

## Construction of new facilities for the production of ceramic tiles

Project description	
Project initiator	Zeus Ceramica JSC
The essence of the project	Construction of new facilities for the production of ceramic tiles
Project goal	Production of new formats of ceramic tiles with a modern design. Development of new market segments, including segments outside of Ukraine.
Compliance with strategic documents and assignation of priorities	<p>The project goals correspond to:</p> <ul style="list-style-type: none"> <li>- Goals of sustainable development of Ukraine for the period up to 2030 (PP.8.9), approved by decree of the president of Ukraine "on the Sustainable Development Goals of Ukraine for the period up to 2030" dated September 30, 2019 No. 722/2019.</li> <li>- Task 1.1.3. "Development of small and medium-sized businesses as a driver of structural transformation" operational goal 1.1. "Qualified personnel, productive employment and decent work" Strategic Goal 1 "updated competitive economy" of the Donetsk Region Development Strategy for the period up to 2027.</li> </ul>
Study of the problem that will be solved as part of the project implementation	<p>The market segment for new ceramic product formats is growing every year. The leading suppliers of ceramic products in Europe are companies in Spain, Poland, and Italy.</p> <p>The project includes creation of modern finishing materials production using European technologies and equipment. Advantages over competitors for the domestic market of Ukraine – a more attractive price from a Ukrainian manufacturer, lower logistics costs, faster response to demand.</p> <p>The company "Zeus Keramika" has a certificate of compliance with environmental production standards issued by the French Bureau Veritas.</p> <p>The implementation of the project will help to increase the volume of consumption of services and materials from contracting companies, including those located in the region, develop new technologies in production, improve the skills of the company's workers, and create new jobs.</p>
The estimated cost of the project amounts to	450,000.0
Project Implementation Arrangement	The project is expected to be implemented at the expense of private investment, debt money, and a commodity loan from an equipment supplier.
Key financial figures of the project implementation	IRR, NPV were not calculated
Project implementation term	2022-2025
Indicative funding sources to finance the project	Private investment, Debt money
Project Implementation Arrangement	Project idea
Interested parties and expected result of the project implementation	<p>The beneficiaries of the investment project are:</p> <ol style="list-style-type: none"> <li>1) Investors and the company Zeus Keramika JSC by generating income from sales of products, the number of which will be increased by expanding production capacities;</li> </ol>

	<ol style="list-style-type: none"> <li>2) The state due to the growth of sales in the domestic market (VAT), foreign exchange earnings due to an increase in export sales;</li> <li>3) Territorial community by increasing revenues to the local budget from taxes on the salary fund increased in case of project implementation(creation of additional jobs).</li> <li>4) Suppliers of equipment and technologies.</li> <li>5) Regional suppliers and suppliers from other regions of Ukraine of raw materials, packaging materials and services.</li> </ol> <p>The target groups of the investment project are:</p> <ol style="list-style-type: none"> <li>1) Distributors, corporate customers, ultimate consumers, etc.;</li> <li>2) Potential employees of the company after creating new jobs.</li> </ol>
<b>Characteristics of an object (existing or newly created)</b>	
Location of the object	Sloviansk city
Description of existing objects or those that are proposed to be created as part of the project implementation	To implement the project of launching new capacities, it is necessary to build new industrial buildings with an area of 9-12 thousand square meters.
Form of property	Private
Related infrastructure	<p>The land plot is connected to gas and electricity supply communications, water supply, railway tracks (to Kozhushko station, Donetsk railway), and a highway (Honcharna St., Sloviansk).</p> <p>The existing adjacent infrastructure is sufficient for the project implementation. Only thing missing is high-quality access road in the city from the H-20 road to the factory, and a high-quality access road around the city from the Sloviansk Railway Station.</p>
Land area, hectare	25 ha
Land plot status	Private property, long-term lease from the city community
Levelling of land	The plot of land is located on industrial land.

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