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Russian Federation

Promotion Opportunities

Russian Companies Offer High Quality Services for Promotional Events

2004

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Report Highlights:

This is the first in a series of reports offering advice and contacts to U.S. companies and trade promotion offices interested in expanding their activities in Russia. Russian event management companies offer high-quality, affordable services to attract attention to U.S. products. Russia is no longer a new market, but is a sophisticated, competitive environment. To succeed in Russia, companies must promote their products, countering the predominant market position of Western Europe. U.S. companies should attend an FAS sponsored trade show in Russia, and then follow up with promotional activities and public awareness events such as provided by the companies included here.

ATO/Moscow does not endorse these companies, but offers them as initial points of contact for U.S. companies interested in expanding their activity base in Russia.

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ATO/Moscow does not endorse these companies, but offers them as initial points of contact for U.S. companies interested in expanding their activity base in Russia. U.S. companies requesting program MAP funds support for trade shows or visits to Russia should simultaneously request event funding to succeed in this competitive market. ATO Moscow can provide contacts for U.S. agricultural exporters wanting to invite companies to events.

Following five straight years of strong economic growth, the Russian economy is on track to expand by at least six percent in 2004. Consumer incomes have also grown sharply – up more than 14 percent in 2003. This growing prosperity is reflected in the fact that more companies in Russia are using services provided by marketing and consulting agencies, including event management companies. As a result, over 24 percent of the non-media advertising budget in Russia goes to events for product consumers. Below is a break down of marketing services volume in Russia in 2003 according to the Russian Communication Agency Association.

General Consumer Promotion	\$60 mln
Trade Promotion	\$200 mln
Direct Marketing	\$250 mln
Point of Sale Materials	\$120 mln
Direct Event Marketing to Corporate Clients	\$50 mln
Events for Consumers	\$160 mln
TOTAL:	\$840 mln

According to market experts, the volume of marketing services is growing quickly and will reach \$1 billion this year. Moreover, it is expected to increase fivefold by 2010.

ATO/Moscow attended the 'Event Show' seminar organized by 'Vedomosti' information agency in Moscow on August 26. The seminar, one of a series of the company's educational seminars, was focused on event management and successful implementation of corporate events. The topics of the seminar included types of corporate events and their management depending on target audience; event management for luxury products; event management with press participation; event marketing and stealth marketing in Russia. The goal of ATO/Moscow was to learn more about event management in Russia, establish contacts with the event management agencies at the seminar, and prepare a list of event management companies in Moscow for further distribution to U.S. firms who want to do business in Russia.

Despite the fact that the seminar was mostly educational, the speakers had a chance to share some interesting and original ideas based on their previous broad experience with the audience. Although agencies are very active in promoting their services in the market, ATO/Moscow recommends that the American companies who have a limited marketing budget contact a few event-marketing companies before placing an order. As a rule, smaller agencies are more flexible in terms of providing good services at lower prices. ATO/Moscow notes that event marketing is an integral part of marketing techniques and serves as an effective tool to build and strengthen brand image of the American product in Russia.

A. List of the Leading Event Management Agencies in Moscow

'Conference & Business Service' Co. (Sponsor of Seminar)
 Official Representative of 'Brahler ICS AG'
 Tel: (7-095) 937-3930, 258-3018
 Fax: (7-095) 937-3929
 Web: www.cbsservice.ru
 Contact: Sergey Khazov, Accounting Manager
 E-mail: hazov@co.ru

Founded in 1998, 'Conference & Business Service' Co. is specializing in conference and corporate event management, including technical support, publishing and printing services, outside catering, and entertainment and variety shows. The company has been a member of the American Chamber of Commerce in Moscow for many years. World Bank, Visa International, the Pension Fund of the Russian Federation, American Chamber of Commerce are among its clients.

'Prazdnik' Agency (Sponsor of Seminar)
Ul. Chayanova, 8
Moscow
Tel/fax: (7-095) 105-0594, 792-5055
Web: www.prazdnik.org
Contact: Kirill Morozov, Director
E-mail: prazdnik@prazdnik.org

'Prazdnik' (or 'Holiday' in English) has been working for eight years in the Russian market. The company's specialization includes large corporate holidays, celebrations, and parties. In addition, the company can provide transportation, music, video materials, creative ideas, flowers, and interior decoration.

'UVERS' Group of Companies (Agency of Special Projects)
Ul. Malaya Dmitrovka, 14, Bld. 2
Moscow
Tel/fax: (7-095) 105-0553, 209-6850
Web: www.uverse.ru
E-mail: uverse@uverse.ru

'Uvers' is specialized in organizing corporate events, presentations, show programs, conferences, press conferences, PR events, etc.

'Korner Tent Service' Co.
Ul. Dinamovskaya, 1A, Office 400
Moscow
Tel/fax: (7-095) 424-7078 or 424-7095
Web: www.tentservice.ru
E-mail: info@tentservice.ru

'Korner Tent Service' is organizing business and entertainment events. Also, the company is renting and selling tents, furniture, heaters, lighters, and other equipment.

'Brandnew-Momentum' Co. (ADV Group Holding)
Ul. Shipok, 9/26, Bld. 3
115054 Moscow
Tel: (7-095) 363-2510
Fax: (7-095) 363-2515
Contact: Yekaterina Sundukova, Accounting Director
E-mail: esundukova@brandnew-momentum.com

Founded in 2001, 'Brandnew-Momentum' is specialized in market consulting, event management, conferences, sponsorship, and product promotion. The company works with several consumer brands: 'Mild Seven' cigarettes, 'Nokia Megapolis Pulse', 'Stella Artois' beer, and 'Samsung Regional Road Show' are among the company's large projects.

'Event Factory' Co.
Tel: (7-095) 937-5379
Web: www.eventfactory.ru
Contact: Yulia Sigunova, General Director
E-mail: sigunova@eventfactory.ru

'Event Factory' Co. is specialized in organizing events for large corporate clients, including corporate events, team building, presentations of new products, promotions, trade shows, and press conferences.

R.S.V.P. (Agency of BBDO network)
Ul. 4-ya Tverskaya-Yamskaya, 20, Bld.1
Moscow
Tel: (7-095) 961-2267
Contact: Bettina von Schlippe, Managing Director
E-mail: Bsclippe@bbdo.ru

The company is specialized in organizing event management for luxury goods in Russia.

B. List of other event management agencies who attended the conference:

'Agency of Mobile Marketing' Co.: event management
Ul. Dolgorukovskaya, 31, Bld.3
Moscow
Tel/fax: (7-095) 510-6285
Web: www.m-marketing.ru
Contact: Irina Serova, Project Manager
E-mail: irina@m-marketing.ru

'PROpaganda' PR Agency: Political consulting; business-communications; internal corporate communications
4/6, 3-Monetchikovyi per., bld.1
Moscow, Russia
Tel: (7-095) 970-15-60
(7-095) 970-15-61
(7-095) 931-96-54
Fax: (7-095) 970-15-62
Website: www.propaganda.ru
E-mail: mail@propaganda.ru
Contact: Valentina Agapova – Vice president
E-mail: valentina@propaganda.ru

'Nasha Komanda' Co. ('Our Team'): Trainings, corporate holidays, parties, celebrations.
10, Letnikovskaya Str. Bld.7
115114, Moscow, Russia
Tel: (7-095) 107-11-45
(7-095) 795-01-52
Fax: (7-095) 795-09-82
Website: www.teambuilding.ru (in Russian)
www.nashakomanda.ru (in English and Russian)
E-mail: contact@teambuilding.ru
Contact: Katerina Ionova

'Trancelite Promotion' Co.: Corporate events; presentations; exhibitions; conferences; seminars; show programs; celebrations

13, Skaternyi per., office 207

121069, Moscow, Russia

Tel: (7-095) 202-54-15

(7-095) 202-57-83

Fax: (7-095) 203-33-10

Website: www.trancelite.ru

Contact: Varvara Rodionova

E-mail: area@trancelite.ru

'Kuzmenko i Partnyory' Co.: PR company

5, Kisel'nyi per. Bld.1

107031, Moscow, Russia

Tel/Fax: (7-095) 933-76-76

Website: www.kuzmenkov.ru

E-mail: info@kuzmenkov.ru

'Delovoi Protokol' Co.: International standards of protocol

24/35, Krzhizhanovskogo, bld. 5

117218, Moscow, Russia

Tel: (7-095) 956-38-42

Fax: (7-095) 956-39-73

Website: <http://protocol21vek.ru>

E-mail: info@protokol21vek.ru