



**BISNIS and U.S. Commercial Service
Export Assistance Center - Las Vegas
And U.S. Small Business Administration**

Invite you to a Customized Market Briefing*

Prospects in Russia's regions

WHEN: September 26, 2005
9:00 a.m. – 4:00 p.m.

WHERE: U.S. Small Business Administration
Nevada District Office
400 South 4th Street
Las Vegas, NV

*BISNIS market experts from Russia are available for individual consultations via a Customized Market Briefing. Interested companies should request a meeting as part of their registration below.

MARKET TOPICS TO BE DISCUSSED:

- **Industry Sectors to be Covered** Tourism and Hospitality, Media and Entertainment, IT, Telecommunications, Food, Food Packaging, Agribusiness, Construction, Pharmaceuticals/Medical, Consumer Goods, Banking/Finance.
- **Markets to be Covered:** BISNIS representatives from three of Russia's most dynamic cities will discuss prospects in Northwest Russia (St. Petersburg) and the Volga (Nizhny Novgorod and Samara) region.



For more information and to register, contact: Desi Jordanoff, BISNIS
tel: 202-482-2709
email: Desi_Jordanoff@ita.doc.gov

Requested One-on-One Appointments: (Appointments are subject to availability.)

- NW Russia (St. Petersburg)** **Volga (Nizhny Novgorod)** **Volga (Samara)**

Number of people attending: _____
 Names of attendees _____
 Company _____
 Address: _____
 Phone: _____ Fax: _____ E-mail: _____

Registration Deadline: September 23, 2005, 12:00 noon.

ABOUT BISNIS

BISNIS (www.bisnis.doc.gov) provides market information, practical advice, leads, and referrals to U.S. and Eurasian companies of all sizes to facilitate U.S. exports and other forms of business development in the former Soviet Union. BISNIS, a part of the U.S. Department of Commerce's U.S. & Foreign Commercial Service, has representatives posted throughout Eurasia, including several in Russia. In addition, BISNIS has staff of trade specialists in Washington, DC. Since opening in 1992, BISNIS has helped U.S. companies generate **over \$4 billion** worth of U.S. export and investment transactions. In 2002, 2003, and 2004, BISNIS was recognized by *Forbes Magazine* as a "Best of the Web" for market information on Eurasia.

PROFILES OF BISNIS REPRESENTATIVES

- **Desi Jordanoff** – is an International Trade Specialist with BISNIS in Washington, DC. In this capacity Ms. Jordanoff serves as country manager for Ukraine, Russia – Urals, Russia - Volga and Turkmenistan. Ms. Jordanoff's industry portfolio includes Consumer Goods, Medical Services and Equipment, Information Technology and Tourism and Hospitality (including Hotels and Restaurants). Prior to joining BISNIS, Ms. Jordanoff worked as an International Trade Specialist with the Southwestern Pennsylvania Commission where she provided consulting and export assistance to small and mid-size companies in Southwestern Pennsylvania and advised them on strategic approaches and business opportunities throughout the world. Ms. Jordanoff holds a MBA degree from Katz Graduate School of Business and a Master of Public and International Affairs from the Graduate School of Public and International Affairs, University of Pittsburgh. Her Bachelor of Science is in Economics from the University of National and World Economy, Sofia, Bulgaria.
- **Marina Johnson** has been the BISNIS Representative for the Lower Volga and Southern Russia (covering the Samara, Volgograd, Ulyanovsk, Penza, Astrakhan, Rostov and Krasnodar Regions and the Republic of Kalmykiya) since September 2001. Ms. Johnson provides BISNIS with export and partner leads of Russian companies and writes regional overviews, commercial news updates and industry reports on most promising developments in the regions she covers. Ms. Johnson has written articles for the BISNIS web page, including regional overviews of the Ulyanovsk Region, which was published in the *Russia Journal*, as well as reports on various topics such as SME development in Samara, Telecommunications and Banking in the lower Volga and southern Russia, and financing resources in Samara region. Ms. Johnson is a graduate from the State University of Samara, Russia. Before BISNIS Marina worked for such organizations as EBRD, USAID and Coca Cola.
- **Roman Vvedensky** joined BISNIS in late 2000. Geographically, he covers the Upper Volga region of Russia, known for strong presence of companies in automotive, aerospace, ship-building, engineering, IT, pharmaceutical, construction and petrochemical industries. The local BISNIS office resides in the city of Nizhny Novgorod, which is also the administrative center for the Volga Federal District, one of the seven major regions of Russia. Mr. Vvedensky has regularly visited three neighboring Russian regions: Nizhny Novgorod region, the Chuvash Republic, and the Republic of Tatarstan. Mr. Vvedensky's prior experience is in the finance and local economic development.
- **Igor B. Yegorov** has been the BISNIS Representative in Northwest Russia since 2000. He also serves as editor of the *BISNIS Vestnik*, a quarterly Russian-language publication aimed at promoting U.S. exports and investment throughout Eurasia. Mr. Yegorov has recently completed reports on the Engineering Services Market in St. Petersburg and Leningrad Region (opportunities and challenges), St. Petersburg's Labor Market, Establishing Operations in St. Petersburg, Factors in Planning a Russian Market Strategy, and the Residential Housing Construction Market in St. Petersburg. Mr. Yegorov has a specific focus on the financial sector, due to his prior financial background in banking. He has written several reports on related topics (Leasing in Russia, Financing Trade and Investment in Northwest Russia, etc.). Mr. Yegorov is a graduate from the Economic Department of the St. Petersburg State University, Russia, and holds a Ph.D. in international economics from the St. Petersburg University of Economics and Finance.

SHORT REGIONAL OVERVIEWS

St. Petersburg, Russia (Northwest Russia)

The city of St. Petersburg, together with the Leningrad Region, is the key trade, transport, finance, manufacturing, education, scientific and tourism hub of Northwest Russia, and a hub for international business activity in Russia. A number of prominent multinational companies have made significant investments in the region, including ConocoPhillips, International Paper, Philip Morris, Kraft Foods, Caterpillar, Motorola, Otis, Ford, Coca Cola, Pepsi, and Gillette.

For more information on Northwest Russia please go to: <http://www.bisnis.doc.gov/bisnis/country/nw.cfm>

Nizhny Novgorod, Russia

The primary sectors and products in this Volga region include machine building, petrochemical products, vehicles & spare parts, newsprint, electrical tools, and pharmaceutical goods. Major imports are machines, vehicles, spare parts, steel, and petrochemical and food products, which come primarily from Germany, Ukraine, Czech Republic, Hungary, China, Finland, Italy, Spain, Ukraine, and Indonesia. Nizhny Novgorod has attracted more than \$400 million in foreign investment.

For more information on Nizhny Novgorod and surrounding regions please go to:
<http://www.bisnis.doc.gov/bisnis/country/volga.cfm>

Samara, Russia

Located on the Volga River 600 miles southeast of Moscow, the Samara oblast is an economic leader in the Volga Federal District. The Samara oblast has consistently been in or near the top 10 regions in Russia in attracting foreign investment. The volume of direct foreign investment per capita exceeds by 50% the average level in Russia. Investors include Corning, Delphi Automotive, PepsiCo, Coca-Cola, Nestle, Danone and Marriott. Both Corning and Delphi have joint ventures with the Samara Cable Company, producing optical cable and auto wiring harnesses, respectively.

For more information on the Lower Volga region please go to: <http://www.bisnis.doc.gov/bisnis/country/volga.cfm>

For summary on hot industries in the above regions please go to: <http://www.bisnis.doc.gov/outreach05/050824RegionsOverview.pdf>