

Empowering Ukrainian Entrepreneurs through e-commerce education, accessible finance and digital tools

E-Export School for MSMEs

JSC “Ukrposhta” (Ukraine Post) has taken an active role in strengthening Ukraine’s digital trade ecosystem through the launch of the E-Export School — a comprehensive training and support platform that equips Ukrainian entrepreneurs and small businesses with the knowledge necessary to participate in cross-border e-commerce. The initiative combines digital education, practical business tools, and real-world success stories to unlock global online sales opportunities for Ukrainian producers. Ukrposhta’s aim is to create an ecosystem in which various stakeholders can help micro, small and medium enterprises expand their businesses.

Since 2016, the E-Export School has been delivering training and providing practical resources to guide Micro-, Small and Medium Enterprises (MSMEs) through the full e-commerce journey — from setting up online stores and selecting marketplaces to logistics, marketing, and customer service.

The curriculum focuses on hands-on topics that support MSME development and increase exports, including selling on four major global platforms: Etsy, eBay, Amazon and Shopify; configuring international delivery

and payment systems; managing customer relations; and optimizing sales performance. Sessions are led by experienced market practitioners and industry experts, while exporter interviews and case discussions demonstrate how Ukrainian businesses have successfully entered global markets. This strong emphasis on storytelling and peer learning equips participants with actionable skills while building confidence and an exporter mindset — showing that international e-commerce is achievable even without large budgets or prior export experience.

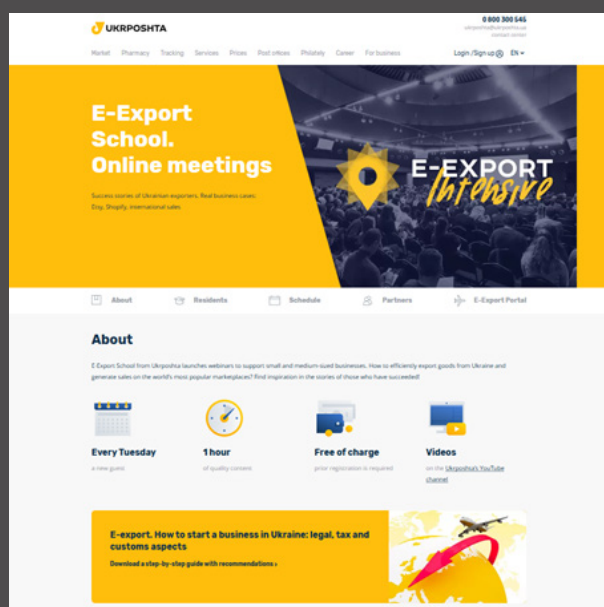
E-Export School has held more than **200 events**, in-person and remote, attended by more than 15,000 participants. These events are typically divided into **three types**:

1. **Success stories** of real entrepreneurs, showing that anyone can achieve success (aimed at motivating people without prior experience to start exporting)
2. **Advanced courses**, detailed training for existing sellers (aimed at improving skills and helping them maximize marketplace sales)
3. **Specialized courses** dedicated to specific areas (for example, analytics: showing that the success of e-commerce activities depends on the selection of goods, marketplaces, pricing and handling competition)

All E-Export School content remains accessible online at [Ukrposhta’s YouTube channel](#), ensuring nationwide reach for micro- and small enterprises regardless of location.

The scale and continuity of the E-Export School have also been supported by a broader ecosystem of public, private and development partners:

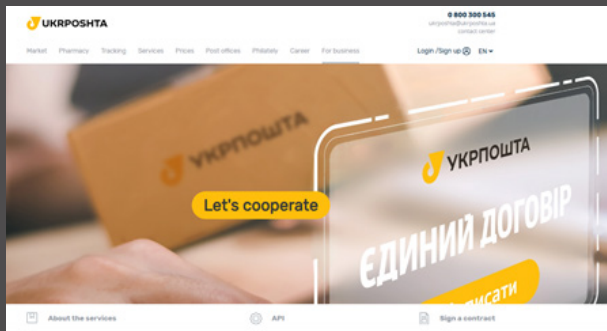
- Donor organizations, such as USAID and UNDP, have provided support for E-Export School events and offered grant programmes for individual producers.
- Global marketplaces (eBay, Shopify, Allegro) have offered special conditions for Ukrainian sellers and participated in webinars.



E-Export School Portal

- Visa and Payoneer have provided financial support for events.
- The Ministry of Digital Transformation, the Ministry of Economy and specialized media serve as important information partners.

Ukrposhta is responsible for the implementation of the entire project: preparation of content and organization of events (in-person and remote), development of the E-Export portal, and offering special conditions for exporters.



Ukrposhta for business services

Financial support programmes for MSMEs

In addition to training, Ukrposhta with partners has offered **financial support programmes** for exporters.

For example, two programmes have been implemented in partnership with USAID:

- [Made in UA Support Project](#) (2022) (3500+ applications; 100 MSMEs received micro grants; 10 MSMEs received special prizes from Ukrposhta)
- [UA Global Etsy Start](#) (2024) (1826+ applications; 500 MSMEs received micro grants and 2 months mentor programme).

The aim of these programmes was to motivate domestic producers to start exporting, which resulted in generating online orders and postal items.

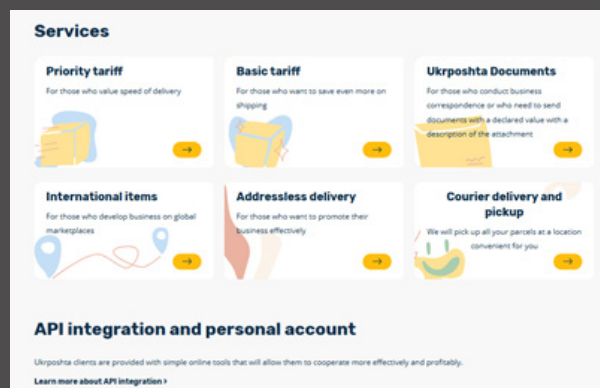
Tailor-made IT tools for MSMEs

To support MSME digital operations, Ukrposhta has invested significant resources into IT developments and offers its customers access to four **key interfaces**:

- API integration
- Personal online account on Ukrposhta website
- Mobile App
- Integration into the services of aggregator logistic platforms

These digital tools enable merchants to automate order processing, label generation, and shipment tracking. MSMEs can calculate shipping costs online, sign contracts digitally, and access clear delivery terms — simplifying onboarding and improving transparency. For marketing and customer acquisition, addressless delivery services allow businesses to distribute promotional materials or product samples at scale.

Ukrposhta quickly reacts to **changing circumstances** and introduces solutions to deal with them, for example, it was one of the first companies in the world to launch a Delivered Duty Paid (DDP) solution to meet the new customs requirements of the USA, and now it is getting ready to launch solutions to deal with changes in the EU customs requirements



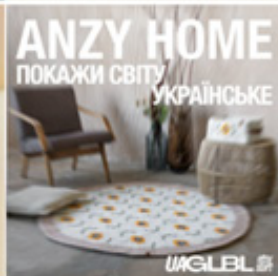
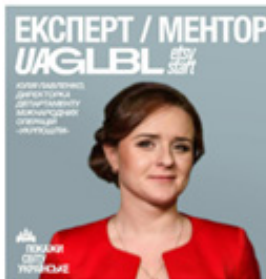
Ukrposhta for business services

Accessible physical infrastructure and logistics

Importantly, the E-Export School and IT tools are embedded within Ukrposhta's **physical logistics infrastructure**, allowing MSMEs to immediately apply what they learn while leveraging from Ukrposhta's expansive **e-commerce service offering**. Through its nationwide PUDO (Pick-Up and Drop-Off) network, MSMEs gain affordable access points for dispatching and receiving parcels, while courier pickup and last-mile delivery enable businesses to ship directly from their premises. Ukrposhta offers both priority tariffs for speed-sensitive shipments and standard tariffs for cost-conscious sellers, complemented by a cumulative discount system that rewards growing MSMEs with progressively lower shipping costs.

Ukrposhta's integrated service stack demonstrates how Ukrposhta actively supports MSMEs across the full e-commerce value chain. By combining practical training from the E-Export School with scalable logistics and services tailored to the needs of businesses, Ukrposhta lowers entry barriers for participation in e-commerce, accelerates order fulfilment, and helps small Ukrainian businesses compete effectively in global online markets.

Micro grant program for MSMEs



UA Global Etsy Start

- 1826+ applications,
- 500 MSMEs as members of communities
- Financial fund of USD 550 thous. for promotional activities on Etsy
- 2-months mentor program
- Training twice a week



Made in UA Support Project:

- 3500+ applications
- 100 MSMEs received micro grants
- 10 MSMEs received special prizes (from Ukrposhta)



Financial support programmes for exporters



Photos of one of the in-person events: [E-Export Intensive](#) (Kyiv, 12.02.2025)

Sources:

1. [Ukrposhta for business](#)
2. [E-Export School portal](#)
3. [Ukrposhta's YouTube channel](#)
4. [Step-by-step Export Guide](#) (in Ukrainian only)
5. [Financial support programme for exporters](#)
6. [Analytics courses](#)
7. E-Export Intensive (2023):
 - Kyiv: <https://e-export.ukrposhta.ua/intensive/>
 - Dnipro: <https://e-export.ukrposhta.ua/e-export-intensive-u-dnipri/>
<https://www.facebook.com/e.export.school/posts/309639948102013>
 - E-export Intensive as part of the Grant Program "Vlasna Sprava" in Kyiv (organized by the Government, the Ministry of Economy, USAID): <https://vlasnaspravagrant.com.ua/>
<https://www.facebook.com/usaidcep.ua/posts/pfbid02HunxzzLvyA6xVSxEdH82i414mG1SwxRencRcQPLRisgBzJYr6nR1QxUU6xCn1z6fl>
 - E-Export Intensive (2025): <https://e-export.ukrposhta.ua/intensive/>

Videos:

1. E-Commerce in Action:
 - [Bark&Go Ukraine](#)
 - [Sanati Factory](#)
 - [EcoWalnut](#)
 - [LeoSklo](#)
2. Ukrainian Manufacturers on Etsy:
 - [Success Stories of Brands MGLLeather and KGUbrass](#)
 - [Touchable Linen](#)
 - [VitrageArt](#)
3. Ukrainian Exporters' Success Stories:
 - [A family brand of baby goods Emily Décor](#)
 - [DARI jewelry](#)
 - [Balabanoff Leather Goods](#)
4. Ukrainian Brands on Global Marketplaces:
 - [Vyshyvnochka](#)
 - [Old Town Leather and OTLbags](#)
 - [Thehrdwood and Dynamic Workshop](#)
5. Analytics courses:
 - [Analytics on Amazon with Helium Base](#)
 - [Analytics on Etsy with eRank](#)
 - [Analytics on Etsy with Marmalead](#)
 - [Analytics on eBay with Terapeak](#)
 - [Analytics on Shopify with ZikAnalytics](#)
6. - [E-Export Intensive \(2023\)](#)
- [E-Export Intensive \(2025\)](#)
- [E-Export Intensive 2.0 \(2025\)](#)