



New president for MIM-Kyiv development

Dr Yuri Poluneev was appointed the president of MIM-Kyiv on 1 January 2006. Previously Dr Poluneev was the Executive Director for Ukraine/Romania/Moldova/ Georgia/Armenia at the European Bank for Reconstruction and Development in London from 1996 to 2005. Other key positions include the Administration of the President of Ukraine, the International Committee for Economic Reform and Cooperation (Germany), the Organization for Economic Cooperation and Development (Ukraine and France), International Management Institute MIM-Kyiv, and in the National Academy of Science of Ukraine.

Dr Poluneev's international background, wide network of high-ranking contacts, deep understanding of different cultures plus his experience and understanding of consulting and teaching and the role of business education in Ukraine will give a powerful boost to the future development of MIM-Kyiv.

New marketing program

MIM-Kyiv launched a new program in February. The Program for Management Development with special focus in marketing was developed to meet the demand of the Ukraine's marketing managers. The program is based on adding value to a business and is organized to demonstrate how marketing decisions influence the overall business value. The first group of participants consists of 15 marketing managers and general managers from six different organizations.