

Post-URC Strategic Session for business associations and Member States in Brussels organised by the European Commission, DG ENEST:

## From Pipeline to Country Roadmap: Mobilising EU Businesses and Member State Institutions for Investments in Ukraine

A key takeaway from the business dimension of the Ukraine Recovery Conference in Gdansk: business opportunities in Ukraine exist, project ideas abound, and de-risking and support instruments are available – the bottleneck lies in connecting these elements and making projects finance-ready. The strategic session on July 7 will address this very bottleneck by:

- Explaining how the Commission's support instruments work in practice
- Taking stock of sectoral potential and existing national support structures in Member States
- Initiating targeted cooperation between DG ENEST, UkraineInvest and individual Member State institutions to mobilise investors and accompany projects to the financing stage

Secure your slot for a one-on-one session with one of six DG ENEST experts on site:

[LINK TO EVENT REGISTRATION AND BILATERAL SESSION BOOKING](#)

### 10:00 – 10:10 | Welcome and Opening Remarks

*Gabriel Blanc, Head of sector, Ukraine Service, DG ENEST D1, European Commission Representative of the Mission of Ukraine to the EU*

*Kostiantyn Lisnychyi, Strategic Adviser, UkraineInvest*

*Oleksii Selin, Deputy head of the Mission of Ukraine to the EU*

**Moderation for the opening: Elisabeth Szeli, Policy Officer, DG ENEST D1, European Commission**

- × Political and operational framing following the Ukraine Recovery Conference in Gdańsk.
- × Key investment commitments, remaining gaps and priorities for mobilising EU private sector participation
- × Coordinated pipeline development and country-level outreach as next steps

### 10:10 – 10:30 | Call for Expressions of Interest: From Pipeline Generation to Implementation

*Javier Menendez Bonilla, Deputy Head of Unit, Private Sector Engagement, DG ENEST*

*Jeanne Robles, Policy Officer, Ukraine Service, DG ENEST D1, European Commission*

*Martine Diss, Senior Adviser, DG GROW*

- × Overview of new Ukraine Investment Framework programs and progress achieved so far.
- × Call for Expressions of Interest – Assessment logic, investor screening criteria and the journey from expression of interest to EFI engagement.
- × Role of EU business associations and Member State institutions in mobilising, engaging, and informing investors.

### 10:30 – 11:00 | Interactive Q&A and Audience Discussion

**Moderation: Elisabeth Szeli, Policy Officer, DG ENEST D1, European Commission**

- × Open floor for questions on the Call for Expressions of Interest, assessment process and available support mechanisms.
- × Discussion on expectations from businesses and business support organisations.

### 11:00 – 11:15 | Coffee Break

- × Informal exchange between participants.

### 11:15 – 12:00 | Country Outreach: Developing Engagement Roadmaps with Member States

*Kostiantyn Lisnychyi, Strategic Adviser, UkraineInvest*

*Elisabeth Szeli, Policy Officer, DG ENEST D1, European Commission*

**Member State representatives and EU business associations (may request the floor)**

- × Presentation of the proposed Member State engagement calendar and country-level outreach approach.
- × Exchange with Member State representatives on readiness to activate national channels, priority sectors, support needs, sector demand, outreach methods and bottlenecks.

### 12:00 – 13:00 | Individual Sessions and Networking Reception

- × Parallel individual discussions on country-specific outreach priorities with interested Member States and business associations, hosted by DG ENEST representatives.

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- × Light catering and informal networking.



**Tuesday, 7 July 2026**

**10:00 – 13:00 CEST**



#### Format:

Information session and optional one-on-one exchange with ENEST experts, by invitation & registration.

#### Location:

Ukraine House Brussels, Sq. du Val de la Cambre 2, 1050 Ixelles, Bruxelles

#### Target Audience:

EU business associations, sector platforms, chambers of commerce, Member State trade and economic officers, national business support agencies, ministries, and other relevant EU/EEA institutions involved in supporting private sector mobilisation for Ukraine's recovery and reconstruction.

#### Contact:

eu.ua.business.engagement@lt.ey.com