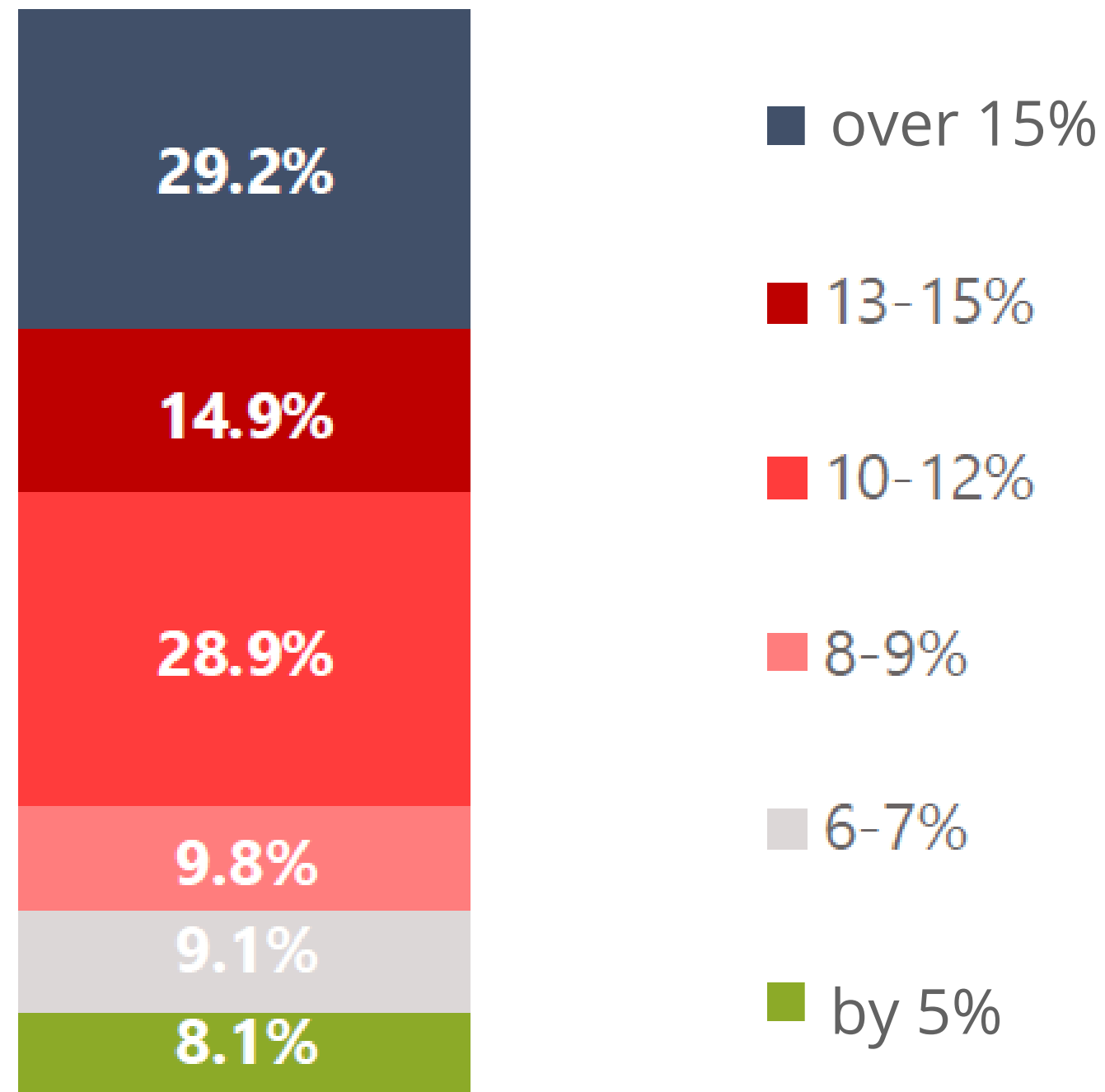
# Forecast of the end of hostilities



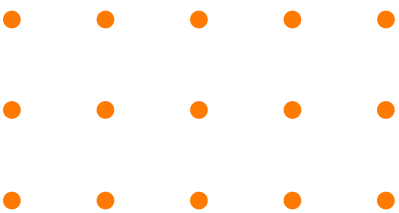
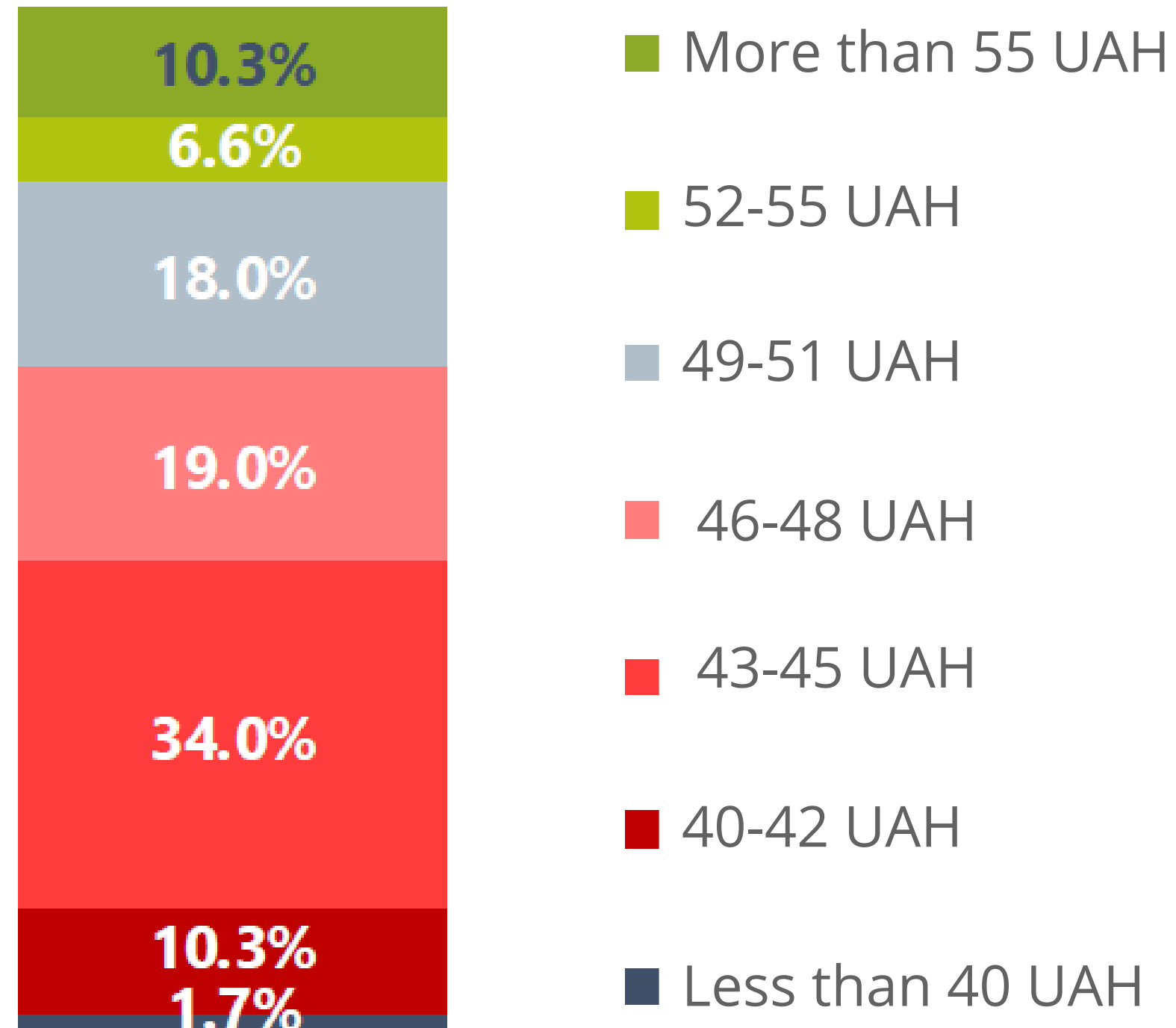
- 2026 or later
- 4th quarter of 2025
- 3th quarter of 2025
- 2th quarter of 2025
- 1th quarter of 2025
- By the end of 2024



# Expectations for inflation in 2025



# Forecast of the dollar exchange rate in 2025

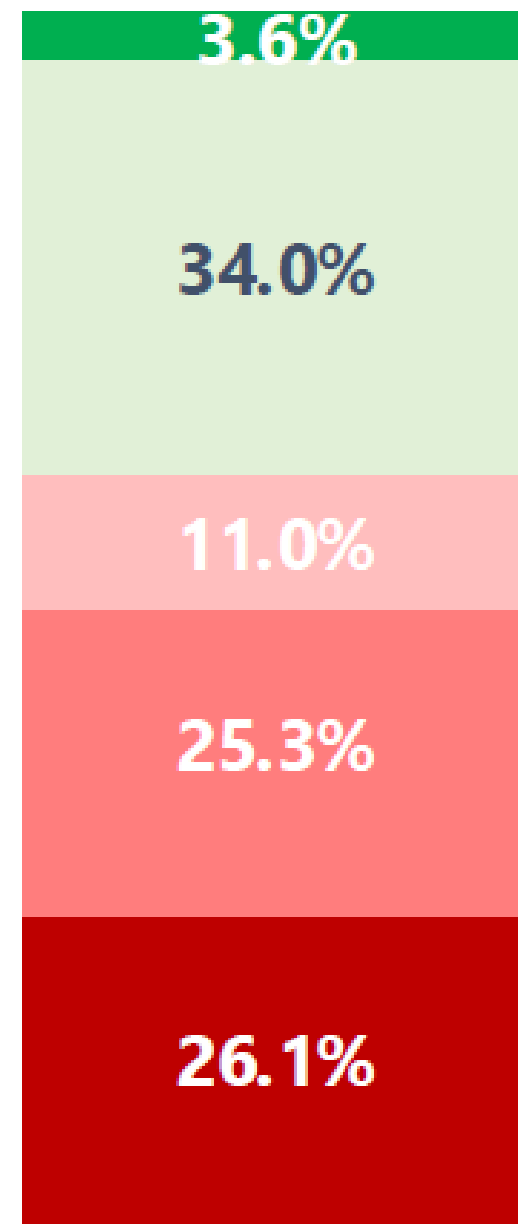


Chernihiv Regional Chamber  
of Commerce and Industry

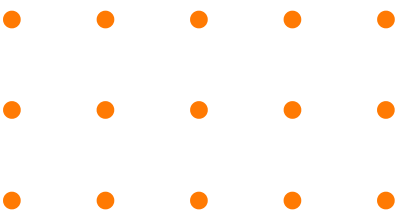


Partnering in Business  
with Germany

# Impact of legislative initiatives on business investment plans in 2025

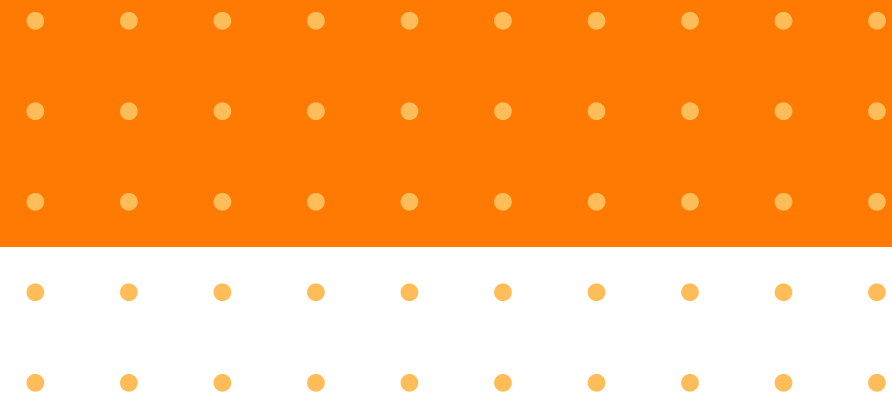


- decided to increase (investments and activity)
- plans have not changed
- slight reduction
- significant reduction (investments and activity)
- complete abandonment of development plans

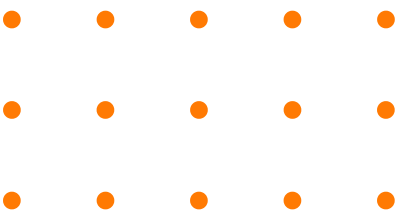
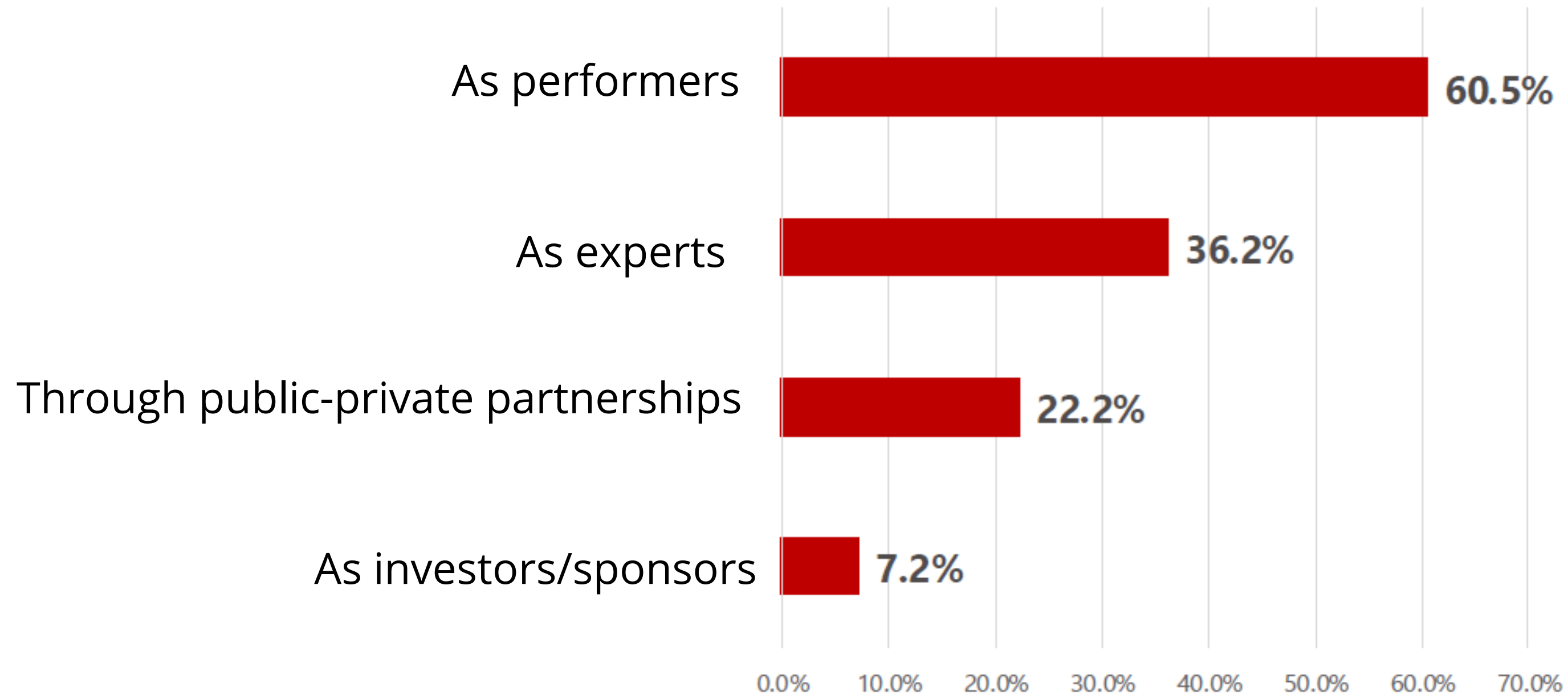


04.

# INVOLVING BUSINESS IN THE RECONSTRUCTION PROCESS



# How can businesses get involved in the reconstruction process?



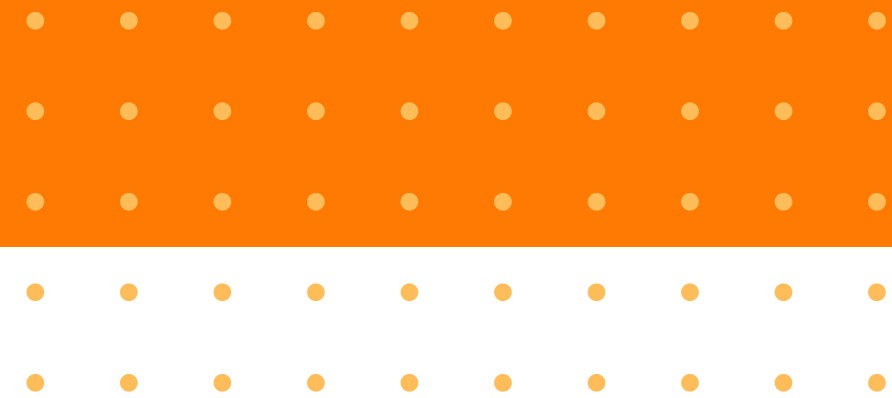
Chernihiv Regional Chamber  
of Commerce and Industry



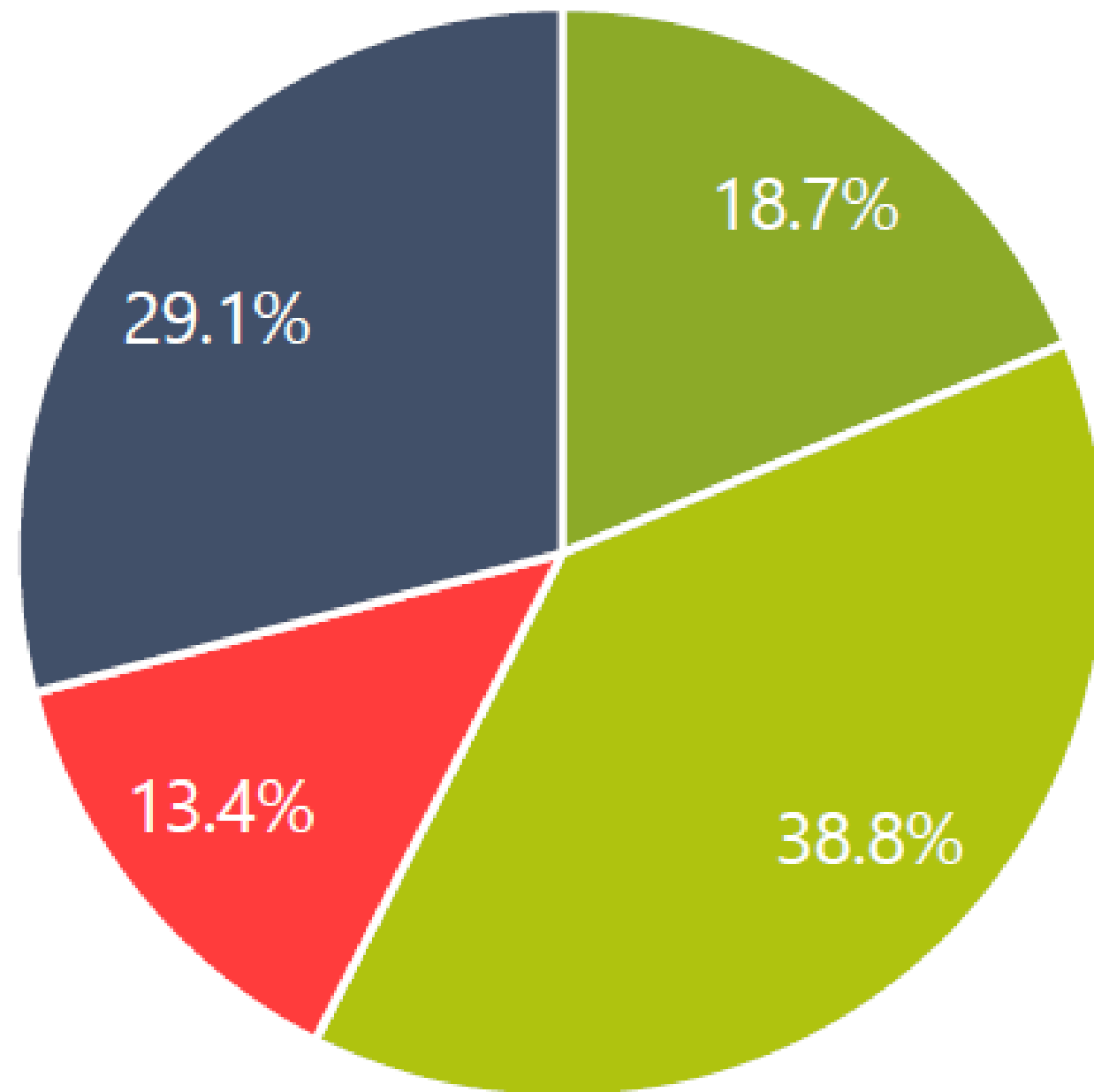
Partnering in Business  
with Germany

05.

# DIGITALIZATION



# Implementation of digital transformation tools

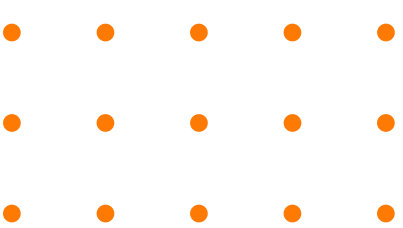


■ Already done before the full-scale aggression began

■ Yes

■ No, but we plan to do so within the next 12 months

■ No



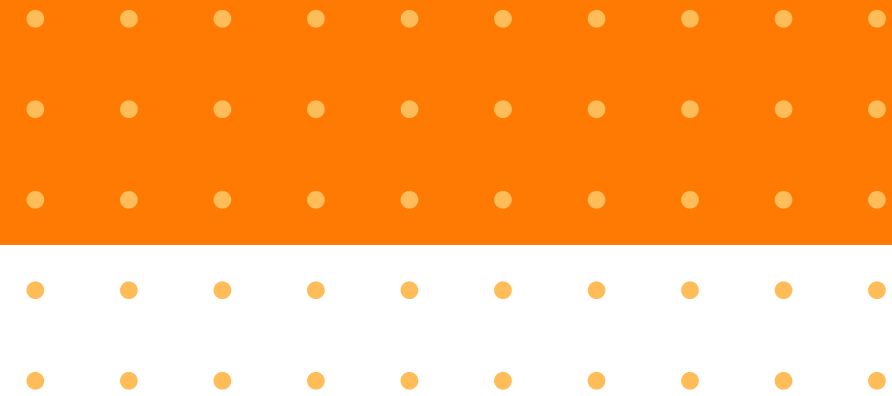
Chernihiv Regional Chamber  
of Commerce and Industry



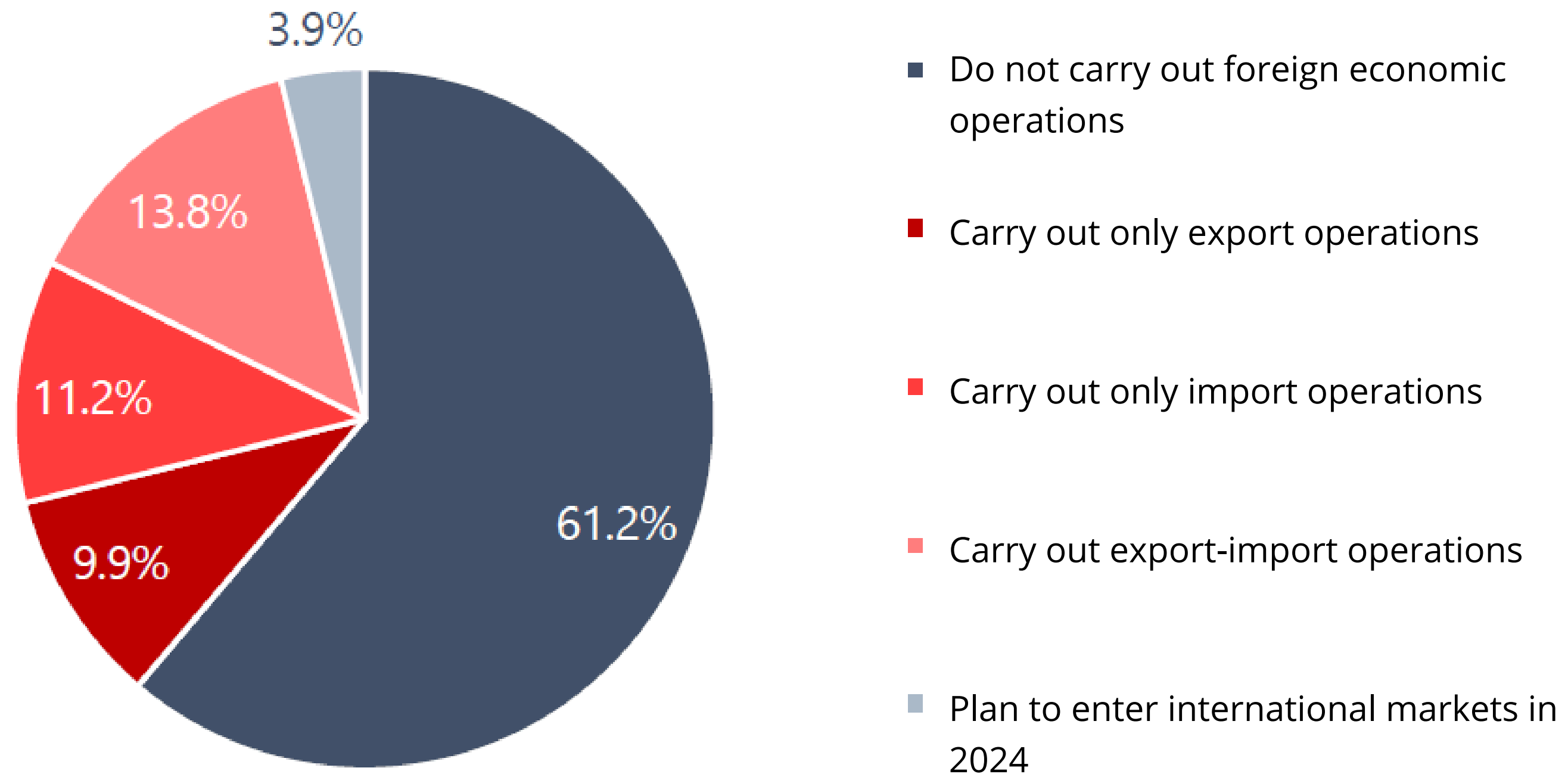
Partnering in Business  
with Germany

06.

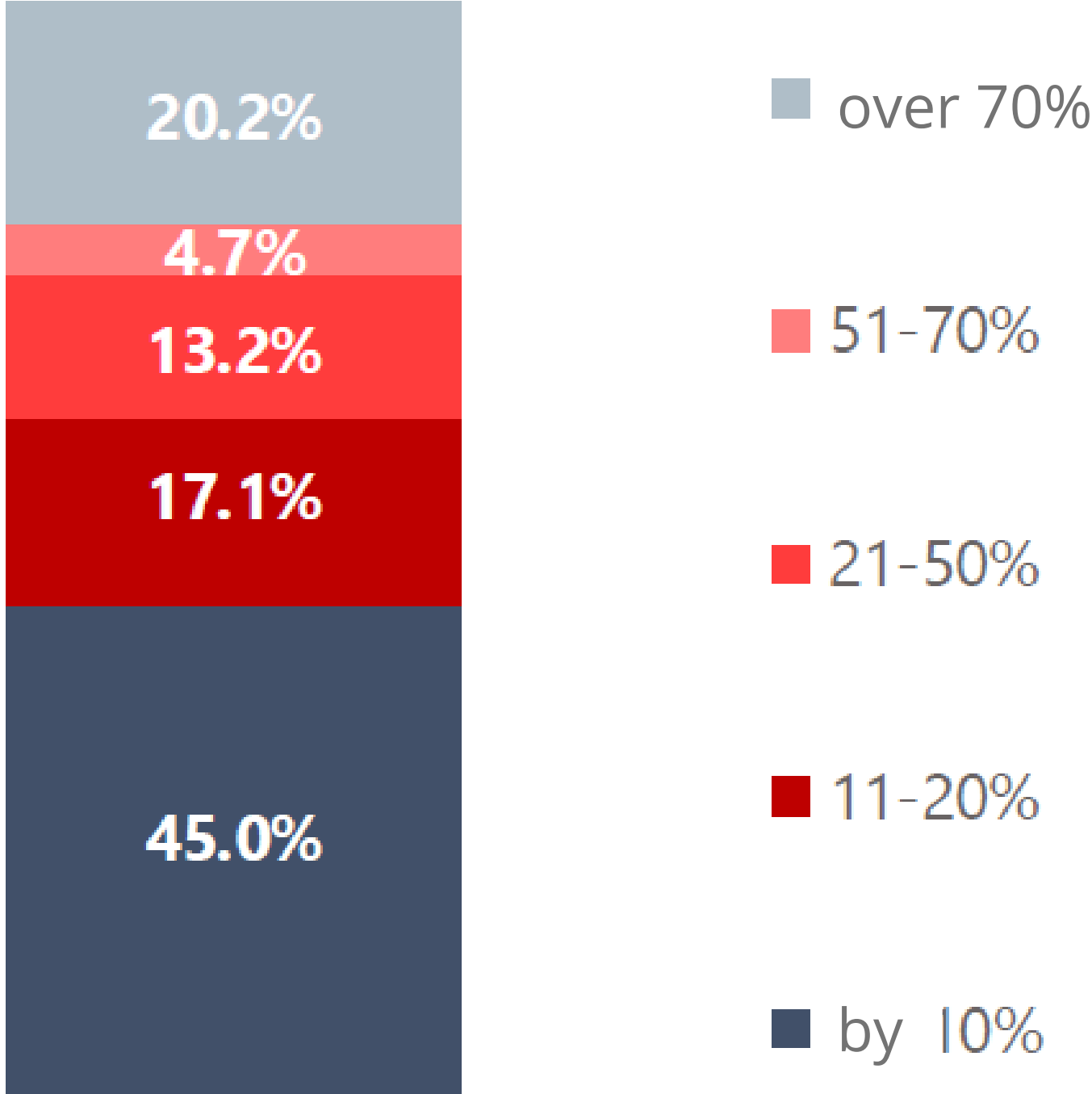
EXPORT



# Does the business engage in foreign economic activity?



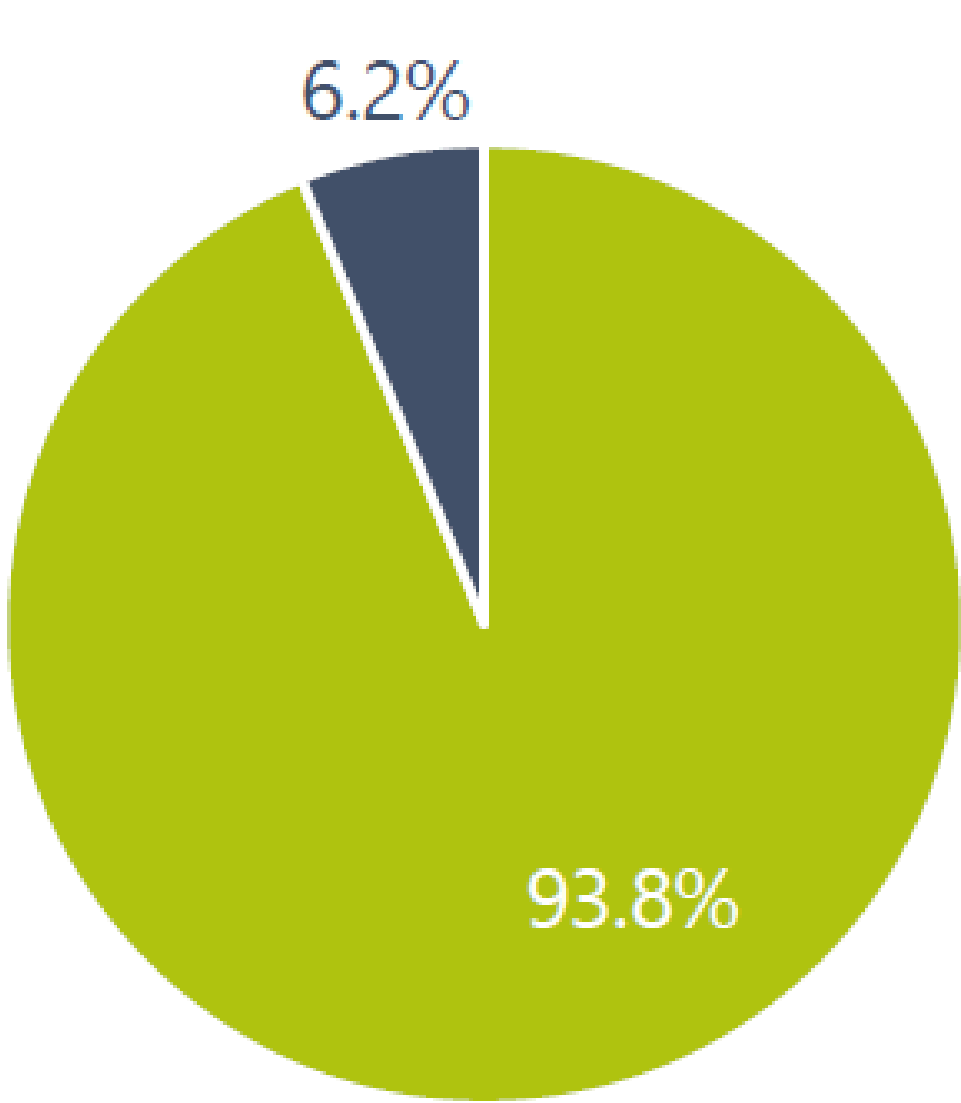
# Exports - a percentage of total sales



**27,3%**  
The weighted average percentage of exports from the total sales volume

# English version of the website

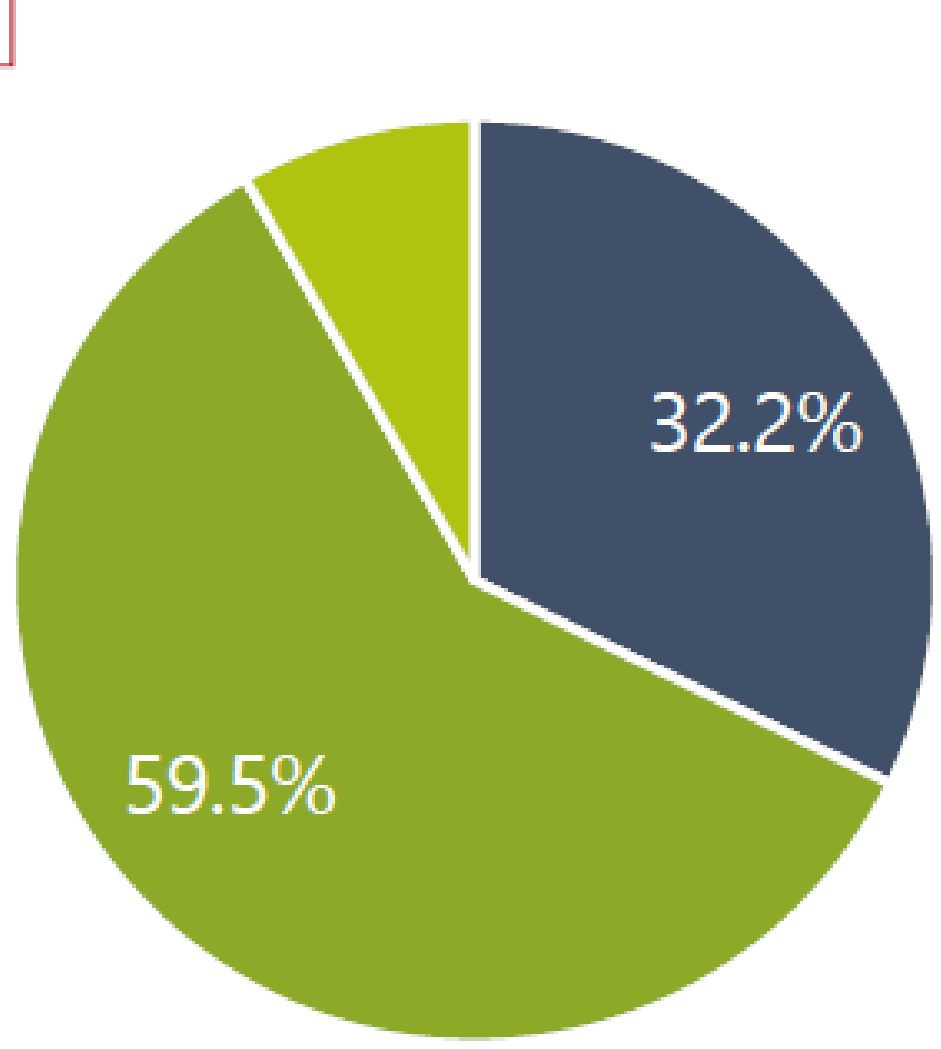
Availability of a website



A company has a website

A company doesn't have a website

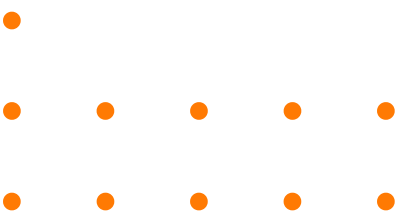
Availability of English version of the site



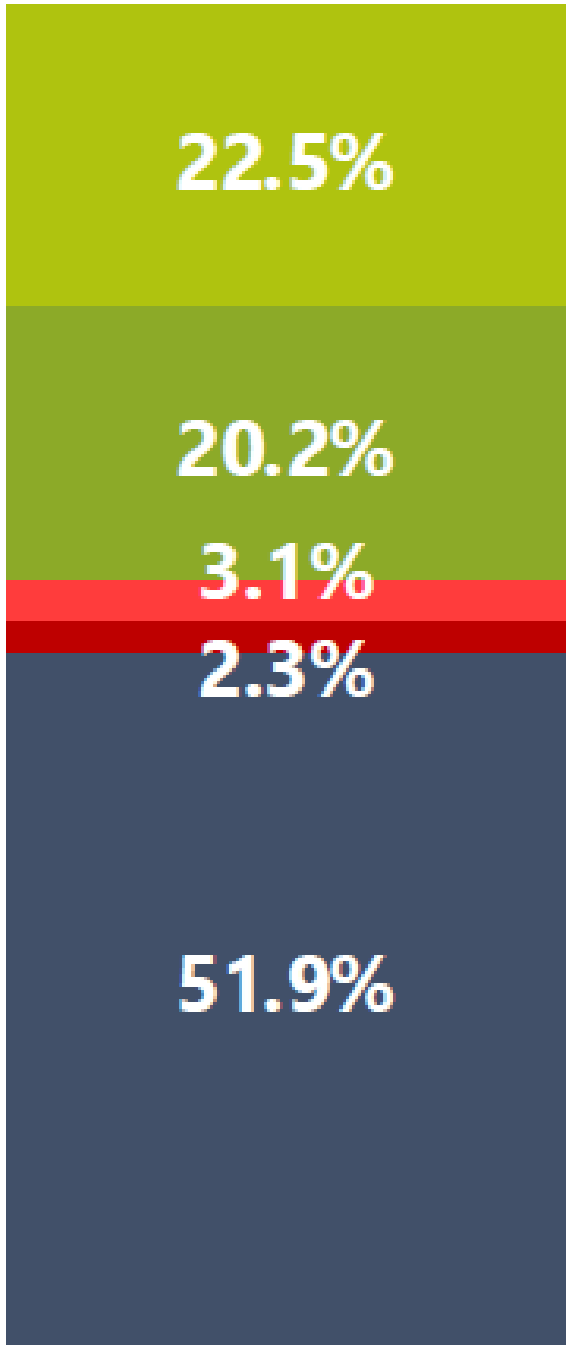
No

Yes

Yes, and also other foreign languages

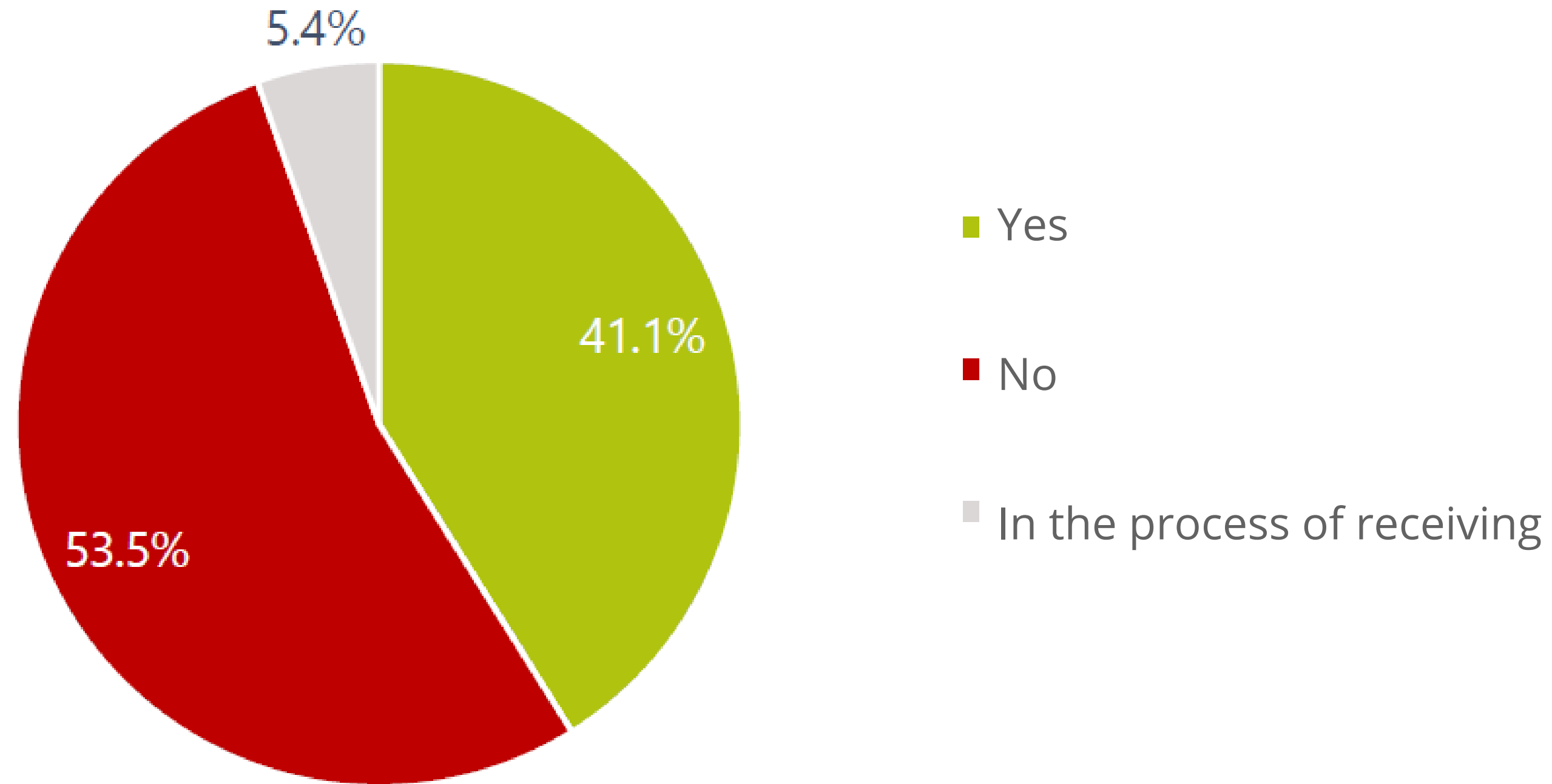


# Availability of an export department

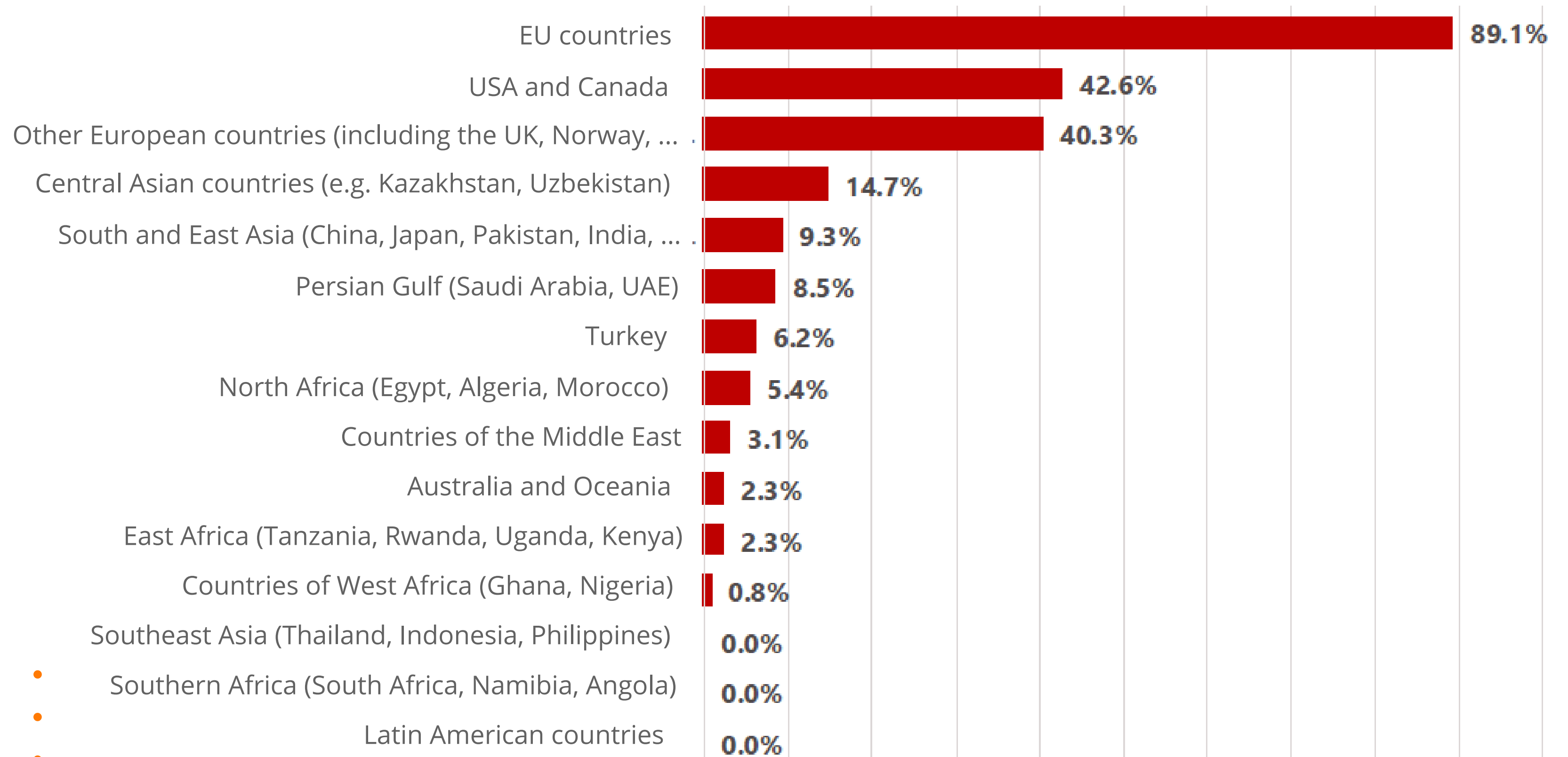


- Yes, a full-fledged export department (or foreign trade department)
- There is a dedicated export manager
- No - delegated export function to the level of a cluster or business association
- No, but there is outsourcing or cooperation in export organization
- No. But we are engaged in exports (owners, managers or other employees as an additional area)

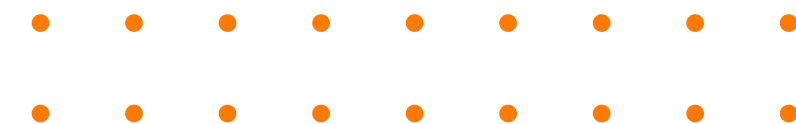
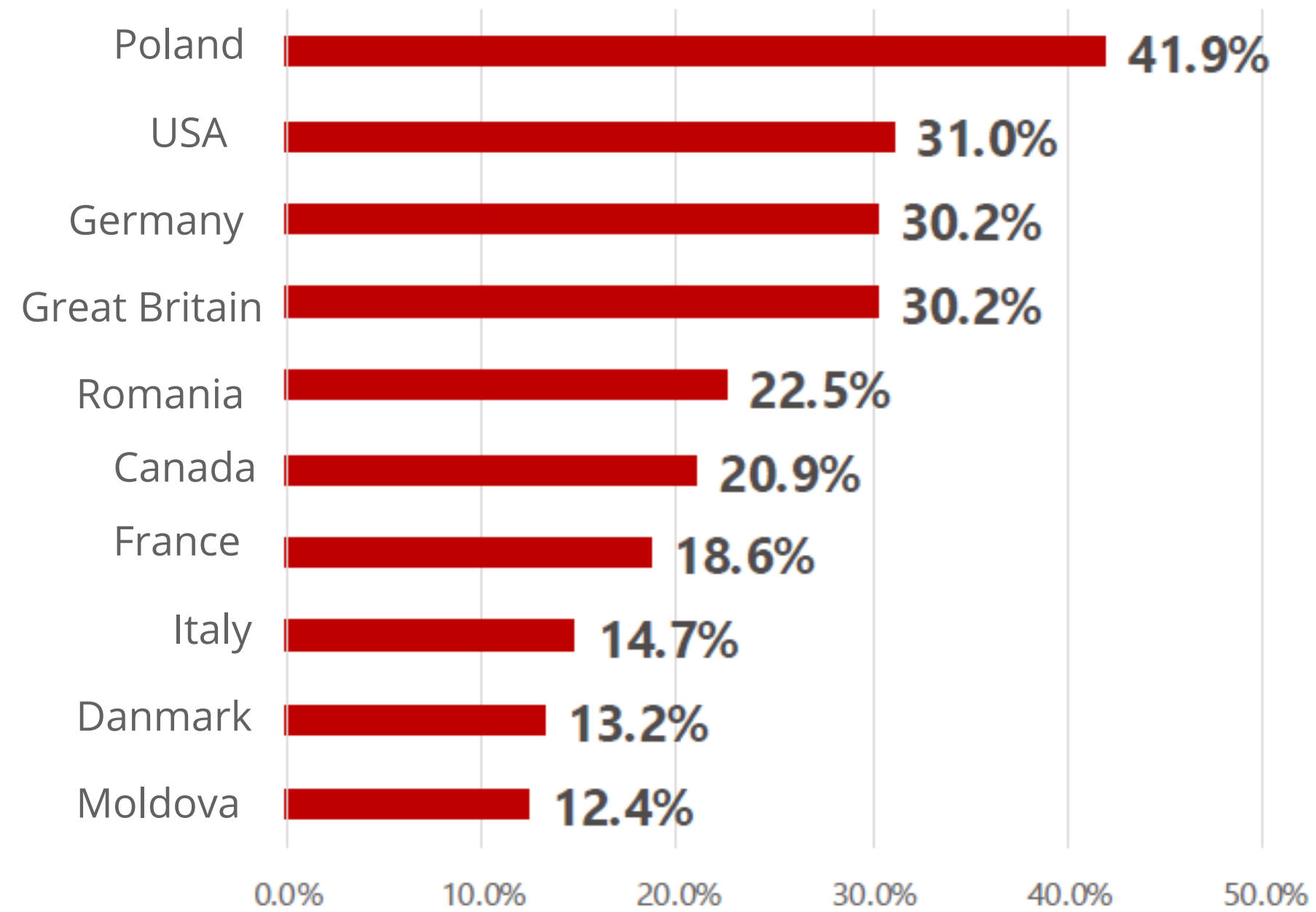
# Availability of international certificates



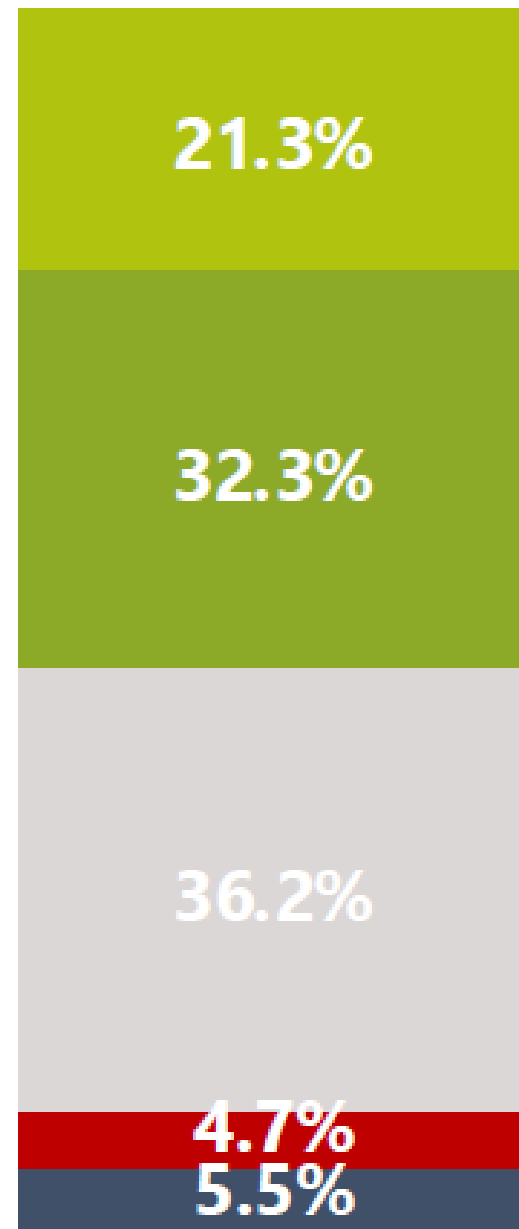
# Priority regions for export from a business perspective



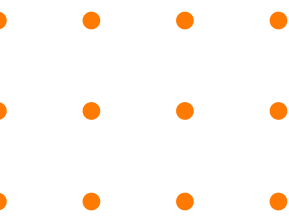
# TOP-10 countries - export priorities



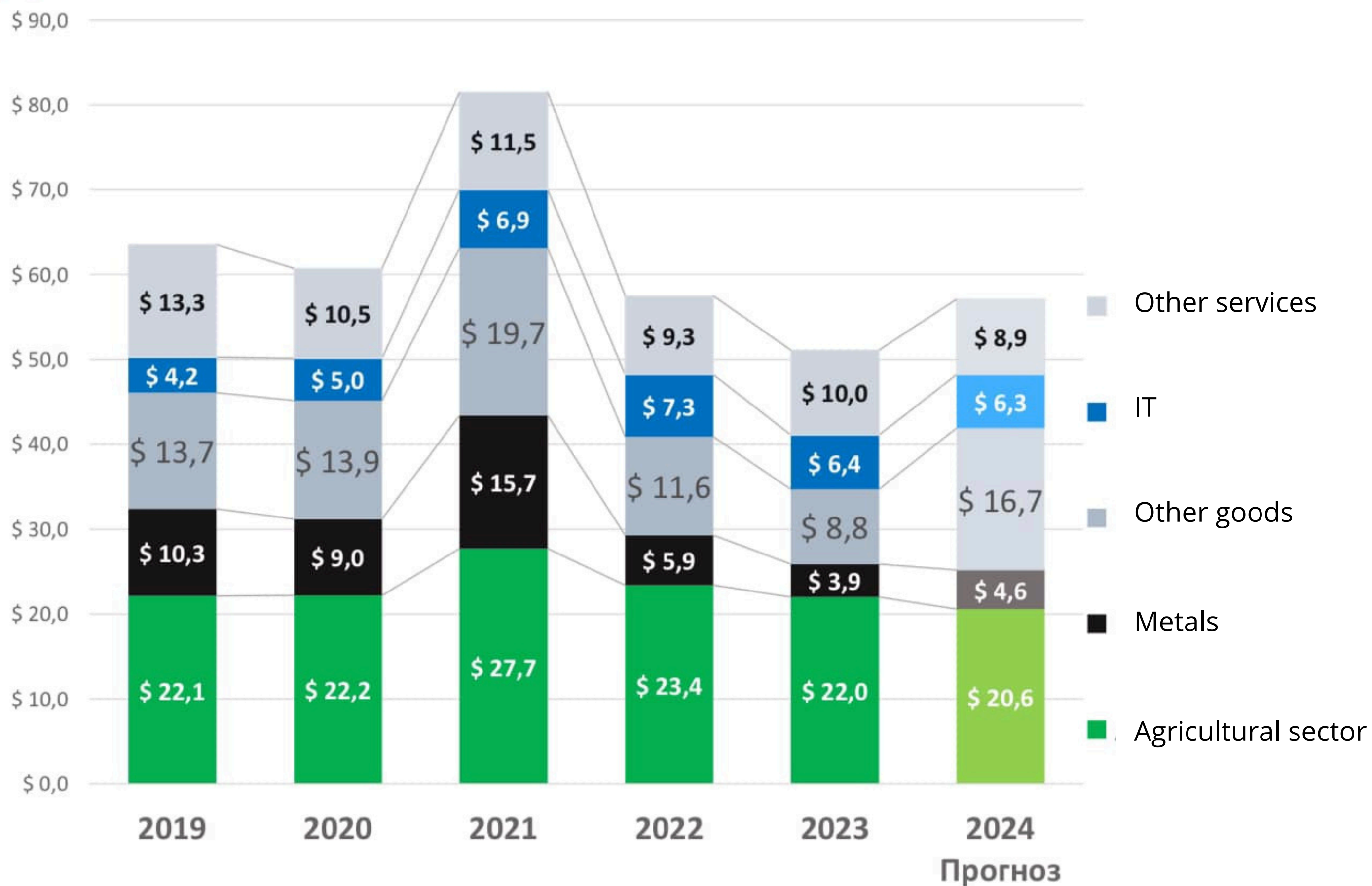
# TOP-10 countries - export priorities



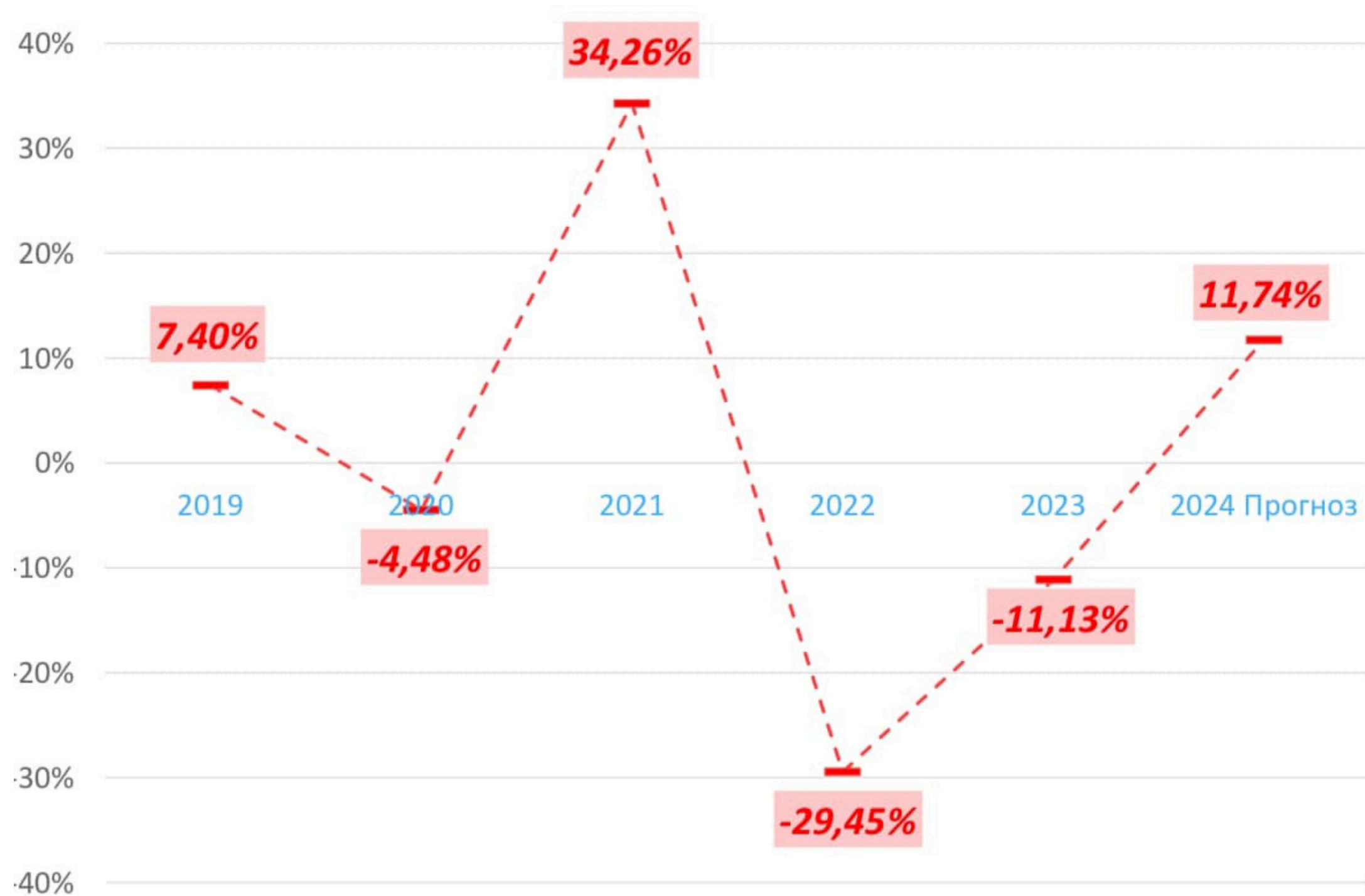
- Yes, this is a priority for us
- Yes, but it is not a priority for us
- Yes, but there are no available financial resources or access to financing
- No, but we would like to have export sales
- No, we are not ready



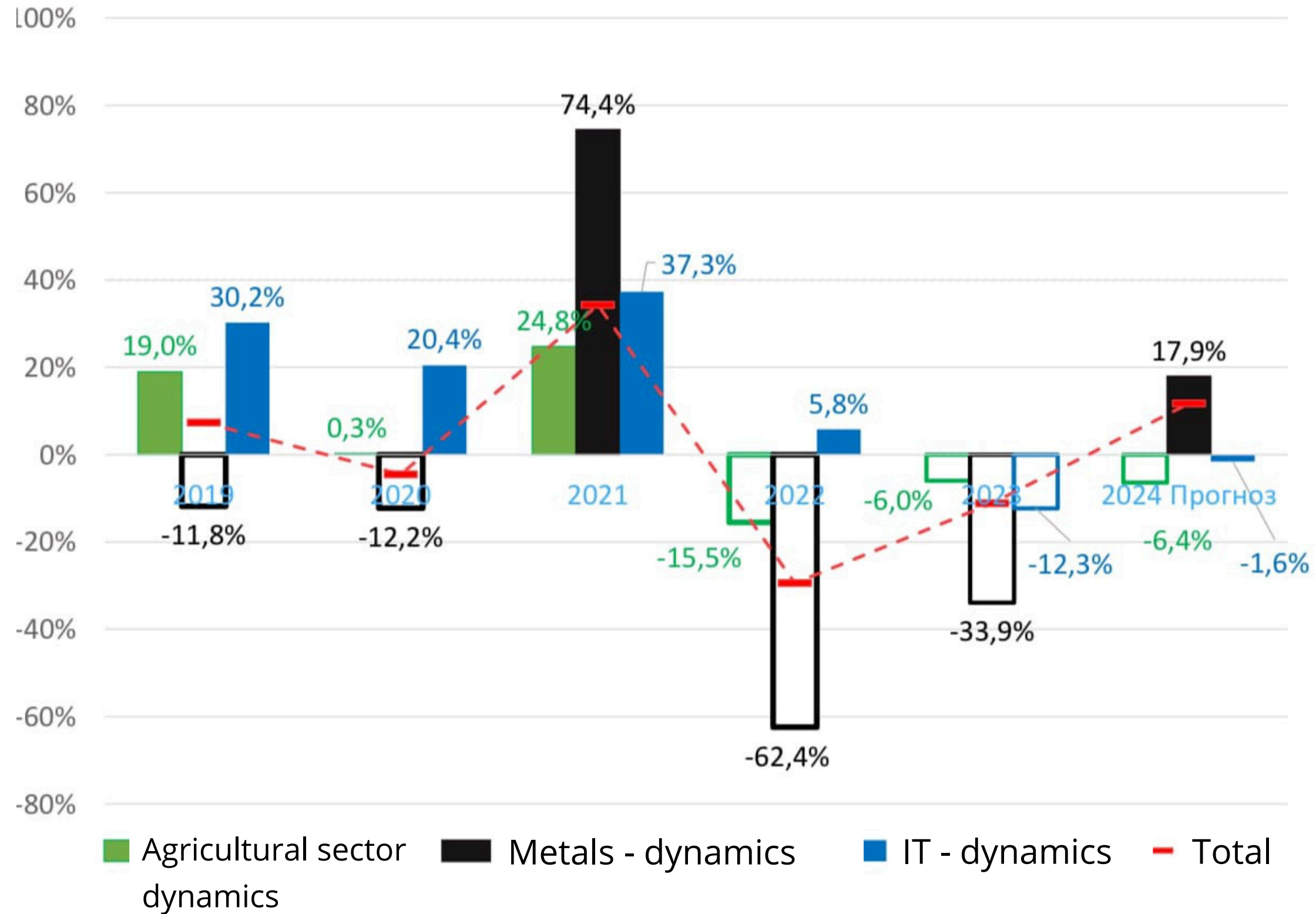
# Export from Ukraine (2019-2024)



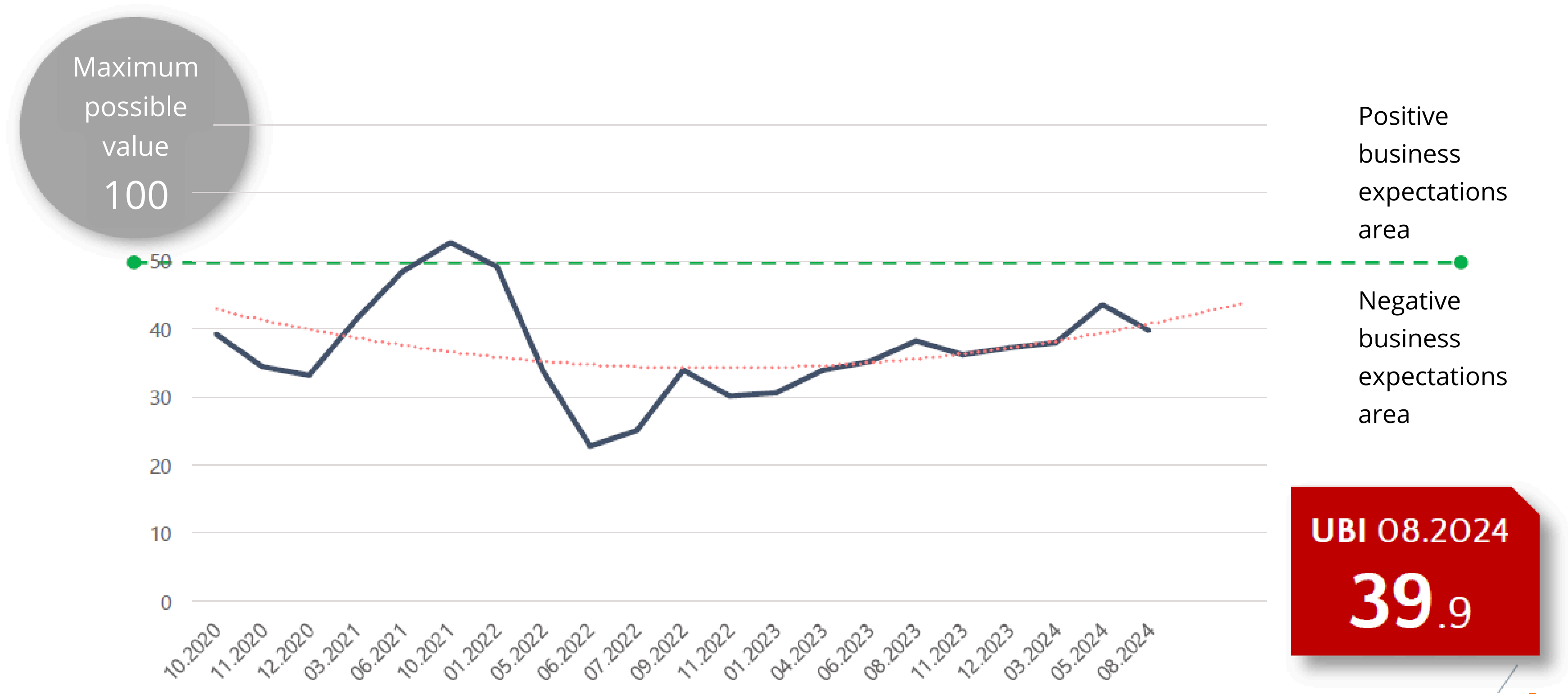
# Dynamics of Exports from Ukraine (2019-2024)



# Dynamics of Exports from Ukraine (2019-2024)

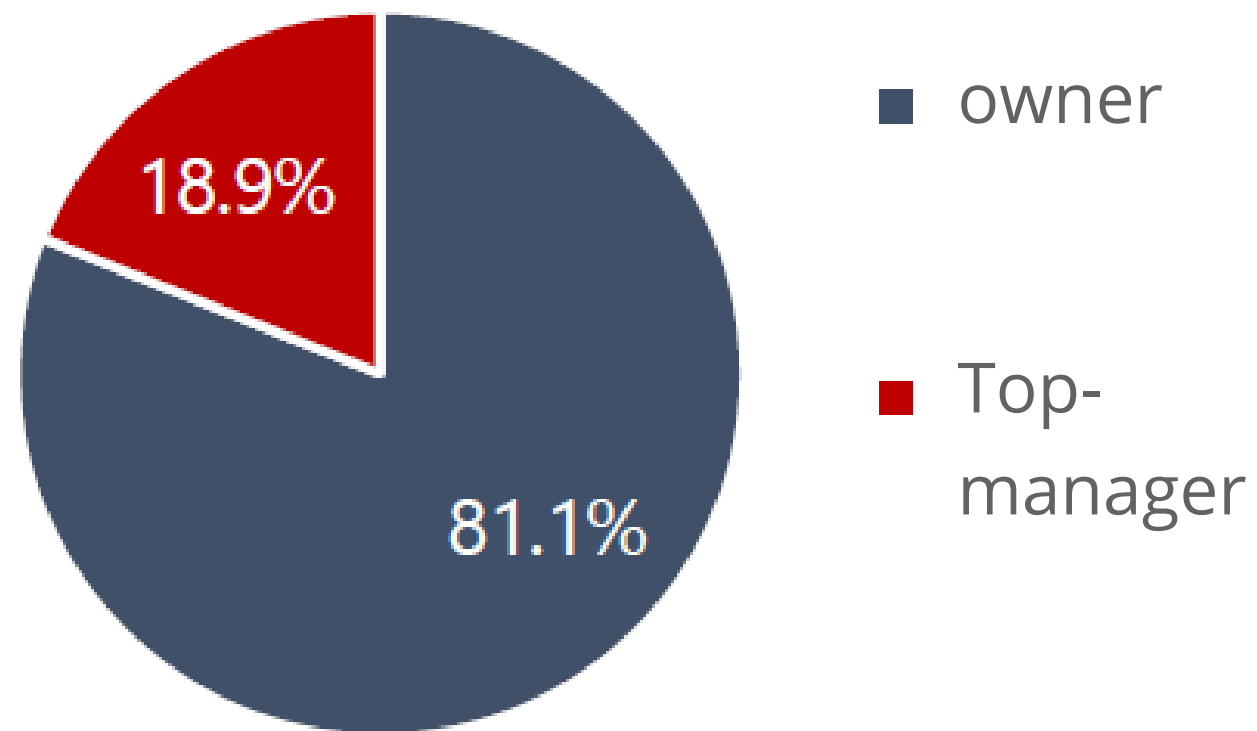


# UBI - Ukrainian Business Index

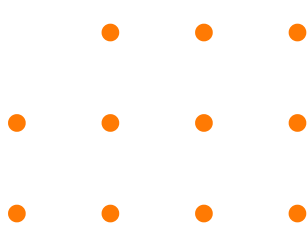
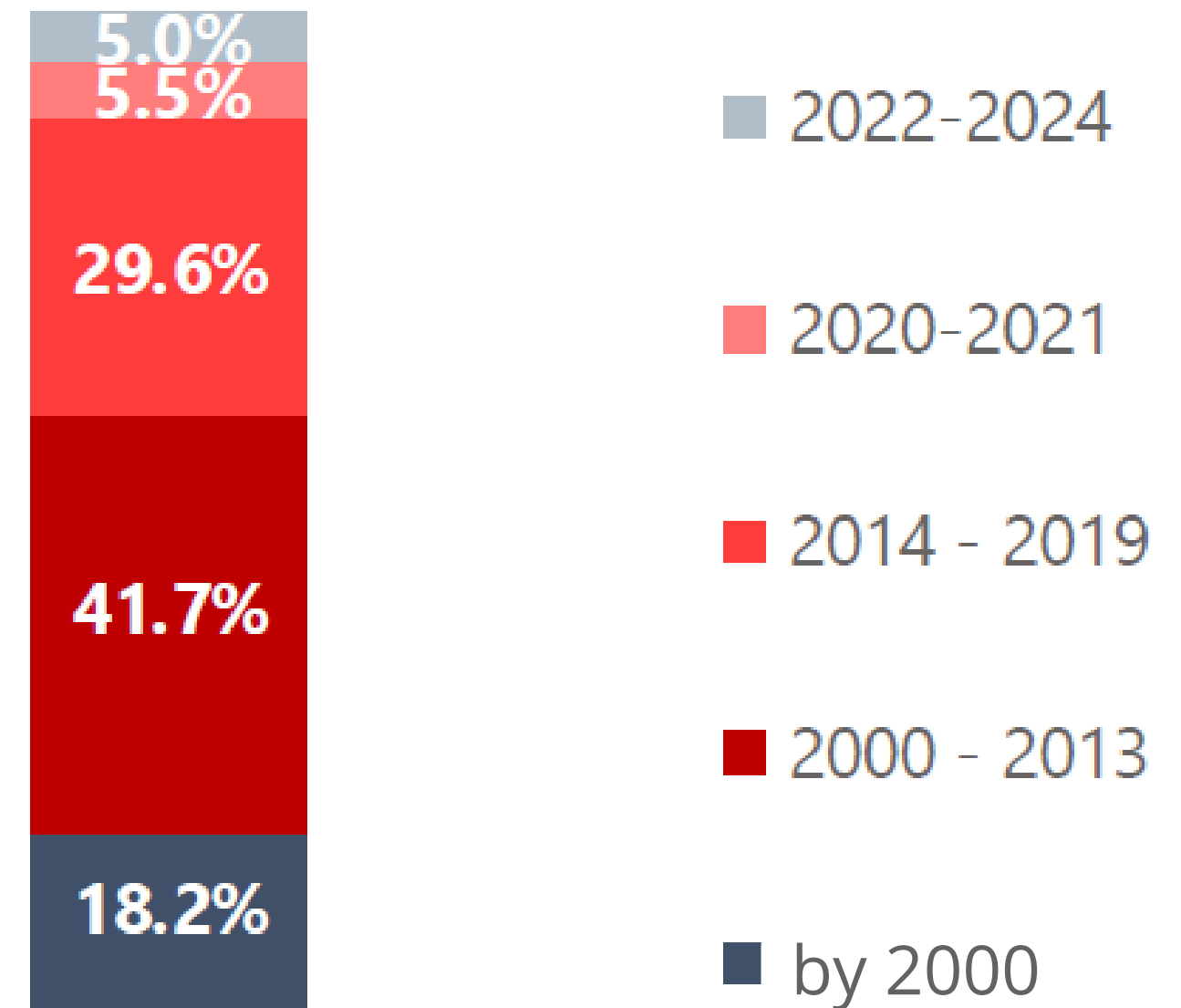


# Respondent's position and age of business

Respondent's position



Year of business establishment



# THANK YOU

Do you have any question?



[www.chamber.cn.ua](http://www.chamber.cn.ua)

**KOSTYANTYN IVANOV**  
President of Chernihiv CCI

[ivanov.constantine@gmail.com](mailto:ivanov.constantine@gmail.com)  
+380 50 400 2190

\*The presentation uses data from a survey of Ukrainian business conducted by the Advanter Group agency