

# M&I Materials Limited

Exploring Russia – A Case Study  
Practical Solutions 24<sup>th</sup> November 2011



Specialist Materials for Industry and Science

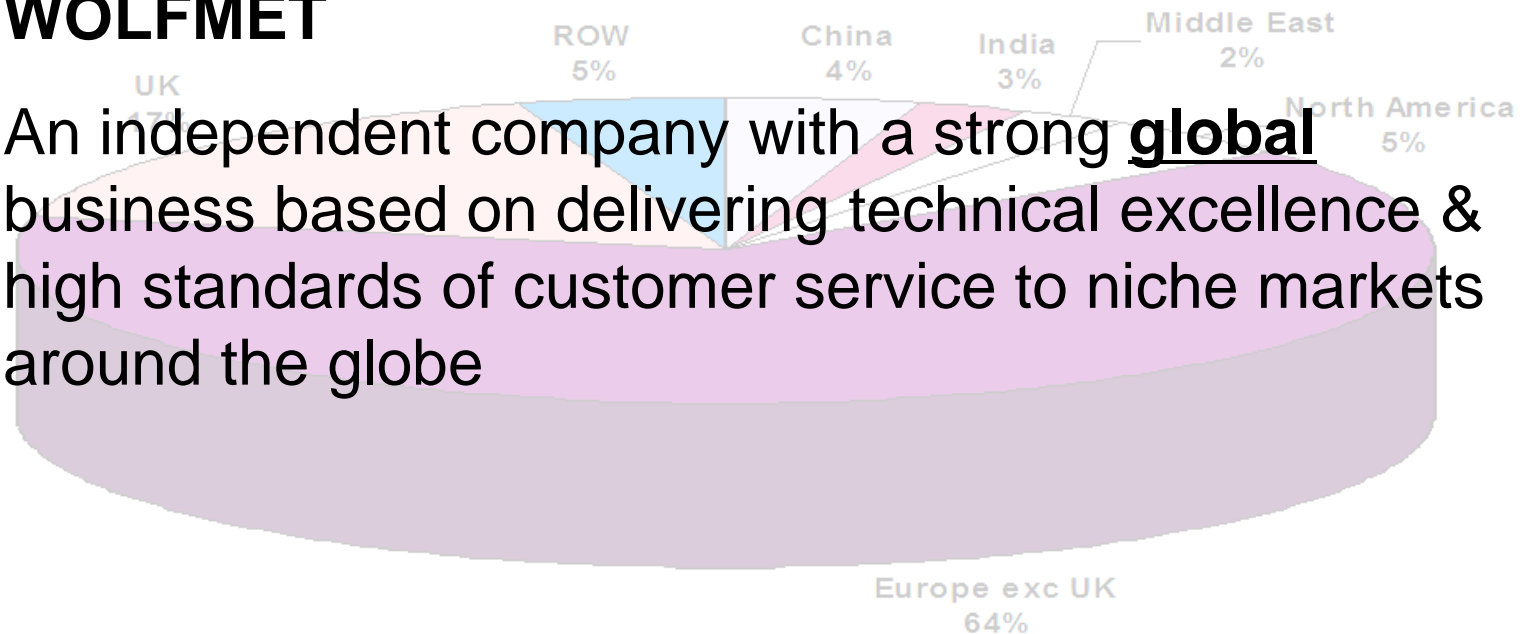
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## M&I Materials

- **Specialist Materials** for Industry and Science
- Driving force behind a portfolio of successful brands including **APIEZON, METROSIL, MIDEL & WOLFMET**

- An independent company with a strong **global** business based on delivering technical excellence & high standards of customer service to niche markets around the globe



## M & I Materials – Midel 7131

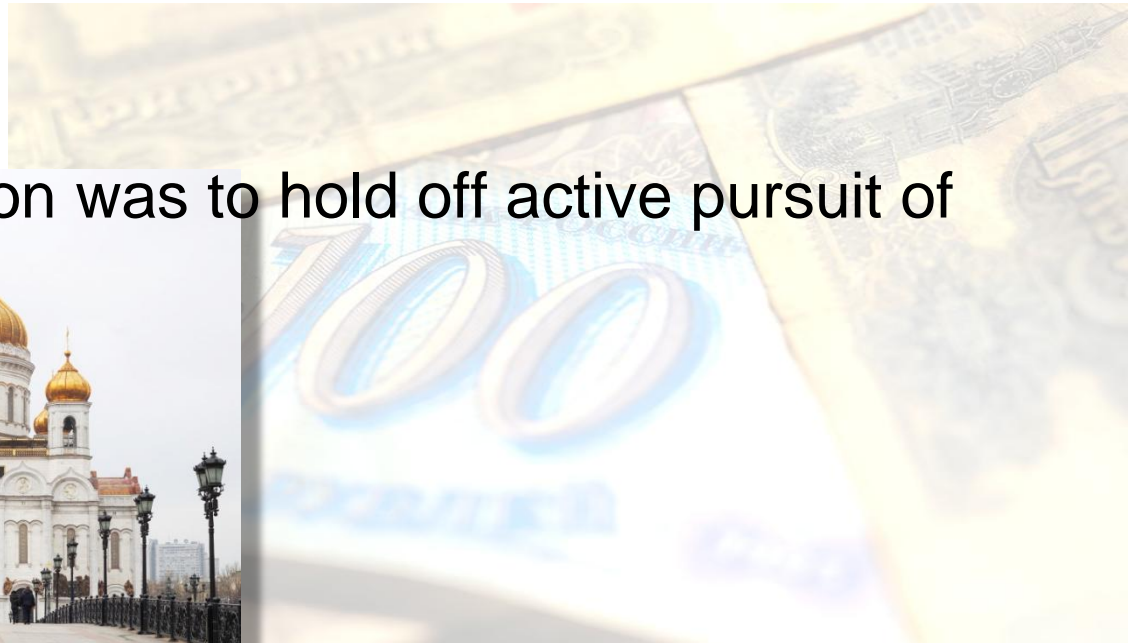
- A synthetic ester dielectric fluid
- Fire safe & Environmentally friendly
- Offers customers the option to make smaller transformers
  - Particularly suited to wind turbines and trains
- But also to transformers in buildings and other high risk areas
  - For example Midel will be inside the transformers serving the 2012 Olympic podium



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## Russia – an opportunity?

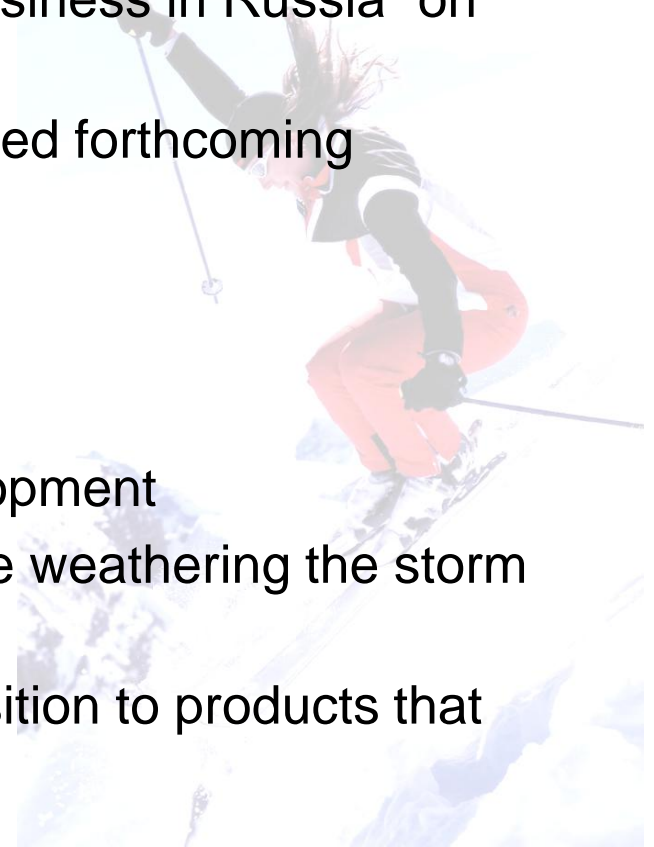
- Occasional enquiries from Russia – but with difficulties
  - Language
  - Lack of detail
  - Bureaucratic!
- Often the conclusion was to hold off active pursuit of the market.....



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## Decision to move forward

- International Trade Club event “Doing Business in Russia” on 31<sup>st</sup> March 2011
- Pre-event discussion with David highlighted forthcoming prestigious events
  - Winter Olympics 2014
  - World Cup 2018
  - Formula 1 2104 to 2020
- Which means lots of infrastructure development
- The Russian economy also appears to be weathering the storm better than Europe
- Added to that they have a positive disposition to products that perform in the cold!



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## M&I Materials and Albion

- Agreement made in August 2011 that Albion would examine the market on our behalf
  - Previous contacts from Russian companies refreshed
  - 3<sup>rd</sup> International Rail Salon attended
- Visit to Russia agreed
  - To follow up previous contacts and leads from the exhibition
  - New contacts established from M&I Leads
- Experience of Albion and their approach in Russia has been very positive
  - Energy
  - Enthusiasm
  - Professionalism
  - Expertise



## Where next?

- First visit to Russia now concluded
  - Five visits made to potential customers/influencers
  - Three of these led to positive interest – follow up required
- Findings
  - Environmental drive
  - Midel is specified by non Russian contractors
- Other M&I products may also have potential
  - Such as tungsten alloys in the nuclear medicine sector
- M&I would have no hesitation in working with Albion again to develop other projects



# Thank-you

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