

Introduction from Trevor Lewis, Counsellor and Director DIT Russia



Department for
International Trade



The increased number of visitors to Russia during last year's World Cup has played its part in growing business interest in the Russian market from British companies. This builds on a strong and long-standing trading relationship across a range of sectors aligned to a number of UK sector strengths.

The political relationship between our countries is undoubtedly challenging, but business-to-business links remain good, with Russian businesses well versed in the

advantages of doing business with UK companies. The knowledge of English amongst many business people also means they often look to the UK for products and partners. This is borne out by the number of UK companies (over 4,000), with the right mix of quality, price and brand, successfully selling into the market, whether via partners, distributors, or by establishing a presence here.

Understanding the business culture and building relationships are important the world over and Russia is no exception. Regular face-to-face contact is easily manageable with the main commercial centres of Moscow and St Petersburg being under four hours flying time from the UK. Looking further afield, major cities like Ekaterinburg, Rostov-on-Don, Nizhny Novgorod, Kazan and Novosibirsk are but a few of the cities to offer opportunities for UK companies.

My team and I are ready to support UK companies to uncover and secure these opportunities, offering all-important advice and guidance along the way. We cover sectors including oil, gas and mining, advanced engineering, retail, creative industries, food and drink, and healthcare, among others, and offer a range of services from market research, trade missions and event management. We look forward to helping you develop your business in this exciting market.

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<https://www.gov.uk/world/organisations/department-for-international-trade-russia>

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