

14 July

PUMB delegation participates in Ukraine Recovery Conference 2025 in Rome



The fourth Ukraine Recovery Conference (URC 2025) took place in the capital of Italy. This high-level international event brought together political leaders, representatives of business, financial institutions, and civil society from

Ukraine and across Europe to coordinate efforts for Ukraine's recovery and modernisation. The event served as a platform for important decisions, strategic agreements, and the presentation of innovative initiatives.

Top managers of [PUMB](#), one of Ukraine's largest banks, took part in the conference, led by **PUMB's Board Chairman Serhiy Chernenko**. Their participation once again demonstrated the bank's long-standing systemic support for Ukraine. In the challenging conditions of full-scale war, PUMB remains one of the drivers of economic recovery, social resilience, and Ukraine's integration into the European community. Other SCM Group businesses, including Metinvest, DTEK, Lemtrans, and UMGI also took part in the event.

A special moment of the conference was the immersive installation UNBREAKABLE UKRAINE. The installation invited guests on a deeply emotional journey where memory, identity, and the resilience of the Ukrainian people came together. The project was implemented in cooperation with the cultural association BORISTENE, the Italian studio SARAVÁ, and the Ukrainian digital heritage centre Skeiron. The use of advanced technology, aesthetics, and narrative power enabled the installation to preserve what the war seeks to destroy and what the world must protect. The installation was funded by PUMB and SCM (System Capital Management) Group.

"This installation is not just a technological achievement. It is the voice of Ukraine. The voice of our history, our memory, our struggle, and our unbreakable spirit. Through art, through emotion, through deep respect for our heritage, we are telling the world who we are and why we cannot be defeated.

We are grateful to our partners from Boristene, Skeiron, and Saravá for this incredible work. And we thank everyone who shares the belief that Ukrainian culture is also a frontline and it deserves to be heard in every corner of the world,"

said Serhiy Chernenko at the opening of the installation.

Among other guests, the installation was visited by the **President of Ukraine, Volodymyr Zelenskyy**.

On 10 July, as part of the conference, PUMB Deputy CEO Artur Zahorodnykov gave a presentation titled Ukrainian Banks: Transformation, Competition & Leadership, and spoke about the challenges faced by Ukrainian banks due to the war and the need to ensure equal access for domestic banks to international financial programmes.

PUMB's participation in the conference was yet another confirmation of the important role that responsible business plays in building a new and strong Ukraine.