



# BISNIS BULLETIN

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## THE RESURGENCE OF THE RUSSIAN CONSUMER

by Ellen House and Kelly Raftery

Following the Russian financial crisis of August 1998, many Russia watchers pronounced the demise of the country's nascent middle class. Just a few years later, however, there is ample anecdotal evidence that a group of Russians with disposable income is reemerging. Moreover, the spending habits of this group are helping boost both the domestic economy and the country's imports.

This is not to say that Russia has overcome high poverty levels or extreme income disparities—both still exist. However, there are indicators that increasingly point to an expanding consumer class. Private consumption in Russia, which fell considerably after the ruble crisis in 1998, grew strongly in 2000 and is expected to increase further this year, evidencing a general economic recovery. Imports also rose strongly in 2000, after major declines in 1998 and 1999, and are expected to expand over the next few years. Renewed consumer spending is not only helping fuel Russia's economic recovery (high oil prices have also played a major role), it is helping raise domestic production of consumer goods, increasing competition and therefore boosting quality, and affecting company behavior.

### Who Are Russia's New Consumers?

Several recent studies have attempted to gauge the size, buying power, and spending habits of Russia's reemerging middle class. In general, they conclude that the middle class makes up anywhere from 8–35 percent of Russia's population; some 12–40 million people out of a country of 145 million. Russian

government statistics put the number of those who might be considered middle class at the higher end of this spectrum. According to recent Goskomstat figures, an estimated 25 percent of Russians live in poverty, 35 percent can afford clothes and food, but not much more, another 35 percent are middle class with varying levels of disposable income, and 5 percent are "rich." These categories suggest that the middle class in Russia is represented by those people with income levels that allow them to make discretionary purchases. The actions and decisions of these consumers are being watched closely by Russian and foreign manufacturers and the country's growing retail sector.

### What Are They Buying?

Although determining the size and characteristics of Russia's new consumer class is difficult, a key indicator of its existence (and importance) is its ability to purchase food, consumer goods, travel, cars, apartments, and a more comfortable life-style. A great deal of anecdotal evidence indicates that Russians have greater buying power now than at any other time in the last three years, and that they are spending money on optional and luxury items. Sales of new food items and services are increasingly popular. Among the industry sectors that are seeing some growth are furniture and home furnishings, do-it-yourself (DIY) items, cosmetics, clothing and footwear, restaurant equipment and accessories, and the automotive sector.

A survey of the Moscow middle class (1,000 people aged 18 to 54 were questioned), conducted in July 2001 by ComCon, a Moscow market research firm, found that the middle class (an estimated 1.16 million people out of a total population of 9.3 million) account for 60-70 percent of all consumer spending in the capital. The survey

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# Eighth Annual CIS and Eastern Europe Business Forum

focusing on  
**Success in the CIS  
and Eastern Europe**

**November 3–4, 2000  
University of Arizona, Tucson**

**Organized by:** The University of Arizona,  
Department of Russian and Slavic Languages

The symposium is designed for those planning to do business, or currently doing business, in the former Soviet Union. The program includes case studies of successful businesses, presentations on support programs, and analyses of current legal, political, cultural, and economic issues.

*For more information, contact Roza Simkbovich or Dr. George Gutsche at (520) 626-4007 or (520) 298-6599, or visit <http://russian.arizona.edu>.*

## **BISNIS**

*Business Information Service  
for the Newly Independent States*

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*Articles by non-U.S. government employees express the views of the authors and should not be construed as a statement of U.S. government policy.*

## U.S.-RUSSIA TRADE HIGHLIGHTS

U.S. exports for January through June 2001 showed a small but continued recovery from the effects of Russia's financial crisis in 1998.

Top U.S. exports to Russia during the period included:

- ▶ Frozen poultry products (chicken quarters) remained the leading U.S. export to Russia, accounting for 20 percent of total U.S. exports (\$274 million, 85 percent growth over 2000).
- ▶ Oil and gas equipment (\$123 million, nearly triple the 2000 value) accounted for roughly 9 percent of U.S. exports.
- ▶ Computers and components, vehicles, and other machinery (including electrical) were other significant exports, as were pork and tobacco. [For more information on U.S.-Russia trade, visit [www.bisnis.doc.gov/russia.htm](http://www.bisnis.doc.gov/russia.htm).]

### U.S.–Russia Trade; first six months, 1998–2001

(January–June)

(\$ millions)	1998	1999	2000	2001
<b>U.S. Exports</b>	2,185	633	1,225	1,250
<b>U.S. Imports</b>	2,883	2,899	3,833	3,687

Source: U.S. Dept. of Commerce, Bureau of the Census

## MESSAGE FROM BISNIS

**All of us at BISNIS extend our deepest condolences to the victims of the tragic events of September 11. We wish to thank our associates and friends in the United States and abroad for the recent outpouring of support.**

**Please know that our commitment to building successful U.S.-NIS business cooperation remains as strong as ever.**

**LETTER FROM THE SECRETARY OF COMMERCE****PRIORITIES IN RUSSIA**

Recent years have seen the economic relationship between the United States and Russia intensify. Stronger trade and investment ties between the United States and Russia will promote economic growth, increased innovation, greater productivity, and a better quality of life for all our people.

At the request of President Bush, I plan to lead a group of U.S. executives to Russia to look for new business opportunities. This will be the first business mission to Russia led by a U.S. Commerce Secretary in 7 years and will follow up on efforts begun during the July visit of myself and Treasury Secretary O'Neill to Moscow. This trip will allow further work on key issues such as the Russian-American Business Dialogue, expanding U.S.-Russian trade, and encouraging even more progress on economic reform.

**U.S.–Russia Trade and Investment**

Last year, U.S.–Russia trade topped \$10 billion. The United States the biggest foreign direct investor in Russia, with more than \$5 billion in cumulative investment. U.S. exports to Russia dropped drastically in 1999 following the Russian financial crisis, but improved moderately in 2000. In general, the Russian economy shows signs of continued recovery and expanding opportunities for U.S. exports. Moreover, the development of small and medium-sized enterprises (SMEs) has the potential to unleash growth in the Russian economy and to expand U.S.-Russia business collaboration.

**Russia Business Mission**

The focus of the upcoming trade mission to Moscow will be to assist U.S. businesses to explore trade and investment opportunities resulting from the positive political and economic changes that have taken place in Russia. The delegation will include some 15 U.S.-based senior executives from small, medium, and large U.S. firms representing several key growth sectors, including aerospace, agribusiness, energy, and the technology and service industries. *(For more information on the business mission, please visit [www.doc.gov/russiattrademission](http://www.doc.gov/russiattrademission).)*

Now is a critical time to reaffirm U.S. support of Russia's economic reforms and free market growth, and to seek to improve access by U.S. businesses to the Russian market. The Russian economy has begun to recover, and the Putin administration has declared its intention to improve the business climate and seek more foreign investment.

**Russian-American Business Dialogue**

While in Moscow, the mission participants will meet with the organizers of the new Russian-American Business Dia-

logue. Organized by the private sector in both countries, the Dialogue is a vehicle to expand bilateral business opportunities and to introduce new participants into U.S.–Russian trade and investment relations. The Dialogue provides a format for Russian and American businesses to address obstacles to trade and investment and increase communications.

**Commerce Department Initiatives**

The U.S. Commerce Department is committed to assisting the efforts of the Dialogue, eliminating market access problems encountered by U.S. firms in Russia, encouraging continued progress in economic reforms in Russia, and aiding U.S. firms operating or seeking to operate there. It is currently undertaking several initiatives aimed at improving the investment and business climate in Russia, including:

- A bilateral commercial tax working group, which is helping Russia revamp its tax system, including reducing business taxes and the corporate profit tax.
- Consulting with Russia on setting up an effective tax and regulatory framework so that U.S. and other foreign energy companies can enter into production-sharing agreements (PSAs).
- A bilateral information technology (IT) and telecommunications working group focused on promoting commercial relations in the IT and telecommunications sectors and assisting the development of a digital economy in Russia.
- Working with the Russian government and business community on good governance issues, such as business codes of conduct and guidelines for resolving business disputes in a transparent manner.
- A bilateral standards working group, which is aimed at harmonizing Russian standards and certification requirements with international norms.
- Undertaking efforts to facilitate customs clearance, such as CLEAR-PAC, a project that cuts the time it takes to clear customs in Russia's far eastern ports.

**Russia WTO Accession**

Another important step is to assist Russia in joining the World Trade Organization (WTO), which would reinforce economic reform and rule-of-law initiatives and enable it to become a full partner in the global economy. Russian consumers and the developing private sector would benefit enormously and gain unfettered access to new markets. We are committed to working with President Putin on any WTO accession package that meets the appropriate commercial test.

**Donald L. Evans**  
**Secretary, U.S. Department of Commerce**  
**Washington, D.C.**

*(CONSUMERS, continued from p. 1)*

found that 94 percent of Moscow's middle class regularly eat out in fast-food restaurants (compared to some 40 percent of the general population), 63 percent eat at upscale restaurants (compared to 16 percent), and about 85 percent own a car (versus 31.8 percent).

U.S. companies must also realize that the spending habits of Russians have changed considerably since 1998. Russian consumers now seem to be employing different reasoning when making purchases. In the past, if an item was manufactured in the United States, or if it was expensive, it was assumed that it was of good quality. During the last few years, Russians have become more sophisticated consumers and more demanding of quality for price. Also, the average Russian consumer now does not assume quality from the country of origin. In a poll done by Russian business magazine *Expert* in 2000, Russian middle class consumers said they make purchasing decisions based primarily on the quality of the item. In fact, 92 percent of respondents cited quality as their number one factor in purchasing decisions. The next question the survey asked was: How do consumers determine quality? The top three factors that helped consumers to decide if an item was quality were (1) price, (2) where the item is sold, and (3) the brand name. Sixty-six percent of respondents said they would not buy products from a manufacturer they did not know, even if it meant significant price savings. The same survey found that middle class consumers prefer to buy from specialized shops and supermarkets, as opposed to open air markets or other retail outlets.

For the first time since the crisis, new shopping malls, restaurants and supermarkets are opening all over Russia—in Yekaterinburg alone, five shopping complexes were opened in the first six months of 2001. Major international retailers are opening locations and aggressively pursuing expansion plans in Russia. The Dutch Spar chain recently opened its first store in Moscow, and plans to open over 30 outlets throughout Russia. Germany's Metro AG and France's Auchan have both identified sites for retail development and are working on construction. Ramenka, a Turkish retail chain, plans on opening its fourth outlet in Moscow in October of this year. The overwhelming success of Moscow's Ikea store shows Russians growing hunger for reasonably priced, quality home furnishings.

However, unlike before the crisis, U.S. companies face stiff competition from local Russian companies, which have begun to manufacture consumer goods of higher quality than before, but at better prices than imported goods. Nonetheless, imported consumer goods, car parts, food, and restaurants still impress Russians and are desirable, and new retail stores are outlets for disposable income.

#### **Consumers Mean Business**

Most studies suggest that the middle class is still in a fledgling stage, with great potential for growth. In fact, many

## **2nd Int'l Business Summit of the Newly Independent States “Raising International Image and Reputation”**

**October 22–24, 2001  
The Cafe Royal, London**

This summit aims to extend the international dialogue of such important forums as the World Economic Forum in Davos, European Economic Forum in Salzburg, and the CIS Economic Forum in St. Petersburg. The meeting will focus on the problems associated with the improvement of the corporate and state reputation of the NIS countries.

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educated professionals in jobs still tied to the state—doctors, teachers and university professors, military personnel and workers in the defense complex—have not yet prospered in the new system. However, these groups, by virtue of their high education and skill level, are good prospects for eventually moving into the middle class.

In addition, although currently the bulk of Russia's middle class can be found in Moscow and St. Petersburg, it appears that an expanding number of Russian consumers are also beginning to make their presence felt in provincial centers such as Samara and Nizhny Novgorod in south central Russia, Yekaterinburg in the Urals, and Vladivostok in the Far East.

In general, the growing number of Russians with disposable income and the expanding size of their purses mean potential opportunities for U.S. exporters of consumables, food processing and restaurant equipment, and more. New emphasis is already being placed on following consumer trends in Russia, and Russian companies have begun to devote greater resources to market research, marketing, and advertising. U.S. companies looking at the market can expect expanded prospects for exports, but also a more competitive environment in which to make sales.

*Ellen House and Kelly Raftery work for BISNIS in Washington, DC. Peter Neisuler, an intern for BISNIS during Summer 2001, contributed to this article.*

# LESSONS FROM A FRANCHISEE IN THE NEW RUSSIA

by Jim Gansinger

When the idea of doing business in Russia first occurred to me in 1990, I had no idea what an adventure the next 10 years would hold for me. That same year, two partners and I formed a venture to explore the possibility of fast food franchising in the Soviet Union. By September, we had made our first trip to Moscow and St. Petersburg. It is hard to describe that first experience—standing on Gorky Prospekt (now Tverskaya) across from Pushkin Square in a 45 degree Fahrenheit drizzle at 3 o'clock in the afternoon and realizing that the line of about 5,000 people that you are looking at is the line to get into McDonald's. We were hooked. We pursued various ideas and franchise rights (eventually gaining the master franchise rights for Subway sandwich shops in Russia) and opened a development office in St. Petersburg. In December 1994, we opened Russia's first Subway, a 5,000 square foot flagship store on Nevsky Prospekt.

By May, the Nevsky store was on track to do \$1.5 million that year. Not bad for a sandwich shop. The store was a great success and we were suddenly on every investment screen. Investors were knocking on the door. In June, our Russian joint venture partner seized control of the Nevsky store, touching off a dispute that led to a 3-year legal saga involving both international arbitration and the Russian court system, and still remains unresolved to this day. Although the court battle resulted in a favorable ruling for us in the Stockholm Arbitration Court, the store in St. Petersburg remains in the hands of our former partners. Despite the setback, the win in Stockholm gave a tremendous boost to our credibility and the ability to obtain a large enough capital infusion to gear our franchising operation back up and to get our focus back where it belonged—on building a successful fast food franchising chain in Russia.

In 1998, we began anew our franchising efforts in Russia. We opened four Subway stores in Moscow, and had quite a few good prospects. Then came the next bump in the road—the August financial meltdown. The double whammy of currency devaluation and the government default on Soviet debt obligations triggered what I have to describe as a panic. There were an awful lot of American and other Western businesses in Russia by 1998 that had only seen the boom times. Overnight, there was an incredible flight of U.S. businesses out of Russia. The capital markets turned on Russia in a nanosecond, and financing possibilities disappeared. This fiasco set us back at least another year in our development program. But if time has proven anything, it has proven that while we might not be the smartest investors in the Russian market, we may be among the most persistent.

This past year has seen a real spurt in our development efforts. We are still plagued by the absence of readily available investment capital. However, there is a marked improve-

ment in the Russian economy that is visible on the street. There is also a renewed sense of optimism in the Russian people, and some signs that the middle class is starting to share in some of the economic improvement.

By the end of this year we expect to have 10 Subway Sandwich stores open in Russia. Our goal is to double the number of stores each year for the next several years. Our first store in Yekaterinburg opened in August. Our stores are experiencing increases in customer counts and in sales volumes. Things are actually looking good enough for us to again be cautiously optimistic. However, we continue to face significant challenges, including:

- **The absence of a Western style real estate market.** Our business is about store sites, plain and simple. In Russia, the real estate agency business is fledgling at best and Russia is still getting used to the novel area of private ownership of real estate.

- **The continuing disfavor with which Western investment capital views the Russian marketplace.**

- **A disconnect between the Russian legal system and business reality.** Our experience is that you can usually get a fair shake in the Russian courts if your lawyers are vigilant and competent. On the other hand, victories in court do not seem to turn into anything tangible outside of court. Enforcement is, if not nonexistent, at least very weak. The legal climate appears to be improving, but it may take awhile for the collective Russian psyche to get up to speed on what contracts really are. There is no civil law tradition in the country, and it is going to take some time to educate a judiciary and a Duma in the necessity for consistently applied commercial principles. Business thrives on certainty and predictability. Russia is improving quickly, but certainty and predictability in business transactions are not yet a reality.

- **Certification.** A new challenge for us relates to equipment "certification." There has been a recent surge in Russian requirements for the certification of imported equipment and other products. The Russian regulations appear to require a certificate for virtually everything shipped into the country in a container. Since we equip and furnish our franchisee stores with single container shipments from the United States that include everything from bread ovens and furniture to ceiling lamps and ladles, our containers could require as many as 100 "certificates" per container. At a projected cost of \$1,000 per certificate, it may make our business unprofitable.

We remain optimistic about our prospects in Russia. We have made an awful lot of mistakes for a bunch of overly educated guys from Stanford Law School, but we are still here and still plugging away. It has been one heck of a ride.

*Jim Gansinger is president of Subway Russia, LLC. He can be contacted via email at [jgansinger@attglobal.net](mailto:jgansinger@attglobal.net)*

**TRICKS OF THE TRADE****CAPITALIZING ON DOC PROGRAMS AND INFORMATION**

by Derek Nowek

A convenient way to explore the export markets of the NIS region, or indeed the rest of the world, is to take advantage of the many low cost or free export promotion programs offered by the International Trade Administration (ITA) of the U.S. Department of Commerce. Several of these initiatives are dedicated to helping small and medium-sized U.S. companies make export transactions happen. Some of the programs accomplish this by helping exporters find new markets and promote their goods and services, while others identify potential purchasers, distributors, and end-users. Although taking part in any of these programs will not guarantee export transactions, it can significantly minimize the investment of time and money needed to reach foreign importers and explore business partnerships. The following is a partial list of programs that ITA offers to help U.S. businesses expand their presence in the NIS, and elsewhere.

- Browse through **BISNIS Trades & Tenders** or **Search for Partners** leads on the web ([www.bisnis.doc.gov/bisnis/leads.htm](http://www.bisnis.doc.gov/bisnis/leads.htm)) to look for NIS companies that might be interested in purchasing, or becoming a distributor of, your company's product. **BISNIS Trades & Tenders** identifies NIS companies that wish to purchase specific U.S. goods and services and publishes summaries about the companies and their desired purchases. **BISNIS Search for Partners** identifies companies in the NIS that seek long-term cooperation for specific business projects and activities. It publishes summaries about the companies and their proposed projects.
- Collect information, including key contacts, on the state of your company's industry sector(s) in the NIS on **BISNIS'** web page at [www.bisnis.doc.gov](http://www.bisnis.doc.gov) (look under "Industry Reports"). In addition, the website of ITA's Trade Development division has web pages for a number of industry sectors that offer a great deal of useful information for exporters ([www.ita.doc.gov/TD](http://www.ita.doc.gov/TD)).
- Take part in a program called the **International Partner Search (IPS)**. This service, offered by the U.S. Commercial Service for a fee, provides U.S. firms with a customized search of potential agents, distributors, licensees, and strategic alliance partners in the NIS countries. For more information, call 1-800-USA-TRAD for your nearest U.S. Export Assistance Center (USEAC), or visit [www.usatrade.gov](http://www.usatrade.gov).
- Advertise your product in **Commercial News USA**. For a minimal fee, you can advertise your product in this monthly magazine for direct purchasing, as well as to seek agents, distributors, joint venture partners, and more. The publication is distributed to some 143,000 business readers overseas in 152 countries, including Russia and the other NIS countries. For more information, including how to participate, please visit [www.cnewsusa.com](http://www.cnewsusa.com) or call (212) 490-3999.
- Sign up for the **International Catalog Exhibition Program**, organized by the U.S. Commercial Service. This program showcases U.S. company product literature in fast-growing markets within a geographic region. Your company could have its product literature and samples displayed at one of the exhibitions abroad through the DOC and get some trade leads directly from the show. For more information, please contact Nancy Hesser of Export Promotion Services at (202) 482-4663 or visit [www.usatrade.gov/catalog](http://www.usatrade.gov/catalog).
- Attend **International Buyer Program (IBP)** trade shows in your industry to meet and market to attendees from the NIS and other countries. Each year, the U.S. Department of Commerce selects 28 leading U.S. trade shows to promote worldwide through its network of embassies, consulates, and commercial centers and helps U.S. companies make contact with international buyers at these shows. In addition, IBP shows offer practical, hands-on exporting assistance to U.S. companies exhibiting at the show. This assistance includes export counseling, marketing analysis, and matchmaking services. For details, please contact Jim Boney, Export Promotion Services, at tel: (202) 482-0146 or email: [jim.boney@mail.doc.gov](mailto:jim.boney@mail.doc.gov), or visit [www.usatrade.gov/ibp](http://www.usatrade.gov/ibp).
- Sign up for the **BuyUSA.com** matchmaking program. **BuyUSA.com** allows U.S. exporters to locate qualified international business partners and receive assistance from DOC international trade specialists around the world. **BuyUSA.com** is an interactive website, allowing companies to receive matching trade leads by email or to log in and search for companies by industry or country. In addition, **BuyUSA.com** gives you the option of posting your own online catalog—your own Internet storefront—and placing a live Internet link to your company website. The site is promoted through a network of 170 USEACs around the world. For more information, visit [www.buyusa.com](http://www.buyusa.com), or call 1-800-USA-TRAD for the location of a USEAC near you.

*Derek Nowek works for BISNIS in Washington, DC.*

## FINANCE CORNER: U.S. Trade Development Agency

*This is first in occasional series on financing resources for NIS projects.*

U.S. companies interested in pursuing trade and investment opportunities in the NIS should be aware of the activities of the U.S. Trade Development Agency (TDA). TDA, an independent U.S. Government agency, provides funding for U.S. companies to conduct feasibility studies on major projects in the NIS, as well as in other developing and middle-income countries. TDA-funded feasibility studies help U.S. companies evaluate project viability, provide employment for consultants, and offer opportunities for U.S. exporters. TDA studies focus on projects in several sectors—aviation, environment, mining and minerals, oil and gas, ports, electric power, railroads and mass transit, and telecommunications.

TDA also sponsors business briefings and reverse trade missions, called “orientation visits,” which familiarize foreign decision makers with U.S. technologies, products, and services, build business relationships, and promote U.S. exports.

### TDA in the NIS

Since late 1991, TDA has approved funding of some \$90 million for feasibility studies on more than 225 major projects in the NIS. Exports of U.S. goods and services related to those projects already total over \$800 million.

Some recent initiatives relating to the NIS for which TDA has provided partial funding include:

- ▶ A feasibility study on Phase 1 of the Novgorod toll road project in Novgorod, Russia.
- ▶ A regional study on upgrading the air traffic control systems in the three Caucasus countries.
- ▶ A June 2001 NIS/Turkey regional information technology (IT) conference in Brussels.
- ▶ A feasibility study evaluating potential pipeline routes to carry natural gas to Kazakhstan’s northern regions.
- ▶ A feasibility study on the upgrade of the State Oil Company of Azerbaijan (SOCAR) refineries, Dubendi Port, and other oil terminals.

### Feasibility Studies

TDA provides grant funding for studies to determine the technical, economic, and financial feasibility of major projects. Historically, most TDA projects have been public sector undertakings, planned and implemented by government ministries or agencies. However, TDA currently provides funding for both public and private sector projects, including joint ventures in which U.S. companies plan to take equity.

To initiate TDA consideration of a project, a request for assistance must be made directly to TDA by the appropriate NIS sponsoring entity (government or private sector). In cases where a specific U.S. company has been identified by the NIS sponsoring entity as its partner on the project, that U.S. com-

pany must submit a detailed proposal to TDA following a format which is available from TDA’s web site.

If a project appears promising, TDA hires a technical consultant to review the proposal, through either a Desk Study or a Definitional Mission (DM). A desk study is a review of the project by a consultant in the United States, and is utilized when there is already sufficient information available so that a visit to the host country is not needed. This is usually the case when TDA has received a detailed proposal from a U.S. company. A DM involves a short visit by the consultant to the host country to gather additional information on the project and work with the sponsoring entity to develop terms of reference and a budget for the feasibility study.

The Desk Study or DM ascertains whether a project meets the following TDA funding criteria: the project is a developmental priority for the host country; financing for project implementation has been identified and is available if the study confirms project feasibility; the potential for U.S. exports during project implementation is significant (potential U.S. exports of at least \$10-15 million); and TDA has a facilitative role to play.

When TDA provides funding for a feasibility study, it signs a Grant Agreement with the NIS sponsoring entity (the Grantee), and it is the Grantee which selects the U.S. firm to conduct the study. In many cases, the Grantee already has identified a firm (typically the firm that has submitted the proposal to TDA). In other cases, a competitive selection process is undertaken by the Grantee.

In almost all cases, TDA only partially covers the cost of the feasibility study, with the remainder of the cost being borne by the U.S. firm conducting the study.

### Learning about TDA

The TDA *Pipeline*, which is available by subscription or on TDA’s web site, provides U.S. suppliers and manufacturers with timely information on agency-supported projects.

Requests for Proposals to conduct TDA-funded feasibility studies are listed in the *Commerce Business Daily* (CBD). Call (202) 512-1800 for CBD subscription information.

TDA maintains an online consultant database for small businesses. U.S. companies can register to be included in the database from TDA’s web site. The site also has information on how to become a contractor for TDA projects.

*To find out more, contact TDA at tel: (703) 875-4357, fax: (703) 875-4009, email: [info@tda.gov](mailto:info@tda.gov), or visit [www.tda.gov](http://www.tda.gov).*

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Penalty for Private Use, \$300

## TRADE EVENTS CALENDAR

<b>Astana KITEL 2001</b>	<b>October 17–19, 2001</b>	<b>Astana</b>
Organized by:	ITECA	
Email:	exhibitions@iteca.de	
Website:	www.ite-exhibitions.com	
Sectors:	Telecom and IT	
<b>Intl Exhibition of Agri. &amp; Food Processing</b>	<b>October 2001</b>	<b>Bishkek</b>
Organized by:	Kyrgyz Ministry of Agriculture	
Telephone:	+996 (312) 22-06-39	
Facsimile:	+996 (312) 22-67-84	
Email:	MAWR@bishkek.gov.kg	
<b>MoldAgroTech</b>	<b>October 24–28, 2001</b>	<b>Chisinau</b>
Organized by:	MoldExpo	
Telephone:	+373 (2) 74-74-19	
Facsimile:	+373 (2) 74-74-20	
Email:	moldexpo@ch.moldpac.md	
Website:	www.moldexpo.md	
Sectors:	agricultural machinery and equipment, technologies, and material	
<b>Tele-Radio Broadcast Expo (TRBE) 2001</b>	<b>October 24–27, 2001</b>	<b>Moscow</b>
Organized by:	ITE Group	
Telephone:	+44 (020) 7596-5000	
Facsimile:	+44 (020) 7596-5111	
Email:	trbe@ite-expo.ru	
Website:	www.ite-exhibitions.com	
Sectors:	Equipment and technologies for tele-radio broadcasting	

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