

CITeXchange

Internet-Exchange of Project Proposals and
Investment/Financing Offers

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Introduction

Considerable changes in the Ukrainian economic system, caused by its transformation into a market economy system, and heading for integration into the European Community demand raising the investment potential of the country and contributing to innovative activity development based on information and communication technologies.

Investment activity, as one of the most important ways of extending and restoring basic funds and industrial capacity based on scientific and technological progress, enables controlling the economic development, significant raise of its efficiency.

In Ukraine after gaining its independence and other NIS countries the problem of forming new economic ties both internal and external remains especially urgent.

Taking into account the moving forces of contemporary investment processes and the prospects of Ukraine to enter the World Trade Organization, the active usage of advanced information and communication technologies, including Internet, is an important constituent of the investment potential development, especially concerning the issues of providing efficient interaction among the members of the investment process and involving a wide range of Ukrainian enterprises into the process of investment activity.

On the assumption of the above-mentioned, the Centre for Innovative Technologies, Pr. E., came up with the idea of developing and introduction of the innovative solution, that is CITeXchange – the investment project Internet-exchange

The investment project Internet-exchange is the next step in promoting enterprise and investment potential development in Ukraine, that was implemented in cooperation with the Government of Ukraine within realization of the United Nations Development Programme Project "Support to Small and Medium Enterprises

Development in Ukraine". One of the implementing agencies of this project was the Organization GROMADYANSKA INITSIATYVA (OGI) International.

The author of CITeXchange idea and concept is Magal Mykhalo, Ph. D., Director of the Centre for Innovative Technologies, Pr. E.. CITeXchange is being implemented by the Centre for Innovative Technologies, Pr. E. (Kyiv), jointly with Softline Company within the Programme "Internet-bridge PARTNERSHIP FOR DEVELOPMENT", which was piloted and is being coordinated by the Organization GROMADYANSKA INITSIATYVA International.

The distinctive feature of CITeXchange is that it was developed by Ukrainian experts, and is being introduced by Ukrainian enterprises, exceptionally due to the Ukrainian investment, not involving the international technical assistance.

The development of the investment project Internet-exchange (version 1.0) was successfully completed on 28 June 2003. The start of providing CITeXchange services via Internet was devoted to the Day of Constitution of Ukraine.

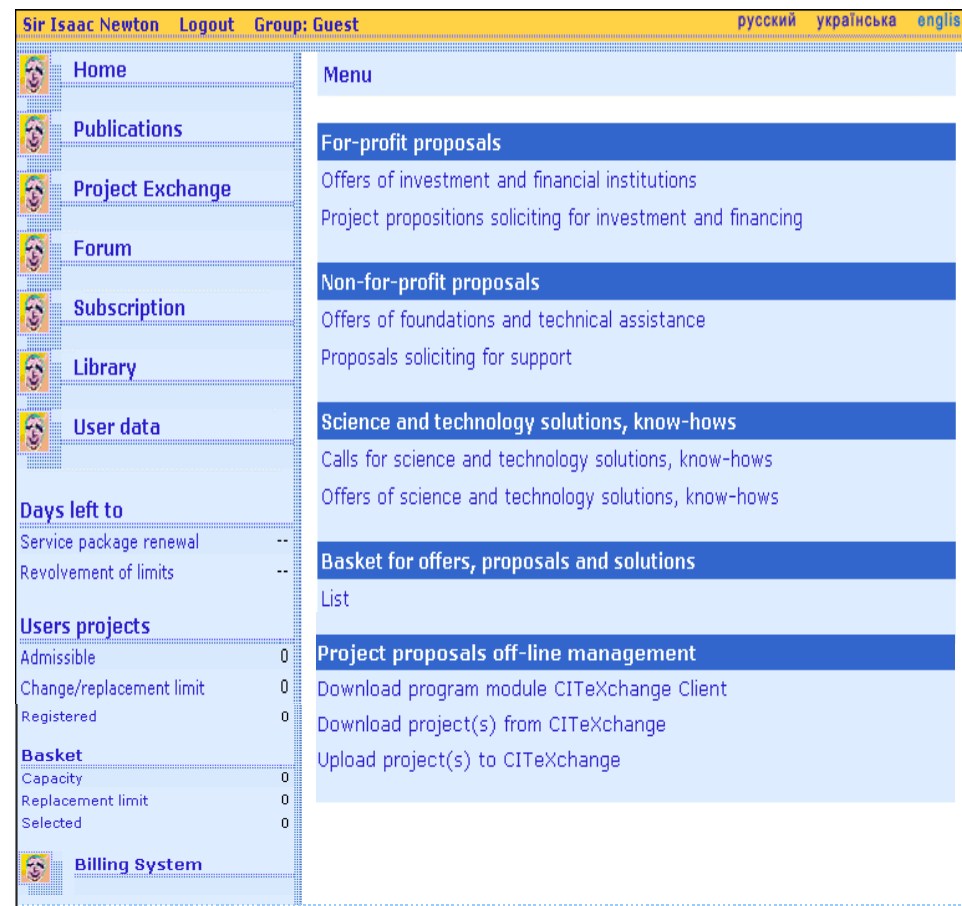
CITeXchange – the Investment Project Internet-Exchange

CITeXchange is an innovative tool, based on information and communication technologies, for investment promotion, establishing business links and mutually beneficial partnerships, searching for investment and investment media, allocating financial resources, providing on-line information exchange among the members of investment process, registered on CITeXchange, and for decision making in the field of investment activity.

CITeXchange – is the e-environment with the integrated database having three-language interface (English, Ukrainian and Russian) accessible via the Internet, where the owners (*investors/donors/innovation-seekers and investee/grantee/innovation-providers*) of various types of projects (for-profit, non-for-profit, innovative) have an opportunity to

- add/edit/delete their project proposals,
- place information about their proposals according to the chosen Service Package in the unique format (*for a particular type of a project*),
- use CITeXchange tools for
 - exchanging information with other projects registered in the database,
 - studying project proposals registered on CITeXchange on-line,
 - estimating possibilities of providing or getting investment,
 - fast comparison of project proposals of a chosen project type,
 - searching for partners, finance, investment objects, etc.

Access to CITeXchange via Internet provides users with a unique opportunity to respond to market changes or society needs, and to monitor the information about Your project proposals in the database without intermediaries at any time, from any point of the world, where Internet access is available.



Pic.1 The view of CITeXchange page after user registration

Three language CITeXchange interface gives an opportunity to enlarge and internationalize significantly the audience of the investment process, that in turn will increase the chances for success of the Internet project exchange users. The content of the information that is placed in CITeXchange database is under responsibility of the registered users who have added project proposals.

The format of adding project information into CITeXchange database is the result of long-term analytic work carried out by the Centre for Innovative Technologies, that corresponds with the decisions on presenting such information in the USA, European Union, Ukraine and NIS.

All available information about project proposals and their registrators is accessible for registered users according to the Service Package they have chosen. Registration of project proposals and CITeXchange services are chargeable; their amount and price depend on the chosen Service Package. Registration of project proposals is fulfilled if they do not conflict with CITeXchange General Terms and Conditions of Use. More detailed information about registration, Service Packages, and CITeXchange General Terms and Conditions of Use is available on www.citua.com

With the purpose of protecting the copyright and intellectual property rights of individuals and legal entities, who may be presented by the registered user of the Internet-exchange, in CITeXchange there is registration of a user, as well as of every his/her project proposal, including the information about the real managers of investment objects or financial resources.

Project proposals can be registered on CITeXchange by all subjects of investment, mentioned in the Law of Ukraine on the Investment Activity.

Advantages of work with CITeXchange

- Efficient tool for investment promotion and establishing business links via the Internet in the real-time mode
- CITeXchange languages: Ukrainian, Russian, English, – this significantly enlarges and internationalizes the audience of potential partners

- Working with CITeXchange, the initial stage of interaction (data exchange) is realized between project proposals, rather than between users themselves, that contributes to impartial selection of project proposals
- Twenty-four-hour access to CITeXchange via Internet from any country worldwide
- Specialized environment to work with investment projects: search, research, comparison and analysis, communication, experience presentation, publications, library, advertising project proposals, etc.
- Efficient tool to promote partnership between the members of investment process and to find necessary resources, including financial
- Exclusive tool for intermediation and consulting in the area of investment and innovative activity
- Unique e-environment to carry out marketing research and to schedule new directions of development
- Unified format of project proposal presentation, which corresponds with the selected project type; this speeds up the research needed and the decision making process
- A User coordinates his/her project proposals via Internet by himself, according to the chosen Service Package:
 - selects interesting project proposals into the basket
 - looks through accessible fields of project proposals
 - adds his/her new project proposals

- changes his/her project proposals that already exist
- deletes his/her project proposals
- compares the accessible project proposals by fields according to the conditions of the chosen Service Package
- evaluates project proposals of other users and keeps up with the rating of his/her own
- sends a partnership proposal to other projects
- accepts or declines a partnership offer from other projects
- exchanges information with other projects-partners
- A User may
 - o independently manage personal data and subscriptions to thematic e-mail alerts and news;
 - o have access to information about a project owner and his/her contact information according to the chosen Service Package;
 - o have access to the 24/7 e-Forum of the investment process participants, registered on CITEExchange;
 - o have access to the system of CITEExchange publications and CITEExchange Internet library;
 - o work with all types of project proposals according to the chosen service Package during one session

- o work as an investor/donor and a subject of investment/financing in one person at the same time.

- An advanced search tool is available for users with respect to a project type and according to the conditions of the chosen Service Package
- Twenty-four-hour project proposal advertising to be viewed by a wide range of potential partners
- E-environment available only for registered users of CITEExchange – the investment project internet-exchange
- Brief information about project proposals is accessible for hundreds of millions of Internet users
- Many other advantages due to unified forms, work in the specified environment and via the Internet

Cooperation with Government

CITEExchange Special Work Group (SWG) was established in January 2004 to promote development of investment activity in Ukraine using information and communication technology advantages

The SWG activity is aimed at:

- support of coordination of efforts and holding consultations with the Government of Ukraine to extend access for participants of investment process in Ukraine to investment resources (internal and external) using CITEExchange (Internet-exchange of investment projects and investors proposals);

- - promoting international, interregional and multisectoral horizontal economic cooperation

The **first meeting** of the Special Work Group took place on the 28th of January 2004.

There were **representatives** of:

- Ministry of Foreign Affairs of Ukraine;
- Ministry of Economics and Eurointegration of Ukraine;
- Ministry of Economics of the Autonomous Republic Crimea;
- Ministry of Fuel and Energy of Ukraine;
- Ministry of Health of Ukraine;
- Ministry of Ecology and Natural Resources of Ukraine;
- The State Committee of Ukraine for Energy Conservation ;
- CITeXchange project partners :
 - Centre for Innovative Technologies, Pr.E.
 - Organization GROMADYANSKA INITSIATYVA (OGI) Intl.
 - Softline, JSC

During the meeting the main CITeXchange elements were introduced to the participants and the following aspects of CITeXchange system usage were discussed:

- support of international and interregional horizontal cooperation in investment and innovative sphere ;
- entrepreneurship development;

- increasing opportunities for mobilisation of internal and external investment resources by enterprises, organizations and institutions of Ukraine ;
- dissemination of information on investment programs (including programmes of technical support) and advancement of process of the best applicants selection.

Taking into consideration the recommendations of the first SWG meeting, organizations-partners, which implement CITeXchange project, made decision:

- to form a special service package **GORIZONT PLUS** (the structure of the package GORIZONT + search + possibility to register up to 20 project proposals),
- to grant during 2004 the service package **GORIZONT PLUS** free of charge to the institutions, which representatives take part in the CITeXchange Special Work Group and that are participants of the project "GORIZONT" (in support to development of economic and environmental horizontal cooperation based on information and communication technology) upon the APPLICATION, submitted by the interested institution,
- to make presentation about **CITeXchange** to the interested institutions upon their request.

The Ministries, which are interested in using the package "**GORIZONT PLUS**" free of charge till the end of 2004, are advised to fill in the **APPLICATION FORM** (<http://www.ogii.org/archive1/project7/ap4.doc>) and send it to : 16-A Shovkovychna str., Kyiv 01024 "Centre for Innovative Technologies"

New Business Opportunities with CITEExchange

CITEExchange tool opens new business opportunities for interested legal entities and individuals.

With the purpose of providing access to CITEExchange services for a wide range of enterprises, organizations, funds and financial institutions, the Centre for Innovative Technologies (CIT) creates a network of CITEExchange partners, regional coordinators, consultants and trade dealers.

The network of regional coordinators and trade dealers is formed according to their geographical location, while the consultant network is organized on the sectoral principle. The choice is made on the competitive base. By perforce, during the first year of work with CITEExchange **regional coordinators** and **consultants** may have an additional discount **up to 25%** for all types of CITEExchange services.

CITECHANGE REGIONAL COORDINATOR – a legal entity registered as a User of CITEExchange that registers on behalf of its clients their project proposals in CITEExchange database, ensures updating, maintenance and promotion of project proposals on behalf of its client, and coordinates interaction between the owners of project proposals and funds or financial institutions.

For gaining regional coordinator status a legal entity must

- send CIT an official letter expressing the wish to work as a CITEExchange Regional Coordinator, ensure its administrative group training on the work with CITEExchange, adjust with CIT its business-plan on fulfilment of Regional Coordinator functions, present CIT the original agreements with clients as for maintenance and promotion of their projects on CITEExchange and sign an appropriate licenced Agreement with CIT.

A Regional Coordinator is eligible to determine the price for his/her

services for his/her clients taking into consideration the discounts provided on CITEExchange.

Criteria of choosing regional coordinators:

- availability of the organization's business development strategy involving CITEExchange services,
- business geography,
- previous work experience,
- staff qualification level and knowledge of English,
- percentage of expected additional discount on CITEExchange services (*25% max*),
- application date.

CITECHANGE CONSULTANT – an individual registered as a User of CITEExchange that registers on behalf of its clients their project proposals in CITEExchange database, ensures updating, maintenance and promotion of project proposals on behalf of its client.

For gaining consultant status a User-legal entity must

- send CIT an official written request, mentioning the User's passport data, get the training on how to work with CITEExchange, adjust with CIT the User's business-plan on fulfilment of Consultant functions, present CIT the original agreements with clients as for maintenance and promotion of their projects on CITEExchange and sign an appropriate licenced Agreement with CIT.

A Consultant is eligible to determine the price for his/her services for his/her clients taking into consideration the discounts provided on CITEExchange.

Criteria of choosing consultants:

- availability of his/her business development strategy involving CITEExchange services,

- previous work experience in this field,
- percentage of expected additional discount on CITeXchange services (25% max),
- qualification level and knowledge of English,
- interpersonal skills,
- application date.

CITeXCHANGE DEALER – a legal entity or individual that executes preliminary registration of new Users in CITeXchange, signs an appropriate agreement with them, collects registration fee and sells CITeXchange Service Packages to new Users at prices mentioned on www.citua.com, advises new clients on choosing the suitable CITeXchange Service Package and possible discounts, receiving remuneration for such work at the rate of 10% from sales volume.

For gaining Dealer status a legal entity must

- send CIT an appropriate official letter, appoint a CITeXchange services sales manager, ensure manager's training on the work with CITeXchange, adjust with CIT its business-plan and sign an appropriate Agreement with CIT.

For gaining Dealer status an individual must

- send CIT an official written request, mentioning his/her passport data, get the training on how to work with CITeXchange, adjust with CIT his/her business-plan and sign an appropriate Agreement with CIT.

Criteria of choosing dealers:

- business geography,
- previous work experience in promoting similar products,
- staff qualification level,
- application date.

CITeXCHANGE PARTNER – a legal entity or an individual registered as a User of CITeXchange having a Special Service Package. A Partner may register his/her own project proposals, as well as the project proposals of his/her clients in CITeXchange database. A Partner provides expert-advisory support for CITeXchange Users and contributes to finding financial resources for their projects' implementation. A Partner is eligible to determine the price for his/her services for his/her clients.

For establishing partnership a legal entity must

- inform CIT with an official letter expressing the wish of becoming a partner, ensure its staff training on the work with CITeXchange, register on CITeXchange as a User having a Special Service Package and sign an appropriate Agreement with CIT.

Criteria of choosing partners:

- previous work experience with funds, financial institutions and technical assistance programmes,
- business geography, fields of activity and its duration,
- previous work experience,
- availability of its or his/her business development strategy using CITeXchange,
- staff qualification level and knowledge of English.

The list of CITeXchange Regional Coordinators, Consultants, Dealers, Partners and their contact information would be shown on www.citua.com by their request.

Provided that all the conditions are equal, preference would be given to the offers received by CIT first.

The new program solution for autonomous work of CITEExchange users

The new program solution **CITEExchange Client** (v.1.01 Ukr) is made and realised for autonomous formulating of investment projects and investors proposals in the CITEExchange format. Registered user (including Guest) may download **CITEExchange Client** from CITEExchange portal any time, having entered his account

CITEExchange Client program allows

- to formulate project proposals beforehand autonomously in the user's computer without entering Internet;
- to upload his project proposals, prepared autonomously, to the CITEExchange database;
- to download his project proposals from the CITEExchange database for safe-keeping, refreshing, sharing or presentation.

CITEExchange Client – is an advantageous solution for those, who use telephone lines or have some Internet access limitation, because due to this program Internet access is necessary only for uploading or downloading the project proposals, while Internet-resource is **not** used during project proposals **formulating**.

CITEExchange Client – is also a convenient instrument for those, who prefer group work (every worker/group prepares its own proposal) or who work with his clients during project proposals preparation for publishing them at CITEExchange: the Internet-exchange of project proposals and investment/financing offers.

CITEExchange Client – is possibility of quick refreshing the user project proposals in the global CITEExchange database by using Internet and 100% guarantee of saving information about Your project proposals in CITEExchange format when force majeure conditions appear.

CITEExchange Client – is a very valuable instrument for those, who have no Internet access, but have investment resources, investment projects or innovative solutions (which are worth attention of publicity) and want to publish them at CITEExchange.

Virtual Investment Office

Virtual Investment Office (CITEExchange: VIO) is a new style of managing the portfolio of investent, social and innovative projects based on information technologies and advantages of the Internet. **CITEExchange: VIO** was realized on basis of CITEExchange architecture.

CITEExchange: VIO is always in the jungle of information flows of the Internet, fulfils its functions on 24/7 basis and traces all the events and alterings in project proposals registered on CITEExchange in the real-time mode.

CITEExchange: VIO is Your reliable information source of the interest in Your project proposals of both the Ukrainian and foreign members of the investment market.

Virtual Investment Office implies

- On-line creating and editing a database of Your project proposals via the Internet.
- All types of projects are accessible simultaneously: for-profit, non-for-profit and innovative (demand and supply).

- o The structure of electronic project forms based on the world best practices (to a great extent of the EU, USA and Japan) in formulating for-profit, non-for-profit and innovative projects.
- o Dynamic generation of forms for presenting the information on project proposals depending on special field options of the database, for example, table layout according to a project duration, etc. **(NEW)**.
- o On-line access management of other CITEExchange users to the information fields of Your projects allowed by You **(NEW)**.
- o 24/7 targeted advertising of Your projects.
- o An opportunity to create a database of Your projects off-line with further downloading of the information into CITEExchange database as an additional service **(NEW)**.
- o Professionally organized data transfer encoding and security systems.
- o Saves Your time. Searching and comparing selected project proposals in seconds.
- o Automatic system for establishing partnership among the owners of project proposals.
- o Professional programming and technical support.
- o Increased monthly number of Your project proposals: up to 150 per month **(NEW)**.
- o Monthly maintenance cost of each additional project proposal is considerably decreased as compared to other Service Packages **(NEW)**.
- o Non-limited number of other CITEExchange user projects viewed in Your basket **(NEW)**.
- o Non-limited number of revisions or replacements of Your projects **(NEW)**.

- o On-line accessible invoice preparation and client's personal data systems, payment history **(NEW)**.
- o SSL encoded on-line secure CITEExchange user's personal and billing data management using.
- o Free publication of Your news on CITEExchange home page and Your articles in the section of publications **(NEW)**.

We respect Your time. Your progress is our success.

We constantly work on CITEExchange improvement to provide favourable conditions for efficient work of our clients and their prosperity.

Contacts

For more detailed information about CITEExchange and its services, please, address

<http://www.citua.com>

registry@citua.com or

(044) 2532860, 2545268.



IT **The Centre
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