



Evgeniy Shevchenko

Managing Director

Carlsberg Ukraine

### **BRIEF BIOGRAPHY:**

Evgeniy Shevchenko was born on April 9, 1976 in Russia. He received 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 marketing and sales. In 2000, Evgeniy was appointed the Director of Ural's 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 2004, he was appointed the Regional Business Manager of the North-West region of Russia at the Vena brewery, after Vena and Zolotoy Ural were merged. In 2006, Evgeniy headed the Aldaris brewery in Latvia (part of the Carlsberg Group). In 2008, he became the Managing Director of Carlsberg Uzbekistan. In 2012, Evgeniy was appointed the Vice-President Sales in Baltika Breweries (part of the Carlsberg Group). Since 2014, Evgeniy Shevchenko is the Managing Director of Carlsberg Ukraine.

Why do you think membership in the American Chamber of Commerce 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 key stakeholders. Being a member of the AmCham means being the part of the process of improving business climate in Ukraine via creating better regulatory environment. Apart from this, the AmCham is an effective platform for B2B communications and exchange of best practices.

What motivates you to be a Chamber Board Member?

Being the AmCham 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 destination with a stable regulatory and fiscal environment. It is a challenging, yet a very interesting and inspiring task.

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. I am with Carlsberg Ukraine as the Managing Director for eight years now, and I see the trends, strengths, weak points and opportunities for growth of the Ukrainian economy. Ukraine has an impressive potential, providing that 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.

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

As the AmCham 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 and the Parliament, aiming to create predictable and transparent conditions for doing business in Ukraine. Apart from this activity, since 2016 I am performing the role of a Responsible Board Member for the Chamber Food & Beverage Committee. I took an active role in shaping the strategy and framing the agenda of the Committee, as well as presenting the position of the industry during the most important high-level meetings. In addition, I contributed to developing key priorities AmCham Competition and Sustainability Committees as a Responsible Board Member. Moreover, Carlsberg Ukraine is always willing to support and contribute to various projects and initiatives of the American Chamber of Commerce.

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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 AmCham.

I would also like to keep my role as the Responsible Board Member for the Chamber Food & Beverage and Sustainability Committees.

I am ready to continue applying 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 the AmCham members and external stakeholders in order to change our country for the better tomorrow.