

Trade with Ukraine

Ukraine Pavilion at Spielwarenmesse 2024

30 January – 3 February 2024



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Welcome remark from UTIA President Pavlo Ovchinnikov



For the second year we are present with a country pavilion at Spielwarenmesse. We are proud to introduce the best Ukrainian companies to the world again.

Our success and prosperity are closely tied to the development of global markets, and in this context, I would like to emphasize the paramount importance of exports

and entering European markets. We live in a period where international cooperation becomes an increasingly vital element of successful business. European markets provide us with unique opportunities to expand and strengthen our positions on the global stage. Exporting to European Union countries broadens our audience and opens doors to new technologies, innovations, and best practices.

Let us continue together to facilitate the strengthening of our business relationships, build bridges with international partners, and work collaboratively to create a favorable environment for the development of our companies.

CONTACT

Natalie Suzdaltseva

Executive director

UKRAINIAN TOY INDUSTRY ASSOCIATION

Mobile: +38 050 991 83 32

Email: n.suzdaltseva@uait.org.ua



Information about the Ukrainian Toy Industry Association

The Ukrainian Toy Industry Association (UTIA) was established in 2014 by leading players from the Ukraine toy industry. UTIA functions as a comprehensive platform that brings together manufacturers, distributors, retailers, importers, educational institutions, research institutes, associations, and government agencies. Its overarching goal is to consolidate efforts and foster collaboration to advance the social and economic development of the toy industry, ultimately contributing to the fulfillment of children's need for high-quality toys.

Through the pursuit of these strategic goals, UTIA aims to create a thriving and globally competitive toy industry in Ukraine, ensuring the highest standards of quality and contributing to the overall well-being of children.



The team

SEQUA – YOUR SUPPORT



Project Director
MARIA KAPIL
Phone: +49 (0) 228 98 238-868
Mobile: +49 (0)174 8394073
Maria.Kapil@sequa.de



Event Manager
NIKLAS SCHIFFERS
Phone: +49 (0) 15 77 52 82 351
Niklas@jschiffers.de



Student Assistant
MORITZ GEBAUER
Phone: +49 (0) 228 98 238-33
moritz.gebauer@sequa.de



Matchmaker
RALF GROTELOH
Phone: +49 (0) 171 77 03 184
office@groteloh.de



Sales Coach
BARBARA LEMPA
Phone: +49 (0) 178 62 8 72 89
info@interrelations.eu

UKRAINIAN TOY INDUSTRY ASSOCIATION



President
PAVLO OVCHINNIKOV
Phone: +38 (067) 632 83 77
pavel@uail.org.ua



Director
NATALIE SUZDALTSEVA
Phone: +38 (050) 991 83 32
n.suzdaltseva@uail.org.ua



Head of the Export Committee
SERGIY TYMCHENKO
Phone: +38 (050) 784 74 99
s.tymchenko@ukr.net



Secretary
NATALIA TSYBULSKAYA
Phone: +38 (067) 560 86 95
n.tsybulskaia@uail.org.ua



Project Manager
BORIS SAMAR
Phone: +38 (050) 954 13 87
sbi.dc27@gmail.com



Sequa Partners in Ukraine



WISE ELK

WISE ELK / FAINOTOYS

www.wiseelk.us



APLI-KRAPLI

www.apli-krapli.com.ua



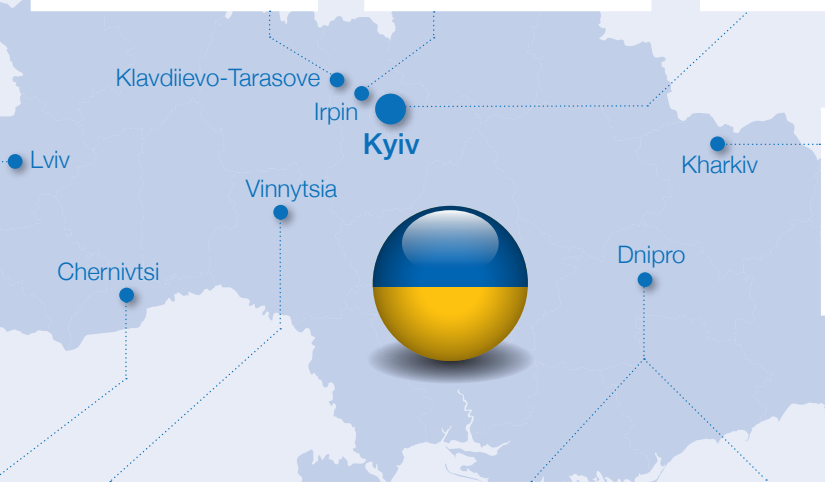
BUSY PUZZLE

www.busypuzzle.com



WOOD TRICK

www.woodtrick.com



TAKA MAKA
СІМПО ІГРОП

TAKA MAKA GAME BUREAU

www.takamaka.com.ua



RANOK-CREATIVE

www.ranok-creative.com



MAXIMUS

maximustoys.com



LORD OF BOARDS

www.lordofboards.com.ua



MINI MI KIDS BEAUTY

www.minimi.in.ua



KIDDISVIT / BORSCH

www.kiddisvit.ua

www.borsch.tovs

Apli-Krapli



Apli-Krapli produces a wide assortment of products for children's creativity.

Apli-Krapli has the mission to bring pleasure and diversity to your everyday life. Each thing, created with your own hands, is unique. It is through creativity that we express our individuality and have the opportunity to make our surroundings even more beautiful. And the products from Apli-Krapli support you with this!

All products are manufactured in-house and meet the highest quality and safety requirements.



PRODUCTS & QUANTITIES PER YEAR

- + 100,000 Applique
- + 100,000 Soft toy
- + 200,000 EVA stickers

CERTIFICATIONS & STANDARDS

- + Declaration of conformity



ADDRESS

Apli Krapli
Sobornosty
Klavdiyevy-Tarasove
Ukraine
www.apli-krapli.com.ua

CONTACT

Ms. Maria Siliutina
Phone: +380 50 66 99 348
apli.krapli@gmail.com

Busy Puzzle



Busy Puzzle was founded in Ukraine in 2018. They are dedicated to its local community, supporting businesses and providing humanitarian aid.

Their wooden toys meet high safety standards, showcasing unique, Montessori-inspired designs for early childhood development. They have a 1-3 business days manufacturing process, eco-friendly packaging, and offer worldwide shipping with a 1-week express option or a 2-3 weeks standard option.

Busy Puzzle is Ukraine's largest Etsy store, boasting over 600,000 sales and 80,000 reviews.



PRODUCTS & QUANTITIES PER YEAR

- + Name puzzles 27.4 t
- + Busy boards 17.68 t
- + Wooden Trains 2.93 t
- + Wooden Cars 0.27 t
- + Advent calendars 0.96 t



CERTIFICATIONS & STANDARDS

- + EU Declaration of Conformity (CE CERTIFICATE)
- + Children's Product Certificate (CPC)

ADDRESS

Busy Puzzle
Mechnikova Street 23
08200 Irpin
Kyiv Oblast
Ukraine

busypuzzle@gmail.com
www.busypuzzle.com
www.instagram.com/busypuzzle

CONTACT

Max Pohorelskyi
Head of Wholesale
Department +380 98 96 26 551
wholesale.busypuzzle@gmail.com

Wise Elk/Fainotoys



WISE ELK



Building Bricks

Explore the Wise Elk collection of plaster construction sets, suitable for a diverse audience, including both children and adults. These sets offer an opportunity to enhance fine motor skills, promote accuracy and logic, and foster 3D thinking and imagination.

Ideal for educational purposes, the plaster construction sets can be utilized in school projects to facilitate learning about architectural design and model building. Additionally, they serve as effective tools for teambuilding exercises, promoting group collaboration and creative problem-solving.



CERTIFICATIONS & STANDARDS

- + EN71
- + CPSC
- + CE



ADDRESS

Fainotoys LLC
Shevchenka Street 342
79069 Lviv
Ukraine
Kostya.rolin@wiseelk.us
www.wiseelk.us

CONTACT

Kostiantyn Rolin
Phone: +38 17 47 22 12 732
Kostya.rolin@wiseelk.us

KIDDISVIT



Established in 1997, KIDDISVIT has been a prominent producer of children's goods and has emerged as a leading supplier of toys in Ukraine.

The BORSCH project, initiated by KIDDISVIT, is dedicated to preserving and promoting the cultural traditions of Ukraine. Its primary objective is to familiarize children with nutritious vegetables used in the preparation of borsch through engaging games and interesting facts.

BORSCH stands out as a distinctive brand featuring collectible figurines of vegetable heroes. Developed by KIDDISVIT, this brand encompasses a diverse range of children's goods, including pictures, molds, and various other products. Positioned as an international brand, BORSCH was conceived with the purpose of enhancing the recognition and popularity of Ukrainian culture.

This innovative project was introduced at an exhibition in London and has been conceptualized for potential introduction to the EU market.

CERTIFICATIONS & STANDARDS

- + Directive 2009/48/EC on the safety of toys
- + Standards EN71

- + REACH Annex XVII; Entry 23
- + REACH Annex XVII, Entry 50
- + REACH Annex XVII, Entry 51&52
- + REACH Annex XVII, Entry 5

ADDRESS

KIDDISVIT
Berezyn's'ka Str. 80
Dnipro
Ukraine
info@kiddisvit.ua
www.kiddisvit.ua
www.borsch.toys

CONTACT

Ms. Maria Nedzelska
Brand Manager
Phone: +380 67 274 51 83
m.nedzelska@kiddisvit.ua



Lord of Boards



Lord of Boards was established with the primary mission of importing international board games to Ukraine. Over the past two years, the company has expanded its scope by developing its own line of toys. Presently, Lord of Boards has successfully introduced three original games:

1. Car Dealer: This game revolves around a car dealer engaged in the sale of used cars, offering players numerous surprises and interactions with special buyers.
2. Rats de France: A lighthearted yet strategic rats racing game that demands speed and attentiveness to navigate through obstacles successfully.
3. Borsch: Named after the iconic Ukrainian national dish, this game challenges players to prepare various types of Borsch from different regions of Ukraine.

In light of these innovative games, Lord of Boards is actively seeking business partnerships to facilitate the promotion and distribution of these games in international markets.

PRODUCTS & QUANTITIES

PER YEAR

- + board games (license base sales)



ADDRESS

LLC Lord of Boards
Yunosti avenue 8
21021 Vinnitsa City
Ukraine

lordofboards.2018@gmail.com

www.lordofboards.com.ua

CONTACT

Mr. Roman Kozumliak
CEO

Phone: +380 67 43 30 789

lordofboards.2018@gmail.com

MAXIMUS



The MAXIMUS Toy Factory is a reliable business partner with over 20 years of experience in the B2B segment. The company is distinguished by high-quality products, certified standards, an incomparable reputation and a wide range of toys for all age groups. The company ensures swift delivery and offers professional services.

With a focus on exporting to European countries, individualized approaches to clients and an optimal balance of price and quality, the company stands out as a key player in the international market.

To MAXIMUS, a pivotal factor lies in its dedication to consider, understand and fulfill the requests of its primary critics – the children.

PRODUCTS & QUANTITIES PER YEAR

+ children's toys/2000 t

CERTIFICATIONS & STANDARDS

- + PN-EN 71-1
- + EVS-EN 71-2
- + EN 71-3
- + PN-EN 71-9



ADDRESS

MAXIMUS
V Ruska str. 248
Chernivtsi
Ukraine
Phone: +380 67 372 886 4
info@maximustoys.com.ua
maximustoys.com

CONTACT

Mr. Hordashko Vitalii
Director
Phone: +380 93 24 15 304
info@maximustoys.com.ua

MINI MI kids beauty



MiniMi is a Ukrainian brand of kids' cosmetics.

Just like mommy's, but mine!

As a brand we take pride in revolutionizing the world of children's cosmetics by creating a line specifically designed for ages 3 to 15. Our USP stems from understanding the distinct needs of this age group, filling the gap left by brands that primarily focus on products for babies or teenagers.

Our commitment to children's everyday beauty routines ensures that your little ones have a dedicated range of cosmetics, addressing their unique skin requirements. Unlike other brands, we recognize that children aged 3 to 15 are not just small adults, but have specific skincare needs that deserve tailored solutions. No more borrowing from mom's cosmetic stash. We bridge the gap between baby products and teenage skincare, ensuring that children aged 3 to 15 have products suitable for their evolving needs.

PRODUCTS & QUANTITIES PER YEAR

+ different cosmetic
products / 8,000 pieces/year

CERTIFICATIONS & STANDARDS

+ CPNP certificates

ADDRESS

Mini Mi kids beauty
Shevchenko str. 11
Dnipro
Ukraine
www.minimi.in.ua

CONTACT

Ms. Liubov Gubarieva
Business developer
Phone: +380 67 48 92 463
minimikids.minimi@gmail.com

Mr. Oleksandr Somsikov
FEA manager
Phone: +380 96 70 81 777
minimikidsua.export@gmail.com

Nanit Robot



Nanit Robot.
100 toys in 1 box.

Nanit Robot is a company engaged in the creation of educational solutions for the development of children in the field of robotics and programming from which you can collect bats, yetis, a helicopter and much more. Nanit Robot's STEM & Edtech solution is a combination of a robot designer, educational videos and teacher support.

The brand participated in international exhibitions in Canada, the US, Germany, Estonia and entered the TOP-3 best startups of Ukraine. It was among the winners of the Ukrainian competition Lviv IT Arena and named "Best innovative toy 2022".

PRODUCTS & QUANTITIES PER YEAR

+ 30 different robots



ADDRESS

Nanit Robot
Dniprovska naberezhna 19-A
02081 Kyiv
Ukraine

SUPPORT SERVICE

Phone: +380 63 59 60 309
info@nanitrobot.com

CONTACT

Mr. Skrypka Denys
Director
Phone: +380 93 75 82 728

Ranok-Creative



Founded in 2004, Ranok-Creative focuses on creating educational products aligned with contemporary methodologies. The products are carefully designed to assist parents in enhancing their children's developmental journey, aiming to make it an engaging and enjoyable experience. Through the dedication to innovation and educational excellence, Ranok-Creative strives to contribute meaningfully to the holistic development of young minds.

PRODUCTS & QUANTITIES PER YEAR

- + Science games (to perform captivating experiments at home)
- + Creative kits for children of different ages
- + Educational kits and family kits
- + Kits for girls including those for creating natural cosmetics for children
- + Children and family board games
- + Books in the Ukrainian language

CERTIFICATIONS & STANDARDS

- + EN 71



ADDRESS

Ranok-Creative LTD
Kotelnikovskaya Street 5
61051 Kharkov
Ukraine
www.ranok-creative.com

CONTACT

Ms. Olena Khalina
Head of Licensing &
Trade Department
Phone: +380 66 760 28 81
halina.ranok@gmail.com

Ms. Oksana Salo
Sales Manager
Phone: +380 50 106 77 75
salookšana2015@gmail.com

TAKA MAKA Game Bureau



TAKA MAKA Game Bureau is a Ukrainian developer and manufacturer of board games. Our goal is to evoke bright and unforgettable emotions, positivity, humor, as well as to bring novelty to communication with friends. TAKA MAKA develops, implements and localizes completely new game projects. For the games, TAKA MAKA brings diverse mechanics and stories to life taking into account the preferences of the customers. The company cooperates with a team of professional artists and illustrators, because TAKA MAKA values high-quality illustration. The company uses only natural and certified raw materials for the production of the games. To help realize various creative ideas of games and game mechanics, the company actively cooperates with creative people.

PRODUCTS & QUANTITIES PER YEAR

+ Board games, 100.000 units

CERTIFICATIONS & STANDARDS

+ According declaration
+ FSC

ADDRESS

Taka Maka BG LTD
G. Hotkevich Street, 14/117
79070 Lviv
Ukraine
bitakamaka@gmail.com
www.takamaka.com.ua

CONTACT

Mr. Yaroslav Boychuk CEO
Co-owner
Phone: +38 050 370 34 83
boychya@gmail.com

WOOD TRICK



WoodTrick is a rapidly growing brand with more than six years dedicated to successfully designing, producing and selling 3D mechanical, prefabricated constructor models and figured puzzles.

Our production facilities have a complete cycle to convert high-quality wood into beautiful construction kits. Made complete with 100% natural wood, the laser-cut parts come together in your hands and become vintage and modern machinery, mechanical and electronic mechanisms.

Every step, from the unpacking to the final installation, is a true engineering joy.



PRODUCTS & QUANTITIES PER YEAR

+ Mechanical models/280,000 units

CERTIFICATIONS & STANDARDS

- + CPC
- + QIT: WJ23000483X2M
- + ASTM
- + CCPSA
- + 16 CFR Part 1500.44
- + SB 1943
- + TPCH
- + SOR/2014-254
- + CPSIA
- + ILLINOIS



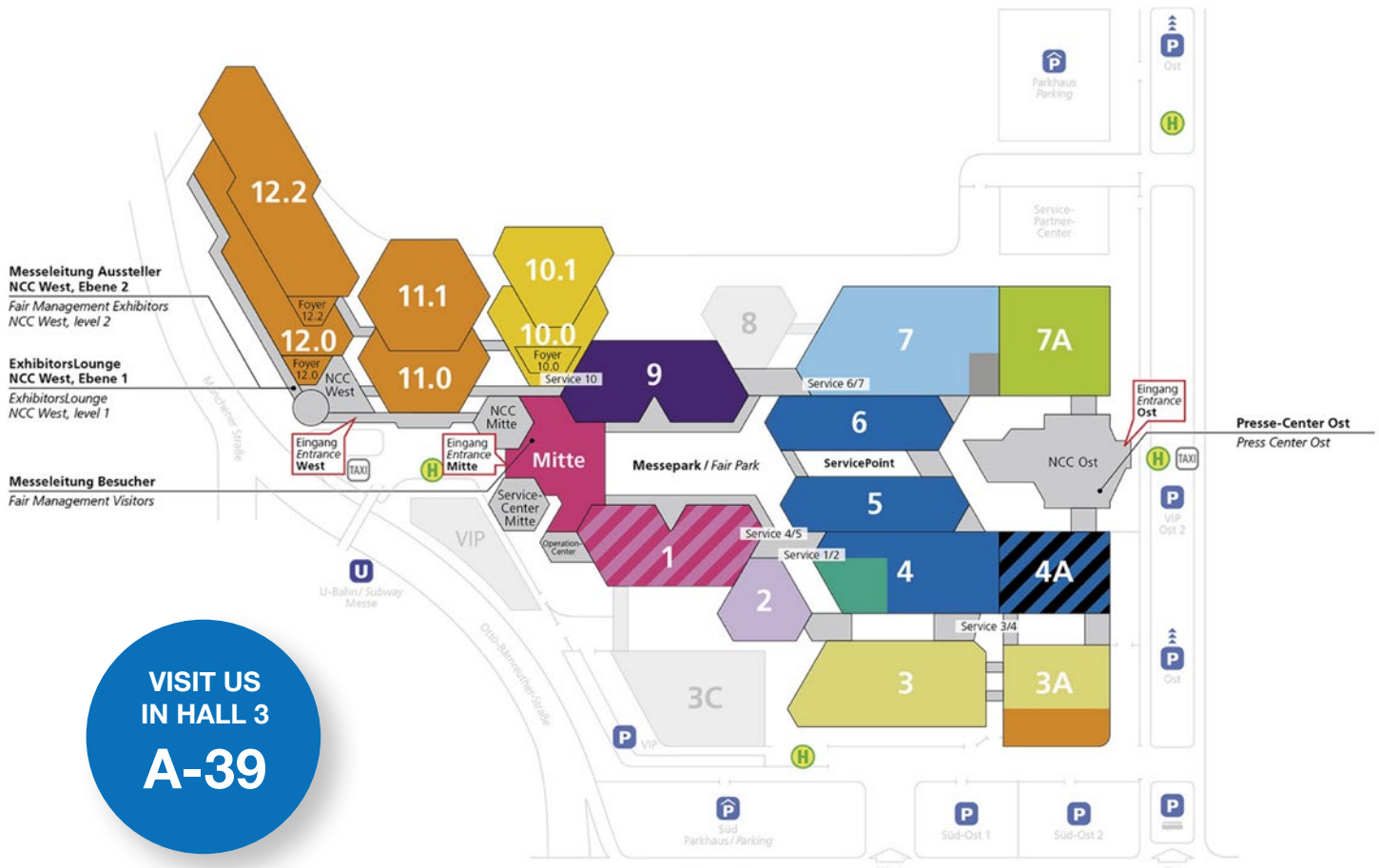
ADDRESS

WoodTrick
Konstantego Brandla 1
30732 Krakow
Poland
sales@woodtrick.com
www.woodtrick.com

CONTACT

Mr. Vitalii Salei
Phone +48 53 43 53 0 19
Saley7777@gmail.com

Floorplan



SEQUA

Project Office Bonn
sequa gGmbH

Alexanderstraße 10
D-53111 Bonn
Germany

MARIA KAPIL
Project Director

Phone: +49 (0) 228 98 238-868
Mobile: +49 (0)174 8394073
Maria.Kapil@sequa.de
www.sequa.de

