

## **Kyivstar and Nadra Bank supported the Corporate Reputation Days in Ukraine**

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On June 19-21, 2008, in Kyiv, took place the first edition of the Corporate Reputation Days in Ukraine, organized by Reputation Capital Ukraine. This event is the first ever Ukrainian international project in the sphere of reputation management, devoted to the adoption of high level professional standards in Ukrainian companies. The General partner of the event was Kyivstar and the Financial partner was Nadra Bank.

Representatives of the Ukrainian businesses participated in four master classes by the leading experts in reputation management as well as in the second Top-forum "Reputation Capital". Mark Weiner (CEO, Mark Weiner Consulting LLC, USA), Tony Aperia (managing director of Nordic Brand Academy, Sweden), David Geddes (vice-president, Fleishman-Hillard, USA), and Epaminondas Koronis (business consultant, Greece) shared their experiences in managing the most valuable corporate asset.

During the international Top-forum its participants discussed such important questions for the Ukrainian businesses as Corporate Communication Efficiency in Reputation and Crisis Management, Research Techniques in Reputation Management, Reputation Management and Media Relations. In the Top-forum participated not only international experts, top-managers and specialists of the Ukrainian companies but also the experts of Reputation Institute, the leading international organization in the sphere of reputation consulting and audit in reputation management, as well as the representatives of leading business media.

One of the most important events of the Corporate Reputation Days was the announcement of the results of the first ever reputation research of the largest Ukrainian companies. Roshen – the largest confectionary manufacturer in Ukraine – has become the winner. Among the five most reputable companies in Ukraine are Kyivstar, Nestle Ukraine, Procter & Gamble Ukraine and Privatbank. The research was conducted according to the Global Pulse methodology. Reputation Institute that annually conducts similar study in 29 countries all over the world.

The results of the first research of Ukraine's Country Reputation in the USA, Germany and UK have been also announced.

In this first edition of the Corporate Reputation Days in Ukraine specialists of such companies as Baltic Beverages Holding, Ferrexpo, Alfa Bank, Atoll Holding, J. T. International Company Ukraine, Kyivstar and Foxtrot took part in the event among others.