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DEVELOPMENT OF THE UKRAINIAN-SWISS INNOVATION AND ECONOMIC DIALOGUE WITHIN THE WAR IN UKRAINE: REALITIES AND PERSPECTIVES

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On May 20, 2022, the European Business Association launched a new series of "Warconomic Talks" – about the impact of the war on the economy, business, the possibilities of post-war reconstruction of Ukraine, etc. It was on this date that the first meeting was held, where opportunities for Ukrainian-Swiss cooperation during and after the war were presented, and co-organized with the Embassy of Switzerland in Ukraine.

During the event, for reasons that were clear at the time, the most pressing issue for discussion was that related to the export of grain from Ukraine, as well as the possibility of exporting Ukrainian electricity to European countries due to a significant national decline in consumption of the above-mentioned, in particular, due to the fact that industrial enterprises suspended their activities after of a large-scale Russian invasion of the territory of our Motherland on February 24, 2022 [2].

At the same time, however, the question regarding the key, in our opinion, direction concerning the most promising option for innovation and economic cooperation between Switzerland and Ukraine both during and after the war in the territory of Ukraine was not avoided [3].

The fact is that the "S" status, which, for example, Switzerland gives to Ukrainian refugees, allows the latter to work in the country. Therefore, Swiss companies have the opportunity to employ Ukrainian IT specialists, which contributes to the continuation of the exchange of experience, knowledge and advanced technologies between the above countries despite the war.

In addition, during the war, it was Switzerland that increased investment in digital reforms in Ukraine to the greatest extent: last October, the Ministry of Digital Transformation of Ukraine and the Swiss Agency for Development and Cooperation (SDC) signed a memorandum of cooperation, which provided for the allocation of 15 million francs (over 500 million hryvnias) for the development of digitalization in Ukraine [5].

Another important goal of Switzerland since February 2022 has been to strengthen support for Ukrainian small and medium-sized businesses, as well as to increase the degree of competitiveness of the Ukrainian economy as a whole [7].

Switzerland is focusing its efforts, for example, on the creation of sustainable agricultural value chains and on facilitating the access of farmers to credit. To do this, Switzerland is helping Ukraine develop and implement innovative financial instruments [6].

Bern's increased attention to this area of cooperation can be explained by Switzerland's interest in developing new markets in the post-Soviet space [7], as well as the emergence of as many foreign companies as possible purchasing services, goods and components in Switzerland, which is a contribution to maintaining jobs in the Confederation [1].

An important event of this year in the context of the further development of Ukrainian-Swiss innovation and economic cooperation was the Fifth National Small and Medium Business Development Forum, which took place on March 20, 2023, and was jointly organized by the United Nations Development Program (UNDP) and the Chamber of Commerce and Industry of Ukraine (TPP of Ukraine) [1].

During the Forum, the long-awaited speech of Andreas Huber, director of the Swiss Cooperation Program in Ukraine, took place. He once again emphasized and affirmed that Switzerland will continue to closely cooperate with UNDP to provide long-term support to 27 business member organizations of micro, small and medium enterprises (MSMEs), which unite more than 5,000 entrepreneurs from all over Ukraine and 75 per cent of which are affected by the ongoing war.

Another significant event to deepen the Ukrainian-Swiss innovation and economic dialogue this year was the third Ukrainian-Swiss IT-BRIDGE, which took place on March 29 in Zurich and became the first forum of this format organized by the Ukrainian-Swiss Business Association (USBA) in partnership with the largest professional association of Swiss information and communication technologies – swissICT [4].

The third IT-BRIDGE was planned to be held in March 2022 but was postponed for obvious reasons. A year later, the topic of the event was changed in accordance with new realities, but the main goal remained unchanged – to build new opportunities for cooperation between Swiss and Ukrainian companies [4].

Thus, we can conclude that Switzerland continues to make considerable efforts at all levels to support and ensure the sustainable development of the innovative model of the Ukrainian economy, and the longer the war continues in

Ukrainian territory, unleashed by the Russian Federation, the more thorough and comprehensive the "packages of the first-aid" from the Confederation become regarding the Ukrainian socio-economic development, which is due, of course, to further deepening understanding on the part of Berne of the real and most urgent problems of Kyiv during the wartime.

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INNOVATIONS AS DRIVER OF DEVELOPMENT FOR ENTERPRISES IN UKRAINE

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In recent times innovations and creative development occupy the first place in development of enterprises and businesses. Our society realizes now how important that aspect of economy is, how important providing chances and opportunities to express new ideas and opinions. It is understanding that supporting and stimulating of enterprises have the significant role for economy in general. Orientation on development of innovations provides not only competitive advantages for subjects of business entities, but also contributes economic growth to countries that support their progressing [1].

Entrepreneurship is considered to be the most important piece of the economic system based in the principles of market economy. It appears to be part