

Remarks by the ambassador of Denmark on the occasion of the reopening of the Jysk store in Bucha 27 May 2022.

First of all I wish thank Jysk Ukraine for inviting me to the reopening of the Jysk store in Bucha.

A few months ago, few people outside Ukraine had heard about Bucha. Now this green and leafy suburb is known across the world as the location of unspeakable horror and destruction. This was not a natural disaster. This was a manmade disaster brought here by the Russian aggressor.

We are all painfully aware of what happened here in this peaceful community in the very heart of Europe. I wish to express my sincere condolences to those who have lost their loved ones. We share your grief and sorrow.

Bucha is also known to the world as one of the locations, where the battle of Kyiv was won. Here Ukrainian forces fought with courage, tenacity and determination and managed to evict the aggressor.

Now Bucha is also known to the world as a symbol of the unwavering and unshakeable will of the Ukrainians to repair and to rebuild their communities and to erase and remove the remnants of destruction that the Russian aggressors left behind when they were evicted.

The whole world saw how it looked like here immediately after Bucha had been liberated. In record time streets were cleared and rubble removed. Today Bucha looks very different, though much work remains to be done.

This has only been possible through the hard work of the citizens of Bucha and the local authorities. Let me take this opportunity to salute everybody who have made this possible.

I am immensely proud that Danish global retailer Jysk has been part of this process of rebuilding.

The Jysk store in Bucha was looted and badly damaged. Now the Bucha store is ready for reopening thanks to the hard and determined work of the local Jysk team. You have shown to the world that even though buildings can be raised to the ground and shops can be looted, the Ukrainian fighting spirit and determination is unbreakable.

The battle against the aggressor is not only being fought by courageous Ukrainian soldiers on the battlefield. Your efforts in rebuilding and restoring normality in your local community is just as important. I wish to express my sincere appreciation and heartfelt thanks to the Jysk team, who have made this possible.

Many of you have been sheltering with your families in basements for weeks during the occupation. Nevertheless you have invested all your energy in bringing back life and normality to your community in record time.

I could not think of a more appropriate symbol of Danish-Ukrainian friendship and partnership.

Denmark is supporting Ukraine in many ways at this difficult time: Denmark provides defense equipment, humanitarian aid and economic support.

Restarting business and commerce as Jysk is doing is however just as important. This is good for the local community as well as for the national economy and thereby for Ukraine's resilience.

I wish the local Jysk team and the entire Jysk family all the best: Let today's reopening of the Jysk store in Bucha be yet another symbol of Ukraine's victory in the epic battle against evil and aggression.

Glory to Ukraine, Slava Ukraini!