

1. **Ukrainian economy will benefit**

European integration will be positive for the Ukrainian economy in the medium to long term. There will be greater internal and foreign investment. Ukrainian companies will be able to compete on an equal footing in the world's largest single market of 500 million consumers. According to one recent study¹, living standards will increase by nearly 12% in the medium term.

2. **Prices will drop**

Prices should fall as a result of lower tariffs and greater competition. One recent study suggested that the price of hard cheeses could fall by 15% and alcohol by 5%².

3. **European standards is an investment**

Meeting European rules and standards is an investment in a better future. It will translate into very tangible improvements, like improved food quality and reduced pollution.

4. **Ukrainian companies will be able to compete successfully**

It is true that European integration will bring greater competition for Ukrainian companies. But tariffs for European products entering Ukraine will be reduced gradually allowing Ukrainian

businesses time to prepare. By contrast, the vast majority of Ukrainian products will have immediate customs free access to Europe's 500 million consumers. And experience in countries like Poland and Slovakia shows that companies can learn to adapt quickly³. More Ukrainian companies will be able to compete in world markets as a result of meeting European standards.

5. **Ties with Russia will develop further**

There is nothing in the agreements between Ukraine and the EU that prevents existing ties from continuing and new areas of cooperation developing. Unfortunately Russia has decided to exercise economic and political pressure to influence the behaviour of the Ukrainian government.

6. **Ukraine will keep its independence, sovereignty and identity**

It's a sovereign decision for Ukraine and its people whether to develop closer ties with other countries and multinational unions. No-one is forcing Ukraine to build closer ties with the EU. Adhering to common rules and standards will not mean that Ukraine will lose its customs and identity. Quite the opposite: the EU nourishes the distinctiveness of individual Member States as one of its strengths.

7. **Equal rights for all**

The EU is not seeking to impose "gay marriage" in Ukraine. Every country decides whether to recognize same-sex unions. But equal rights for all citizens is a fundamental principle underpinning the EU as is the case with the Constitution of Ukraine. That means the same rights and rules for the richest and poorest.

8. **EU is interested in "win-win" relations with Ukraine**

The EU is interested in building a partnership in which both sides will benefit. And the EU remains committed to supporting Ukraine's reforms as it has done in the past. Since 1991, the EU has invested more than €10,5 billion of loans and more than €3.3 billion in grants. Further investments by European businesses will bring further jobs and higher standards.

9. **EU is ready to relax its visa regime for Ukrainians**

Countries of the Schengen Zone remain committed to the visa liberalisation action plan. When the Ukrainian government has taken the steps it has agreed to implement, this plan will lead to visa free travel to many European countries. For now, more than 90% of visa applications by Ukrainian citizens are successful.

10. Ukraine has the right to join EU as Member State

Article 49 of the Treaty on the European Union stipulates that any European country which respects the principles of the EU may apply to become a Member State. Ukraine could therefore apply to join the EU if it decides so. For now, the proposed Association Agreement offers Ukraine the opportunity to benefit from the EU's experience, practical support and a proven track record of regulation and reform that has helped many countries to modernise and offer a better life to their citizens.

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<http://www.ier.com.ua/en/institute/news/?pid=4263>, http://www.ier.com.ua/files/Projects/2011/2011_09/Regional_integration_2011_ukr.pdf (full report)

2 http://texty.org.ua/pg/news/editorial/read/49846/Shho_Ukrainina_vt_ratyla_Povnyj_cykl_INOFOGRAFIKY_Ugody

3 <http://korrespondent.net/business/economics/1318878-korrespondent-liberalnyj-radikal-12-idej-glavnogo-arhitektoara-polskih-reform>

On Stronger Together

The “**Stronger Together**” campaign, launched on 10 September 2013, aims to explain to ordinary Ukrainians the many benefits that will flow from Ukraine's closer integration with the EU. These include more Foreign Direct Investment, rising living standards, cleaner drinking water, more opportunities for educational exchanges, a more transparent business environment and safer roads.

The campaign brings together representatives from the Ukrainian Government, the EU Delegation, the Ukrainian Parliament, EU Member States, Ukrainian and European businesses, civil society and youth organisations in a coalition committed to coordinating their activities and working together.

“Stronger Together” is open to new partners who support the campaign's overall goal of explaining the benefits of Ukraine's closer integration with Europe.

Further information

Stronger Together campaign on Facebook:
<https://www.facebook.com/StrongerTogetherUA>

Calendar of the campaign's events at the website of the EU Delegation to Ukraine:
www.eeas.europa.eu/delegations/ukraine/index_uk.htm

Research underpinning the campaign:
<https://www.gov.uk/government/case-studies/explaining-the-benefits-for-ukraine-of-closer-european-integration>



Ukraine – EU: 10 arguments