You may find more information about the speaker's expert background and reference links to major past and current initiatives and projects, as well as potential areas for exploring future cooperation:

Maryna Popovic

Country: Ukraine
Organisations: EU-Experts Forum for Ukraine Assistance (EUFUA) / Handicraft Chamber of Ukraine
Position: Chair, EUFUA; Founder and President, Handicraft Chamber of Ukraine
Practice Areas: SME Development | Skills Development | Vocational Education and Training (VET) | Workplace Innovation | Institutional Cooperation | Crisis Preparedness | Economic Resilience | EU–Ukraine Cooperation

About the Speaker

Maryna Popovic is Chair of the EU-Experts Forum for Ukraine Assistance (EUFUA) and Founder and President of the Handicraft Chamber of Ukraine.

Her work focuses on connecting European policy, institutional cooperation, skills development and SME needs to strengthen economic resilience and support Ukraine's recovery and European integration.

Through EUFUA, she facilitates cooperation between independent experts, institutions and stakeholders, focusing on EU policy monitoring and institutional readiness. Through the Handicraft Chamber of Ukraine, she promotes partnerships between businesses, vocational education providers and European partners, supporting entrepreneurship, workplace innovation and practical skills development.

Projects at a Glance

Maryna's work spans EU–Ukraine institutional cooperation, vocational excellence, workplace innovation and craft entrepreneurship. Her initiatives demonstrate how partnerships between businesses, education providers and institutions can strengthen SME competitiveness and economic resilience.

Key Initiatives and Professional Experience

01. EU-Experts Forum for Ukraine Assistance (EUFUA) – EU–Ukraine Institutional Cooperation

Role: Chair
Location: Brussels, Belgium; Ukraine; EU–Ukraine cooperation.

EUFUA connects European policy developments with Ukraine's recovery and European integration priorities.

Its work includes EU policy monitoring, institutional readiness assessments and facilitating cooperation among experts, institutions and stakeholders. Particular attention is given to regulatory developments, enterprise needs, skills and economic resilience.

Explore: EU-Experts Forum for Ukraine Assistance (EUFUA)

02. WIN4SMEs – Workplace Innovation and Vocational Excellence
Role: Supports regional cooperation and partnerships between employers and education providers through the Handicraft Chamber of Ukraine.
Location: Ukraine and European Erasmus+ partner countries.

WIN4SMEs promotes workplace innovation, adult learning and stronger cooperation between vocational education providers, universities and SMEs.

Through the Handicraft Chamber of Ukraine, Maryna contributes to partnerships connecting employers with education and training institutions, helping align skills development with business needs and evolving labour-market requirements.

Explore: WIN4SMEs – Workplace Innovation and Vocational Excellence

03. Craft ID – Craft Entrepreneurship and Business Learning
Role: Institutional and strategic cooperation through the Handicraft Chamber of Ukraine.
Location: Ukraine and European cooperation networks.

Craft ID supports craft entrepreneurship through business education, professional exchange and entrepreneurial skills development.

Its associated programmes include:

* Crafting Business Management School (CBMS): Business and management skills for craft entrepreneurs.
* Crafting Business Makers School: Connecting practical production skills with entrepreneurship and business development.
* CBMS Living Club: Professional networking, peer learning and knowledge exchange.

The initiative highlights how business education and professional networks can strengthen the competitiveness and sustainability of small enterprises.

Explore: Craft ID

Selected Publications and Resources

01. WIN4SMEs – Workplace Innovation Resources

Organisation: WIN4SMEs Consortium (2024–2028)

Resources and practical approaches to workplace innovation, skills development and cooperation between SMEs and education providers.

The project explores how stronger employer engagement and vocational partnerships can improve workforce competencies and enterprise productivity.

Explore: WIN4SMEs Project | WIN4SMEs Ukraine – Centres of Vocational Excellence

02. SMEadapt – Strengthening SMEs' Climate Change Adaptation and Resilience Through Social Dialogue

Organisation: SMEunited (2026)

SMEadapt addresses climate-related challenges facing SMEs, focusing on business preparedness, adaptation and resilience.

Its work highlights the role of social dialogue and stakeholder cooperation in helping businesses anticipate risks, strengthen continuity and adapt to changing economic and environmental conditions.

Explore: SMEunited – SMEadapt

03. Handicraft Chamber of Ukraine – Institutional Resource
The Handicraft Chamber of Ukraine provides a platform for supporting craft businesses and small enterprises through entrepreneurship, professional development and European cooperation.

Its activities highlight the role of sectoral organisations in strengthening SME representation, facilitating knowledge exchange and creating opportunities for skills development.

Explore: Handicraft Chamber of Ukraine

Areas for Future Cooperation

Employer-Led Skills Governance

Developing cooperation between SMEs, chambers of commerce, vocational education providers, universities and public institutions to identify skills gaps and align training with business needs.

Workplace Innovation and Continuous Transitions

Promoting adult learning, practical AI skills and workplace innovation through regional initiatives connecting education, enterprise productivity and quality employment.

Crisis Preparedness and Resilient Recovery

Strengthening business continuity, climate adaptation and institutional readiness, with particular attention to Ukraine's recovery, EU integration and the resilience of micro and small enterprises.

Connect with Maryna

Organisations: EU-Experts Forum for Ukraine Assistance (EUFUA) / Handicraft Chamber of Ukraine
Position: Chair, EUFUA; Founder and President, Handicraft Chamber of Ukraine
LinkedIn: Maryna Popovic – Professional Profile
Organisation Websites:
* EU-Experts Forum for Ukraine Assistance (EUFUA)
* Handicraft Chamber of Ukraine

Relevant Initiatives:
* WIN4SMEs
* Craft ID