



Evgeny Shevchenko

Managing Director

Carlsberg Ukraine

Biography

Evgeny Shevchenko was born on April, 9, 1976 in Russia.

He obtained higher education at the Ural National University of Economics at the faculty of Management and International Economic Relations, majoring in World economy. He started his work in 1996 in the area of marketing and sales.

In 2000 he was appointed Director of Urals branch of a Russian juice and baby food producer Lebedianskiy (currently PepsiCo).

In 2002 he started his career in Carlsberg Group as Sales Director in the Zolotoy Ural brewery (currently a part of Baltika Breweries, Carlsberg Group).

In 2004 he was appointed Regional Business Manager of the North-West region of Russia at the Vena brewery, after Vena and Zolotoy Ural were merged.

In 2006 he headed the Aldaris brewery in Latvia (part of the Carlsberg Group).

In 2008 he became CEO of Carlsberg Uzbekistan.

From 2012 he had been Vice-President Sales in Baltika Breweries (part of the Carlsberg Group).

Since 2014 Evgeny Shevchenko was appointed CEO of Carlsberg Ukraine.

Why do you think Membership in the American Chamber of Commerce in Ukraine is important for business operating in Ukraine?

Membership in the American Chamber of Commerce gives an excellent opportunity for the business to be involved in the dialogue with the Government. Being a member of the Chamber means being the part of the process of formation of better regulatory environment and the overall business climate. Apart from this, the Chamber is an effective platform for B2B communication and exchange of best practices.

To be a member of the Chamber in a very changing Ukrainian environment is a unique opportunity to meet other businesses, exchange reflections on the current situation in the country and form an objective point of view on the tendencies and the ongoing events.

What motivates you to be a Chamber Board Member?

Being the Chamber Board Member for me is being in the epicenter of political and business changes, which Ukraine is undergoing now. The motivation behind this is to contribute to the gradual improvement of the image of Ukrainian economy as an attractive investment with a stable regulatory and fiscal environment. It is a challenging, yet a very interesting and inspiring task.

I am willing to invest my time and share experience with the international business community represented by the Chamber, the people who put an effort make Ukraine a better place to work and to live.

Why do you feel you are qualified to serve on the Chamber Board? What skills would you bring to the Board?

I have the relevant experience of managing business in different countries but with more or less similar background of transition economies – such as Latvia, Russia and Uzbekistan. I am with Carlsberg Ukraine as the CEO for three years now, and I see the trends, strengths, weak points and perspectives of Ukrainian economy. This country has an impressive potential, which can be realized only in case some obstacles to doing business are removed and proper regulatory environment, predictability and transparency are established as the basis instead. I have the experience of working in the international company which has a significant footprint across Europe and beyond which can be useful on our way to success in Ukraine.

Moreover as a member of the Chamber, I fully understand and support the goals and priorities of the Chamber and, as a representative of the Board of Directors; I am committed to sharing all the resources to strengthen the Chamber positions.

How have you been active in the Chamber over the course of the last two years?

As the Chamber Board Member, I took part in the development of the overall strategy of the Chamber. We have continuously worked on building a sustainable and consistent dialogue with the Government, aiming to create predictable and transparent conditions for doing business in Ukraine.

Apart from this activity, in 2016, 2017 I was elected a Responsible Board Member for the Chamber Food & Beverage Committee. I took an active role in shaping the strategy and forming the agenda of the Committee. Under my supervision and full support, the Committee managed to move forward with the major issues related to approximation of national food legislation to the EU regulations and build a sustainable dialogue with the Government and the Parliament in terms of waste management system, by preventing so far the adoption of the excessive packaging tax.

Moreover, Carlsberg Ukraine is always willing to support and contributions to various projects and initiatives of the American Chamber of Commerce.

What activity or Committee would you participate in and be responsible for?

I would like to continue being the part of the professional team of the Chamber Board Members, which develops the overall strategy of the Chamber. I would also like to keep my role as the Responsible Board Member for the Chamber Food & Beverage Committee.

I am ready to continue to apply my own knowledge and experience to benefit member companies, and I am ready to involve the best experts of our company to the relevant Committees and projects. I believe that by joining our efforts, we will achieve good results and improve cooperation between Chamber members and external stakeholders to change our country for the better future.