



Manpower Changes Name to Adviros and Announces Rebranding

Moscow, October 6 — The international staffing, outsourcing, and HR consulting company, which has operated in the Russian market for over 30 years under the Manpower brand, today announces a rebrand and a change of its name to Adviros.

The new name — Adviros — reflects the company's core mission. It originates from the English word 'Adviser' and the Latin root 'Viros' (meaning 'man' or 'life force'). This combination underscores the philosophy of "human-centric consulting," where people are at the heart of all the company's decisions.

The rebranding is a logical step in Adviros's development strategy, aimed at strengthening its position in Russia and Belarus. The company plans to maintain its focus on the efficiency of comprehensive outsourcing services and the digitalization of internal processes, while keeping the speed and quality of recruitment a priority. The new brand will enable it to reach a wider audience, become more agile, and respond quickly to market challenges and client needs. At the same time, the best international practices embedded in the corporate DNA since 1948 will be preserved.

"Over more than 30 years of Manpower's operations in Russia, we have built robust quality standards and deep expertise in human resource management. The new brand — Adviros — retains these values and reflects our long-term commitment to human-centricity, reliability, and the principles of respect and trust in working with clients and partners," **comments Nadezhda Oskina, General Director of Adviros.**

The transition to the new trade name has been implemented in accordance with current legislation, and all the company's contractual and legal obligations remain in force. Adviros emphasizes that the transition will be seamless: current projects will continue as usual with the same team.

The company is dynamically growing and developing, strengthening relationships with partners. The average client tenure exceeds 5 years, with some clients having collaborated with Adviros since the very beginning — for over 30 years — which is a strong indicator of the market's trust in the company. Adviros representatives are confident that the rebrand will be an important step towards strengthening its position and ensuring quality growth in the future. The partnership with ManpowerGroup, a world leader in the staffing industry, continues and will ensure the familiar quality standards of staffing services for international clients.



Special Promotion to Mark the Rebranding

To celebrate its new brand, Adviros is announcing a special promotion for clients from the Association of European Business community. All clients who come from the Association of European Business and contact the company before the end of 2025 will receive the following discounts:

- **15% discount** on the total invoice for the **Compensation & Benefits Benchmarking** service.
- **15% discount** on the total invoice for the **Talent Mapping** service.
- **10% discount** on the placement fee for the **Recruitment** service.

To take advantage of this offer, please email Ekaterina Kalianidi (ekaliianidi@adviros.ru), Director of Recruitment and Recruitment Process Outsourcing at Adviros, and state that you learned about this promotion on the Association of European Business portal.

Company Profile

Adviros is a leading provider of comprehensive HR solutions in Russia, operating in the market since 1994. The company's history began as part of an international group founded in 1948, which embedded global quality standards and deep expertise in human resource management into its DNA.

Today, the company combines 30 years of experience with the best local and international practices, providing employment for over 6,000 people.

Adviros does not just provide recruitment, temporary staffing, business process outsourcing, or HR consulting services; it serves as a guarantor of predictability, trust, and service stability for more than 600 corporate clients in Russia and Belarus.

Adviros ensures an individual approach to solving client problems to build trust for many years and focus on the growth of the client's business.

Trustworthy relationships and transparent rules are built within the company. This foundation also shapes client interactions.

Adviros's goal is to create conditions for the confident growth of everyone who trusts us.

Company website: <https://adviros.ru/>

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