

# **BUSINESS FORECAST 2019**

**by the European Business Association**

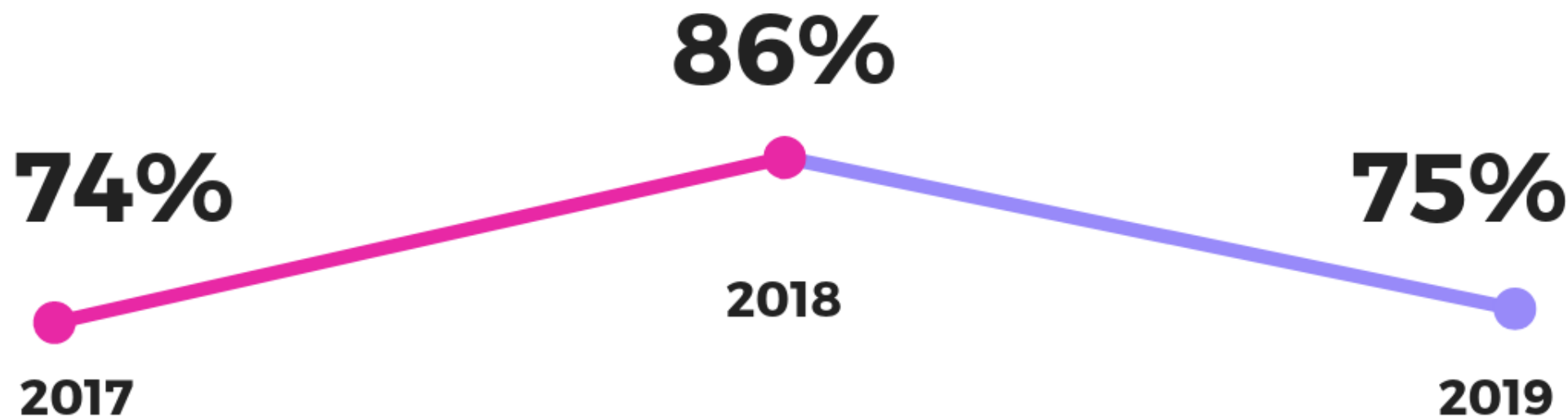
**thoughts and opinions of 100+ EBA member companies' CEOs  
on their plans, ambitions and expectations in 2019**

# 75%

**expect positive growth dynamics  
for their business in 2019 🤖**

**86% expected business growth in 2018  
74% - in 2017**

# Percentage of CEOs expecting positive growth dynamics for their business



# REVENUES GROWTH

in UAH



as expected by 42% of CEOs



as expected by 17% of CEOs

**Predictions and plans  
as to revenues growth in \$  
are less optimistic**

# REVENUES GROWTH

in US Dollars 💵



as expected by 43% of CEOs



as expected by 17% of CEOs

**30 UAH / 1\$**

**average currency rate factored  
into 2019 budgets**

27-28 UAH per 1 USD in 2017-2018

**National currency less stable**



**27 UAH per 1 \$ in 2017**

**28 UAH per 1\$ in 2018**



# STAFF AND SALARIES

**58% plan to increase staff**  
**33% will leave it unchanged**  
**9% plan staff cuts**

**42% plan to increase compensation**  
**by 10 to 20% 😊**

# TOP 3 TASKS FOR GOVERNMENT

**Combat corruption**

**Rule of law** 🙄

**Political and macroeconomic  
stability**