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What to do in Kyiv

See Entertainment Guide on pages 12 – 14

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UKRAINE'S GLOBAL VOICE

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April 12, 2019

BUSINESS WITH A HUMAN FACE AND GOD'S BLESSING!



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World in Ukraine: France



Ukraine Loves France



An aerial view shows the Eiffel Tower by the Seine River during the annual Bastille Day military parade on the Champs-Elysees avenue in Paris on July 14, 2018. Ukraine's relations with France are on the rise as new French companies are entering the market and as more Ukrainians are traveling to the global cultural and economic hub because of Ukraine's visa-free regime with the European Union. (AFP)

Who are key people on Zelenskiy's campaign?

BY BERMET TALANT BERMET@KYIVPOST.COM

As the April 21 runoff election approaches, the winner of the first round, comedic actor Volodymyr Zelenskiy, is coming under growing pressure to announce his candidates for five top public positions in his potential administration: the prosecutor general, the national bank chairman, the security service chief, and the ministers of finance and foreign affairs.

more **Zelenskiy** on page **2**

Disinformation, 'black PR' emerge before April 21 runoff election

BY MATTHEW KUPFER

KUPFER@KYIVPOST.COM

If the first round of Ukraine's presidential election went smoothly, the road to the second is getting

As the country prepares for the April 21 runoff vote, President Petro Poroshenko – who came in second in the March 31 first round — is fighting for his political career. Meanwhile, front-runner Volodymyr Zelenskiy, who lacks political experience, is coming under greater scrutiny.

Amid increasingly fierce competition, the big guns are coming out: negative campaign ads, so-called "black PR," and online

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CURRENCY WATCH Hr 27.05 to \$1 April 11 market rate



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Who is on Zelenskiy's team?

Zelenskiy from page 1

Zelenskiy's team has promised to reveal their names on April 19, the day of the planned debate with President Petro Poroshenko.

From the beginning, one of the Zelenskiy campaign's major weaknesses has been the absence of a clear team. Over time, however, the number of supporters in his camp has grown.

The Kyiv Post examined Zelenskiy's inner circle: advisers, campaign managers, spokespeople, and business partners. Some of these people act as mouthpieces, speaking to the media on Zelenskiy's behalf and communicating his agenda to the public. Others stay behind the scenes, directing the campaign and shaping his visual presence on social media and television.

Ambassadors, advisers

People in this group joined Zelenskiy's campaign relatively recently, saying they support his views on how to change Ukraine for the better. They don't have strictly defined roles in the team and broadly call themselves advisers. They also act as de facto ambassadors who officially represent Zelenskiy on television, at public events, and during interviews with the media. They say they have not been promised positions in a future Zelenskiy administration.



Dmytro Razumkov, a political consultant and spokesperson for Zelenskiy's campaign.

Dmytro Razumkov

Managing director of the Ukrainian Politconsulting Group

Razumkov, 35, started his political career as the leader of the youth branch of the Party of Regions. In 2013-2014, he worked with the then governor of Kirovohrad Oblast, Andriy Nikolayenko, who now heads the Osnova political party. During the 2014 presidential election, he was an authorized representative of candidate Sergiy Tigipko, a prom-



Young people work at the contact center inside a glass cubicle in Volodymyr Zelenskiy's campaign office in Pechersk district of Kyiv on February 27, 2019. (Volodymyr Petrov)

Race for President

inent banker and politician, at the Central Election Commission.

Razumkov says that he was introduced to Zelenskiy last October through friends. He contributed Hr 98,000 to Zelenskiy's election fund.

Ruslan Stefanchuk

Professor of law, associate member of the National Academy of Legal

Stefanchuk, 43, is a distinguished Ukrainian scholar specializing in non-property rights, intellectual property laws, and civil rights. He is often called the ideologist of Zelenskiy's campaign and one of the authors of Zelenskiy's election program, which included ideas crowdsourced from social media users. He also manages Zelenskiy's meetings with experts.

He says he has known Zelenskiy for a good two decades: They met while performing KVN, a student comedy competition popular in Russian-speaking countries. But in the early 2000s their paths separated. Zelenskiy approached him last

Oleksandr Danylyuk

Former Finance Minister of Ukraine Danylyuk, 43, was one of the Ukrainian managers with Western education and experience lured into the Ukrainian government after the



Oleksandr Danylyuk, former Finance Minister

2014 EuroMaidan Revolution on the promise of having an opportunity to change the system. Danylyuk was fired from the government after a conflict with Prime Minister Volodymyr Groysman over reforming the state fiscal service. He accused Groysman of sabotaging the reform and covering up corruption.

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He and former National Bank chairwoman Valeria Gontareva steered the nationalization of PrivatBank from oligarchs Ihor Kolomoisky and Gennadiy Boholyubov in 2016.

"There is no legal way to return PrivatBank to its former owners," he said, addressing one of the primary concerns over Zelenskiy's potential election: his links to Kolomoisky.



Aivaras Abromavicius, former Minister of Economy and Trade

Aivaras Abromavicius

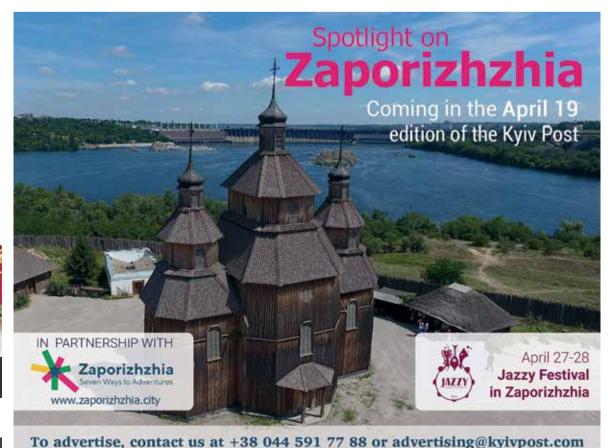
Former Minister of Economy and

Lithuanian investment banker Abromavicius, 43, was one of several foreign reformers who were granted Ukrainian citizenship in order to serve as ministers in Prime Minister Arseniy Yatsenyuk's cabinet after the 2014 EuroMaidan Revolution that ended President Viktor Yanukovych's rule. He resigned in 2016 citing pressure from the presidential administration and the president's ally, Ihor Kononenko, as well as the sabotage of reforms and corruption on the top levels of power.

He says he met Zelenskiy two months ago.

more **Zelenskiy** on page **19**





Zelenskiy opens big lead with 71% in poll as Poroshenko tries hard to close gap

Editor's Note: Election Watch is a regular update on the state of the presidential race in Ukraine. The country will elect its next president in the runoff vote on April 21. The Election Watch project is supported by the National Endowment for Democracy. The donor doesn't influence the content. Go to kyivpost.com for more election coverage.

BY OLGA RUDENKO

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Only three weeks separate the first round of the presidential election from the April 21 runoff vote, and most of this window of opportunity has already passed.

After an eventful first week when election finalists President Petro Poroshenko and Volodymyr Zelenskiy exchanged video messages and took medical tests to prove they are not drug addicts or alcoholics, the campaign has slowed down.

With the arrival of the first pre-runoff polls on April 11, it appears that the gap between front-runner Zelenskiy and Poroshenko is simply too big for the incumbent to close in time.

Polls

Political satirist Volodymyr Zelenskiy may receive 71.4 percent of the vote in the second round of the presidential election, according to a poll conducted on April 5-10 by the Rating sociological group. In contrast, Poroshenko may take only 28.6 percent of the vote.

Days until runoff: 9



The results reflect the preferences of voters who told the pollster that they will cast their ballot and have already picked their candidate. Additionally, some 15 percent said they were still undecided, and nearly 10 percent did not want to reveal their choice.

The poll was the first survey published after the March 31 first-round election, where Zelenskiy won with 30 percent of the vote, and Poroshenko came in second with nearly 16 percent.

According to the poll, 61 percent of respondents now believe Zelenskiy will be Ukraine's next president. Only 17 percent said it would be Poroshenko.

Based upon Rating's data, Zelenskiy will win all of Ukraine's regions and lead across all age groups, although his support is highest in the south, east, and center of Ukraine.

Poroshenko still maintains high support in western Ukraine (34 percent) and is popular among people in the 50- to 59-year-old age bracket (25 percent support).

Debating debates

Since the night of the first-round, the main question has been: Will Poroshenko and Zelenskiy debate?

Neither candidate showed up for





Actor and presidential front-runner Volodymyr Zelenskiy and his competitor President Petro Poroshenko take blood tests in different Kyiv locations on April 5 to prove they don't do drugs. Poroshenko took a more extensive test, also having his urine and hair tested. (AFP, Volodymyr Petrov)

the presidential debates held before the first round by public broadcaster UA Pershyi. But with the runoff ahead, both grew keen on the idea of a debate.

However, one week before the second round, all the public has heard is Poroshenko and Zelenskiy exchanging video addresses and making statements, setting conditions for the debate and blaming the opponent for chickening out.

The candidates seemed to have settled on the location: Kyiv's Olimpiyskiy Stadium, which Zelenskiy proposed and Poroshenko accepted. But setting the date has become a stumbling block.

Poroshenko offered to debate on April 14, one week before the runoff vote, and to hold three debates covering different issues. But Zelenskiy prefers a later date: April 19.

To make matters stranger, Poroshenko is about to hold a campaign event at Olimpiyskiy on April 14 anyway. He called on his voters to "come and show support."

There is also a bureaucratic issue. It's not clear whether the debate, if it takes place at all, will be an official presidential debate. That distinction matters: The rules for an official debate are written in electoral legislation.

The official debate must be organized by the UA Pershyi public broadcaster and funded from state budgetary money allocated for the election. But that is unlikely to cover the cost of renting the country's largest sports arena.

The last presidential candidates to have a TV debate were Victor Yushchenko and Viktor Yanukovych in 2004, shortly before the eruption of the Orange Revolution over vote rigging.

No substance

Parallel to the debate over the debate, Poroshenko and Zelenskiy have been enthralled in a weird competition over who is the most fit to be president — physically.

It was Zelenskiy who first challenged Poroshenko to undergo simultaneous health checks to prove that neither candidate has a drug or alcohol addiction. For Zelenskiy, it was a way to fend off rumors that he is a drug user and simultaneously hint that Poroshenko himself has substance abuse issues.

Key developments: First runoff polls are in. Candidates debate over debates. Zelenskiy keeps a low profile. Poroshenko struggles to build support.

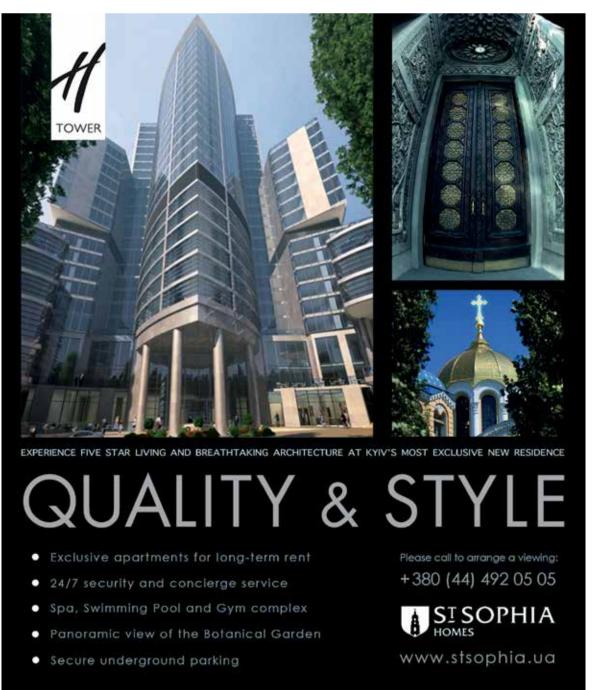
But Poroshenko accepted the offer enthusiastically: While Zelenskiy underwent a simple blood test, the incumbent had his blood, urine, and hair tested for drug residue. He called on Zelenskiy to undergo a more extensive test, but was ignored.

Poroshenko didn't stop there. He additionally took a doping test carried out by an international organization that tests athletes.

The president has also been campaigning restlessly, giving interviews and taking meetings with civil society and the business community. In contrast to his usual defiant stance, Poroshenko has now begun talking about the mistakes of his presidency and promising to do better if re-elected.

Meanwhile, Zelenskiy has been maintaining a low profile, avoiding the press and letting his advisors and campaign managers talk to journalists in his place. He communicates with his supporters mainly through short videos posted on social media.

However, Zelenskiy's candidacy has received some reinforcement from Anatoliy Grytsenko, a former defense minister who ran for the presidency and got nearly 7 percent of the vote in the first round. While Grytsenko didn't formally endorse Zelenskiy, he said he would vote for Zelenskiy — but only if the candidate revealed his choices for the country's top government posts.



Editorials

Campaign frenzy

The Kyiv Post will be as happy as anyone in Ukraine to have the April 21 presidential election over. The last-minute frenzy has emotions at fever pitch, with incumbent Petro Poroshenko battling for his political life against upstart Volodymyr Zelenskiy. This newspaper will not be endorsing anybody for the presidency, a decision that angers some of our readers who believe that we should take a stance.

Whoever wins the presidency, we will try to hold the man accountable for his actions, with whatever resources that we are able to muster. There is a clear split, with Ukrainians living abroad going heavily for Poroshenko in the first round, in contrast to Ukrainians living in the country. We feel the tension acutely because most of our online readers live in the United States, Canada or one of the European Union nations.

Our influence over the Ukrainian electorate, however, is minimal.

Many Ukrainians have never heard of the Kyiv Post, let alone read it. They form their opinions independent of whatever coverage we provide. Unfortunately, oligarch channels dominate. We can only hope, at this stage, for an honest vote. After the election, regardless of the winner, we hope to be part of the essential drive to unify competing political forces. Whoever wins will have a lot of work to do before the next election.

World Bank findings

No matter who will be the country's next leader after the presidential election on April 21, there is one thing for certain – the leader will face a country with a fragile economy. This has been clearly evident in the most recent World Bank Financial Inclusion report for spring 2019.

Ukraine's economic challenge – paying out \$15 billion of public debt by the end of the year, fighting off a massive hegemonic aggressor in its east and still trying to attract investments from the West, privatizing or simply liquidating thousands of state-owned enterprises, de-monopolizing industries, fighting corruption, plugging its brain drain – is massive. The challenge is intensified as economic growth slows across Europe and Central Asia.

"The growth outlook depends critically on sustaining the reform momentum to support investment and mobilizing adequate financing," the World Bank wrote. "In 2019, growth (in Ukraine) is projected at 2.7 percent as investment remains constrained by difficult external conditions, election-related uncertainties, and the resulting high cost of external borrowing."

Keeping up with reforms will allow the country to stay ahead of the curve with 4 percent. On the contrary, if it delays, growth can fall below 2 percent.

This means that Ukraine can't afford mistakes. It's a moral responsibility to fight corruption, to hold those in power responsible and to create a fair competitive environment. Priority number one should be establishing a truly independent judicial system that will send investors the message that there is a fair market where they can protect their intellectual property.

Second, Ukraine needs to establish a sound land market to allow private ownership and bring billions of dollars into the economy. According to the World Bank, Ukraine remains the largest recipient of remittances in Europe and Central Asia, with \$14.4 billion coming from Ukrainians working abroad.

The country has shown major improvement in the business environment during the post 2014 EuroMaidan Revolution. It went up by 40 positions since 2013 in the World Bank's global ease of doing business index.

Still, the shock of these difficult reforms was intense. For example, it resulted in many Ukrainians losing trust in the banking system which makes lending difficult.

And even though there are many other state officials that are responsible for navigating the economic development of the country through tough times, Ukraine's next president will have to prioritize building economic muscle – therefore attracting investors – as one of his top goals.



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has been struggling to build his

support before the April 21 runoff

and meeting with activists, admitting the mistakes of his presidency and vowing

vote. He has begun giving interviews

to improve if re-elected.

Ukraine's Friend & Foe Of The Week

Thorbjorn JaglandCouncil of Europe head wants to give voting rights back to Russia.

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World in Ukraine

Editor's Note: World in Ukraine takes a look at Ukraine's bilateral relations with different nations. All articles are written independently from advertisers. To sponsor this news feature, please contact the Kviv Post's sales team at advertising@kyivpost.com or call 591-7788.

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Isabelle Dumont promotes image of 'beautiful' Ukraine

French Ambassador Isabelle Dumont answers the phone in her office at the

French Embassy in Kyiv on April 8, 2019. (Kostyantyn Chernichkin)

BY GABRIEL HARDY-FRANÇON

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Isabelle Dumont, the French ambassador to Ukraine since September 2015, has made cultural diplomacy one of the essential tools of her mission to foster stronger ties between France and Ukraine.

And relations are by all the available evidence indeed strengthening, with new French businesses setting up shop in Ukraine, and the community of French expats growing.

French Spring

If there is one cultural asset that France has brought to Ukraine that now symbolizes the two countries' relationship, it is the French Spring a festival that started 16 years ago and that continues to attract more and more attendees every year.

The event is organized by the Kyiv-based French Institute in cooperation with the French Embassy, and this year is being celebrated in 10 big cities all around the country - among them Lviv, Kharkiv and Odesa.

The ambassador admitted that, before taking office, she did not realize how important an event the French Spring was. But that changed quickly as she saw how much Ukrainians love it.

"I was impressed when I took office on Sept. 9, 2015... because even the next day most of the people I talked to would ask if I would continue with the French Spring," Dumont told the Kyiv Post at her office on April 5.

Her answer has always been a firm "Yes," and Dumont also decided to bring a new spirit to the yearly celebration.

Before, the French Spring was an opportunity to bring French artists to present their work in Ukraine, but the ambassador suggested using the event as a theater of cooperation between the two cultures — and she pushed for more artistic collaboration.

So this year the festival-opening show on Sofia Square in central Kyiv consisted of 50 percent of French artists, and 50 percent of Ukrainians.

Dumont says that the event's main success is that it has done two things: first it has practically become a "national tradition," and second

it has prompted other countries to

offer their own cultural events, albeit

not on the same scale as the French

"A few years back, there was only one country offering something cultural in a country at war, where no other country was proposing anything," she added.

The ambassador appreciates the rising competition, as it forces those organizing the French Spring "to renew themselves" and always strive to come up with something different.

Exporting culture

Dumont is also happy to see examples of Ukrainian culture being presented abroad – something that she favors and encourages.

"As a friend of this country, we have a role to play... and even though it is not part of my mandate, I will always continue to help bilateral relations between the two countries by promoting Ukrainian culture (abroad)."

As an example, the ambassador was keen to invite the dancers of the Ukrainian National Virsky Ballet which performed in Paris from Dec. 5 to Dec. 8 – to her residence in Kyiv when she heard that they were performing in France.

This was exactly the type of oppor-

tunity she believes is good for developing cultural collaboration.

New French businesses

On the business front, the latest French arrival is sports retailer Decathlon – which opened its doors on March 23. And a new flight operated by French Aigle Azur that was launched on April 18 between Paris-Orly and Kyiv is another good sign for the French ambassador that the country is moving forward.

The primary factor that companies look at before entering a new market is its stability, which guarantees them some security for their investment.

"We're not talking about the political situation," she clarified, "But French companies have been noticing a certain stability... for even more than a year."

She added that "no matter the results of the elections, Ukraine has a pro-European course that will be maintained," which is reassuring for French companies that are considering if they should invest in Ukraine.

French companies entering Ukraine also contribute to the development of the industry they work in in Ukraine.

Dairy companies Danone and Lactalis, for instance, have brought a whole new way of operating, using stricter safety standards in production, which in turn has forced the Ukrainian dairy production industry in general to upgrade its know-how and practices.

Beautiful Ukraine

Even though not all French newcomers register at the embassy, the French community is definitely not shy away from going to a place that does not have the best reputation," she said. Although Ukraine may at time project the negative image of being

"The French are a people who

enjoy traveling, living abroad, and do

a country that is not easy to live in, this is not in fact the case, the ambassador said.

"People usually come without the intention to stay, and maybe even for a bit of adventure, but then they realize that this is actually a nice and beautiful place."

While being a diplomat, the French ambassador does not hide her love for Ukraine, and stresses that she sees her role as being to present a different view of the country to her compatriots.

"When I see people in France who have never been here, I always encourage them to come, because it is only a three-hour flight away from Paris," she said.

"Some people have even realized a few projects here simply because they got a plane ticket, (came), and changed their view of Ukraine."

growing - something that does not surprise Dumont.





Emmanuel

Édouard

640,679 square kilometers

\$2.85 trillion (October 2018) GDP per capita, PPP:



(October 2018) Population: 67.1 million

World Bank's Doing Business Ranking: 32

Credit ratings: S&P AA (stable), Fitch AA (stable), Moody's Aa2 (positive)

Main economic sectors: Energy, manufacturing, tourism, agriculture, technology, and transport



Trade: \$2.28 billion

(2018)

Exports from Ukraine to France: Seeds, food industry residue and waste. animal or vegetable fats and oils, clothing, services other than railway, textiles, wood, ferrous metals, fruits and nuts, reactors, boilers, cars, furniture \$688 million

Imports to Ukraine from France: Chemical products, transportation pharmaceuticals, nuclear reactors and boilers, essential oils \$1.59 billion



French foreign direct investment in Ukraine cumulative as of Dec. 31, 2018: **\$636 million** (-12.1 percent in 2018 year-to-year)

Source: International Monetary Fund, U.S. Central Intelligence Agency The Embassy of Ukraine in France

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'Created by Women' boosts female entrepreneurship

BY NATALIA DATSKEVYCH

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"Created by Women," the country's first awards contest for women entrepreneurs, which was initiated by the French-Ukrainian Chamber of Commerce and Industry or CCIFU, announced its winners in Kyiv on March 13.

The contest aims to support Ukrainian women's entrepreneurship and honor women who have recently founded their own small- or medium-sized company in Ukraine. As part of the award, women entrepreneurs are provided with consulting services to help their businesses develop.

"They (women) have already achieved some goals, but maybe need some help in mentoring, checking the business plan, marketing communication advice, or just help in finding good contacts," CCIFU Director Marie Bruant told the Kyiv

Three winners were selected from 37 applicants from all over Ukraine, representing projects across a range of industries - from food and farming, to design, architecture, and education.

"I see amazing women in Ukraine," said Bruant. "They're very hard working, and not selfish. They think about their children, their families, and about the future of the next

The jury chose the finalists based on what business plan the candidate had drawn up, what goals they had set for the next three years, their financial plan, and a personal interview.

Healthy cookies

The first prize was awarded to Ruslana Rymarska, the founder of Smakuli, which produces gluten- and lactose-free cookies.

Rymarska started her business in December 2016 based on idea born from her family's own needs – her kids are prone to allergies, and need to eat healthy food.

"I was so upset that there are almost no such products in Ukraine, and people have to buy German or French cookies for Hr 100 (3.30 euros) per pack," said Rymarska.

Just two years after Smakuli was launched, production has hit an average of 5,000-6,000 packs per month, with around 10 cookies in each pack.

Flavored with various ingredients - walnuts, raisins, candied fruit, and even carrot - Rymarska's cookies now can be found in the Novus and Megamarket supermarket



Female workers make gluten-free cookies in Ruslana Rymarska's bakery located in the village of Kernytsia in Lviv Oblast, some 580 kilometers west of Kyiv. (Ruslana Rymarska)

chains, as well as in the Ukrainian children's supermarkets Epic and Antoshka.

The price was set at around 2.50 euros, which is lower than in Germany (4–5 euros) or Canada, where a similar pack of handmade cookies can cost up to \$10.

But Rymarska also has plans to expand: her ambitious goal is to export to the United States, Canada and Scandinavian countries.

"But to get there, we need IFS (International Food Standard) certification. With the certification that we already have, we can export to the UAE, Israel and countries in the CIS region," said Rymarska.

From doctor to cheese maker

They say life begins at 40, and for Nataliia Oleksandrenko, who took second prize in the contest, this is absolutely true.

The mother of four, a doctor by profession, never imagined she would end up making cheese deep in the Ukrainian countryside.

But nevertheless it happened when she and her husband, also a doctor, decided to move from the city and live a more healthy life in the small village of Pidhaichyky in Lviv Oblast, some 600 kilometers to the west of Kyiv.

At first, the abrupt move was a disaster, completely disrupting her way of life, but after some time,

things started to change for the better.

Oleksandrenko started to experiment with cheese making, inventing her own recipes by adding various ingredients like spices and grains, and medicinal plants such as nettles, elderberries and fenugreek. She became fascinated by the process, and at the same time realized that here was to a chance to help people to become healthier.

The biggest fear Oleksandrenko had to overcome at first was starting to sell her cheese, for example, at

"I was burdened by a lot of shame. How could I, a doctor, sell something? It was hard to overcome this barrier until people said that it was honest work, fair, and nothing to be ashamed of," said Oleksandrenko.

barrier overcome, Oleksandrenko's company, called "Arnika +VBO" began to grow, and now produces 14 types of young cheese (matured for less than four weeks), in volumes of around 200-300 kilograms per month. But since these cheeses have a very short shelf life of from seven to 10 days, and does not contain any preservatives or stabilizers, it can't be bought in supermarkets.

Oleksandrenko sells it by herself, at fairs, and just to couple of restaurants in Lviv and Kyiv.

The price of the young cheese made by Oleksandrenko is Hr 250 (\$9.20) per kilogram.

While she occasionally had doubts that cheese making was the right road for her, Oleksandrenko was repeatedly inspired by feedback from others. Once, while she was selling her cheese at a local fair, some Italians came and tasted her product.

"I was as worried as a schoolgirl, because I've never been to Italy. But they tasted and said it was ricotta, and they called another one mozzarella a child, and this actually leads to very negative consequences, such as depression," said Lisovska.

The project was born as a response to a social need in Ukraine, where very few public places are suitable for breastfeeding.

"There are no friendly places for babies and their mothers at all, these conditions are just not created," said

The module comes into three types - mini, standard and exclusive - and can be installed in shopping malls, offices, train stations, airports and other public places. The first two modules are already available, while the third is still in development. The smallest model, the Babysss mini, costs just Hr 150,000, or \$5,500.

"There is a diaper changing table, an ergonomic seat for mom, a shelf for a breast pump, a power socket, and a desk - when a mom pumps breast milk, it's not a three-minute process," said Lisovska.

Lisovska still often receives inquiries about how to charge for the use of the modules, but she always say they should be available to mothers for free.

"Human rights cannot be sold for money. This is a fundamental right of the child. It is our gift from nature to give children health, immunity and a solid emotional background," she said.

Lisovska expects to get orders mainly from international companies and Ukrainian state companies. For export, the priority markets are in Kazakhstan and the UAE.

"The UAE has European approaches and they support gender equality programs," said Lisovska.

At the same time, the Ukrainian owners of large shopping malls are not lining up to buy the Babysss module, as Lisovska insists it be free of charge to use.

"In Ukraine, if a businessman doesn't see that it's required by law, he's not going to get such a module. This really shows a lack of entrepreneurial vision," said Lisovska.

dren in comfort and privacy. "I faced the fact that young mothers, previously used to leading an active lifestyle, can find themselves

isolated when they give birth to

fumigator, and I almost fell down

as I didn't know the exact names of

these varieties. They bought it and

told me that my ricotta was even

tastier than their own (Italian) one,"

Third prize in the contest went

to Oktiabryna Lisovska and her

Babysss project, which she says is an

"absolutely socially-oriented" project

to promote the nurturing of healthy

Babysss, in which the three esses

stand for "smart space solution,"

is a movable module that can be

installed in offices or public spaces

where mothers can breastfeed chil-

said Oleksandrenko.

Babysss

children.



Ruslana Rymarska (L), the founder of Smakuli receives a trophy for the "Created by Women" entrepreneurship award on March 13 from Oksana Markarova (C), finance minister of Ukraine, Isabelle Dumont (C), the French ambassador in Ukraine and well known Ukrainian TV presenter Maria Efrosinina (R). (French-Ukrainian Chamber of Commerce)

Ukraine-France Employment Fair

When: April 20, 10 a.m. - 5 p.m.

Where: Ukrainian House (2 Khreshchatyk Street, Kyiv)

What: Organized by the French Chamber of Commerce in Ukraine, the event will include such companies as Credit Agricole, Sanofi, Auchan, Egis, Euralis, Jeantet, Lactalis, Servier, Malteurop, Mazars, UKRSIBBANK, Verallia, Bel among

For more details go to: https://www.ccifu.com.ua/

Admission: Free

Thanks to EuroMaidan Revolution, French know more about Ukraine

BY GABRIEL HARDY-FRANÇON

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As Ukraine decides who will be its next president, France - one of Ukraine's strongest supporters on the international stage – is not only keeping a close eye on developments in the country, but is better informed about Ukraine than ever before.

Up to the EuroMaidan Revolution, which ended President Viktor Yanukovych's rule in 2014, the French public didn't pay close attention to Ukraine. This is despite the fact that Ukraine is the biggest European nation by landmass, 603,628 square kilometers in area, and also the sixth biggest European country by population, with 42 million people. Aside from the 1986 Chornobyl disaster - which is now fading from the public's memory — French people did not know much about Ukraine. But much has changed since 2014.

Media coverage

A quick look at two of France's most famous and international newspapers – Le Monde and Le Figaro – is revealing.

In Le Monde's database for instance, from the moment of Ukraine's independence in August 1991 until October 2013, right before the EuroMaidan Revolution -Ukraine appears 1,116 times in the newspaper's headlines. From October 2013, the start of the EuroMaidan protests, to today it is mentioned 1,216 times.

In Le Figaro's database, Ukraine appears in the text only 338 times in the pre-EuroMaidan period, but 1,850 times after EuroMaidan.

Statistics

The French Institute of Public Opinions published a study entitled "French People's View of Ukraine" in December 2018, in which it questioned more than 1,000 people regarding their perception and attitudes to Ukraine.

Three themes were addressed: "The image of Ukraine and of its current political regime," "the country responsible for tensions between Ukraine and Russia," and "the annexation of Crimea by Russia."

In response to the first question, 60 percent said they had a positive opinion of the country, but only 45 percent looked at the current regime favorably.

The data is divided by party affiliation, with all parties having a positive perception, apart from the populist far-right party of Marine Le Pen, Le Rassemblement National, where 52 percent of the members perceived Ukraine negatively, and 55 percent were against the current regime.

Le Rassemblement National's response is not surprising, considering that the party is supportive of, and is supported by, the Kremlin, and opposes the sanctions against Moscow. The party received a loan

worth 9.4 million euros from the

The study also revealed that the younger the people are, the less positive they are about Ukraine – 58 percent of people between 18 and 24 years old responded positively of Ukraine, whereas 66 percent of those who were 65 years of age or higher were more favorable.

In total, 43 percent of the people questioned considered Russia to be responsible for the current conflict, 35 percent considered it to be equally the fault of each country, and 5 percent considered Ukraine to be at fault. 22 percent considered the annexation of Crimea to be justified, against 78 percent who said it was unjustified.

50-50

journalist Sébastien Gobert – a local correspondent of Radio France International – arrived in Ukraine in 2011 and has been covering the country for various media.

Gobert explained how for a long time Ukraine was perceived as a "small Russia," or even a "mistake of history."

There is, however, "a new perception of Ukraine as an independent country that has asserted itself through the revolution and the war." But is this percention positive or

"50–50," Gobert says.

"Due to the information warfare that has been waged since 2013,

First Czech-Russian Bank in 2014.

there has been a crystallization of thoughts," which has clearly divided the audience between those who see Ukraine as a fascist and corrupt state that should simply be "colonized by Russia," and those who wish to "give Ukraine a real chance" and believe in its "potential and dynamism."

Gobert also noted that Ukraine has become one of Europe's capitals for the video-making industry, both music videos and ads, which is a major success for a country seeking positive attention.

Orelsan, Damso, Gringe, and Stromae - all famous Frenchspeaking rappers - have filmed some of their latest music videos in Ukraine.

Orelsan's music video "Basique" was mainly filmed on the Podilsko-Voskresensky bridge and won the French award for best music video of the year in 2018.

Cycles

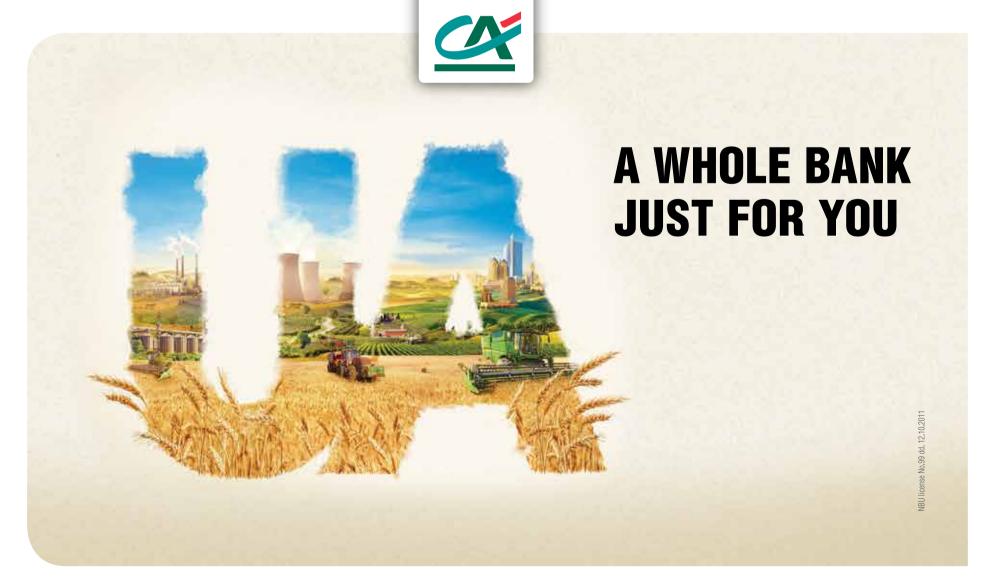
But despite Ukraine's overall increased international coverage, Ukraine is still prone to cyclical coverage – news that covers a region only if something unusual happens of international importance.

This is why on the international scale Ukraine still competes with the migrant crisis, Brexit, or the upcoming European elections.

Right now Ukraine is "in the cycle" because of its presidential elections. From television to newspapers, every French news source has dedicated several reports to Ukraine during the first round of the presidential election. It will do it again for the second round.

This is a drastic change compared to the pre-EuroMaidan period. Before, coverage of Ukraine used to be done by correspondents permanently based in neighboring countries like Russia. Today, major news outlets have their own correspondents based in Ukraine.

These journalists are consequently more knowledgeable about the country and understand its various nuances, which contributes to the accuracy of the reports and is doing much to improve the French public's knowledge about the country.





Many French businesses open, expand in Ukraine

BY GABRIEL HARDY-FRANÇON

HARDYFRANCON@KYIVPOST.COM

Ukrainian-French trade relationship is doing well and the arrival of new companies – one of them iconic – ready to contribute to the Ukrainian market's development is a perfect illustration.

Economic ties between the two countries in 2018 amounted to a total of \$2.28 billion worth of trade since Ukraine's independence, according to the Ukrainian embassy in France. The French-Ukrainian Chamber of Commerce that about 180 French companies are implanted in Ukraine - even though only 125 are registered at the chamber.

It is not surprising then that, in such a favorable context, new French companies decide to start doing business in Ukraine.

Decathlon

"Sport accessible to everyone," told Florent Guieu - the CEO of Decathlon Ukraine that opened its first store on March 23 near Kyiv's Pochaina metro – to the Kyiv Post on April 4 in order to describe the underlying philosophy of the firm.

With 1,400 stores in more than 55 countries of the world, Decathlon retailer and therefore the uncontested international leader in the industry – and a great representative of French know-how when it comes to business.

Since it first opened its doors in 1976 in Northern France, Decathlon's concept always was to "bring all sports under one roof," said Guieu.

It is in that spirit that the international brand decided to move to

He explained that "for many years, Decathlon would open only in two countries, but our strategy has changed since 2015... we have opened our doors in 10 countries in only two years."

Decathlon has opened its doors for instance in both Japan and San Francisco during the last few weeks, which illustrates further its new expansion policy.

According to Guieu, it was evident that it needed to open a first store - with the clear intention to open more in the future. "With the arrival of several retailers in the country, it is the right time for us to open our store too," he added.

Decathlon has actually been working in Ukraine for already six years he explained: "hundreds of thou-



Florent Guieu, CEO of Decathlon Ukraine, speaks with the Kyiv Post at the sporting goods retailer's first store in Kyiv on April 4, 2019. (Oleg Petrasiuk)

all of football goalkeepers' gloves, all hockey crosses, and all skis are produced locally."

With 75 workers within the store, and 300 employees for production, the company is also a great job generator for the country.

The internal functioning of Decathlon consists also in giving the chance to each employee to rise from the very bottom to the top of the pyramid – this is why 90 percent of all CEOs started from lower positions according to Guieu.

"All the people we recruit isn't for what they can do today, but for what they might do tomorrow... it is their potential that we look at the most,"

Decathlon had an amazing start with 6,000 visitors on the first weekend and several articles going out of stock — "the line was so long that people had to wait outside for safety

Guieu rejoices to see the Ukrainian market wide open for them and was happily surprised to see a favorable environment with helpful Ukrainian authorities who ensured a smooth cooperation before the opening.

"Ukraine is very welcoming... it is a great place for both personal and professional self-fulfillment... it is definitely the place to be," he concluded.

Aigle Azur

Another company has taken the leap to do business in Ukraine: Aigle

The French Airline company has decided to open a new route between Paris-Orly and Kyiv with a first upcoming flight on April 18.

Tiago Martins, the Chief Commercial and Marketing Officer told the Kyiv Post that "Ukraine was quite a logical direction due to the developed relationship between France and Ukraine, and the removal of visas for Ukrainian nationals visiting France."

Martins declared that the intention of the company was clearly to stay in Ukraine, and even maybe increase frequencies depending on the success of the route.

He said that with a capacity of 180 seats per flight, "the booking trend is looking good."

He also added that the company is "making sure to keep a competitive price base to meet Ukrainian travelers' expectations" — all in the hope to fly at full capacity.

Martins concluded that the company received substantial support from Ukrainian authorities - yet another good sign of the business environment's health.

FM Logistic Ukraine

New companies coming in and older ones expanding – French businesses are doing well in Ukraine.

According to country manager Sébastien Lardellier, FM Logistic (FML) increased its volume threefold in 2018, making it "a breakthrough year" for the company.

As a consequence, Lardellier told the 24000 square meters of ware- business."

housing facilities already built from 2014 to 2017, the company is in the approval stage for the construction of a new warehouse in Dudarkiv Logistic park in Kyiv Oblast.

"A decision that should be made by "the end of June 2019 for delivery within 1.5-2 years," he said.

FML is dedicated to Ukraine and believes in its future. Lardellier noted, the company "stayed and grew in Ukraine during the hardest crisis while some international players left or stopped development."

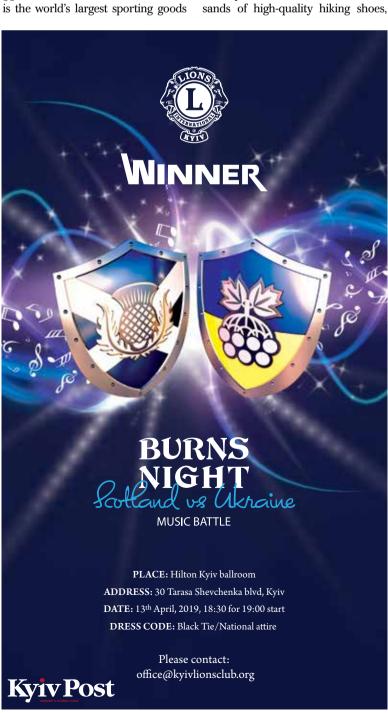
Lardellier highlighted that it received authorization from the authorities in 2017 to build their latest warehouse.

"The company received real and transparent support from different administrations, which was important and reassured the company that they were right to continue investment in Ukraine," he said.

"In the past, we had different issues due to the complexity of taxation in Ukraine, but we clearly saw a step-by-step simplification of taxation, which makes our life easier, the Kyiv Post that, in addition to and let us concentrate on our core



An Airbus A319 aircraft of Weaving group's French airline Aigle Azur takes off from Lille Airport in Lesquin, northern France on August 25, 2017. Starting on April 18, Aigle Azur will operate three flights a week from Paris-Orly to Kyiv Boryspil. (AFP)



French citizens find an exciting home in Ukraine

BY GABRIEL HARDY-FRANÇON

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As Ukraine progressively opens to the West and modernizes, its population of resident Westerners is also growing. One segment of these foreign residents are French expats who have chosen to settle in Ukraine either on their own or with their

Although their reasons for coming to Ukraine vary, they all quickly fall in love with the country's culture and its people's hospitality.

Nevertheless, as good French citizens, some never miss an opportunity to speak of politics.



Mellet Florian Mellet

36 years old, married and a father of three boys. He is a new-

comer to Ukraine and could not have hoped for better – aside, perhaps, for the climate, which was a bit of a shock at first.

"I arrived on Jan. 19 from Toulon in the south of France... We had lunch the day prior on the beach where it was 22 degrees out, and we arrived (here) with 50 centimeters of snow and minus 15 degrees," Mellet

Mellet is the director of IKEA Ukraine, which should open its first ever store in Kyiv before the end of

"I could choose between Slovenia and Ukraine... I knew the former but not the latter, so I decided to come and see for myself in July 2018," he said. "I was very impressed."

Both his wife and he sought change, and the three months they have spent in Ukraine have confirmed to him that Ukraine was the right place for them to continue raising their three children – two of whom attend the French high school Ann of Kyiv.

Mellet is particularly thankful to his Ukrainian co-workers - and Ukrainians in general - for their hospitality and their help in settling

"In Ukraine we need to be patient in order to do everything by the book... and we French have real know-how in retail because we know how to be patient and push for progress at the same time," he said.



he says - who came to Ukraine three years ago for work and who loves it here.

Previously based in the Balkans, Guitton says coming to Ukraine was an important step for him because the country is a place where opportunities are greater than in Western Europe and progress can happen very quickly.

As director of digital and innovation at a company in the financial sector, Guitton praises Ukraine's IT

market - "the number one in the world," he said.

He further explained: "When you work in innovation and digital, there is nothing better than to be surrounded by fellow innovators... It is a small world here that grows fast and that helps you grow in ways that would not be possible somewhere

Guitton enjoys his life as an expat and sings the praises of cities in eastern Ukraine like Kharkiv and Sumy. He says he is fond of the local, often Soviet-style architecture and the sheer size of urban areas.

As a football fan, he also enjoys going to Dynamo Kyiv's games, where he appreciates the small yet convivial crowd that gathers to support the team.



Élie Duval

Élie Duval is 33 years old and works as the director of AGS, a moving company that solely transports personal

items.

Duval arrived in Kyiv from Nigeria in November 2015. The move represents both an evolution in Duval's career and a return to more comfortable living conditions.

After the strict security measures imposed on expats in the African country, settling in Ukraine - where you can "jog freely in the park or stroll" - was a breath of fresh air, Duval said.

One of the biggest cultural lessons for him was the importance of March 8, International Women's Day, when Ukrainian men express their appreciation of the female partners, friends, and colleagues.

"I was clearly told: do not mess up on this day," Duval said with a smile.

He certainly didn't. Duval met his fiancé in Ukraine and has just become the father of a little boy. He loves the country, which has truly become a second home for him.

But that doesn't prevent him from staying close to his fellow French people, with whom he gathers every Sunday to run on Kyiv's Trukhaniv Island.



Amoursky is a 50-yearold Franco-Russian who now lives in Ukraine. Born and

raised in France to a French mother, Amoursky always had a feeling of love for his father's Soviet past. However, throughout the years, he has slowly come to understand that country's grim reality.

Amoursky moved from Russia to Ukraine in 2008 with his wife and kids to take the helm of the local office of one of France's most iconic luxury brands. Even though the move was supposed to be only temporary, the events of 2014 changed everything.

"Maidan has made us choose a side... and the culminating point for us was Crimea," he said.

It was at this moment that his



Actors play "Gardner Mu an cinematic of fluids" performance at French Spring festival in Kyiv on Mar. 30, 2019. (Oleg Petrasiuk)

wife – a native Russian who initially did not wish to stay more than two to three years in Ukraine — took him by the hand and told him: "When I arrived here I admit that I had the older brother complex, but no more."

Although Amoursky strongly criticizes Ukrainian corruption, he does not hide his admiration for the Ukrainian people's fierce desire for freedom and independence.

As the director of a French company, he often gathers with other French speakers and enjoys time spent speaking his mother tongue.

Stéphane

Siohan Stéphane Siohan is a 40-year-old journalist, movie producer and director who manages East

Roads Films - a company that produces Ukrainian documentaries.

Siohan moved to Ukraine during the EuroMaidan Revolution in 2014 and installed himself quickly as the permanent correspondent of Le Figaro, Le Temps and various other news outlets.

But beyond working as a journalist, Siohan says he really wants to "contribute to the country he profoundly loves... by speaking of Ukraine in the most interesting and composed way possible... and through his activity as producer and director of documentaries."

Siohan believes Ukraine is redefining its identity through revolutions and counter-revolutions in a way that "France did during the 19th century."

He calls himself lucky to live in a country full of "extraordinary destinies, where when you wake up in the morning, there are more incredible stories than one can handle.

"I see three to four stories every week that could make a movie," he

Siohan produced the Ukrainian documentary Home Games, which tells the story of a 20-year-old Ukrainian soccer player who must also care for heryounger siblings. The film was directed by Alisa Kovalenko and has already been shown at 35 international festivals — including the International Documentary Film Festival in Amsterdam, the biggest documentary festival in the world.

Despite being French, Siohan does not feel like an expat because he spends most of his time with Ukrainians – a people that he has adopted as his own.



in the center of Kyiv

Advertisement

Provence is not just about lavender fields and olive groves. It is, first and foremost, about gastronomy! Fish, seafood, fragrant herbs, tapenade savory dips and even melons! In April, Famille Très FRANÇAIS invites you to taste the atmosphere of Provence in the most French corners of the center of Kyiv.

"April in Kyiv sees the fervor of the French Spring Festival," says Natalia Neviadomskaya, Managing Partner of the Famille Très FRANÇAIS group, which unites the Très FRANÇAIS restaurant and cheese shop, restaurant à la mode Très BRANCHÉ, the It's NOT the LOUVR bar-gallery, and the BEAUCOUP catering company.



"This is an event that has become an annual tradition, and Famille Très FRANÇAIS is an integral part of it," Neviadomskaya adds. "This year, our team decided to present the new Provence menu at the same time as the festival. Moreover, we're very lucky with the weather this time – the spring of 2019 is probably the most sunny in recent years. We had already opened the Très FRANÇAIS's and Très BRANCHÉ's terraces by April 5, so guests could enjoy the dishes outside in the fresh and truly spring air." Unlike other terraces in Kyiv, which, with the arrival of the hot weather, can irritate the public by taking up space on sidewalks, the terraces of Très FRANÇAIS and Très BRANCHÉ are follow the European model. No bulky roofed platforms, just a few tables with umbrellas right on the street.

"We were able to Frenchify Très FRANÇAIS's and Très BRANCHÉ's terraces," continues Natalia. "This is especially because the restaurants are located in the very heart of the old Kyiv, in the so-called 'French triangle.' Both Kostyolna and Lysenko Streets are suffused with French spirit and architecture. Therefore, our terraces are

constructed so that guests can close their eyes while sitting in Très FRANÇAIS or Très BRANCHÉ and immediately imagine themselves in an identical terrace in a Parisian café."

But what do the French usually order at this time of year? No, not fondue and foie gras. Famille Très FRANÇAIS educates its guests to avoid stereotypes about France and French gastronomy, which often are as different from the reality as chalk from cheese. For the French, these dishes are not for day-to-day consumption. In addition, today the world is becoming more and more globalized, and these trends are not sidestepping France. In particular, the tendency for more conscientious, organic nutrition is being reflected in the diet of the French. Therefore, the new spring menu of Famille Très FRANÇAIS is based on local farm products with a Provencal feel.



The the chief executive of the chain has

prepared a seasonal menu that combines the favorite hits of previous years with recipes collected during trips by Famille Très FRANÇAIS colleagues to France, along with some other gastronomic specialties!

"Every region of France is an adventure in which we annually go with the team," notes says Sergey Pozhar, the chief executive of Famille Très FRANCAIS.

"So we were looking for ideas for the Provence menu right there in Provence. For example, we sampled the world-famous bouillabaisse soup for three days in all the restaurants we visited, asking locals at the markets which ingredients were the best to use. So today I can confidently say that the bouillabaisse served in Famille Très FRANÇAIS is the most authentic, at least in Ukraine! One more trademark of Provence is olive tapenade, which is usually served as a welcome dish in Marseille, Nice and Menton. In Très FRANÇAIS and Très BRANCHÉ we prepare black and green olives tapenades, and serve them with croutons. In general, the Provence region is replete with herbs, spices, fresh vegetables and fruits. We have tried to convey this in the new menu, in which everyone can easily find a dish to suit their taste. I recommend starting to discover Provençal cuisine by trying tartines with ratatouille and Chevre cheese, then order tomatoes stuffed with couscous and pesto. As a main course, it is definitely worthwhile ordering Daube Provençale with raviolis, or rockfish with ratatouille. And for dessert – try our new sorbet with Provence herbs. A very unexpected taste, different from the classic sorbet to which everyone is accustomed."

Don't miss the chance to enjoy the true taste of Provence in Très FRANÇAIS and Très BRANCHÉ until mid-May!

Très Branché - restaurant à la mode

www.facebook.com/TresBRANCHEkiev

4, Lysenko Street, 9:00 – 23:00 (044) 278 6125 / (097) 366 32 23

Restaurant et fromagerie Très FRANÇAIS

www.facebook.com/TresFRANCAIS/

3, Kostyolna Street, 9:00 – 23:00 (044) 279 77 71 / (098) 932 42 52

It's NOT the LOUVR gallery bar

www.facebook.com/NOTtheLOUVR/

4, Lypynskoho Street, Monday-Tuesday (day off), Wednesday, Sunday (12:00 - 23:00), Thursday-Saturday (12:00 - 02:00) (044) 235 78 01

As April 21 vote nears, presidential campaign takes turn for the dirty

Disinformation from page 1

10 National

disinformation.

Most seriously, a website with ties to the Ukrainian security agencies has accused the Zelenskiy campaign of receiving financing from the Russian security service and a Russian-backed militant who fought in Ukraine's occupied Donetsk Oblast.

Withvoters facing a choice between five more years of Poroshenko and a new, largely untested leader, the politicized media campaign is likely only making their decision more difficult.

"I think there's a lot of playing hard and fast with the rules of the information space," says Nina Jankowicz, a Global Fellow at the Kennan Institute and an expert on disinformation. "And I think both candidates would be better served... by taking a pledge not to engage in disinformation."

Continuing the tradition

In Ukraine's tempestuous political climate, dirty campaigns are nothing new.

In 1999, one of the presidential candidates, Nataliya Vitrenko, was injured in a grenade attack. Later, a former presidential bodyguard would implicate President Leonid Kuchma in organizing the attack and pinning the blame on a rival.

In 2004, presidential contender Viktor Yushchenko was poisoned with dioxin during an election that also featured significant electoral fraud. Ultimately, Yushchenko would be elected president in a re-vote held after the Orange Revolution.

By those measures, 2019 is quite tame. But ads and social media posts intended to mislead and scare voters have come to play a central role in the presidential race.

On April 9, the Poroshenko campaign made waves by publishing an image of the president staring down Russian President Vladimir Putin, instead of Zelenskiy, on billboards and newspapers. "A decisive decision," the billboards declared.

Facebook groups like "Sluga uroda" — or Servant of the Freak, a play on the name of Zelenskiy's television show and political party, Servant of the People — publish a near-constant stream of anti-Zelenskiy and pro-Poroshenko memes. The Facebook group AntiPor offers the rough equivalent against Poroshenko.

And social media users have long complained of facing harassment from porokhobots — i.e. Poroshenko bots — who vocally defend the president. Some, they allege, are not just ordinary citizens expressing their honest opinions, but paid "trolls."

Drawing the line between simple negative campaign ads and disinformation can be a challenge. But Jankowicz says negative campaigning becomes disinformation when it is deliberately misleading.

She cites a video clip shared by a pro-Poroshenko Twitter account on



A supporter of incumbent President Petro Poroshenko holds up a placard reading "We want to know, is (Volodymyr Zelenskiy) a drug addict? No to Russia! Yes to EU!" during a rally outside the comedianturned-presidential-candidate's campaign headquarters in Kyiv on April 9, 2019. (Oleg Petrasiuk)

April 8 as a clear example. The clip showed Natalia Poklonskaya, a well-known Russian lawmaker and former prosecutor of Russia-occupied Crimea, appearing to "endorse" Zelenskiy. And someone had emblazoned the clip with the Zelenskiy campaign's logo.

"It is deliberately misleading. An uneducated or simply busy viewer might think it is a legitimate Zelenskiy product," Jankowicz wrote in a tweet at the time. Currently, that video has been retweeted over 600 times.

There have also been other glaring examples of disinformation during the presidential campaign. In late March, the 1+1 television channel broadcast a program which accused Poroshenko of corruption and implied he had killed his own brother.

The television channel is owned by Ihor Kolomoisky, a Ukrainian oligarch with a longstanding grudge against Poroshenko, and the latter claim was outlandish even by the standards of Ukraine's biased television media.

On April 10, an organization associated with Poroshenko sent subscribers to its messenger app accounts a video which showed Zelenskiy being hit by a garbage truck and strongly implied he was a drug addict. The next day, the Zelenskiy campaign said it would encourage the candidate to strengthen his security detail.

Disinformation can also mix facts with distortion. A video shared on April 8 by a Facebook page called Zhovta Strichka ("Yellow Tape") claims that, as part of a drug and alcohol test that both candidates underwent, Zelenskiy only gave a blood sample, not a hair and nail sampe. According to the documents published by the Zelenskiy campaign, that appears to be true.

The video also notes that the doctor who administered the test had been on reality television and points out that the Zelenskiy campaign initially published results from the test that listed the wrong date (the clinic took the blame for this mistake).

However, while all these details

have raised questions about the trustworthiness of Zelenskiy's drug test, the video uses this to draw three extreme — and unsubstantiated — conclusions: the doctor was fake, the test results were falsified, and Zelenskiy is a drug addict.

"He's not just a drug addict, he's also a con artist," the video declares.

Finally, there is another defining feature of disinformation online: when the accounts sharing the images, videos, or links are not authentic users.

Vitalii Moroz, an expert on disinformation who worked for Internews Ukraine for over a decade, offers an example: a few days ago, he saw a photo of a Poroshenko campaign billboard displayed over a heavily potholed streets.

What made the image disinformation? Moroz says that the image was actually made up of two photos spliced together. He discovered that the photo of the road was fairly old and from Russia. Additionally, there were signs that not all the users sharing the image were actual people.

"In two days, this photo got 18,000 shares," a number requiring multiple shares every minute, he told the Kyiv Post. "I'm not (wholly) confident, but it might be inauthentic behavior."

Blurred lines

If informed voters can fairly easily spot social media posts that distort the facts, other information is more difficult to parse.

In the last week, at least two entities have published information suggesting that the Zelenskiy campaign is tied to or receiving financing from Russia.

On April 2, Christo Grozev, an entrepreneur and researcher who works with the Bellingcat online investigations website, wrote on Twitter that a 2014 mass leak of files from Russia's right-wing Liberal Democratic Party included a document outlining a plan to insert a "comedy candidate" into Ukrainian elections. The plan aimed to "splinter the mainstream vote," alienate youth

more **Disinformation** on page **11**

Domestic, not Russian, black PR dominate as April 21 vote nears

Disinformation from page 10

from traditional politicians, and undermine Ukraine's global image, Grozev wrote and shared an image of the document.

While Grozev openly stated that he was not implying that Zelenskiy was "a Russian political technology project," some appear to have taken the document that way.

The EuroMaidan Press blog subsequently characterized the plan as "eerily similar" to the Zelenskiy campaign. The newcomer politician's "vague statements on Russia and total inexperience in politics... (make) one suppose that (Zelenskiy) is the preferred candidate for Ukraine's huge, aggressive neighbor," EuroMaidan Press editor-in-chief Alya Shandra wrote.

Then, on April 3, the Myrotvorets Center, a website that leaks the personal data of people it claims have committed crimes against Ukraine, published an article alleging that the Zelenskiy campaign had received funding from Russia's Federal Security Service, or FSB.

The publication included screenshots of three emails. The first two appeared to show an FSB agent named Andrei Pinchuk agreeing with a former Russia-backed separatist fighter named Dmitry Khavchenko to send "200,000" in cryptocurrency to Khavchenko's account. Khavchenko then confirms that he received the money and will convert it into cash.

Finally, the third email appeared to show Khavchenko sending a short, rather cryptic message the Mykolaiv office of Zelenskiy's campaign: "4200."

On April 7, Myrotvorets followed up its publication with a letter to the heads of the SBU security agency, the National Security and Defense Council, and the Verkhovna Rada's national security committee calling on them to take action on the matter.

The Zelenskiy campaign has not commented directly on the Myrotvorets accusations, but did release a video explaining "black political technology" strategies and decrying their usage.

For all the seriousness of Myrotvorets' claims, the publication has met skepticism both due to the limited evidence it provided and to the site's checkered reputation.

Myrotvorets is widely recognized as tied to the SBU, and its database effectively serves as a list of people banned from entering Ukraine.

In May 2016, it provoked outrage by publishing the names of 4,500 international and Ukrainian journalists who received press accreditation from the Russia-backed fighters controlling parts of Ukraine's eastern Donetsk Oblast, accusing them of "cooperating with terrorists." That move brought the organization harsh criticism from the international press, the Organization for Security and Co-Operation in Europe, and Reporters Without Borders, who alleged it put the journalists lives at risk.

At times, the site has also waded



People walk past a campaign poster showing incumbent President Petro Poroshenko (L) facing downing Russian President Vladimir Putin (R) in Kyiv on April 9, 2019. (AFP)

directly into domestic politics. In 2017, it added former Prime Minister Yulia Tymoshenko to its database. She had accompanied former Georgian President Mikheil Saakashvili when he broke through the Ukrainian border on Sept. 10, 2017.

The Kyiv Post asked multiple political analysts to comment on Myrotvoret's publication. Several declined, fearing harassment or the possibility of being added to the site's database.

Mark Galeotti, a senior associate fellow at Royal United Services Institute and an expert on post-Soviet security agencies, says he finds Myrotvorets' claims about Zelenskiy doubtful.

"I think one thing the Russians are deeply aware of is the extent to which they are toxic in terms of Ukrainian politics," Galeotti told the Kyiv Post. "If they were in any way going to funnel assets to the Zelenskiy campaign, they would have come up with better routes than Donbas fighters and FSB operators."

Given the amount of Russian money sloshing around Europe, Galeotti says, it would have likely come from the west, not the east.

Galeotti also isn't exceedingly impressed with suggestions that there is any connection between Zelenskiy and the plan outlined in the Liberal Democratic Party leaks. He suggests that the "comedy candidate" document likely represents Russian politicians "spinning their 'bright ideas,' hoping that someone in the presidential administration will like it."

Other analysts take a more restrained view of Myrotvorets' claims of ties between Zelenskiy and Russia

Sean Townsend, a Ukrainian hacktivist who operates exclusively under a pseudonym, told the Kyiv Post in a Facebook message that he will wait for the results of the official investigation. "For me personally, the evidence provided does not seem adequate," he said.

"For me, it isn't true until it is proven by at least one source," says Illia Kusa, an international affairs expert at the Ukrainian Institute of the Future. "They cite their own sources, but this is not an official state institution or security service. To me, the Myrotvorets website is not a primary source of information."

Kusa says people must be very cautious about information from the site when the subject is particularly sensitive, like elections.

"Information from Myrotvorets should be double-checked because they are a pro-government website," disinformation expert Moroz says.

"On the other hand, it should be considered while researching other sources."

Fighting back

Since the 2016 United States presidential election — when Russian trolls posed as ordinary Americans online in an attempt to tilt the vote toward Donald Trump and to exacerbate divisions in society — the subject of Russian influence operations has gained global importance.

Unlike the U.S., which was largely caught off guard by the Russian trolls, Ukraine has long-standing experience facing disinformation from Russia. Naturally, Russian interference was a serious concern in the run-up to 2019.

This was among the reasons why, on March 18, Facebook rolled out new rules requiring advertisers in Ukraine to identify their ads as political, confirm their identities, and include a "paid for by" disclaimer. The social media network will also archive all the ads for seven years, making it easier to trace and study them.

Representatives of Facebook also held a series of meetings with Ukrainian civil society organizations dealing with technology and political issues.

"They rely on local expertise and they want to hear what is the context of Ukrainian elections, what are the main threats, what are the challenges for the Facebook community in Ukraine," says Moroz, who took part in the meetings.

So far, however, domestic disinformation has largely overshadowed foreign.

"I think most of the disinformation that we can confirm was actually distributed by the campaigns themselves and by domestic Ukrainian actors for political purposes," Jankowicz says.

And despite Facebook's outreach to civil society, social media sites appear to still have a lot of work left to do.

On April 11, a group of Western journalists on Twitter posted several screenshots of the Servant of the Freak group violating Facebook's new rules and publishing political ads without a disclaimer.

They were quickly criticized by a veritable porokhobot — an anonymous pro-Poroshenko account with only eight followers. Beyond attacking the journalists, it was also actively sharing and retweeting other political content: the Myrotvorets Center, the Natalia Poklonskaya "endorsement," and claims that Zelenskiy has ties to Russia. ■





TEDxKyiv Live

One of the main sessions of the global TED Conference in Vancouver, Canada will be broadcast live in Kyiv by the team of TEDxKyiv, the branch of the organization that hosts talks on the "ideas worth spreading" in the city. The session, entitled "Power," will feature talks by Jack Dorsey, co-founder and CEO of Twitter, Julius Maada Bio, who ushered multiparty democracy in Sierra Leone as the country's president, and the journalist Carole Cadwalladr, who investigated Russian interference in the Brexit referendum, breaking the story on the data company Cambridge Analytica. Two other speakers are Sidy Ndao, a pioneering researcher in nanotech and heat dynamics, and Peter Beck, CEO of Rocket Lab, the company that manufactures and launches rockets designed to put small satellites into orbit. The TED live event is also an opportunity to meet the TEDxKyiv community to discuss the talks and make useful contacts.

TEDxKyiv Live. Fedoriv Hub (5 Velyka Vasylkivska St.) April 16. 6 p.m. Hr 350-700

Friday, April 12

Classical music

Symphonic Dimension (Lysenko, Shostakovich, Schnittke). National Philharmonic. 7 p.m. Hr 80-400

Live music

NAONI - 50 years (National Academic Orchestra of Folk Instruments birthday concert). National Opera. 7 p.m. Hr 240-1,500 @

Clubs

Borys, Ponura and Others (electronic dance music). Otel'. 10 p.m. Hr 300 @

Derrick, Tonika (drum and bass). Dom. 10 p.m. Hr 150-200 **0**

Gunnar Haslam, Alex Savage, Lobanov (electronic dance music). Closer. 11:55 p.m. Hr 300-400. Visitors must be over 21 ®

Miscellaneous

The Ukrainian Canadians (documents,

By Toma Istomina, Artur Korniienko

photographs, publications of Ukrainian diaspora in Canada). Museum of Ukrainian Diaspora. 10 a.m. - 6 p.m. Hr 25-50 **10**

Turbulent (video installations by Iranian artist Shirin Neshat exploring gender inequality). Izone. 10 a.m. - 8 p.m. Free ❖

Afterimage (paintings by Artem Volokitin and Tetiana Malinovska, sculptures by Maria Kulikovska, video art by Alina Fedotova). Voloshyn Gallery. 11 a.m. - 6 p.m. Free 2

Amazing Stories of Crimea (artworks about the history of Crimea and its citizens). Mystetskyi Arsenal. 11 a.m. - 8 p.m. Hr 80. Hr 40 for retirees, school and university students. Free for children under 12, people with disabilities of the 1st, 2nd group, veterans and any museum employee ©

Archaic Puzzles (imaginary landscape paintings by Maksym Dietkovskyi). Triptych. 11 a.m. - 7 p.m. Free ②

Alabaster Atlas (paintings by Ksenia Hnylytska dedicated to Soviet architectural modernism). The Naked Room. 11 a.m. - 8 p.m. Free §

I Touch (graphics, photos, videos by Daria Koltsova). Shcherbenko Art Center. 11 a.m. - 8 p.m. Free **6**

Late (art-objects by Mariia Proshkovska exploring gender issues with emphasis on women's lives in modern society). America House. 11 a.m. - 9 p.m. Free. Bring ID ⁽⁶⁾

Magical Phenomenon or a Different Measure of Ignorance (paintings by Taisha 3.14 inspired by spiritual teachings). Kyiv History Museum. 11 a.m. - 9 p.m. Free ❸

Diffusion (street art and musical performance by the art duo Socia: Artur and Ihor Spaskyi). Closer. 12 p.m. - 9 p.m. Free ⑩

I Am a Woman. We Are Women (various art works by Petro Ryaska exploring a woman as the first home to every person). Bursa. 12-8

Wooden Churches of the Carpathians (photographs by French artist Jean-Piere Durand). Art 14. 1-7 p.m. Free ❷

Ethno-Futurism (drawings by Andrew Getmanchuk and Ivan Dudchenko expressing "traditional views in futurist style"). Dom. 2-11 p.m. Free Φ

Movies

Joy (drama). America House. 6:30 p.m. Free. Bring ID (2)

Earth (documentary in German with Ukrainian subtitles). Kyiv Cinema. 7 p.m. Hr

The Young Girls of Rochefort (comedy, drama, musical in French with Ukrainian subtitles). Kyiv Cinema. 7 p.m. Hr 60 🚳

Shows

Benito Gonzalez Trio (jazz, piano). 32 Jazz Club. 8 p.m. Hr 700 ©

Kadnay (indie pop, electropop). Caribbean Club. 8 p.m. Hr 450-700 •

Latexfauna (indie pop, dream pop, synth-pop). Atlas. 8 p.m. Hr 300-900 ூ

T-Fest (hip hop). Stereo Plaza. 8 p.m. Hr 750 @

Saturday, April 13

Classical music

The Most Beautiful Classics (Kyiv Virtuosi Orchestra playing Shostakovich, Fauré, Vivaldi, Bach and more). Cinema House. 8 p.m. Hr 50-250 •

Live music

KinoJazz (jazz arrangements of movie soundtracks). Architect's House. 8 p.m. Hr 275-500 €

Rock You - Favorite Ballads (rock hits covers). Docker-G Pub. 9 p.m. Hr 100-125 o

Creedence Clearwater Revival Tribute.

Docker's ABC. 10 p.m. Hr 100-1,000 9

Clubs

Party on the Balcony with Dasha Kolomiets (dancing music, drinks on the terrace). Vsi Svoi D12. 6-10 p.m. Free ®

Wanduta, EasyBeats, Roman, VZA (experimental pop, electronic dance music). Mezzanine. 9 p.m. Hr 257 ®

Lars Huismann, Nastya Muravyova, Daria Kolosova (techno). Otel'. 11 p.m. Hr 200-300 ®

Tardis Night With Eli Verveine & Oscar Schubaq (electronic dance music). Closer. 11:55 p.m. Hr 300-400. Visitors must be over 21 @

Miscellaneous

Late (art-objects by Mariia Proshkovska exploring gender issues with emphasis on women's lives in modern society). America House. 10 a.m. - 6 p.m. Free. Bring ID ⁽⁶⁾

The Ukrainian Canadians (documents, photographs, publications of Ukrainian

Turbulent (video installations by Iranian artist Shirin Neshat exploring gender inequality). Izone. 10 a.m. - 8 p.m. Free €

Afterimage (paintings by Artem Volokitin and Tetiana Malinovska, sculptures by Maria Kulikovska, video art by Alina Fedotova). Voloshyn Gallery. 11 a.m. - 6 p.m. Free ❷

Amazing Stories of Crimea (artworks about the history of Crimea and its citizens). Mystetskyi Arsenal. 11 a.m. - 8 p.m. Hr 80. Hr 40 for retirees, school and university students. Free for children under 12, people with disabilities of the 1st, 2nd group, veterans and any museum employee ©

I Touch (graphics, photos, videos by Daria Koltsova). Shcherbenko Art Center. 11 a.m. - 8 p.m. Free ⁽⁶⁾

Magical Phenomenon or a Different Measure of Ignorance (paintings by Taisha 3.14 inspired by spiritual teachings). Kyiv History Museum. 11 a.m. - 9 p.m. Free ②

Reforming the Space (sculptures by Ukrainian artists and French artist Jaume Plensa). M17. 11 a.m. - 10 p.m. Hr 100. Hr 70 for children, students and retirees

Diffusion (street art and musical performance by the art duo Socia: Artur and Ihor Spaskyi). Closer. 12 p.m. - 9 p.m. Free **®**

I Am a Woman. We Are Women (various art works by Petro Ryaska exploring a woman as the first home to every person). Bursa. 12-8 p.m. Free 4

Wooden Churches of the Carpathians (photographs by French artist Jean-Piere Durand). Art 14. 1-7 p.m. Free ❷

Ethno-Futurism (drawings by Andrew Getmanchuk and Ivan Dudchenko expressing "traditional views in futurist style"). Dom. 2-11 p.m. Free Φ

Uglification (opening of the exhibition by Ukrainian and French contemporary artists exploring ugliness). MetaCulture. 7-11:50 p.m. Free. Visitors must be over 18 ❖

Ukrainian Dress Days and Jewelry Market (goods by Ukrainian brands). Vsi Svoi
D12. 10 a.m. - 8 p.m. Free ®

Closer Record Market vol. 5 (vinyl records



market). Closer. 3-9 p.m. Free 10

Movies

Young Picasso (exhibition on screen). Multiplex (Lavina Mall). 3 p.m. Hr 190-240 **6**

Angelo (drama, history in German with Ukrainian subtitles). Kyiv Cinema. 7 p.m. Hr 100 €

Barbara (biography, drama, music in French with Ukrainian subtitles). Kyiv Cinema. 7 p.m.

Shows

Impaled Nazarene, Asphyx, Burshtyn and Others (Metal East: Nove Kolo warm-up show). Bingo. 3 p.m. Hr 1,000 @

Terra Crimea (sand animation performance). Mystetskyi Arsenal. 5 p.m. Hr 100 ¹⁹

Ark Ovrutski Octet (jazz, bass). 32 Jazz Club. 8 p.m. Hr 600 🚳

Lyapis-98 (rock). Freedom Hall. 8 p.m. Hr 690-1,490 9

Theater

Le Corsaire (ballet). National Opera. 7 p.m. Hr 50-600 ®

Sunday, April 14

Live music

Bandura and Duduk (Roman Hrynkiv Trio) Zhovtnevyi Palace. 7 p.m. Hr 145-390 o

Ruki'v'Bruky & Marla Marvel (rock'n'roll). Caribbean Club. 7 p.m. Hr 200-490

Hemingway Jazz (live jazz and readings of Ernest Hemingway's works). Cinema House. 8 p.m. Hr 100-350 •

Miscellaneous

The Ukrainian Canadians (documents, photographs, publications of Ukrainian diaspora in Canada). Museum of Ukrainian Diaspora. 10 a.m. - 6 p.m. Hr 25-50 **9**

Turbulent (video installations by Iranian artist Shirin Neshat exploring gender inequality). Izone. 10 a.m. - 8 p.m. Free
^⑤

Afterimage (paintings by Artem Volokitin and Tetiana Malinovska, sculptures by Maria Kulikovska, video art by Alina Fedotova). Voloshyn Gallery. 11 a.m. - 6 p.m. Free ❷

Amazing Stories of Crimea (artworks about the history of Crimea and its citizens). Mystetskyi Arsenal. 11 a.m. - 8 p.m. Hr 80. Hr 40 for retirees, school and university students. Free for children under 12, people with disabilities of the 1st, 2nd group, veterans and

any museum employee 😉

Archaic Puzzles (imaginary landscape paintings by Maksym Dietkovskyi). Triptych. 11 a.m. - 7 p.m. Free

o

Magical Phenomenon or a Different Measure of Ignorance (paintings by Taisha 3.14 inspired by spiritual teachings). Kyiv History Museum. 11 a.m. - 9 p.m. Free ②

Reforming the Space (sculptures by Ukrainian artists and French artist Jaume Plensa). M17. 11 a.m. - 10 p.m. Hr 100. Hr 70 for children, students and retirees **⊚**

I Am a Woman. We Are Women (various art works by Petro Ryaska exploring a woman as the first home to every person). Bursa. 12-8

Ethno-Futurism (drawings by Andrew Getmanchuk and Ivan Dudchenko expressing "traditional views in futurist style"). Dom. 2-11 p.m. Free (1)

Uglification (artworks by Ukrainian and French contemporary artists exploring ugliness). MetaCulture. 7-10 p.m. Free. Visitors must be over 18 ❖

Ukrainian Dress Days and Jewelry Market (goods by Ukrainian brands). Vsi Svoi D12. 10 a.m. - 8 p.m. Free ®

Movies

Matisse (exhibition on screen). Kyiv Cinema. 3 p.m. Hr 150 🚳

Ars Electronica (short films in original languages with Ukrainian subtitles). Kyiv Cinema. 7 p.m. Hr 100 @

Eden (biography, drama, music in French with Ukrainian subtitles). Kyiv Cinema. 7 p.m. Hr 60.60

Shows

 $\mbox{\bf LP}$ (indie rock, pop). Palace of Sports. 7 p.m. Hr 1,000-4,000 $\mbox{\bf 0}$

Arek Czernysz Trio (jazz, accordion). 32 Jazz Club. 8 p.m. Hr 400 ₺

Theater

The Night of French-Ukrainian Ballet. National Opera. 7 p.m. Hr 250-4,200 🍪

Slam! (comedy, amateur play). ProEnglish Theater. 7 p.m. Hr 80 🏵

Monday, April 15

Classical music

Latino Style (Piazzolla, Velasquez and others by National Brass Band). National

Philharmonic. 7 p.m. Hr 80-400 •

Live music

Lisa Bajrak (jazz and funk version of Ukrainian folk songs). Caribbean Club. 8 p.m. Hr 150-350 •

Miscellaneous

Turbulent (video installations by Iranian artist Shirin Neshat exploring gender inequality). Izone. 10 a.m. - 8 p.m. Free [™]

Archaic Puzzles (imaginary landscape paintings by Maksym Dietkovskyi). Triptych. 11 a.m. - 7 p.m. Free

I Touch (graphics, photos, videos by Daria Koltsova). Shcherbenko Art Center. 11 a.m. - 8 p.m. Free (6)

Magical Phenomenon or a Different Measure of Ignorance (paintings by Taisha 3.14 inspired by spiritual teachings). Kyiv History Museum. 11 a.m. - 9 p.m. Free ②

Uglification (artworks by Ukrainian and French contemporary artists exploring ugliness). MetaCulture. 7-10 p.m. Free. Visitors must be over 18

■

Movies

Geronimo (romance in French with Ukrainian subtitles). Kyiv Cinema. 7 p.m. Hr 60 🚳

Love Machine (comedy in German with Ukrainian subtitles). Kyiv Cinema. 7 p.m. Hr 100 ©

Tuesday, April 16

Live music

Jazz for Adults (jazz show by Alexey Kogan). Caribbean Club. 8 p.m. Hr 180-850 **o**

The Doors Tribute (by Max Tavrichesky). Docker's ABC. 9 p.m. Free •

Miscellaneous

The Ukrainian Canadians (documents, photographs, publications of Ukrainian diaspora in Canada). Museum of Ukrainian Diaspora. 10 a.m. - 6 p.m. Hr 25-50 **©**

Turbulent (video installations by Iranian artist Shirin Neshat exploring gender inequality). Izone. 10 a.m. - 8 p.m. Free &

Amazing Stories of Crimea (artworks about the history of Crimea and its citizens). Mystetskyi Arsenal. 11 a.m. - 8 p.m. Hr 80. Hr 40 for retirees, school and university students. Free for children under 12, people with disabilities of the 1st, 2nd group, veterans and any museum employee ®



Kyiv International Short Film Festival

300 short films from Zimbabwe to Iceland, from Taiwan to Chile – all continents – will be screened at the International Short Film Festival in Kyiv. The biggest short film event in Ukraine will have 35 sections in which viewers will definitely find something to their liking. Besides the competition section, there will be curatorial selections, showcases from film schools and festivals, sections for experimental and radical films, a Ukrainian films retrospective, and special programs for kids and teens. One of the main themes of the festival is the romantic and rebellious events in Europe that have influenced the present: the fall of the Berlin Wall and decline of the Soviet Union, and the emergence of the new democracies in Eastern Europe. All films will be screened in original languages with Ukrainian subtitles.

Kyiv International Short Film Festival. Kyiv Cinema (19 Velyka Vasylkivska St.) April 17-21. 6-10:30 p.m. Festival pass - Hr 500, one screening - Hr 50-80

Archaic Puzzles (imaginary landscape paintings by Maksym Dietkovskyi). Triptych. 11 a.m. - 7 p.m. Free ©

I Touch (graphics, photos, videos by Daria Koltsova). Shcherbenko Art Center. 11 a.m. - 8 p.m. Free ₺

Late (art-objects by Mariia Proshkovska exploring gender issues with emphasis on women's lives in modern society). America House. 11 a.m. - 9 p.m. Free. Bring ID ⁽⁵⁾

Magical Phenomenon or a Different Measure of Ignorance (paintings by Taisha 3.14 inspired by spiritual teachings). Kyiv History Museum, 11 a.m. - 9 p.m. Free @

Reforming the Space (sculptures by Ukrainian artists and French artist Jaume Plensa). M17. 11 a.m. - 10 p.m. Hr 100. Hr 70 for children, students and retirees *№*

Diffusion (street art and musical performance by the art duo Socia: Artur and Ihor Spaskyi). Closer. 12 p.m. - 9 p.m. Free ®

I Am a Woman. We Are Women (various art works by Petro Ryaska exploring a woman as the first home to every person). Bursa. 12-8 p.m. Free ³⁰

Uglification (artworks by Ukrainian and

The 61 is the new Saint Laurent signature named after the year in which the fashion house was

founded. Today Anthony Vaccarello

to shop at vintage stores.

revisited the Maison's archives to propose

a new bag to those who are obsessed

with vintage designs, but who don't like



TRIBECCA

Inspired by New York's most artistic district populated by film directors, contemporary art gallerists, and painters. Modern Bohème, who live at the frenetic speed of the Big Apple. The generous size of this luxurious shopper makes it an ideal everyday accessory for the creative filter

ELEGANT, ESSENTIAL, SOPHISTICATED: A BAG BY SAINT LAURENT HAS ALL THE CRITERIA
TO BE PERFECT FOR ANY OCCASION. THAT'S WHY IT'S ALWAYS PRESENT IN EVERY PARISIAN LADY'S
CLOSET - AT LEAST ONE, BUT THE MORE THE BETTER, IN EVERY SHAPE AND COLOR. FORTUNATELY,
WE HAVE THEM ALL IN KYIV - AND AT THE SAME PRICE AS IN THE CAPITAL OF FRANCE.

UPTOWN
Working lady's safe choice for 24/7. Serious, grown-up
and structured, the Uptown bag is a faithful componion for
the busy days in the city. Carry it in the hand while walking
to the office. Put on the cross-body shoulder strap to take
the subway for a business meeting. And yes, pick up the
removable clutch to go for an after-work aperitif.

This model is dedicated to the hip and chic Rive Gauche. It speaks of comfort: divided into quilted triangles, its soft shape in smooth lambskin gives it a sense of coziness.

Its best match would be a relaxed-fit wool jacket with a retro feel, as true Parisians love to wear it.

SAINT LAURENT, Mandarin Plaza Shopping Mall, 6, Baseina St., 1 st floor, t. 044 5853848

French contemporary artists exploring ugliness). MetaCulture. 7-10 p.m. Free. Visitors must be over 18 ³

TEDxKyiv Live (TED Conference session live broadcast). Fedoriv Hub. 6 p.m. Hr 350-700 ❸

Movies

The Umbrellas of Cherbourg (drama, musical, romance in French with Ukrainian subtitles). Kyiv Cinema. 7 p.m. Hr 60 🚳

Shows

GoGo Penguin (electronica, jazz, trip hop). Zhovtnevyi Palace. 7 p.m. Hr 490-1,500 •

Theater

Frankenstein: Cumberbatch (play recording screening). Kyiv Cinema. 7 p.m. Hr 190 🚳

The Temple Dancer (ballet). National Opera. 7 p.m. Hr 50-600 [®]

Wednesday, April 17

Live music

Blues Matters (covers by Bloom Band). Docker-G Pub. 9 p.m. Free •

Miscellaneous

Turbulent (video installations by Iranian artist Shirin Neshat exploring gender inequality). Izone. 10 a.m. - 8 p.m. Free [™]

Afterimage (paintings by Artem Volokitin and Tetiana Malinovska, sculptures by Maria Kulikovska, video art by Alina Fedotova). Voloshyn Gallery. 11 a.m. - 6 p.m. Free 2

Amazing Stories of Crimea (artworks about the history of Crimea and its citizens). Mystetskyi Arsenal. 11 a.m. - 8 p.m. Hr 80. Hr 40 for retirees, school and university students. Free for children under 12, people with disabilities of the 1st, 2nd group, veterans and any museum employee •

Archaic Puzzles (imaginary landscape paintings by Maksym Dietkovskyi). Triptych. 11 a.m. - 7 p.m. Free **②**

I Touch (graphics, photos, videos by Daria Koltsova). Shcherbenko Art Center. 11 a.m. - 8 p.m. Free (6)

Late (art-objects by Mariia Proshkovska exploring gender issues with emphasis on women's lives in modern society). America House. 11 a.m. - 9 p.m. Free. Bring ID ⁽¹⁾

Magical Phenomenon or a Different Measure of Ignorance (paintings by Taisha 3.14 inspired by spiritual teachings). Kyiv History Museum. 11 a.m. - 9 p.m. Free ②

Diffusion (street art and musical performance by the art duo Socia: Artur and Ihor Spaskyi). Closer. 12 p.m. - 9 p.m. Free ®

I Am a Woman. We Are Women (various art works by Petro Ryaska exploring a woman as the first home to every person). Bursa. 12-8 p.m. Free 4

Uglification (artworks by Ukrainian and French contemporary artists exploring ugliness). MetaCulture. 7-10 p.m. Free. Visitors must be over 18 **⊚**

Movies

Kyiv International Short Film Festival (in original languages with Ukrainian subtitles). Kyiv Cinema. 6-10:30 p.m. Festival pass - Hr 500, one screening - Hr 50-80 **②**

The Whistleblower (action, biography, crime). American Library. 4 p.m. Free ⊗

The Young Girls of Rochefort (comedy, drama, musical in French with Ukrainian subtitles). Kyiv Cinema. 7 p.m. Hr 60 🚳

Shows Dylan Moran (stand up show). Zhovtnevyi

Palace. 8 p.m. Hr 1,050-2,000 9

Theater

Madam Butterfly (opera in Italian). National Opera, 7 p.m. Hr 50-600 ®

The Daughter of the Regiment (opera screening in French with Ukrainian subtitles). Multiplex (Sky Mall). 7:30 p.m. Hr 190 №

Thursday, April 18

Classical music

Pearls of Barroco (Antonio Vivaldi). National



Dylan Moran

Ukraine is about to get roasted! Irish comedian and actor Dylan Moran will perform in Kyiv as part of his European "Dr. Cosmos" tour. Moran has been involved in comedy for over 20 years, going from entertaining small audiences at tiny underground venues to being featured at the world's best comedy festivals. Moran's style is often described as observational and black comedy. Don't miss the opportunity to have a good laugh, as stand up comedy in English is a rare treat in Kyiv.

Dylan Moran (stand up show). Zhovtnevyi Palace (1 Heroiv Nebesnoi Sotni Alley). April 17. 8 p.m. Hr 1,050-2,000

Philharmonic. 7 p.m. Hr 70-300 o

Live music

Evergreen (Soviet Ukrainian composers' music by Maryana Golovko quintet). MK Music Space. 8 p.m. Hr 150-250 🕲

Miscellaneous

Turbulent (video installations by Iranian artist Shirin Neshat exploring gender inequality).

Izone. 10 a.m. - 8 p.m. Free Afterimage (paintings by Artem Volokitin and Tetiana Malinovska, sculptures by Maria Kulikovska, video art by Alina Fedotova). Voloshyn Gallery. 11 a.m. - 6 p.m. Free

Amazing Stories of Crimea (artworks about the history of Crimea and its citizens). Mystetskyi Arsenal. 11 a.m. - 8 p.m. Hr 80. Hr 40 for retires, school and university students. Free for children under 12, people with disabilities of the 1st, 2nd group, veterans and any museum employee ©

Archaic Puzzles (imaginary landscape paintings by Maksym Dietkovskyi). Triptych. 11 a.m. - 7 p.m. Free **②**

I Touch (graphics, photos, videos by Daria Koltsova). Shcherbenko Art Center. 11 a.m. - 8 p.m. Free 6

Late (art-objects by Mariia Proshkovska exploring gender issues with emphasis on women's lives in modern society). America House. 11 a.m. - 9 p.m. Free. Bring ID ©

Magical Phenomenon or a Different Measure of Ignorance (paintings by Taisha 3.14 inspired by spiritual teachings). Kyiv History Museum. 11 a.m. - 9 p.m. Free ②

Reforming the Space (sculptures by Ukrainian artists and French artist Jaume Plensa). M17. 11 a.m. - 10 p.m. Hr 100. Hr 70 for children, students and retirees **⊕**

Diffusion (street art and musical performance by the art duo Socia: Artur and Ihor Spaskyi). Closer. 12 p.m. - 9 p.m. Free ®

I Am a Woman. We Are Women (various art works by Petro Ryaska exploring a woman as the first home to every person). Bursa. 12-8 p.m. Free ❖

Uglification (artworks by Ukrainian and French contemporary artists exploring ugliness). MetaCulture. 7-10 p.m. Free. Visitors must be over 18 **⊗**

Movies

Kyiv International Short Film Festival (in original languages with Ukrainian subtitles). Kyiv Cinema. 5-11:30 p.m. Festival pass - Hr 500, one screening - Hr 50-80 **②**

Theater

Swan Lake (ballet). National Opera. 7 p.m. Hr 50-1.000 @

Friday, April 19

Classical music

Telemann, Bach, Mozart and Others (Inesa Poroshena on piano). National Philharmonic. 7 p.m. Hr 200 **●**

Live music

Edith Piaf Tribute (by Liudmila Krupska trio). Architect's House. 7 p.m. Hr 150-300 ^⑤

Musical Odyssey (music from movies about space travel by Lumos Orchestra). Cinema House. 7 p.m. Hr 280-460 •

Clubs

Set About, Moan, Tagged, Orbit, Dimone, Max Owl, Zaicev (electronic DJ sets). River Port. 11 p.m. Hr 200. Visitors must be over

Propaganda Night With Daniel Avery (electronic music). Closer. 11:55 p.m. Price to be announced

Veselka (electronic music by Hyperaktivist, Nastya Muravyova, S.A. Tweeman, Ponura). Otel'. 11:59 p.m. Hr 400-500 **®**

Miscellaneous

Turbulent (video installations by Iranian artist Shirin Neshat exploring gender inequality). Izone. 10 a.m. - 8 p.m. Free ^⑤

Afterimage (paintings by Artem Volokitin and Tetiana Malinovska, sculptures by Maria Kulikovska, video art by Alina Fedotova). Voloshyn Gallery. 11 a.m. - 6 p.m. Free ②

Amazing Stories of Crimea (artworks about the history of Crimea and its citizens). Mystetskyi Arsenal. 11 a.m. - 8 p.m. Hr 80. Hr 40 for retirees, school and university students. Free for children under 12, people with disabilities of the 1st, 2nd group, veterans and any museum employee ©

Archaic Puzzles (imaginary landscape paintings by Maksym Dietkovskyi). Triptych. 11 a.m. - 7 p.m. Free

I Touch (graphics, photos, videos by Daria Koltsova). Shcherbenko Art Center. 11 a.m. - 8 p.m. Free ©

Late (art-objects by Mariia Proshkovska exploring gender issues with emphasis on women's lives in modern society). America House. 11 a.m. - 9 p.m. Free. Bring ID (1)

Magical Phenomenon or a Different Measure of Ignorance (paintings by Taisha 3.14 inspired by spiritual teachings). Kyiv History Museum. 11 a.m. - 9 p.m. Free 4

Diffusion (street art and musical perfor-

mance by the art duo Socia: Artur and Ihor Spaskyi). Closer. 12 p.m. - 9 p.m. Free

I Am a Woman. We Are Women (various art works by Petro Ryaska exploring a woman as the first home to every person). Bursa. 12-8 p.m. Free ❷

Uglification (artworks by Ukrainian and French contemporary artists exploring ugliness). MetaCulture. 7-10 p.m. Free. Visitors must be over 18 ♥

Movies

Long Nights of Short Films (six hours of short films in French with Ukrainian subtitles). Zhovten. 11:30 p.m., 11:50 p.m. Hr 200 &

Shows

Bexey and Brennan Savage (rap, hip hop). Monteray. 7 p.m. Hr 400-650 @

Small Depo (post-punk, indie-rock).

Mezzanine. 7 p.m. Hr 300
Ingrid Arthur (gospel, r'n'b, soul, pop).

Caribbean Club. 8 p.m. Hr 250-700 4

Flohio (hip hop, rap). Bel Étage. 11 p.m. Hr 499-1,000 @

Theater

The Barber of Seville (opera in Italian). National Opera. 7 p.m. Hr 50-1,000 ¹

Saturday, April 20

Classical music

Beethoven (Andriy Pavlov on violin and Valeriya Shulha on piano). St. Catherine Church. 6 p.m. Hr 100-250 **⊙**

Live music

Frank Sinatra Tribute (by National Brass Orchestra's big band). National Philharmonic. 7 p.m. Hr 100-500 •

Jazz in Kyiv Band and Laura Marti. Architect's House. 8 p.m. Hr 300-600 69

Clubs

Ethnic-Electronic Party on the Balcony (live music and DJ set on the terrace, drinks and food). Vsi Svoi D12. 6-10 p.m. Free ®

Cybernetic Event 13 With Chris.Su & Teddy Killerz (drum & bass party). River Port. 11 p.m. Hr 350-400 ®

Traverz Egypt (electronic music by Youngg P, Altep, Bambu, Øtta, Koloah, VH10). River Port. 11 p.m. Hr 250-300 **®**

Dj Koolt, Z@p (electronic music). Closer. 11:55 p.m. Price to be announced **⊕**

Miscellaneous

Late (art-objects by Mariia Proshkovska exploring gender issues with emphasis on women's lives in modern society). America House. 10 a.m. - 6 p.m. Free. Bring ID [©]

Turbulent (video installations by Iranian artist Shirin Neshat exploring gender inequality). Izone. 10 a.m. - 8 p.m. Free &

Afterimage (paintings by Artem Volokitin and Tetiana Malinovska, sculptures by Maria Kulikovska, video art by Alina Fedotova). Voloshyn Gallery. 11 a.m. - 6 p.m. Free ❷

Amazing Stories of Crimea (artworks about the history of Crimea and its citizens). Mystetskyi Arsenal. 11 a.m. - 8 p.m. Hr 80. Hr 40 for retirees, school and university students. Free for children under 12, people with disabilities of the 1st, 2nd group, veterans and any museum employee ©

Archaic Puzzles (imaginary landscape paintings by Maksym Dietkovskyi). Triptych. 11 a.m. - 7 p.m. Free **②**

Magical Phenomenon or a Different Measure of Ignorance (paintings by Taisha 3.14 inspired by spiritual teachings). Kyiv History Museum. 11 a.m. - 9 p.m. Free 4

Reforming the Space (sculptures by Ukrainian artists and French artist Jaume Plensa). M17. 11 a.m. - 10 p.m. Hr 100. Hr 70 for children, students and retirees **⊕**

Diffusion (street art and musical performance by the art duo Socia: Artur and Ihor Spaskyi). Closer. 12 p.m. - 9 p.m. Free ®

I Am a Woman. We Are Women (various art works by Petro Ryaska exploring a woman as the first home to every person). Bursa. 12-8

p.m. Free 🥸

Uglification (artworks by Ukrainian and French contemporary artists exploring ugliness). MetaCulture. 7-10 p.m. Free. Visitors must be over 18 №

Easter Basket (farm cheeses and meat, alcohol, sweets, decor by Ukrainian producers). Vsi Svoi D12. 10 a.m. - 8 p.m. Free (8)

Jazz Only Kurazh Bazar (live music, food court, market fair). VDNH. 11 a.m. - 11 p.m. Hr 100 ₺

Kyiv Food and Wine Festival. VDNH. 11 a.m. - 10 p.m. Ticket online - Hr 100, at the entrance - Hr 150 **⊚**

Movies

Long Nights of Short Films (six hours of short films in French with Ukrainian subtitles). Zhovten. 11:30 p.m., 11:50 p.m. Hr 200 &

Shows

Tank (heavy metal). Volume Club. 6 p.m. Hr 440 5

Theater

Giselle (ballet). National Opera. 7 p.m. Hr 150-2,900 @

Sunday, April 21

Classical music

Brahms, Shostakovich (by Kyiv Mozart Orchestra and Valeriy Sokolov on violin). Fairmont Grand Hotel. 7 p.m. Hr 500-1,000 ●

Haydn, Stravinsky, Kolessa and others (kyiv Soloists orchestra conducted by Hugo Ticciati). National Philharmonic. 7 p.m. Hr 70-300 ●

Miscellaneous

Turbulent (video installations by Iranian artist Shirin Neshat exploring gender inequality). Izone. 10 a.m. - 8 p.m. Free [™]

Afterimage (paintings by Artem Volokitin and Tetiana Malinovska, sculptures by Maria Kulikovska, video art by Alina Fedotova). Voloshyn Gallery. 11 a.m. - 6 p.m. Free ❷

Amazing Stories of Crimea (artworks about the history of Crimea and its citizens). Mystetskyi Arsenal. 11 a.m. - 8 p.m. Hr 80. Hr 40 for retirees, school and university students. Free for children under 12, people with disabilities of the 1st, 2nd group, veterans and any museum employee ©

Archaic Puzzles (imaginary landscape paintings by Maksym Dietkovskyi). Triptych. 11 a.m. - 7 p.m. Free ❷

Magical Phenomenon or a Different Measure of Ignorance (paintings by Taisha 3.14 inspired by spiritual teachings). Kyiv History Museum. 11 a.m. - 9 p.m. Free **3** Reforming the Space (sculptures by

Ukrainian artists and French artist Jaume Plensa). M17. 11 a.m. - 10 p.m. Hr 100. Hr 70 for children, students and retirees **◎**I Am a Woman. We Are Women (various art works by Petro Ryaska exploring a woman

p.m. Free Seaster Basket (farm cheeses and meat, alcohol, sweets, decor by Ukrainian produc-

as the first home to every person). Bursa. 12-8

ers). Vsi Svoi D12. 10 a.m. - 8 p.m. Free

Jazz Only Kurazh Bazar (live music, food court, market fair). VDNH. 11 a.m. - 11 p.m. Hr 100

Kyiv Food and Wine Festival. VDNH. 11 a.m. - 10 p.m. Ticket online - Hr 100, at the entrance - Hr 150 **a**

Movies

Shows

Odyn v Kanoe (indie). Zhovtnevyi Palace. 7 p.m. Hr 790 $_{\odot}$

Theater

The Barber of Seville (opera in Italian). National Opera. 7 p.m. Hr 50-1,000 @

The Birthday Party (amateur play). ProEnglish Theater. 7 p.m. Hr 150 @

Venues

Classical Music
National Philharmonic of Ukraine
(2 Volodymyrskyi Uzviz St.) +38044

St. Catherine Church (22 Liuteranska St.) +38044 253 6319 Fairmont Grand Hotel (1 Naberezhno-Khreshchatytska St.) +38044 322 8888

Live Music
Caribbean Club (4 Petliury St.)
+38067 224 4111
Docker's ABC (15 Khreshchatyk St.)

+38050 440 1525 • Docker-G Pub (13/5 Ihorivska St.) +38095 280 8340

© Cinema House (6 Saksahanskoho St.) +38044 287 7557 © Freedom Hall (134 Kyrylivska St.) +38067 239 8461 © Zhovtnevyi Palace (1 Heroiv Nebesnoi Sotni Alley) +38044 279 1582

Clubs

© Closer (31 Nyzhnoiurkivska St.)
+38067 250 0308

© Dom Music Bar (10/5A Petra
Sahaidachnoho St.) +38096 011 0515

© Otel' (31 Nyzhnoiurkivska St.)

+38063 618 0145 B River Port (67 Nyzhnii Val St.) www. facebook.com/riverportkyiv

Miscellaneous

America House (6 Mykoly
Pymonenka St.) +38063 343 0119

The Naked Room (21 Reitarska St.)
www.facebook.com/thenakedroom
Shcherbenko Art Center (22V
Mykhailivska St.) +38096 801 2041

Museum of Ukrainian Diaspora
(40B Moskovska St.) +38044 280 6418

Vsi Svoi D12 (12 Desiatynna St.)
www.facebook.com/vsi.svoi

Mystetskyi Arsenal (10-12 Lavrska
St.) +38044 288 5225

Art 14 Gallery (14 Mykhailivskyi Ln.) +38044 461 9055 Kyiv History Museum (7 Bohdana Khmelnytskoho St.) +38044 520 2825

Nyi History Museum (7 Bondana Khmelnytskoho St.) +38044 520 2825
Voloshyn Gallery (13 Tereshchenkivska St.) +38044 467 0007
Triptych Global Arts Workshop (34 St.)

Andriivskyi Uzviz St.) +38044 279 0759

Bursa Gallery (1118 Kostiantunivska St.) +38044 537 7007

MetaCulture (31 Nyzhnoiurkivska St.) www.facebook.com/MetaCulturekyiv

VDNH (1 Akademika Hlushkova Ave.) +38067 824 1631

M17 Contemporary Art Center (102-104 Antonovycha St.) +38067 310 6631 Fedoriv Hub (5 Velyka Vasylkivska

Movies

② American Library Kyiv (8/5 Voloska St.) +38044 462 5674

③ Kyiv Cinema (19 Velyka Vasylkivska

St.) +38068 921 4748

St) +38044 234 7381

Multiplex Cinema (Lavina Mall, 6D Berkovetska St.) 0800 505 333 Multiplex Cinema (Sky Mall, 2T Henerala Vatutina Ave.) 0800 505 333 Phoyten Cinema (26 Kostiantynivska St.) +38044 428 5757

 Izone (8 Naberezhno-Luhova St.)
 +38067 622 8794
 Architect's House (7 Borysa Hrinchenka St.) +38050 386 7410

32 Jazz Club (32 Vozdvyzhenska St.) +38068 411 1972 3 Atlas (37-41 Sichovykh Striltsiv St.) +38067 155 2255 Mezzanine (31 Nyzhnioyurkivska

® Mezzanine (31 Nyzhnioyurkivska St.) +38063 873 7306 ® MK Music Space (57B Bohdana Khmelnytskoho St.) +38095 179 3834 © Bingo (112 Peremohy Ave.) +38067 329 6580 © Palace of Sports (1 Sportyvna Sq.) +38044 246 7405

Monteray Live Stage (8 Prorizna St.)
+38093 323 0644

Bel Étage Music Hall (16A Shota
Rustaveli St.) +38066 971 2666

Stereo Plaza (119 Lobanovskyi Ave)
+38044 222 8040

Volume Club (26/2 Harmatna St.)
+38067 386 9251

Theater

National Opera of Ukraine (50 Volodymyrska St.) +38044 234 7165
ProEnglish Theater (3 Smolenska St.) +38098 256 7331

Kyiv Post Employment Fair paves way for new careers

BY VYACHESLAV HNATYUK

HNATYUK@KYIVPOST.COM

At least 800 people and 35 companies participated in the Kyiv Post Employment Fair on April 6 at Toronto-Kyiv business center. For many job seekers the fair brought them a step closer to starting a successful career, either at home or abroad. Meanwhile, for participating companies it was a chance to get in contact with fresh talent and boost their image as top employers.

On the employer side, there was demand across the whole spectrum of professions, from agriculture to computer science, engineering, law, management, and pharmaceutics. As ever, foreign employers were looking to tap the best-qualified Ukrainian talent, but there were companies who were looking to fill positions that don't require a university diploma: For instance, Moments Group was on the lookout for promising waiters, cooks, and barmen to work in their network of cafes and restaurants.

Some applicants were up at 5 a.m. to make it to the fair. "I graduated from university four years ago," said Veronika Hryshchenko, who came to the fair from Korosten — a town of 64,000 people in Zhytomyr Oblast, 164 kilometers north-west of Kyiv.

"I don't work or live in Kyiv, although I studied in Kyiv," Hryshchenko said. "Now I want to find a job here, because I want to develop myself as long as I have a chance to realize my potential in my career."

Hryshchenko said Kyiv offers far more opportunities and vacancies compared to her native Korosten. Besides making contacts and talking to potential employers, she decided to listen to a motivational speech by one of the fair's special guests — Svitlana Zalishchuk, a Ukrainian lawmaker from the EuroOptimists group.

The world is calling

Attendees of this latest of the Kyiv Post's semiannual jobs fair found that a job abroad is only an application away for job seekers in Kyiv. The Sabis international network of private schools was offering Ukrainian teachers a chance to work in the oil-rich countries of the Middle East. And NatWest, a UK banking group, was scouting for Ukrainian talent to join its support and competency center in Warsaw.

NatWest employs 1,500 people in the Polish capital, and around five percent of those employees come from Ukraine. "I work for finance department and I have a lot of great colleagues from Ukraine in NatWest," said bank representative Adriana Mrowczynska. "So we're looking at the Ukrainian market and we want to be visible as a brand. If (people in Ukraine) are looking for a job in the banking sector, in the data sector, if they have analytic minds, why not try to move to Poland and work for NatWest?"

Salaries for graduates start at around 900 euros per month at NatWest, which is a tight budget given the cost of living in



Visitors of the Kyiv Post Employment Fair 2019 talk with representatives of the American Chamber of Commerce in Ukraine at the Toronto-Kyiv Complex on April 6. (Volodymyr Petrov)

Warsaw — but enough for a start. However, Ukrainian graduate of Kyiv School of Economics and current NatWest employee Volodymyr Mytsko said that it was worthwhile starting a career with his current employer. "My position is now data analyst, and it's the next level up (from where I started). We have a lot of projects (and) it's always up to me and up to my knowledge and motivation (to grow professionally with NatWest)."

Up to the challenge

Ukrainian companies are taking up the challenge from international competitors for talent: For instance, job announcements aggregator Jooble is now in the top-5 of job search web-pages globally. Although company representatives declined to give the exact figures of starting salaries, they were upbeat when asked if they could compete with NatWest in terms of salaries.

Moreover, Jooble imports talent to Ukraine said Olesya Dzyoba from Jooble. "(We have people who) have moved to Ukraine and joined our team. Several guys came from Africa and one from Pakistan."

Students of law can, however, do an internship with a NABU detective. "We welcome students (for internships) to show them various aspects of detective work, what it's all about," Polkhovska told the Kyiv

"We found one of them through our common acquaintance and ex-Jooble employee, who is a native of Brazil," Dzyoba said.

But knowing languages is not the only requirement to join Jooble's team in Kyiv. "The person must fit into the company at the level of values. We need people with initiative, good communication skills, who are able to think like project owners and take complex decisions. We treat all candidates the same. There are no advantages (given) to foreigners or Ukrainians," said Oksana Ogneva, another Jooble representative.

However, she said foreigners do get additional support from a special company employee charged with helping them settle in Ukraine. Currently Jooble employs six foreigners and has a total staff of about 200.

ers and has a total stail of about

State headhunters
The stand of the National Anticorruption Bureau of Ukraine or
NABU was one of the most popular
at the fair. Bureau detective Nadiya
Polkhovska was there to search for
potential colleagues. She said competition is fierce to become a NABU
detective, and the selection process
lasts about six months.

Marharyta Zhyvaha, a NABU spokeswoman, said that applicants need to have university education in order to qualify for any position in the bureau. "This is a mandatory condition to qualify for any public service position," Zhyvaha said. Future detectives need to have a law degree and two years of legal experience in order to qualify for participation in the bureau's selection competition.

Students of law can, however, do an internship with a NABU detective. "We welcome students (for internships) to show them various aspects of detective work, what it's all about," Polkhovska told the Kyiv Post. She recommended the would-be detectives undergoing the five-stage selection process to "prepare well for each of the stages, remember that legislation-related questions can always come up in the written test, be patient with the step-by-step selection, and be completely honest when answering the bureau psychologist's questions."

During her motivational speech, lawmaker Svitlana Zalishchuk called on the young crowd in front of her to take an interest in politics: "Politics is one of the most interesting and relevant spheres in human decision making, and for engaging people," she said. For Zalishchuk "politics is a sphere in which we create the reality that will dominate the

parliament being women) is too little. I'd really want to see more. We're working on a gender quotas law, and I whole-heartily call on young women not to succumb to self-doubt, but dare to be much more active, believe in yourselves so you can move forward (to political careers)."

Zalishchuk's speech was followed

"Twelve percent (of lawmakers in

Zalishchuk's speech was followed by seminars organized by participating companies. Engineering company BIIR Ukraine described careers in the sphere of alternative electricity production. OSCE staffers from Ukraine and Norway spoke on starting and making a career in international organizations, while Nexia DK gave an in-depth introduction to the world of auditing and consulting.

Hryshchenko's main takeaway from visiting the Kyiv Post Employment Fair was that she needed to brush up on her English: "A lot of the employers there require knowledge of English, which I don't speak well. So, I need to develop in this direction, too. I have long had plans (to study English) but now I've once again realized that it's high time to get it done. Not just think, but do."



world and Ukraine." She especially

called on women to enter politics:













- A woman talks with a representative of UK banking group NatWest during the Kyiv Post's Employment Fair at the Toronto business center in Kyiv on April 6.
- 2 Syitlana Zalishchuk, a member of Ukrainian parliament, gives a talk to visitors to the fair about working in politics.
- working in politics.

 Fair attendees exchange business cards.
- 4 Two women browse through the Kyiv Post Employment Fair brochure. Around 40 firms had stands at the fair, which saw around 800 visitors.



- 5 Marte Skogsrud from the OSCE's Special Monitoring Mission in Ukraine presents a workshop for visitors to the fair.
- Visitors talk to representatives of the cable television and internet provider Volia during the Kyiv Post Employment Fair.
- 7 A representative of Helpware, a company offering IT services to other companies, talks to visitors during the fair.
- Visitors take photographs during the the Kyiv Post Employment Fair. (Volodymyr Petrov, Kostyantyn Chernichkin)



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A representative of the National Anti-Corruption Bureau of Ukraine talks to a visitor during the Kyiv Post Employment Fair on April 6 at the Toronto-Kyiv business center.

2 Maryna Stiagaylo of engineering company BIIR Ukraine gives a talk to visitors to the fair

The Head of Recruitment from Jooble talks to a visitor during the

4 The Kyiv Post team gets ready to hold the latest semi-annual Kyiv Post Employment Fair on April 6.
5 A representative of the OSCE's Special Monitoring Mission in Ukraine talks to visitors to the fair.
6 Alina Chugunova, a recruitment officer from school management company SABIS, tells employment fair attendees about teaching job opportunities in Dubai during a seminar at the fair. (Volodymyr Petrov, Kostyantyn Chernichkin)



Volodymyr Zelenskiy draws from wide range of advisers

Zelenskiy from page **2**

Ruslan Ryaboshapka

Former member of the National Agency for Corruption Prevention

Ryaboshapka, 42, served as a deputy to the Justice Minister focusing on the fight against corruption before his appointment to the National Agency for Corruption Prevention. He resigned from the agency in 2017 citing systemic issues in its work and officials' indifference to fixing them.

It is no surprise that relaunching Ukraine's anti-corruption agencies is one of the key points in Zelenskiy's program.

Ryaboshapka contributed Hr 53,625 (\$2,000) to Zelenskiy's election fund.

Sergii Leshchenko

Lawmaker who left the Petro Poroshenko Bloc

Before joining the Ukrainian parliament in 2014, Leshchenko, 38, had a successful journalism career exposing political corruption for Ukrainska Pravda, a leading independent media outlet. As a lawmaker, he continued to uncover corruption schemes, leak information, and criticize the authorities. He exited the Petro Poroshenko Bloc faction in late February after journalists revealed a corruption scheme in the defense sector involving the son of the president's top ally.

Svyatoslav Yurash

Activist

Yurash, 23, is a recent addition to Ze Team. A co-founder of the #Babylon'13 art community, he gained prominence for his activism during the 2014 EuroMaidan Revolution and was awarded a medal by President Poroshenko. His father, Andriy Yurash, is the director of the Department for Religion and Nationality Affairs at the Ministry of Culture.

Experts

This group advises Zelenskiy's campaign on a variety of topics: e-governance, constitutional rights, transport and infrastructure, education, taxation, information policy, environmental issues, and regional development.

Iryna Venediktova

Professor of law at Kharkiv National University; vice president of the Bioethics and Medical Law Foundation

Oleksandr Merezhko

Head of the law department at the Kyiv National Linguistics University

Danylo Hetmantsev

Honorary president of the Jurimex law firm; President of the Association of tax advisers

Oleg Bondarenko

Lawyer, leader of the public organization Green Fund, which protects the rights of citizens in environmental disputes

Serhiy Babak

Director of educational programs at the Ukrainian Institute of Future

Oleksandr Kharebin

Former first deputy head of the National Television and Radio Broadcaster

Kharebin's past experience includes managing the Media Invest

Group of Serhiy Taruta, a former oligarch who became a politician, and Ukrainian Media Holding after it was acquired by Serhiy Kurchenko, an oligarch who fled Ukraine after the 2014 EuroMaidan Revolution.

Volodymyr Shulmeister

Director of the infrastructure program at the Ukrainian Institute of Future

Shulmeister was a top manager of Foxtrot, one of Ukraine's largest electronics retailers. In 2014–2015, he served as the first deputy to then Infrastructure Minister Andriy Pyvovarsky. Both resigned. Shulmeister explained this decision as a response to slow progress in reforms, a lack of cooperation among all branches of power, and low salaries in the public sector.

Ruslan Rokhov

Founder of the School of Mayors, which teaches how to manage towns and cities effectively

In 2015, Rokhov ran to become mayor of his native city of Khmelnytskyi, but didn't succeed. Most recently, he was an aide to Mykolayiv Mayor Oleksandr Senkevych.

In 2014, he was expelled from the Syla Lyudei party for his behavior during political negotiations, according to an official statement. In 2018, Rokhov participated in Candidate, a reality show on the 112 television channel where contestants competed for the main prize of joining Za Zhittya, Russia-friendly party, in the next parliamentary election.

Campaign managers

Zelenskiy's campaign office is located in a neat three-storey building in the Pechersk District of Kyiv. Razumkov said that no foreign consultants or strategists have been hired.



Ivan Bakanov, head of Servant of the People political party

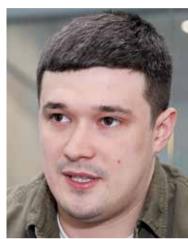
Ivan Bakanov

Director of Kvartal 95, head of the Servant of the People political party

Until two months ago, Bakanov was a low-profile person who didn't give interviews. Today, he is in charge of the presidential campaign of his childhood friend from Krivyi Rih. He calls Zelenskiy a great leader able to build teams and bring together the right people. "Most opponents' attitude toward Zelenskiy is 'I don't know him but I don't like him," he said in a February interview with the Kyiv Post.

Bakanov also remains vague about the Servant of the People party's plans for the parliamentary election in the fall.

Among other Kvartal 95 staffers involved in the campaign are Yuriy Kostyuk, screenwriter of Servant of the People television series, Mykhailo Valeyev, creative producer of Kvartal 95, and Iryna Pobedonostseva, director for development of Kvartal 95 Studio responsible for media strategy in Zelenskiy's campaign.



Mikhail Fyodorov, head of the digital strategy for Zelenskiy's campaign

Mikhail Fyodorov

Founder of SMM Studio, head of digital strategy

Fyodorov is in charge of the core segment of Zelenskiy's campaign: social media. It is his first political project, he said. In the past, his company provided social media management services and used to work with Kvartal 95.

He contributed Hr 1.5 million (\$56,000) to the campaign.

Oleksandr Korniyenko

Coordinator of Ze Team offices and the volunteer community

Korniyenko is a founder of the Union of Initiative Youth, a youth organization that offers personal and professional development trainings to young people. He is joined by Kateryna Kovalenko, a human resources manager with past experience in the AXA insurance company, PUMB bank, and Microsoft Ukraine.

Vadym Halaichuk

Founder of the Hillmont Partners law firm

Halaichuk was formerly known as the lawyer of ex-Ukrainian president Viktor Yushchenko. In 2004, his law firm Moor & Krosondovych won a landmark case against the Central Election Commission to declare the vote results invalid and hold a re-run election.

As a chief lawyer in Zelenskiy's campaign, Halaichuk works on the prevention of electoral fraud.

Kyrylo Tymoshenko

CEO of Good Media company

Tymoshenko's video production company is known for producing political ads and PR films for a wide range of politicians — namely, the UKROP political party, Dnipro Mayor Borys Filatov, Socialist Party leader Illya Kyva, Volodymyr Gorysman's Cabinet, and President Poroshenko. Most recently, Tymoshenko produced a film about Poroshenko's ally,

5 days with Ihor Kononenko, that aired on the Pryamyi TV channel in January.

Tymoshenko was a general producer of the documentary series The Battle for Dnipro, which showed how Dnipropetrovsk Oblast, governed by oligarch Ihor Kolomoisky in 2014, fought against separatism. Good media also produced a number of social ads in support of the Ukrainian army. It won a prestigious award for one of these ads.

Tymoshenko was the media chief and press service head of the UKROP party in 2015-2017 and ran for the Kyiv city council with UKROP in 2015.

On Zelenskiy's team, he is responsible for video content and video blogs.



Andriy Bohdan, former adviser to Ihor Kolomoisky and lawyer of Hennadiy Korban

Andriy Bohdan

Lawyer

Bohdan is the most controversial figure in Zelenskiy's campaign.

In the mid-2000s, as a partner of the Pukshin and Partners law firm, he represented then Ukrainian president Yushchenko in court. He also worked in the legal department of Yushchenko's 2004 presidential campaign.

Later, as a deputy to then-Justice Minister Mykola Onishchuk, he implemented anti-corruption legal policies. In 2013, he was appointed a government envoy for anti-corruption policy. In 2014, he became an adviser to Kolomoisky, then governor of Dnipropetrovsk Oblast.

In 2015, Bohdan ran for parliament on the Petro Poroshenko Bloc list. At the same time, he was also one of the attorneys for Gennadiy Korban, then the leader of the UKROP party and governor Kolomoisky's former deputy, when Korban was arrested in 2015 on charges of organizing a criminal group. After relations between Kolomoisky and President Poroshenko went sour, Bohdan was excluded from the Poroshenko Bloc list.

Journalists from the Nashi Groshi investigative project found that, in 2018, Bohdan made 20 trips to Geneva, where Kolomoisky resided. And in December, Bohdan and the Kvartal 95 studio traveled to Tel Aviv, where Kolomoisky relocated from Switzerland.

Nashi Groshi also found that, on

April 3, Bohdan was a representative of Zelenskiy's campaign office in a meeting with the National Anti-Corruption Bureau, which is investigating Kolomoisky's businesses.



Serhiy Shefir, co-founder of Kvartal 95

Business partners

Borys and Serhiy Shefir

Co-founders and producers of Kvartal 95

Like Zelenskiy, the Shefir brothers are from Krivyi Rih. The three men met in the late 1990s, when they performed on the same team, called Kvartal 95, in KVN, a student comedy competition headquartered in Moscow. They moved to Kyiv in 2003 and established a production studio, Kvartal 95, that has grown into an entertainment business empire. Today, Zelenskiy and the Shefir brothers co-own 10 companies and some property.

The Shefir brothers contributed a total of Hr 5 million (around \$186,400) to Zelenskiy election fund.

Besides Borys and Serhiy Shefir, Zelenskiy's other main business partners are his wife Olena Zelenska, Kvartal 95 film producer Andriy Yakovlev, and 1+1 television channel general producer Oleksandr Tkachenko.

In January, journalists from Radio Free Europe/Radio Liberty's Schemes investigative project found that Zelenskiy co-owned three filmmaking companies in Russia, despite previous claims that he had given up his business in Russia after it launched a war against Ukraine is 2014. In March, Zelenskiy reportedly transferred ownership of Cyprus-registered firm Green Family, which controls the Russian firms, to his business partner Yakovlev.

Now Green Family belongs to the Shefirs, Yakovlev, and a firm called Appex International LTD that belongs to Timur Mindich. Mindich is a low-profile businessman, whom Ukrainian media call an unofficial curator of the 1+1 television channel and an ally of Kolomoisky. Mindich and Kolomoisky are members of the fiduciary board of the Dnipro Jewish community.

Journalists from Nashi Groshi revealed that Zelenskiy uses a Mercedez-Benz S600 with a license plate registered under Mindich's name.

Taste a variety of wine and cheese by Ukrainian wineries at Kyiv Food and Wine Festival on April 20-21 at VDNH (1 Akademika Hlushkova Ave.) 11 a.m. - 10 p.m. Hr



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April 12, 2019 www.kyivpost.com

Meet Ukraine's new star rapper, Alyona Alyona



BY TOMA ISTOMINA

ISTOMINA@KYIVPOST.COM

It took Alyona Savranenko, known by her stage name Alyona Alyona, half a year to go from working at a nursery school to being unofficially titled Ukraine's best rapper.

The 27-year-old up-and-coming star caught the rap bug as a teenager and has been writing songs ever since. But it was her music video "Rybky" ("Fish"), released in October 2018, that made Alyona Alyona famous. That video went viral and the song made it onto her first album, which was released on April 8.

The long play, called "Pushka" ("Gun"), is already being praised by Ukraine's music-focused media.

"I haven't been heard," the rapper told the Kyiv Post. "I wanted to say 'Guys, look, despite my disadvantage, my figure, which you don't like, see what you can love me for," the rapper says, describing her album.

The artist's schedule is now packed with interviews and she is about to start her first tour, but there's hardly an ounce of ego in the teacher-turned-rapper. She remains true to her roots and is keeping it real

First rap song

Alyona Alyona has lived most of her life in small towns. Unlike many others involved in the music industry, she didn't seek fame in the capital. Instead, she moved to Kyiv only after public acclaim became a part of her life.

The rapper comes from Kapitanivka, a small town of about 2,000 people located in Kirovohrad Oblast, some 200 kilometers south of Kyiv. She refers to her childhood a lot in her new album.

"We all choose the way forward,

but we shouldn't forget our roots," she says.

As a kid, she sometimes stayed alone at home, as her parents couldn't skip work and the local nursery school worked irregularly. But the rapper wasn't bored, as she had music to babysit her.

"It was just me and a record player. I threw music shows," Alyona Alyona reminisces.

She listened to Pet Shop Boys, Depeche Mode, Chris Rea, and Scorpions but none of their songs excited her quite as much as hip hop culture. The first rap song Alyona Alyona heard was a huge 1990s hit: "Gangsta's Paradise" by U.S. artist Coolio.

She says she can still recount the plot of "Gangsta's Paradise" in detail. "I loved it so much," she says.

When Alyona Alyona was still in her pre-teen years, her family moved to Novomyrhorod, a slightly larger

town in the same oblast. There, she teamed up with other creative people in her middle school, occasionally performed comedy and pop songs and even tried out her first rap lines at the age of 12.

Her first rap song was about the pain every teenager faces: school teachers forcing children to study, while they want to have fun.

For the performance, Alyona Alyona asked her mom to get her an oversized track suit, which was the total opposite to the tight-fitting clothing her peers favored at the time.

"I came on stage in this suit like a real rapper," Alyona Alyona recalls with a laugh.

The artist's first performance was far from flawless: She tripped over words and there was no beat, so the audience thought it was more

more **Rapper** on page **22**

City Life

WITH ARTUR KORNIIENKO

Cherry blossoms, magnolias come into bloom in these Ukrainian cities

Cherry blossoms are out early this spring in western Ukraine and the capital Kyiv. They are among the first flowering trees to bloom, along with magnolias, to be followed by lilac trees and chestnuts.

Bright pink, white and purple, these blossoms are a beautiful sight, but also a symbol of impermanence. In Japan, where cherry blossoms, or sakura, are ubiquitous, they are associated with mortality and graceful acceptance of one's destiny.

Thousands of short haiku poems have been written about the transient beauty of the cherry blossoms, like this one by the 18-century poet Kobayashi Issa, translated by David G. Lanoue.

"Without regret / they fall and scatter... / cherry blossoms."

So looking at the tree blossoms bloom and fall can be both a pleasure and a meditation that helps one deal with stress and the current election anxiety. The sources of this stress will also fall and scatter, after all

Zakarpattia blossoms

Uzhhorod and Mukachevo, cities in Zakarpattia Oblast, have been in a friendly rivalry over which of the two deserves the title of the "cherry blossom capital" of the region.

Uzhhorod, the administrative center of Zakarpattia with 150,000 residents and the most western city in Ukraine, 810 kilometers west of Kyiv, once boasted the longest avenue of cherry trees in the country.

But then Mukachevo, a city of 86,000 residents 770 kilometers from Kyiv, in 2013 planted 252 cherry trees along a 1.3-kilometer stretch of a suburban street. Ironically, the street is named Uzhhorod Street.

Still, the cherry blossoms in Uzhhorod remain arguably more beautiful and accessible, as they are situated in the city center, some along Kyivska Embarkment on the river Uzh.

The oldest and most densely planted area of sakura trees is the government quarter of Uzhhorod, around Rakotsi and Dovzhenka streets. The trees there were planted by the authorities when Zakarpattia was part of Czechoslovakia in 1919–39.

But again Mukachevo claims it has the oldest cherry groves in the region, planted in 1926, and



City Life

Exhaust fumes, road salt spell end to Khreshchatyk's chestnut trees

Bloom from page 20

still blooming on Filatova Street near the city center. Mukachevo also has "wild sakura," which starts blooming in winter and then again in spring on Fedotova Square in the city's downtown.

Usually, cherry blossoms start blooming in Zakarpattia in the latter half of April. They reach their peak bloom in a week, and then by the end of the next week the petals have fallen off completely.

Since this year Zakarpattia cherry blossoms started blooming on April 10, it would be best to plan a trip there on the weekend of April 19–20. For the occasion Uzhhorod holds its Sakura Festival with music and dance shows, fairs and wine tastings.

Those who stay in Kyiv can also enjoy the cherry blossoms in the Kyoto Park, located between Chernihivska and Lisova metro stations. There are also sakura trees in the Gryshko National Botanical Garden, where the entrance fee is Hr 50.

Magnolias in Kyiv

There are also magnolia trees at the Gryshko Botanical Garden in Kyiv. They are an ancient genus with



Cyclists ride past cherry blossoms as part of the campaign for the preservation of the trees in Uzhhorod in Zakarpattia Oblast on April 14, 2017. (Ukrinform)

large and tough petals, but still as beautiful as the more delicate cherry blossoms.

Magnolias bloom roughly at the same time as sakura, with white flowers coming out first, and the brighter pink and red magnolias blooming afterwards. There are 10 magnolia species in the Gryshko garden, planted in 1966.

There is another grove of magnolias planted in 1976 at the Fomin Botanical Garden. It is located in the city center near the Universytet metro station and the entrance there is free.

For those who decide to travel to Uzhhorod for the cherry blossoms, there is also an opportunity to experience the sweet smell of magnolias at the city's botanical garden, as well as on Narodna Square, and on Duknovycha and Heroyiv Nebesnoyi Sotni streets.

Dykanka lilac trees

Called "the biggest bouquet in the world" by the locals, five acres of lilac grow in Dykanka, a village 330 kilometers east of Kyiv in Poltava Oblast.

The Lilac Grove was already there at the beginning of the 19th century, when Nikolai Gogol wrote his famous short story collection "Evenings on a Farm Near Dikanka," immortalizing the vibrant Ukrainian village.

The story of the grove is as macabre as Gogol's works. Legend has it that the local proprietor planted the lilacs to treat his daughter for tuberculosis, as suggested by the doctor. When the lilacs flourished, so did the young woman. But as the sea of lilac withered, the daughter died.

In Kyiv, the six-acre Garden of Lilacs is the trademark of the Gryshko Botanical garden. It is located on the slopes beside the Dnipro river and has 21 species of lilac, ranging from white, to pink, to dark violet

From the vantage point in the garden, one can see a great panorama of multi-colored lilacs, the Dnipro, and the Vydubychi Monastery. It's Chestnuts in Kyiv

The last to bloom in May are the chestnuts trees — the longtime symbol and trademark of Kyiv. Especially for this reason, the day of the city is celebrated on the last Sunday of May when the white and pink 'candles' of chestnut blossoms are in full bloom.

Chestnuts were planted in huge numbers in Kyiv in the 19th century. Reportedly, the Governor-general of the city introduced the trees to Kyiv's streets to impress Nikolai I, the Emperor of Russia.

There are about a million chestnut trees in Kyiv — one almost on every street and in every park. The oldest chestnut tree in Kyiv is believed to be the one that grows in the Kytaivska retreat near Troitska Church in the suburbs of the city.

Kyiv's main Khreshchatyk Street is also lined with chestnut trees, which bloom every May. However, this blooming season may be the last for the chestnuts on Khreshchatyk, as next year city authorities plan to remove them because the health of the trees is being damaged by air pollution, warming of the climate, pests and salt scattered on the road during winter. So enjoy them while they last.

TOP 10 KYIV POST exclusives online this week

- 1. Zelenskiy reveals plans to end war with Russia, fight corruption
- 2. New York Times: A mysterious infection, spanning the globe in a climate of secrecy
- 3. Viktor Medvedchuk comes back with a vengeance
- 4. Zelenskiy remains odds-on favorite to win second round of presidential elections
- 5. Presidential candidates undergo drug tests, taunt each other with videos (UPDATED)
- **6.** Brian Bonner: Poroshenko coming on strong in final stretch
- **7.** Grytsenko will endorse Zelenskiy if he announces his team
- 8. Russia defeats Ukraine in WTO dispute over transit ban9. Zelenskiy won't publish 2018 asset
- declaration before runoff

 10. Alexander Motyl: How Poroshenko
- **10.** Alexander Motyl: How Poroshenko could win and Zelenskiy could lose



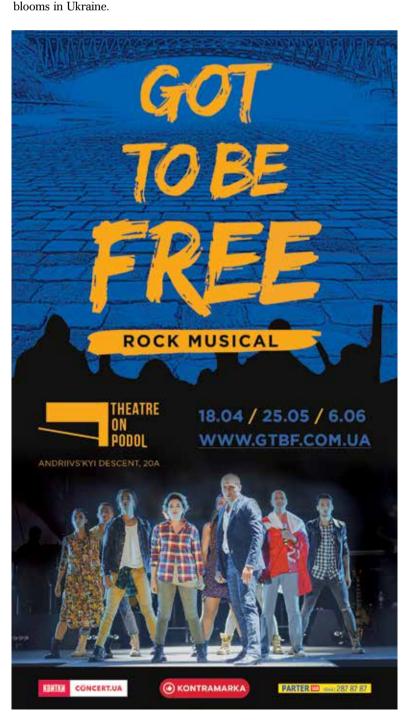
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best to enjoy the view in the first

weeks of May when lilac usually

'It's like getting, naked in public,' says star singer

Rapper from page 20

of a poem. She then came to the realization that rapping was scarier than anything she had done on stage before.

"It's like getting naked in public," she says.

But she kept taking the challenge.

10 years on

After the rapper's family moved again, this time to the small town Baryshivka in Kyiv Oblast, a whole new world opened up for Alyona Alyona: the capital's black markets, packed with music CDs. She skipped snacks in order to save up money and get a new CD. She says she listened to everything that fell into her hands and that's how she got acquainted with rappers from all over the world.

"I admired music and I soaked it up like a sponge," she says.

She learned Eminem's songs by heart, had a blog about female rappers, hung out with the local hip hop community and continued writing music. Alyona Alyona embraced this passion as a hobby and never thought of receiving musical education.

"Someone knits socks, paints, embroiders, and I rap."

She studied psychology and pedagogy, held numerous jobs and ended up working as a nursery school teacher in Baryshivka.

But music always had a place in the rapper's heart.

She released her first track 10 years ago, but it didn't make it beyond the local hip hop community. She later published more songs on social media but never reached out to any labels, as she didn't want to impose herself on others.

"I'm a modest person," the rapper

But after years of playing with rhymes, Alyona Alyona decided to give it another try.

"Ten years in the game — it's a sin to keep quiet," she says in one of her songs.

New wave

The release of the music video for "Rybky" in October 2018 was a long-anticipated turn in Alyona Alyona's career. Several factors helped her conquer the local music scene: there are few good rappers in Ukraine, fewer of them rap in Ukrainian and even fewer are

female. And the artist's full-figured appearance likely made her more intriguing in Ukraine, where model-looking singers still dominate the music industry.

But, more than that, it was Ayona Alyona's confidence and flow that made her song go viral, which she didn't expect.

"I was shocked," she says.

Catching the popularity wave, the rapper wrote and dropped new music, carefully testing the waters. As her songs attracted more and more attention, Alyona Alyona made a decision to quit her job, move to Kyiv and focus on her album. She also released a deeply symbolic hit, "Leaving My Home."

The album "Pushka" came out as the rapper's introduction, expressing her personal story. She says she chose to rap about her own life because she "wanted to be heard."

In its main song — also called "Pushka" — the musician says that she is no trendy rapper with a face tattoo. Instead, she calls herself "chubby," but also "an unread book."

Although she raps about herself, Alyona Alyona's songs are hardly egotistical. In fact, there is a lot of self-directed irony in her lyrics — a



Ukrainian up-and-coming rapper Alyona Alyona performs during the Yuna music awards in Ukraine Palace in Kyiv on March 22, 2019. The artist's breakthrough hit "Rybky" was nominated for best hip hop song. (Volodymyr Petrov)

rarity in a genre known for its boastful presentation. "Big and funny," she describes herself in a song of the same name.

"I'm all for naturalness," she says.
"Laughing at myself another time well, it's a buzz."

As for dollar bills, gold chains, and fancy cars, the rapper says they can only appear in her videos to poke fun at mainstream hip-hop culture.

Staying real

In recognition of Alyona Alyona's breakthrough, the local Yuna music awards nominated her single "Rybky" for the best hip hop hit of 2018. The awards, which took place on March 22, are a fancy event with a red carpet and guests dressed to the nines.

"I walked the carpet — red or blue, it doesn't matter," the rapper says. "All this cocktail buzz is not really my thing."

However, she says she was humbled by the nomination and the

invitation to perform.

Although another artist, Alina Pash, took the award, Alyona Alyona performed at the ceremony. It was her first performance for such a large audience. And successful musicians were dancing and rapping along from their seats in the audience.

"That's so cool that it grooves them," she says.

She will start her first album tour in May, performing mostly in Ukraine, but also in Germany, Iceland, Slovakia, Poland, and Belarus.

As we talk on one of Kyiv's central streets, a couple of people recognize Alyona Alyona and stop to thank her for her music.

"It happens regularly but not often," she says. "It's just that kind of a street. If we head to Obolon (a residential neighborhood in northern Kyiv), nobody will recognize me."

But heads keep turning and passers-by continue to spot Ukraine's newest and most modest rapper.



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- Provide substantive inputs and support to the development of effective civil society platforms and networks;
- Develop and support the implementation of grant advocacy plans in accordance with program objectives and key activities
- Develop and produce advocacy materials including articles,
- newsletters, press releases or and other materials.

Qualifications

- · Bachelor's degree required, Master's degree preferred;
- A minimum of five (5) years of experience working with civil society organizations:
- Extensive experience using techniques of civil society advocacy campaigns as well as other institutional capacity building techniques;
- Good interpersonal and communication skills, ability to work with a wide variety of contacts and stakeholders, strong networking skills preferred:
- Experience working in an advocacy capacity around human rights, marginalized groups;
- English language skills preferred;
- · Ukrainian nationals are encouraged to apply.

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EUACI seeks for Programme Representatives in Chernivtsi, Chervonohrad, Mariupol, Nikopol and Zhytomyr

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