

# Doing Business In Russia

## One-day inter-cultural awareness business seminar

Tuesday 17th February 2009, America Square Conference Centre, EC3N 2LB, 09:00 - 17:00

Booking deadline: Tuesday 12th February 2009



**Russia is a relationship oriented culture that does business “face to face.”** In 2007, UK exports to Russia reached an all-time £2.8bn high, an increase of 36% from 2006. Russia is now the UK’s 16th largest export market. Major sectors include: Advanced Engineering, Financial Services, ICT, Power/Energy and Sports & Leisure Infrastructure.

Are you considering doing business in Russia but feeling concerned about dealing with a different business culture? The “Doing business in Russia” seminar will teach you about cultural and linguistic nuances of doing business in Russia and acquire practical tools for recognising culturally sensitive issues, and learn how to apply these tools to business.

This seminar is designed to help delegates feel more confident, positive and less anxious in diverse cultural communications and environments.

The seminar also includes an introduction to UKTI’s **Export Communications Review (ECR)**. The ECR service is delivered by an accredited export communications consultant and offers new and inexperienced UK-based exporters an indepth, tailored appraisal of how they are communicating with overseas markets and explains how to communicate more effectively in order to handle their overseas inquiries more efficiently and approach new markets with confidence. This is priced at £500 + VAT however UKTI offer subsidy of £350 to eligible companies.\*

### Why attend?

- Understand Russian values and attitudes
- Increase your practical and inter-cultural management competencies
- Build cultural sensitivity
- Improve your communication in Russian work and social environments
- Receive your free ‘CultureSmart! Russia Guide’

### Tailored content

Upon booking, you will be emailed a pre-seminar questionnaire which will help to define your specific inter-cultural communications challenges and shape the content of the seminar.

### Who should attend?

The seminar is designed for UK-based SMEs preparing to or already exporting their product or service to Russia.

### Cost

**REGULAR PRICE:** £100 + VAT

**SPECIAL OFFER:** Book an ECR\* when you book your place at the “Doing business in Russia” seminar, and receive a 20% discount on your ticket and a price of £150 for the ECR. Total price for both: **£230 + VAT\***

\*The ECR is valued at £500. The SPECIAL OFFER price includes a seminar ticket of £80 (20% discount off the regular price ) plus a £350 subsidy towards the cost of the ECR. This brings the total price to £80 + £150 + VAT = £331.50 (VAT calculated on the discount price of the seminar and the full price of the ECR).

**Special Offer Conditions:** ECR must be paid for at the time of booking the “Doing Business In Russia” seminar. The ECR and seminar must be booked online via the booking instructions on the reverse of this flyer. There are 10 special offer packages available and these will be distributed in a first come first serve basis. UK Trade & Investment London Region reserves the right to end this offer once 10 special offer packages are booked. ECR subsidies are available for eligible companies only: UK-based companies that offer services or products that are mainly British, have been trading for more than two years, and employ fewer than 250 employees. Once the ECR is booked the company will be contacted by the accredited advisor to book an appointment. For further information and eligibility requirements please click here.

## One-day workshop on inter-cultural awareness in a business context

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Title	
First name	
Surname	
Company name	
Your job title	
Company address	
Company postcode	
Email	
Telephone	
Website	
Do you have any special access or dietary requirements?	
Brief description of company including sector (for inclusion on the guest list)	
Are you currently involved in international trade?	

UK Trade & Investment London region operates a policy of advance payment. All bookings must be made in either in writing or via our online application form and full payment should be received to secure bookings. Cancellations for Option A must be received in writing one week prior to the event to be eligible for a full refund, otherwise no refund will be given. No tickets will be issued but a confirmation email will be sent.

I have read and agree to the terms and conditions above:

Signature: \_\_\_\_\_

### BOOKING OPTIONS

ONLINE

#### Option A

Seminar only

**£100 + VAT = 117.50**

#### Option B

Seminar plus ECR

**£80 + £150 + VAT\*\* = £331.43**

POST - **Option B not available by post**

Complete this form in BLOCK CAPITALS and post FAO Marketing, UKTI London International Trade Team, New City Court, 20 St Thomas St, London SE1 9RS.  
Cheques made payable to: GLE Investments

FAX - **Option B not available by fax**

Complete this form in BLOCK CAPITALS and fax back to +44 (0) 20 7234 3001  
FAO Marketing

### FURTHER INFORMATION

T: +44 (0) 20 7234 3055

E: marthagall@uktilondon.org.uk

www.uktradeinvest.gov.uk/ukti/london

Please tick if you would like further information about UKTI London events

\*\* VAT calculated on the discount priced seminar plus the full priced ECR.

#### DATA PROTECTION ACT 1998

Information regarding the collection, use, disclosure and processing of personal data is to be found in the Privacy Statement on the UK Trade & Investment website [www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk). Having seen the website, please tick the following boxes if you do not wish your details to be used for marketing purposes [ ], passed to Business Link (or your equivalent national body), any carefully selected UK based Trade Association or Chamber of Commerce or business partners [ ] or transferred outside UK [ ].

#### ABOUT UK TRADE & INVESTMENT

UK Trade & Investment is the Government organisation that helps UK -based companies succeed in international markets and assists overseas companies to bring high quality investment to the UK's economy. Our range of expert services is tailored to the needs of individual businesses, to maximise their potential to achieve international success.