



Association  
of European  
Businesses

AEB MEMBERSHIP  
CAMPAIGN 2025

# UNDER ONE HEAVEN: STRONGER BY STAYING TOGETHER



PERFORMANCE  
METRICS



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## DEAR MEMBERS,

At the start of the AEB Membership Campaign 2025, I would like to thank you for your trust, loyalty, and support in 2024. We are glad that you are staying with us and would like to thank you for your continuous engagement with the AEB in these difficult times.

In this brochure you will find the main highlights of the first 9 months of 2024 as well as an overview of the key benefits of your AEB membership. We hope you will find them convincing and stay with the AEB in 2025 and beyond.

As for this year, it will go down in history as a landmark year. Several key actors in global affairs stand at the crossroads, and while the political cycle in Russia has already been closed, the outcome of the US presidential race is still open.

Independently of these watershed events, European businesses in Russia have continued to show great strength and resilience, as evidenced in our AEB Investors Confidence Index and Survey 2024. As AEB, we feel privileged that we can stay by your side in these difficult times.

We continue to maintain open and trustful relationships with key stakeholders on all sides. Our mission is understood and respected. And together with you we have without doubt been able to help stabilize the situation of foreign investors, but the new stability is still inherently unstable.

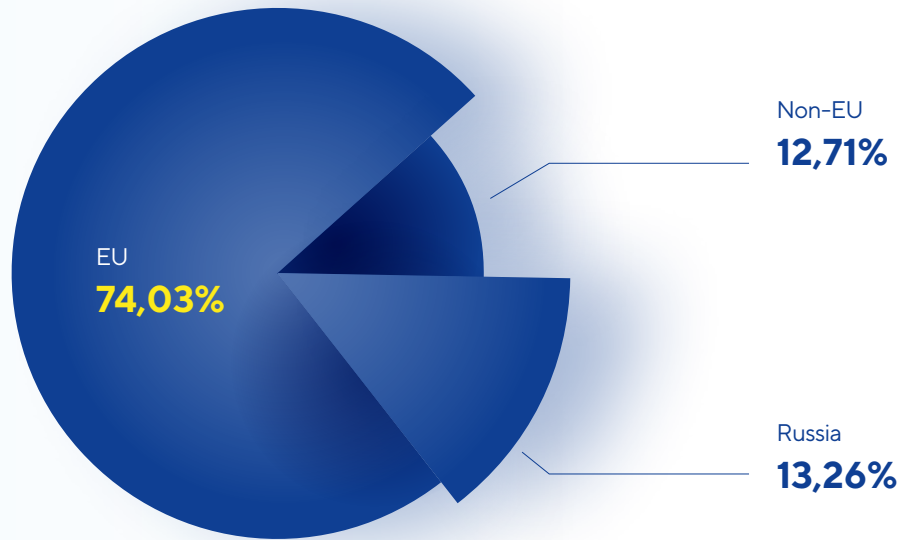
Still, we have been able to maintain AEB activities and metrics, in GR, communications, and events, at the highest levels above previous record of 2022 and 2023. We are growing our footprint in industries of choice and we focus on reuniting the remaining foreign investors under one roof.

Hence, this year's slogan: Under One Heaven. By staying with us, by uniting with other businesses, we can leverage our heritage and past achievements to shape to build the foundations for a new home for the day after tomorrow.

Thank you again for everything you do for and with the Association, for your trust, and for your loyalty! Wishing you all the best for the remaining months of this year and looking forward to continuing our journey together in 2025!

**Kind regards,  
Tadzio Schilling**

## STRENGTH IN NUMBERS



AEB – THE MAIN REPRESENTATIVE BODY  
OF FOREIGN INVESTORS IN RUSSIA

29  
years  
of work

2 000+  
completed investment  
projects\*

100+  
regular events  
per year

350+  
committee meetings  
per year

35  
represented  
countries

381  
member companies  
(31.12.2023)

6 500+  
community  
members

15 000+  
mentions  
in media

80+  
committees  
and working  
groups

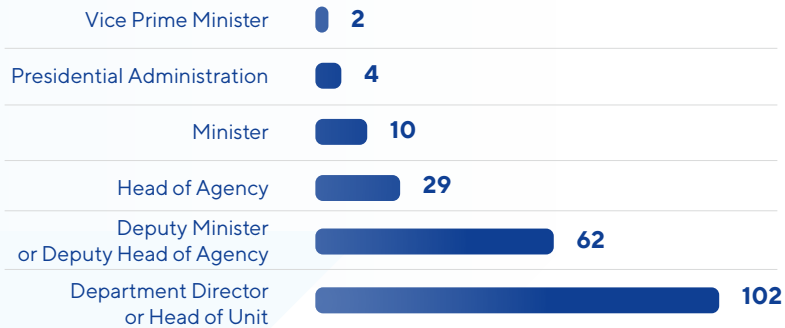
10+  
periodic  
publications

# MAKING YOUR NEEDS BE HEARD AT THE HIGHEST LEVEL



# 200+

meetings with RU,  
EAEU, and Central  
Asia countries  
decisionmakers



## HIGHLIGHTS

(selected examples of AEB meetings with key stakeholders, 2024 YTD)

### Denis Manturov

First Deputy Prime Minister

### Maxim Oreshkin

Deputy Head of the Presidential Executive Office

### Anton Kobyakov

Adviser to the President

### Vyacheslav Volodin

Chairman of State Duma

### Elvira Nabiullina

Governor of the Central Bank

### Sergey Lavrov

Minister of Foreign Affairs

### Anton Siluanov

Minister of Finance

### Maxim Reshetnikov

Minister of Economic Development

### Mikhail Murashko

Minister of Health

### Alexander Shokhin

President of RSPP

### Anton Shalaev

Head of Rosstandart

### Daniil Egorov

Head of the Federal Tax Service

### Maxim Shaskolskiy

Head of the Federal Antimonopoly Service

### Yuriy Zubov

Head of Rospatent

### Grigory Ivliev

President of Eurasian Patent Organization

### Valentina Kazakova

Head of the Main Directorate for Migration Issues of the Ministry of Internal Affairs

### Andrey Makarov

Chairman of State Duma Committee for Tax and Budget

### Anatoly Aksakov

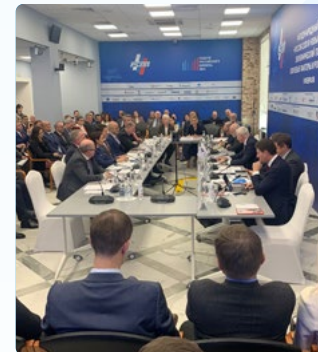
Chairman of State Duma Committee for Financial Markets

### Gohar Barseghyan

Minister in charge of Industry and Agroindustrial Complex, EEC

### Eldar Alisherov

Minister in charge of Customs Cooperation, EEC



# MAKING YOUR NEEDS BE HEARD AT THE HIGHEST LEVEL



Participation in **key business forums in Russia, EAEU and Central Asia**

**2** business missions (to Tashkent and Yerevan)

Regular meetings with Heads of Economic section of **EU Member States and EBO**

## HIGHLIGHTS

(selected examples of AEB participation in key business forums and business missions, 2024 YTD)

**Saint Petersburg International Economic Forum 2024**

**Eastern Economic Forum 2024**

**Saint Petersburg International Legal Forum**

**Annual General Meeting of the International Roundtable of Household Appliance Manufacturer Associations**

**31st Russian Pharmaceutical Forum named after N.A. Semashko**

**Tashkent International Investment Forum**

**Annual Congress of the Russian Union of Industrialists and Entrepreneurs**

**Moscow International Automotive Forum (IMAF) 2024**

**Parliamentary hearings in the State Duma on improving tax legislation.**



# CONVERTING EXPERTISE AND ACCESS INTO TANGIBLE GR RESULTS

80+ Committees and Working Group

200+ Committee Meetings

200+ Lobbying Letters

Position Paper on 14 Key Issues

Launch of GR Academy

## HIGHLIGHTS

(selected examples of AEB advocacy tangible results, 2024 YTD)



**Government Sub-Commission.** Advocated update of procedural rules re dividends review, supported members applying for loan repayments and other transactions.

**Inclusion of dividends and license in customs value.** Keep dialogue with the Ministry of Finance and Federal Tax Service on tax reconstruction

**Tax Reform.** Participated in all key discussions, from first meetings at State Duma Expert Council to final Plenary Hearings, to make position of foreign investors heard.

**Protection of Intellectual Rights.** Defended the patent rights of original medicines rightsholders

**Migration Initiatives.** Lobbied re need to keep the highly qualified specialist status and suggested ways to mitigate their impact on your workforce

**Eco Fee and Recycling Charges.** Close cooperation with the Ministry of Industry and Trade and PPK REO re new rules on recycling fees

**Parallel Import.** Interaction with the Ministry of Industry and Trade re exclusion or inclusion of brands from the list of goods subject to parallel imports

**Personal data.** Contributed to reducing fines for non-essential violations



# PROVIDING REAL-TIME RELIABLE INFORMATION IN A FAST-CHANGING WORLD

## AEB COMMUNICATIONS –



Platform for obtaining information

Information support 24/7/365

Knowledge and data base

Press conferences

> 15,000  
daily readers of our  
newsletters

> 10,000  
media quotes /  
mentions in 9M24

> 5,000  
mailings per year

> 1100  
subscribers  
to AEB TG  
channel

> 10  
flagship  
publications



# FORGING CONNECTIONS, UNITING MARKET LEADERS



20

open experts' discussions  
and webinars on key  
topics

16

networking events  
and B2B meetings

10

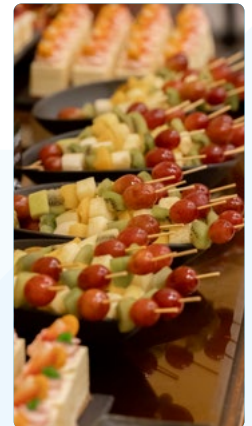
Crisis Update  
support  
webinars

7

Annual  
conferences

3

Business  
briefings  
to Kazakhstan





# WHY REMAIN WITH THE AEB IN 2025?



**UNDER ONE HEAVEN:  
STRONGER BY  
STAYING TOGETHER**

## STAYING WITH US, YOU:



Remain in a business community of like-minded people

Help maintain bridges between Europe and Russia

Show your solidarity and help preserve our heritage

## YOUR MEMBERSHIP BENEFITS:

1. **Access to key decision makers** in Russia, the EU, and the greater Eurasian region via AEB GR meetings and high-level events
2. **Shape industry agenda** by leveraging proven AEB lobbying power
3. **Protect your interests** through dialogue with key stakeholders in Russia, EU, and Eurasia
4. **Explore prospect markets** by joining business missions (Central Asia, South Caucasus)
5. **Showcase your expertise** (speaking at events, submitting articles for publications)
6. **Benefit from the wealth of knowledge** of 80+ committees and working groups
7. **Stay on top of the business agenda** with timely and relevant information (AEB Daily Update, AEB Weekly, publications, various analytics)
8. **Gain visibility** for company's key experts (Committee Chairs, Board, etc.)
9. **Promote your company**, goods/services (Sponsorship & Advertising, AEB Loyalty program)
10. **Leverage the networking platform** to connect with market players & potential partners