

# The Trade Council Russia



## Activity Plan 2015

*This folder provides an overview of all the different activities and possibilities the Trade Council Russia offers in 2015. In the folder you will find invitations to fairs, market visits, sector clubs and much more. We are always ready to answer the questions you might have concerning the activities, so don't hesitate to contact us*

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## THE AMBASSADORS INTRODUCTION

Russia is the potentially biggest near-market that Denmark has. Over the last years Denmark has been exporting for about 12 billion DKK per year. The final result for year 2014 will be different and based on the numbers currently available, the export will amount to just under 10 billion DKK. Considering the Russian ban on food import from Europe, which hit Danish exporters hard, this is an interesting figure. Why were we not hit harder? The answer is that Danish exports to and investments in Russia is far more diversified – you find Danish companies engaged in all sectors. The current difficult political climate has not changed this fundamentally. And there is no need to shy away from the Russian market, if you are careful and have a well-thought through strategy.

When discussing the “how” with Danish companies who have been on the Russian market for some years, they point to the fact that Russia has always been a challenging market. It has its peaks and its lows, but so far it has come back every time. Their lessons learned points can be summarised in “3 P’s”.

*Presence* – If you want to have Russia as a market, you need to be here when it goes up and when it goes down. Some Danish companies expand when the market is down. The square meters in the shopping centres are cheaper and the local governments more eager to welcome you in local projects. It pays off in the long run - they remember those who stay!

*Patience* – Things takes time in Russia. Few starts out with a big and great success on the Russian market. A key factor to achieving success is to know the right people.. A key role for me and my colleagues at the Embassy is to open all the right doors for you to help you establishing relationships with the right people and getting a solid foothold faster. Companies, who have been here for more than 20 years, still use our services to meet the right level of decision makers and buyers.

*Persistent* – The companies who have something to offer that is relevant for the Russian market and who stay, will find that there is money in Russia. Currently the Russian government are implementing an anti-crisis plan that include major infrastructure projects and support for the Russian industry. Another major focus is on increasing the internal Russian food production. This is a big task where all steps from “field to table” needs to be improved. This is a huge opportunity for Denmark and Danish companies. Denmark has been through this process many years ago and we have the know-how and machinery that will create real value for the Russian counterparts.

Starting to work with Russia will always be a big task, and this is no less true today. The current political environment should, however, not prevent Danish companies from taking advantage of the opportunities that do exist. That would be an opportunity lost. This is where I hope you will let the Danish Trade Council Russia (The Commercial Department at the Embassy in Moscow and the General Consulate in St. Petersburg) help you, get the right understanding of the market, get the right contacts, all in the aim to get the contracts and the sales! We are also covering Belarus, Kazakhstan, Kirgizstan, Tadzshikistan, Turkmenistan and Uzbekistan and will be able to assist your access to these markets as well. I and my colleagues at the Embassy and the General Consulate stand ready to guide and advice you also on the political framework.

I hope to see you in Russia. We are looking forward to assisting you in achieving success.



**H.E. Thomas Winkler**

Ambassador of the Kingdom of Denmark  
to the Russian Federation



- The size of the market and different segments
- The product's or service's fit to the market
- Identification of distribution channels, the competitive environment, prize levels, and legislation.
- SWOT analysis of the market entry

### **Eurasian Economic Union (EEU) – New opportunities?**

The activities of the Trade Council Russia not only cover Russia but also most of the CIS countries; Tadjikistan, Uzbekistan, Kyrgyzstan, Kazakhstan, Turkmenistan, and Belarus.

The potential for cooperation between Danish companies and these countries within many sectors, including technology and energy sector, is getting more and more attractive due to the creation of the Eurasian Economic Union (EEU), which was launched on 1<sup>st</sup> January 2015. The Customs Union and the Common Economic Space between Russia, Belarus, Kazakhstan, and Armenia represent two elements of the most ambitious regional integration projects launched in the post-Soviet space since 1991. Kyrgyzstan has recently become a member, while Tadjikistan has shown interest in joining the EEU as well.

The Eurasian Economic Union aims to create a single economic space of more than 170 million people and a gross domestic product of around USD 3 trillion. One of the main objectives for the EEU is to create a common energy market, and Trade Council Russia will closely monitor the development and possible opportunities for Danish companies in this connection.

### **3. Market visit**

The Market Visit Programme is a service provided by The Trade Council to Danish small and medium sized enterprises (SMEs). The Market Visit Programme targets a group of companies with mutual interest that are looking for new market opportunities. This program is perfect for companies who wish to get a personal insight in the current trends and opportunities on the Russian market.

The Market Visit could include:

- A meeting program for visiting potential partners and private and public institutions
- Participation in conferences, exhibitions etc.
- Field visits to relevant projects, retail outlets or other branch related localities
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### **4. Marketing campaign**

The Trade Council can help you become visible on the Russian market. A marketing campaign is ideal for newcomers to the market and those who need help in order to achieve their marketing goals. We will use our experience and knowledge about the Russian market to help your company becoming more visible.

A marketing campaign could include the following activities:

- Spreading the information about your company in written/online sources of information
- Series of publications in the right sources of information (magazines, newspapers, blogs)
- Press-event and launch at the Embassy
- LinkedIn, FB publication on Trade Council's internet resources

### **5. Partner Search**

A Russian partner helps the Danish company to market its product and services on the selected market. The Trade Council has extensive knowledge about many sectors, the business environment, and business culture and will do everything to help you to find a suitable partner. Together we will identify your specific needs and approach to the market and use our network,

technical skills, and solid experience in partner search to set up meetings with relevant candidates. The Trade Council can support you with translation, transportation and advice on your meetings with the potential partners.

### **6. Participation in exhibitions**

The Trade Council arranges turnkey national exhibition stand, which will guarantee your company presence on the Russian market and bring you close to the Russian customers.

### **7. Vitus**

The Vitus programme helps Danish SMEs to enter new markets through a fast and effective kick-start. The aim is for ten chosen Danish SME's to quickly realize their export potential. This is done through an intense collaborative partnership between the companies and a commercial adviser on the Russian market. The goal for the program is that each participant achieves an export success within the 12 months that the program last.

### **8. Export start**

The Export Start Programme has existed since 2001 and is a government service provided by the Trade Council to Danish SMEs. This programme is applicable to any kind of Trade Council service within the amount of 50-100 consultancy hours and could be used for a partner search, market entry assistance etc. The programme targets companies with a proven export related business plan which are looking for ways to expand their businesses on the Russian market.

## **Part 2 – events**

### **1. Reception/Dinner at the Ambassador residence**

This is a unique chance for your company to host an event in the attractive surroundings of the Ambassador residence which is an old and charming Russian mansion in the absolute centre of Moscow. The setting is perfect for meeting potential partners or Russian officials and the Ambassador's presence will contribute to attract the right the Russian attendants. We are always flexible and will ensure that the event meets your specific needs.

### **2. VIP events at the embassy/residence**

The embassy may be a great alternative venue for hosting all kinds of other events. We can help you arrange catwalks, publicity events, media events etc.

### **3. Round tables**

We can arrange round table discussions with high-ranking Russian officials to discuss legal issues or other matters which requires the attention of the Russian authorities. The involvement of the embassy can ascertain the seriousness of the matter at hand.

## Part 3 – Setting the right framework for Danish businesses in Russia

### 1. Negotiations support

The embassy may assist your company with translation, counselling and guidance. We can assist you as a company to know what to expect from a meeting with a potential client/distributor and help you to understand what exactly is being said to try and avoid potential misunderstandings.

### 2. Conflict resolution support

The Trade Council may use our experience in conflict resolution to assist you in resolving a given conflict. We may facilitate a restart of a dialog with the right people and within the right structural framework.

### 3. Company registration support

The Trade Council can help you with the general framework of the registration process. We can assist with contact to legal support and offer incubator services.

### 4. Product certification support

The Trade Council may assist you with an overview of the procedure and facilitate a liaison with a certification agency. We have knowledge about which product has mandatory registration and which has voluntary registration.



**Peter Mygind Rasmussen**

Minister Counsellor, head of the commercial department

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Keep yourself updated with the newest activities and market developments on the market - follow the Trade Council in Russia on LinkedIn:

[https://www.linkedin.com/company/eksportr-det-rusland-the-trade-council-of-denmark-russia?trk=np\\_rec\\_act\\_company\\_name](https://www.linkedin.com/company/eksportr-det-rusland-the-trade-council-of-denmark-russia?trk=np_rec_act_company_name)

## TRADE COUNCIL 2015 ACTIVITY PLAN

<b>Date:</b>	<b>Event:</b>	<b>Sector:</b>
<b>March:</b>		
	Road Alliance	Machinery & Technology
TBA	Park Alliance next step	Energy & Environment
23-24	"Smart-City" Seminar	Energy & Environment
26-28	Fashion Week Russia 2015	Creative Industries
<b>April:</b>		
19-23	Mining Event Russia	Machinery & Technology
22-24	Rehab Market Visit	Health
<b>May:</b>		
	Airport Alliance	Machinery & Technology
	Dairy Alliance	Food and Agriculture
13-15	Healthcare market visit	Health
20-22	Rooms Moscow	Creative Industries
25-29	Metalworking exhibition	Machinery & Technology
<b>June:</b>		
	Lifestyle Days	Creative Industries
	Road Alliance	Machinery & Technology
3-5	Building Market Visit	Machinery & Technology
1-5	Oil Refinery Market Visit, Russia	Energy & Environment
8-12	Dairy and Field promotion	Food and Agriculture
23-25	Russian Delegations to DK	Health
23-26	Oil & Gas Market Visit	Machinery & Technology
<b>August:</b>		
14-16	Kaz Fashion Fair	Creative Industries
24-28	Poultry Industry/Market Visit	Energy & Environment
26-28	Flowers IPM	Food and Agriculture

**September:**

	St. Petersburg Fashion Week	Creative Industries
(Autumn)	Chicken Promotion	Food and Agriculture
2-4	CPM Collection Première	Creative Industries
2-5	Kaz Build	Creative Industries
8-10	Flowers Expo	Food and Agriculture
14-18	Oil Refineries Market visit, Kazakhstan	Energy & Environment
16-18	Kaz Met	Machinery & Technology

**October:**

	Dairy Alliance	Food and Agriculture
	Airport Alliance	Machinery & Technology
October TBA	E&E Tatarstan Market Visit	Energy & Environment
21-23	Interfood Siberia 2015	Food and Agriculture
27-29	AgroExpoSiberia 2015	Food and Agriculture
27-29	Power Kazakhstan/Market Visit	Machinery & Technology

**November:**

	Park Strategic Alliance	Energy & Environment
9-12	Market Visit in connection with fair Zdravookhranenie	Health
24-27	Danish joint stand at YugAgro 2015 ABC meeting	Food and Agriculture
24-27	Woodex	Machinery & Technology
24-28	Market Visit Mebel Exhibition	Creative Industries

**December:**

9-12	Fair Healthcare, Market Visit	Health
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