

Company: LUXPAU SP. Z.O.O

Company Description: My name is Nataliya Bilchenko, and I am the shareholder and commercial director of LUXPAU LLC, operating in the industry of international trade sector frozen foods. During this time, we have achieved significant milestones, such as increased the revenue of my own company by 336,6% in just one year, turnover exceeding €5million, developed Serbian market for our company as an export expansion

Nomination Category: Individual Categories

Nomination Sub Category: Crisis Leader of the Year

Nomination Title: Nataliya Bilchenko, shareholder and Commercial Director

1. Provide an essay of up to 650 words describing the worthy activities and achievements of the nominated individual since the beginning of 2023:

Total 552 words used.

Crisis Leader of the Year Nomination: Nataliya Bilchenko, LUXPAU LLC

Strategic Leadership in Uncertain Times



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Nataliya Bilchenko, shareholder and Commercial Director of **LUXPAU LLC**, has demonstrated exceptional crisis leadership amid one of the most challenging periods for the food trade sector in Eastern Europe. Headquartered in Poland, LUXPAU is engaged in the **wholesale trade of frozen food products** (primarily IQF berries, fruits, and vegetables) — supplying both local and international markets through a network of direct import and export channels.

Against the backdrop of the **ongoing military conflict in neighboring Ukraine**, growing **political instability, payment restrictions with non-EU countries**, and **Polish farmer protests** that blocked borders and limited agricultural imports, Nataliya's leadership was tested on multiple fronts. Her response was strategic, agile, and rooted in a deep understanding of both market dynamics and geopolitical risk.

She led the company through a series of complex disruptions — including logistics bottlenecks, sanction-induced payment delays, and seasonal volatility — by executing a full restructuring of procurement strategy. By diversifying sourcing across Poland, Ukraine, Egypt, China, and Serbia, she ensured product continuity despite border blockades and tightened import regulations. Simultaneously, she reinforced **temperature-controlled multimodal logistics**, enabling stable deliveries even during cross-border instability.

Understanding that **frozen food is directly tied to global food security**, Nataliya made it a priority to conduct **real-time demand analysis** across European and MENA markets. She aligned LUXPAU's product offerings with the evolving needs of manufacturers, distributors, and HoReCa clients — transforming the company from a reactive trader into a **strategic supplier for critical food infrastructure**.

The results speak for themselves: from 2023 to 2024, LUXPAU's turnover increased from **912 to 2,420 tons**, and revenue grew from **6 million PLN to 22 million PLN**, a **366.6% increase** — achieved organically, without outside investment. These gains were not just financial; they reflected restored customer confidence, operational stability, and smart crisis navigation.

Nataliya also responded to the payment flow limitations by establishing new legal and financial models for cross-border settlements with non-EU partners, helping LUXPAU continue trade with strategic markets in Asia and Eastern Europe while maintaining full compliance with EU regulations.

Her leadership style was defined by high personal engagement, transparency in communication, and swift decision-making. She maintained a stable, highly motivated team and introduced internal systems for proactive risk monitoring, forecasting, and client feedback integration. She also led efforts to build **long-term supply partnerships** and reinforce LUXPAU's presence in the frozen food category as a reliable, crisis-resilient brand.

With extensive prior experience across Hong Kong, China, Russia, and the UAE, Nataliya leveraged her cross-cultural insight and international network to navigate sanctions, optimize export logistics, and open new market opportunities. Her global perspective — combined with decisive local execution — positioned LUXPAU as a key contributor to **regional food security** during a time of international fragmentation.

By mid-2024, she is already preparing the company for **entry into the U.S. market**, scaling operations further while investing in compliance, product traceability, and strategic logistics hubs. Her actions continue to reflect a clear, long-term vision rooted in resilience, responsibility, and results.

In recognition of her ability to turn adversity into growth, provide stability in times of systemic shock, and align business with the evolving needs of global food systems, **Nataliya Bilchenko** is a powerful and highly deserving nominee for **Crisis Leader of the Year**.

2. In bullet-list form (up to 150 words), provide a brief summary of up to ten (10) of the nominee's chief achievements since 1 January 2023:

Total 129 words used.

- Achieved **366.6% revenue growth** at LUXPAU from 6M PLN (2023) to 22M PLN (2024).
- Increased product turnover from **912 tons to 2,420 tons** within one year.
- Reorganized procurement strategy across **multiple countries** to mitigate seasonal and geopolitical risks.
- Implemented **temperature-controlled multimodal logistics** to ensure delivery during regional instability.
- Maintained stable operations despite **Polish farmer blockades** and cross-border import restrictions.
- Navigated **payment restrictions and sanctions** related to non-EU trading partners with adaptive financial structuring.
- Ensured uninterrupted supply during **regional military conflict** and political tension near the Polish border.
- Expanded export activity and diversified client base amid **European market protectionism**.
- Strengthened LUXPAU's role in securing **frozen food supply chains and food security in the region**.
- Positioned the company for **U.S. market entry** while maintaining compliance and operational resilience.

Attachments/Videos/Links:

[Nataliya Bilchenko, shareholder and Commercial Director](#)



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