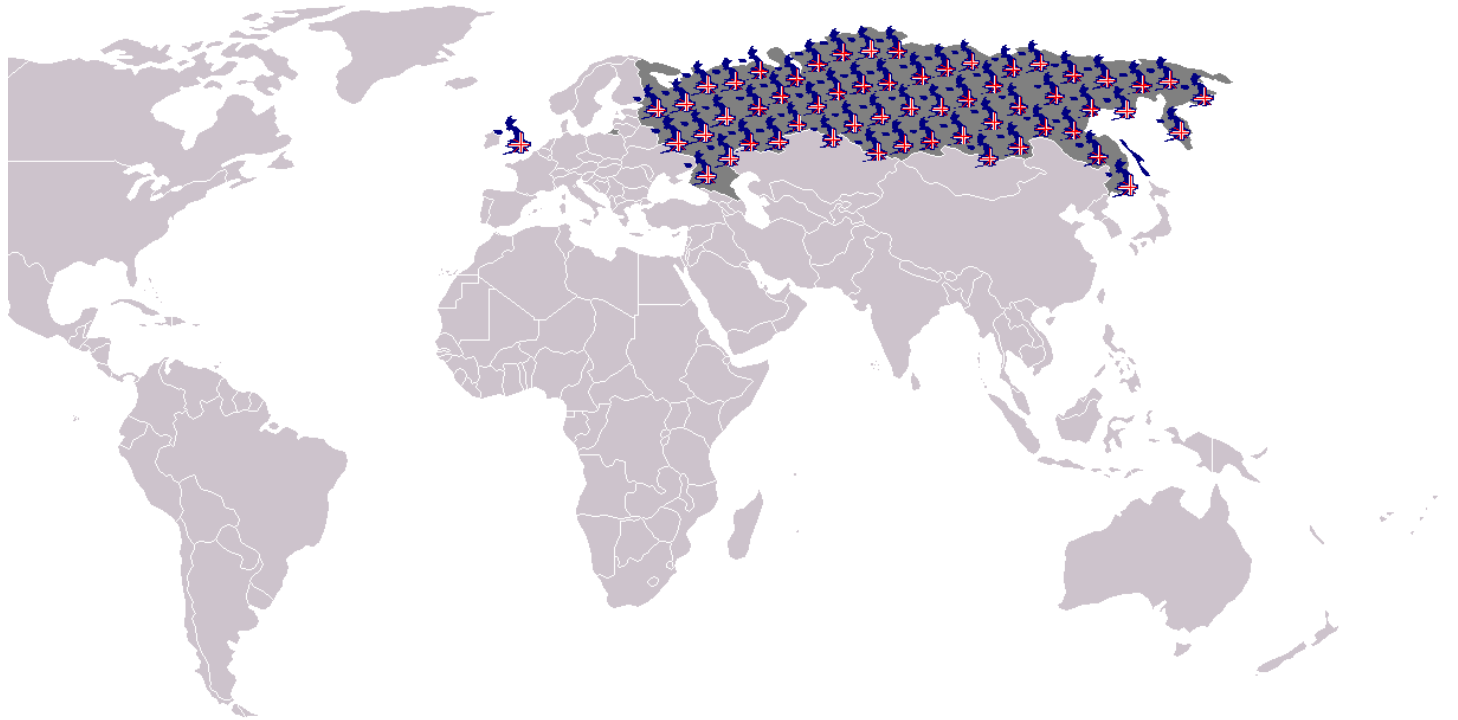


# **Business opportunities in Russia**

## **Russia Practical Solutions**

**24<sup>th</sup> November, 2011**

70 UK's would fit into Russia.  
That's a lot of opportunity....



# Russian Federation

NATO is a sure friend

# An explanation.....



What is it you guys actually do anyway?.....



## 4-Day Moscow Trip:

Subsistence	£300.00
Taxis, UK + Russia	£240.00
Hotel	£900.00
Interpreter	£400.00
Return Flight UK-Russia	£360.00
2-day Follow up	£400.00

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£2,600.00  
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x 4 trips / year	£10,400.00
+ Multi-Entry Visa	£750.00
2 Regional flights	£500.00

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£11,650.00  
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16 Days UK time	£3,200.00
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£14,850.00  
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One trip with boss	£ 2,600.00
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Travel costs Yr one:	£18,950.00
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## Other Costs:

Report + agency/consultant help	£3,000.00
Couriers, samples etc	£800.00
UK Interpreters, Translation	£1,500.00
Professional Fees	£2,500.00

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£7,800.00  
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Gost Certification (UK)	£7,000.00
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£14,800.00  
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Add Trips to Market	£18,950.00
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Grand Total Yr One:	£33,750.00
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# Reductions if using Footprint:



Above costs	£7,800.00
Gost Certification (RF)	£4,000.00
2 Trips to Russia	£5,450.00
8 working days not spent in Russia	£1,600.00
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	£18,850.00
Cost of Footprint One Year:	£18,700.00

A Moscow office and salesman does not cost the exporter any more.

**But consider the additional wins:**

10 days gained: 10/260 working days =	Co. T/O + 1/26
Russian presence = relentless prospecting:	Return + x%
Access to internal Rouble market (where we make our money)	Return + y%
Margin gained by making sales direct to customers:	40%

# Keeping in Control:

What you achieve in Russia depends  
upon you now.



**Thank You**

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