



**ASSOCIATION OF EUROPEAN
BUSINESSES
IN THE RUSSIAN FEDERATION**

**The Voice of European Business
in Russia**

AEB Sponsors 2007-2008





THE AEB

Representing and Promoting the Interests of European Businesses in the Russian Federation since 1995

Working to improve business and trade environment in Russia for European companies

Promoting economic integration between the Russian Federation and the European Union...

A Common Economic Space

The AEB is a non-commercial association of European enterprises and entrepreneurs that have business activities with and in Russia



Mission to Brussels, AEB Board members' meeting with EU Commissioner for Energy **Andris Piebalgs**



Mission to Brussels, AEB Board Members' meeting with EU Commissioner for Trade **Peter Mandelson**



ACTIVITIES

- Lobbying Russian authorities to solve immediate business issues and influence future legislative change
- Providing quality Information through events, business briefings, round tables and publications
- Business Networking through committee meetings and social events
- Cooperation with the EC Delegation, European Union and the member states



COMMITTEES: THE DRIVING FORCE OF THE AEB

OPEN COMMITTEES	INDUSTRIAL COMMITTEES
Corporate Governance	Agribusiness
Human Resources	Air Cargo
Legal	Airlines
Taxation	Alcoholic Beverages
Transport & Customs	Automobile Manufacturers
IT & Telecommunications	Automotive Components
Real Estate & Property	Insurance & Pensions
Finance & Investment	Banking
	Energy
	Health & Pharmaceuticals



MEMBERSHIP BENEFITS

1. LOBBYING

The AEB represents European businesses by:

- **Identifying** the principal business and legislative **issues** affecting European business, through AEB Committees and Working Groups
- **Addressing current issues** and **influencing legislation** for the long term with Russia's political and business leaders at Federal and Regional levels.
- **Cooperating with Delegation of the European Commission** and contributing to government of EU member states, **Foreign Investment Advisory Council (FIAC)**, Industrialists' Round Table (IRT), etc.

2. PROVIDING QUALITY INFORMATION

The AEB keeps its members up to date on industrial, economic and legislative developments



Sergey Naryshkin,
Deputy Prime Minister of
the RF

Open meeting “Encourage
Active Investment in the
Russian Economy”

- Open Meetings, Seminars, Conferences and Political Briefings
- Quarterly Updates / yearly Position Papers / Real Estate and Due Diligence Monitors
- Surveys on practical issues
- Website containing industry and market developments, member database and events presentations



Mission to N.Novgorod,
AEBCEO **Frank Schauff**
meeting with **V.Shantsev**,
Governor of Nizhny
Novgorod Oblast

3. NETWORKING

The AEB provides invaluable networking forums by:

- Business to business functions
- Well-regarded social events including monthly EuroReceptions, which are Moscow's premier business networking forums
- Open committees, mass events, conferences, briefings
- Online Member database and Annual Membership Directory



Business Meeting, "Comparison of EU and Russian Regulations on Investments into Strategic sectors of the Economy", S.Stefanishin, AEB Legal Committee Chairman, Ernst&Young, V.Taraskin, RF Ministry of Industry and Energy, F.Schauff, AEB CEO



Sponsor dinner with Sergey Yastrzhembsky, M. Franco, Head of Delegation of the European Commission, S.Yastrzhembsky, Aide to the President of RF



4. MARKETING OPPORTUNITIES

- AEB Newsletter and Website: introducing new members to existing members
- AEB Annual Membership Directory: company descriptions and advertising opportunities
- Promotional materials at relevant Embassy receptions
- Gaining company visibility through expert contributions to AEB events and publications
- Sponsorship opportunities at open meetings, conferences, receptions, etc.



CONTRIBUTING TO EU – RF ECONOMIC INTEGRATION

The AEB provides essential links between the EU authorities, Russian political and administrative institutions, and European business interests



Open meeting with
Alexey Mordashov,
General Director,
Severstal

February, 28 2008, Saint-Petersburg, customs conference:

“**Customs Legislation in Russia-Recent Changes and Implementation**”, round table with the representatives of the **North Western Division RF FCS**; **Antti Nissenen**, Counsellor, Customs Affairs, Embassy of Finland on the RF, **Tommi Kivilaakso**, Director of Eastern Customs District of Finland.



“**Customs Legislation in Russia- Recent Changes and Implementation**”



October, 2007, briefing by **Igor Yurgens**, First Vice-President, Renaissance Capital, Chairman of the Board, RIO Center

“**Scenarios for Russian Economic Development up to 2016**”

M. Zadornov, President
Chairman of the Board
VTB24,

J. Bongartz, Chairman of the
Banking Committee,
R.Hartmann, AEB Chairman

The AEB constitutes the most trusted and qualified central information source on European business in Russia for EU and Russian authorities, as well as for Member companies



AEB HIGHLIGHTS OF 2007-2008



Mayor's **Luzhkov** awards for the best foreign investments in Moscow to AEB members

Briefing by **Mikhail Schvydkoy**, Head of the Federal Agency of Culture and Cinematography

Briefing by **Peter Mandelson**, EU Commissioner for Trade: "EU-Russia: growing economic partnership-how to develop it further"

Conference, May 30, 2007: "Intellectual Property Rights in Russia"

HR Conference, Oct 5, 2007: "Bringing Expats to Russia"

Business Breakfast with **Gennady G. Melikyan**, First Deputy Chairman of the Central Bank of Russia

Open meeting, January, 2008 **Alexander Livshitz** "RUSAL's Director for International and Special Corporate Projects", The Russians are coming! Globalisation of Russian Big Business"

A. Livshitz, RUSAL's Director for International and Special Corporate Projects, **A. Pisaruk**, General Director, ING Bank (Eurasia)



January 22, 2008, open meeting with **Valentin Gapanovich**, Vice-President of OJSC RZHD.



Sochi Investment Forum 2007,
K.Rohland, World Bank,
S.Ganeeva, MEDT,
J.Bongartz, Deutsche Bank,
B.Meunier, Nestle,
V.Ismailov, Standard and Poor's,
D.Moeller, Siemens

EU-Russia Investment Reciprocity: Making it Work



Session Two: **Does it Work? Myth & Reality,**

C.Ryan, CCO and CEO, Deutsche Bank Group in Russia,

C .Finlayson, Country Chairman Shell Russia,

S. Chelpanov, Deputy General Director “Gazprom Export”,

F. Schauff, AEB CEO



Session One:
Investment Reciprocity: From Idea to Practice.

R. Hartmann, AEB Chairman,

K. Johannsen, Managing partner Ernst&Young,

P. Balas, Deputy Director, DG Trade, European Commission,

A.Shokhin, President, RSPF



Session Three:

How Can We Make it Work?

A.Klimov, Chairman of Subcommittee for European Cooperation, RF Duma,

R.Spies, President BP Russia,

M.Evdokimov, Deputy Director Pan European Cooperation Department, MFA,

M.Franco, Head of the Delegation of European Commission



AEB IN REGIONS

The AEB has developed close relationships with the authorities in Krasnodar and Yekaterinburg to nurture mutually beneficial opportunities for European Businesses and attracting investment for the regions



March, 20, 2007, presentation by **Alexander Moor, Vice Governor of Tyumen Region**: “Investment Potential in Tyumen Region: Opportunities for Investors”

July, 2007, **AEB business mission to Southern Federal Region**

Alexander Remezkov, First Vice-Governor of Krasnodar Region ,
Dr. Frank Schauff, AEB CEO



Reiner Hartmann, AEB Board Chairman, Head of Representation of E.ON Ruhrgas AG

Dmitry Kozak, Plenipotentiary of RF President in Southern Federal Region



AEB SPONSORSHIP BENEFITS*

1. Maximum Visibility:

- Company logo on AEB homepage
- Company name on AEB official documents (letterhead, events updates)
- Sponsor List in AEB general publications (membership directory, annual report)
- Larger company description in Membership Directory Book
- Distribution of promotional material at the AEB office

* Valid for one calendar year



AEB SPONSORSHIP BENEFITS*

2. Exclusive Opportunities:

- Exclusive Sponsor Dinner(s) hosted by the AEB Executive Board
- Presentation to AEB members or social event with AEB support
- Display of logo/banner at AEB Annual General Meeting (on AEB sponsor stand)



AEB SPONSORSHIP BENEFITS*

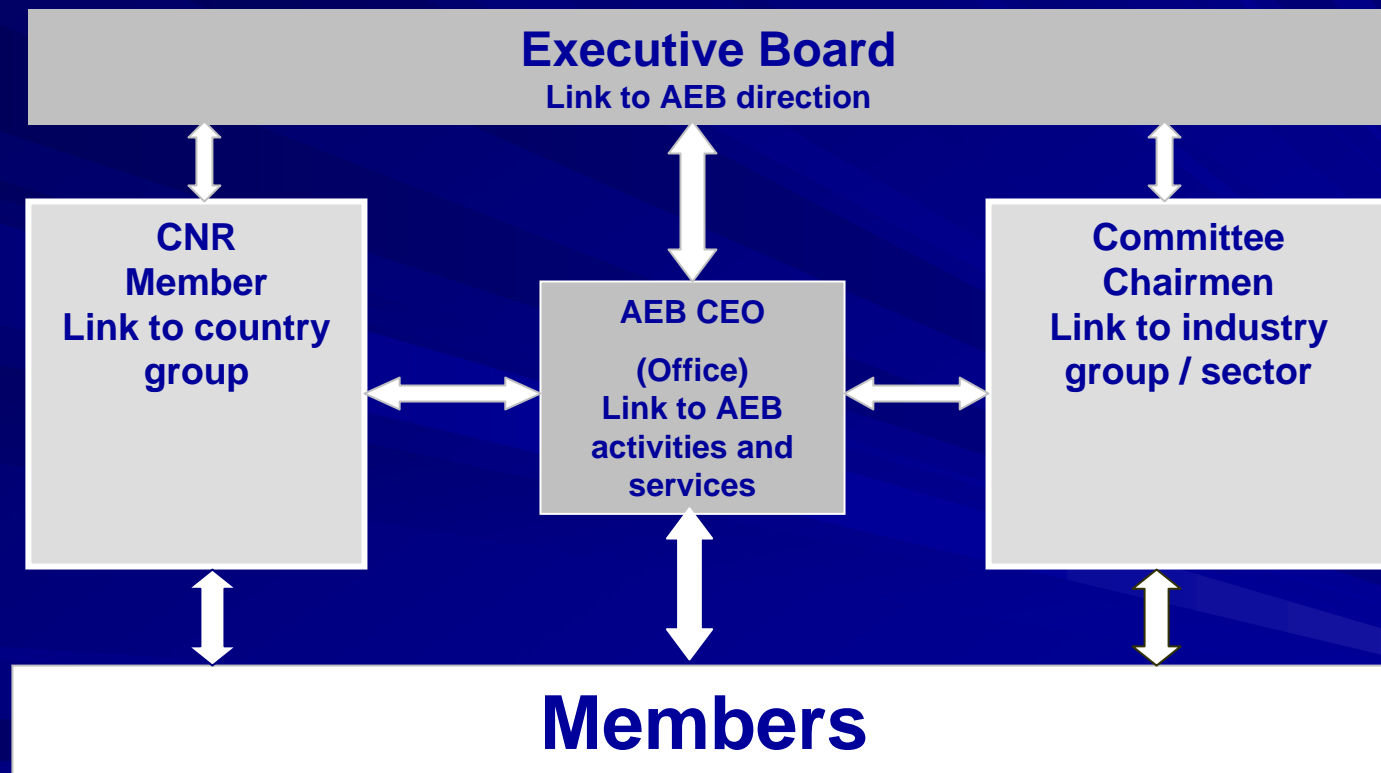
3. Priority Consideration:

- Priority registration at high-profile AEB briefings and lobbying activities
- 4 Assigned members at EuroReceptions
- Priority consideration of Sponsor Company issues and requests by AEB CEO and staff
- Special support: each Sponsor is assigned an AEB staff member
- Annual meeting with the AEB CEO
- 12 Assigned members attending AEB business events and participating in AEB committee work (substitutions are accepted)



AEB Annual General Meeting 2007

STRUCTURE: COMMUNICATION WITH MEMBERS





MEMBERSHIP CATEGORIES

ASSIGNED MEMBERS* PER CATEGORY	WORLDWIDE TURNOVER (EURO PER ANNUM)	ANNUAL MEMBERSHIP FEE (EURO)
<u>Sponsorship</u> 12 Assigned Members	---	8,500
<u>Category A</u> 8 Assigned Members	> 500 Million	5,750
<u>Category B</u> 5 Assigned Members	50-499 Million	3,500
<u>Category C</u> 3 Assigned Members	1-49 Million	2,000
<u>Category D</u> 2 Assigned Members	< 1 Million	750
<u>Individual</u>	---	750

*Official representatives of member companies, have the right to attend all AEB Open Events free of charge (where applicable)



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