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# RECRUITMENT & OUTSTAFFING IN RUSSIA

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## Russia overview

The Russian Federation is the world's largest country. It is almost 9,000 km (5,600 miles) east-west, and almost 4,000 km (2,500 miles) north-south.

Russia covers one seventh of the world's land mass and spans eleven time zones. As it is so large, Russia has abundant natural resources, plus an economy encompassing modern infrastructure, high-tech production and a diverse range of industries, supplemented by state-supported business incentives. Despite having the smallest population of all the BRIC (Brazil, Russia, India and China) economies, in per-capita terms Russia is the wealthiest.

However, its domestic supply of consumer goods and services in many sectors is still underdeveloped. There are opportunities for UK business in various sectors including advanced engineering, biotechnology and pharmaceuticals, consumer goods, education, energy, experience economy, financial and legal, mining, and telecommunications.

Russia has a large and growing middle class of discerning consumers who have respect for UK-made brands, as well as a young and well-educated workforce and a growing number of small and mid-sized businesses. Despite the challenges of distance and climate, it also has good transport links and logistics with other markets in the Commonwealth of Independent States (CIS).

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### MARKET EXPERTS

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Thank you to our Market Experts

## **Welcome from Lesley Batchelor OBE, FIEEx (Grad) –** Director General, Institute of Export & International Trade

This Doing Business in Russia Guide introduces you to the largest country on earth and a market that has been surprisingly overlooked by many British businesses. Since the collapse of the Soviet Union and the subsequent economic difficulties of the late 1990s, Russia has regenerated its economy using its vast natural resources, especially its oil and gas. Now ranked 31<sup>st</sup> in the World Bank's Doing Business Rankings and named as one of the emerging BRIC markets of the early 21<sup>st</sup> century, Russia certainly has a pro-business agenda these days.

A member of the Asia-Pacific Economic Cooperation and the Eurasian Economic Union, Russia spans 11 time-zones from the east of Europe to the North Pacific Ocean, neighbouring Azerbaijan, Belarus, China, Estonia, Georgia, Kazakhstan, North Korea, Latvia, Lithuania, Mongolia, Norway, Poland, and Ukraine. With a 144 million population and a rising average income, there are undoubtedly many export opportunities across this huge country.

Latest figures show that in 2016 the UK exported £5.3 billion goods and services to Russia, making it our 27<sup>th</sup> largest export market according to figures from ONS in 2016. Yet, there is strong respect for 'UK made' brands, a young and educated workforce, an increasing number of SMEs, and an appealing access to supply chains in neighbouring countries for the UK's exporters to tap into.

There was a remarkable 75% increase of goods and services exports between 2009 and 2012. According to a report from the Department for International Trade, there are plenty of opportunities for this relative export boom to continue, particularly around several manufacturing sub-sectors; UK exports of management practices, production processes, and manufacturing equipment could certainly flourish. At present, the top UK exports to Russia are engineering products, pharmaceuticals, chemicals, consumer goods and education.





As with any new market there are challenges to be overcome and in Russia these include language barriers, differing regulatory requirements for different regions, and a lack of transparency in some business practices. We'd certainly recommend having a clear set of international terms and conditions covering anti-corruption laws and setting out clear routes to mediation and arbitration in cases of dispute – something we can help with through the International T&C templates that we offer to our members.

Finally, you'll need to familiarise yourself with a business culture and etiquette that is distinct from that of Western Europe. You will need to invest time and energy into your personal relationships and it's vital that you build trust. Patience and punctuality at meetings is a must and don't be put off if meetings are cancelled at short notice. Building relationships takes time and the first meeting will often be a 'getting-to-know you' affair. As the relationships develop, they will become more social in nature, but Russians are also hard-bargainers who appreciate strong arguments based on technical information and expertise.

The Institute has run several training courses about exporting to Russia and we are on hand to help you navigate this massive market through our technical helpline and qualifications, so please do get in touch.

**Lesley Batchelor OBE, FIEEx (Grad)**

Director General – Institute of Export & International Trade

[www.export.org.uk](http://www.export.org.uk)

# Linklaters

## Market recognition

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Russia for Banking Law

**The Best Lawyers** 2018

## Key practices

Corporate/M&A

Capital markets

Banking

Projects and infrastructure

Real estate

Dispute resolution



25+

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in Russia



10

partners based  
in Moscow



60+

qualified lawyers  
based in Moscow



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qualified lawyers  
worldwide

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## British Embassy Moscow



### **Foreword from Sir Laurie Bristow KCMG,** Her Majesty's Ambassador to Russia

I am delighted to welcome you to this guide on doing business in Russia. The Institute of Export & International Trade is working with the British Government to help companies find new business opportunities globally and we look forward to helping you navigate the Russian market successfully.

The political relationship between Russia and the UK remains complex. Some areas of business are affected by EU and US sanctions. Companies operating in Russia need to understand the political and operational risks, and to comply with sanctions, but there is business to be done in Russia.

UK-Russia bilateral trade is worth almost £12 billion per annum. Key sectors include oil, gas and mining, advanced engineering, pharmaceuticals, green technology solutions, luxury goods and increasingly the service industries, and there are new investors. Astra Zeneca opened a manufacturing operation in the Kaluga region in 2015 which has continued to grow and expand, and an increasing number of UK companies are considering the opportunities of Russia as a manufacturing base. Shell's relationship with Russia goes back 125 years, and BP is currently the largest UK investor in Russia.

I hope that my team in Moscow can join the IOE&IT in supporting you to develop your business in Russia. This is a demanding and complex market, but one where opportunities exist for the right sectors and products.

So please get in touch with my team, and ask how they can help.

#### **Sir Laurie Bristow KCMG**

Her Majesty's Ambassador to Russia

<https://www.gov.uk/world/organisations/british-embassy-moscow>



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690003  
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## Department for International Trade



### **Introduction from Trevor Lewis,** Counsellor and Director DIT Russia

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.

#### **Trevor Lewis**

Counsellor and Director DIT Russia

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



**RUSSO-BRITISH**  
CHAMBER OF COMMERCE



# **The bridge between Russian and British business since 1916.**

The Russo-British Chamber of Commerce has promoted, facilitated and supported business between Russia and the UK since 1916, helping companies in both countries to find trading partners and representing the interests of its member companies of all sizes.

With offices in London and Moscow, the Chamber provides support and information for entering the Russian and UK markets.

---

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[www.rbcc.com](http://www.rbcc.com)





## **Foreword from Alf Torrents,** Executive Director of the Russo-British Chamber of Commerce

In Russia, British brands have a reputation for quality. Russia is the single biggest market in terms of population in Europe with sophisticated consumers who value that quality. These factors make Russia an attractive export destination which can be overlooked by businesses. It may come as a surprise but of the BRICS (China aside), the UK exports more goods to Russia than it does to South Africa and is just behind India.

Myths about doing business in Russia persist. In the World Bank's authoritative "Ease of Doing Business" index, Russia was placed 31<sup>st</sup> in 2018 – Spain was 30<sup>th</sup> and France 32<sup>nd</sup> – and Russia is placed above many other EU countries. In 2014 Russia was in 92<sup>nd</sup> place highlighting the positive reform that continues to transform the Russian business environment. As with any export market there are challenges but in Russia these are much less than imagined. The business language is English and you won't be alone – there are over 4,000 UK VAT-registered companies doing business with Russia representing a commercial relationship worth over £10 billion.

Which sectors do well in Russia? Cars, chemical products and machinery constitute the bulk of goods exported to Russia although goods from practically every sector are present to varying degrees. Unsurprisingly, given the UK's reputation, financial services dominate services exported to Russia with Fintech an area of particular interest. Consultancy, telecoms, computer and travel services also have a strong presence.

For the many who have taken the time to export and engage in the Russian market, that investment has been well-rewarded. Shouldn't you?

### **The Russo-British Chamber of Commerce**

The Russo-British Chamber of Commerce (RBCC) was formed in 1916. As a bilateral chamber, we also have a Russia office located in Moscow with expert local staff on hand to help. We have unparalleled experience in helping British companies enter the Russian market. Over its 103-year history the RBCC has been a constant for business in the ever-changing nature of the political relationship.

Our 2 offices in London and Moscow run a busy programme of business events that will help you better understand the market. Both offices boast extensive business networks which can be accessed for advice, contacts or introductions. The Chamber keeps in constant contact with both governments to ensure it always gives the most up to date advice. Russia is of course far more than just Moscow and St Petersburg and has 15 cities with populations of over 1 million. With its expert knowledge, the RBCC acts as a bridge between the UK and the Russian regions and runs regular business missions where many British companies have successfully invested or exported to.

### **Alf Torrents**

Executive Director of the Russo-British Chamber of Commerce (RBCC)

<http://www.rbcc.com/>



HM Government



## OPPORTUNITY AWAITS

Right now, there are thousands of people all over the world looking for the expertise, goods and services of UK businesses. The demand is out there. You could be too.

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## Department for International Trade (DIT)

(formerly UK Trade & Investment - UKTI)

DIT is the British Government department that helps UK-based companies succeed in an increasingly global economy. DIT also helps overseas companies bring their high quality investment to the UK's economy. DIT's range of expert services are tailored to the needs of individual businesses to maximise their international success. DIT provides companies with knowledge, advice and practical support.

Through a range of unique services, including participation at selected tradeshows, outward trade missions and providing bespoke market intelligence, DIT can help you crack foreign markets and get to grips quickly with overseas regulations and business practice.

With headquarters in London, DIT have professional advisers around the UK and staff across more than 100 countries.

### Contact DIT

Contact your local International Trade Team or Scottish Development International (SDI), Welsh Government (WG) or Invest Northern Ireland (INI) offices to find out more about the range of services available to you.

You can find your nearest International Trade Team at:

**[www.contactus.trade.gov.uk/office-finder/](http://www.contactus.trade.gov.uk/office-finder/)**

General enquiry number: +44 (0) 207 215 5000  
Department for International Trade  
3 Whitehall Place  
London  
SW1A 2AW  
United Kingdom

Email: [enquiries@trade.gsi.gov.uk](mailto:enquiries@trade.gsi.gov.uk)



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# UK Export Finance

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We help UK companies of all sizes and in all sectors win, fulfil and get paid for export contracts. We provide insurance to exporters and guarantees to banks to share the risks of providing export finance. In addition, we can make loans to overseas buyers of goods and services from the UK.

As the world's first export credit agency, established in 1919, we've been innovating since day one. Last year, we provided £2.5 billion of support for UK exports, helping 191 companies sell to 75 markets around the world.

77% of all companies we supported were small to medium-sized businesses.

We also lent £666 million directly to overseas buyers to help them buy from the UK - more than double the amount for 2016 to 2017.

**To check your eligibility for trade finance and insurance visit:**  
**[www.great.gov.uk/get-finance](http://www.great.gov.uk/get-finance)**

UK Export Finance is the operating name of the Export Credits Guarantee Department (ECGD)

Website: [www.gov.uk/uk-export-finance](http://www.gov.uk/uk-export-finance)

Telephone: +44 (0) 20 7271 8010

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## About International Market Advisor (IMA)

International Market Advisor (IMA) works with British and foreign government departments, Embassies, High Commissions and international Chambers of Commerce throughout the world. Our work helps to identify the most efficient ways for British companies to trade with and invest in opportunity-rich overseas markets.

During the last ten years IMA has worked with the British Government's overseas trade and investment department, the Department for International Trade (DIT) (formerly UK Trade & Investment (UKTI)), and has written, designed, produced, launched and distributed over one million copies of more than 100 country-specific print and multi-media based reports, guides and publications, including the internationally-recognised 'Doing Business Guide' series of trade publications.

These are composed of market and industry sector-specific, multi-format print and digital trade reports, together with some of the internet's most visited international trade websites - all of which are designed to advise and assist UK companies looking to trade with and invest in overseas markets. These reports and guides are then distributed free-of-charge through the IMA and DIT global networks - over 500 distribution outlets in total. Further distribution takes place at global exhibitions, roadshows, conferences and trade missions, and IMA receives daily requests for additional copies of the guides from these networks and from businesses considering exporting.

Each of IMA's 'Doing Business Guides' is produced in three formats: a full colour, glossy, paper-based brochure; a sup-porting fully-interactive and updatable multi-media based website; and the website contents available as a free-of-charge downloadable smartphone/tablet app.

The guides' contents focus on the market in question, how to approach that market and the help and support available, and include informative market overviews, plus details of business opportunities, listings with website links to British and Foreign Government support services and essential private sector service-provider profiles.

Sponsoring a 'Doing Business Guide' therefore offers a unique opportunity to positively promote your products and services to high-profile business leaders, specific exporters, investors and effective business travellers who will be actively seeking out service providers to assist them in developing their business interests in the targeted markets.

For more information on IMA please visit our website:

**[www.DoingBusinessGuides.com](http://www.DoingBusinessGuides.com)**

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## ABOUT THIS GUIDE

This guide aims to provide a route map of the way ahead, together with signposts to other sources of help.

The main objective of this **Doing Business in Russia Guide** is to provide you with basic knowledge about Russia; an overview of its economy, business culture, potential opportunities and to identify the main issues associated with initial research, market entry, risk management and cultural and language issues.

We do not pretend to provide all the answers in the guide, but novice exporters in particular will find it a useful starting point. Further assistance is available from the Department for International Trade (DIT) team in Russia. Full contact details are available in this guide

To help your business succeed in Russia we have carefully selected a variety of essential service providers as 'Market Experts'.

### The guide is available in 4 formats:

- the website: [www.Russia.DoingBusinessGuide.co.uk](http://www.Russia.DoingBusinessGuide.co.uk)
- a 'free' downloadable 'mobile device-friendly' app – available from the Apple App Store and Google Play Store
- this full colour hard-copy brochure
- PDF download/e-flipbook (available to download from the guide website)

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## **RUSSIA**

Spanning 11 time zones and extending across the whole of northern Asia and almost half of Europe – nearly halfway around the Northern Hemisphere – the Russian Federation is the world's largest country. ►





## Why Russia?

### ■ Summary

<b>Area:</b> 17,098,200 km <sup>2</sup>	<b>GDP per capita:</b> US \$10,955.8
<b>Population:</b> 144 million	<b>Annual inflation rate:</b> 3.7%
<b>Urban population:</b> 74.3%	<b>Unemployment rate:</b> 5.2%
<b>Population density:</b> 8.8 people per km <sup>2</sup>	<b>General government gross debt:</b> 15.5% of GDP
<b>Population growth rate (change):</b> 0.0%	<b>Fiscal balance:</b> -1.5% of GDP
<b>Capital city:</b> Moscow	<b>Current account balance:</b> US \$35.4 billion/2.2% of GDP
<b>Official language:</b> Russian	<b>Exports of goods to UK:</b> £5,819 million
<b>Currency:</b> Russian Ruble (RUB)	<b>Exports of services to UK:</b> £707 million
<b>Nominal GDP:</b> US \$1,577.5 billion	<b>Imports of goods from UK:</b> £3,116 million
<b>Real annual GDP growth:</b> 1.5%	<b>Imports of services from UK:</b> £800 million

(Source – FCO Economics Unit, Oct 2018/World Bank)

## ■ Geography

Spanning 11 time zones and extending across the whole of northern Asia and almost half of Europe – nearly halfway around the Northern Hemisphere – the Russian Federation is the world's largest country, covering nearly twice the territory of Canada, the second largest. It is almost 9,000 km (5,600 miles) east-west, and almost 4,000 km (2,500 miles) north-south.

Russia borders many countries – North Korea, China, Mongolia and Kazakhstan to the south, and in the east, Azerbaijan and Georgia in the Caucasus, as well as Ukraine, Belarus, Poland, Lithuania, Latvia, Estonia, Finland and Norway in the west. It also borders the Arctic and Pacific Oceans, the Baltic Sea, Caspian Sea and the Black Sea.

The far north of the country is frozen Arctic desert, south of which is tundra and south of that is forest covering almost half of the country. Further south still are wooded steppes and in places semi-desert. However, much of the country endures intensely cold winters, and permafrost makes settlement and road-building difficult.

The Ural Mountains run north to south dividing Russia between Europe to the west and Siberia to the east, with the two largest cities (the capital Moscow and St Petersburg) both situated in Europe.

[Source – <https://www.britannica.com/place/Russia>]

## ■ Political situation

Following the passage of the Russian constitution into law in 1993, Russia is formally regarded as a republican, federal,

multi-party and democratic state. Legislative authority resides within two branches of government inside the Federal Assembly – the State Duma (lower house) and the Federation Council (upper house) – whilst the Head of State (the President) holds executive power.

The sitting Russian President, Vladimir Putin, was re-elected in 2018 with 77% of the popular vote – which was a significant majority. For further information, visit: <http://www.cikrf.ru/eng/news/cec/39412/>.

Presidential elections are held every six years, whilst the Russian Duma is re-elected every five. Political consistency best characterises the Russian political system, with the governing Conservative party 'United Russia' having held power in the legislative assembly since 2003. Despite Putin running as an independent candidate in 2018, he too previously was a representative of the United Russia party.

Tension between the UK and Russia has heightened following official statements condemning recent events in Ukraine and accusations of Russian involvement with the Skripal poisoning in March 2018. See: <https://www.gov.uk/government/speeches/pm-commons-statement-on-national-security-and-russia-26-march-2018> for further details. However, British exports continue to be popular in Russia and trade relations are gradually improving, with bilateral turnover growing during the period between January and June 2018 by 19%. For further details visit: <https://www.rusemb.org.uk/economy/>.

[Source – [FCO Overseas Business Risk/gov.uk](https://www.fco.gov.uk/overseas-business-risk)]





## **EU sanctions**

The UK and other EU Governments, as well as the UK's international partners, condemned Russia's interventions in Ukraine and the illegal annexation of Crimea. As a result, targeted EU sanctions were imposed in 2014.

Full details about the restrictive measures that have been implemented can be found at: <https://www.gov.uk/government/news/doing-business-in-russia-and-ukraine-sanctions-latest>. If in doubt, businesses should consult the UK Government's Business Support Helpline on 0300 456 3565 or contact the DIT team in Russia at: [tradeinvestmentmoscow@fco.gov.uk](mailto:tradeinvestmentmoscow@fco.gov.uk).

For further details of the recent six-month extension to the sanctions, see the EU Council's press release of 21<sup>st</sup> December 2018 at: <https://www.consilium.europa.eu/en/press/press-releases/2018/12/21/russia-eu-prolongs-economic-sanctions-by-six-months/>.

*[Source – DIT Russia Trade and Export guide/gov.uk/EU Council]*

## **Business and human rights**

Russia is a country of concern for human rights issues. The UK Government has issued a report taken from the FCO Human Rights and Democracy Report 2014, which can be downloaded in full at: <https://www.gov.uk/government/publications/russia-country-of-concern--2>.

Russia ranked 49<sup>th</sup> out of 189 countries on the 2018 United Nations Development Programme (UNDP) Gender Inequality Index (GII). For further information visit: <http://hdr.undp.org/en/2018-update>.

*[Source – DIT Russia Trade and Export guide/gov.uk/UNDP]*

## ■ Economic overview

Russia covers one seventh of the world's land mass and spans eleven time zones. Due to its size, it has a wide range of climates, including sub-tropical in the south, and permafrost in the far north. This has resulted in varying levels of development and differing social and economic factors.

As it is so large, Russia has abundant natural resources, plus an economy encompassing modern infrastructure, high-tech production and a diverse range of industries, supplemented by state-supported business incentives.

To help create a favourable business environment, the Russian Government has been taking measures to reduce the administrative burden on investors and entrepreneurs, including the process of regulatory reform which is still taking place at both federal level and in the regions.

Despite having the smallest population of all the BRIC (Brazil, Russia, India and China) economies, in per-capita terms Russia is the wealthiest. However, its domestic supply of consumer goods and services in many sectors is still underdeveloped.

It does, however, have a large and growing middle class of discerning consumers who have respect for UK-made brands, as well as a young and well-educated workforce and a growing number of small and mid-sized businesses. Despite the challenges of distance and climate, it also has good transport links and logistics with other markets in the Commonwealth of Independent States (CIS). More information on the CIS can be found at: <http://www.cisstat.com/eng/cis.htm>.

Russia has a diverse range of regions which are keen to attract international investment, and some – such as Kazan and Kaluga – have introduced significant incentives for business. Together with the major investment and modernisation programmes from the state, there are many opportunities for UK business, expertise and technology. For further details and links to the regions in Russia, visit: [http://rustrade.org.uk/eng/?page\\_id=40](http://rustrade.org.uk/eng/?page_id=40).

*[Source – DIT Russia Trade and Export guide/  
[gov.uk/Rustrade/](http://gov.uk/Rustrade/)]*

A strong macroeconomic policy framework has been put in place by the Russian Government during the last few years, and as a result the economy is now beginning to recover from the recession of three years ago.

Growth is expected to remain robust, as a recovery in consumption should be driven by improved confidence following the easing of financial conditions such as greater disposable income and increased employment opportunities after the recent pension reform. However, in the absence of structural reforms, growth prospects may remain subdued. For more-detailed information visit: <http://www.oecd.org/eco/outlook/russian-federation-economic-forecast-summary.htm>.

*[Source – IMF Country Report/OECD Economic  
Forecast Summary]*

### Economic growth

According to its latest World Economic Outlook report, the IMF has raised its projections for Russian economic growth for 2019 from 1.5% to 1.8%. See: <https://www.imf.org/en/Countries/RUS#ataglance>.

According to the report, the current changes in projections for Russia are largely due to higher oil prices and recovering domestic demand and that priority areas include improving governance and property rights, reforming labour markets, enhancing the institutional infrastructure and investing in innovation and infrastructure, to ensure further economic growth.

*[Source – IMF World Economic Outlook Report]*

## ■ Trade agreements

### Free trade agreements

In 2011 Russia entered into a Customs Union with Kazakhstan and Belarus, which by 2015 had evolved into the Eurasian Economic Union (EAEU). The EAEU now consists of a Customs Union additionally including Armenia and Kyrgyzstan. For information on the EAEU, its central regulation of technical standards and its plans for eventual free movement of goods, services, capital and labour visit: <http://www.eaeunion.org/?lang=en>.

*[Source – DIT Russia Trade and Export guide/gov.uk]*

### World Trade Organization (WTO) accession

Russia became a full member of the World Trade Organization (WTO) in 2012, and as a result has now committed to simplifying its import licensing procedures, changing duty

rates to simplify access to the Russian services market, apply agreed food safety measures and improve the protection of Intellectual Property. For further information on the WTO, visit: <https://www.wto.org>.

*[Source – DIT Russia Trade and Export guide/gov.uk]*

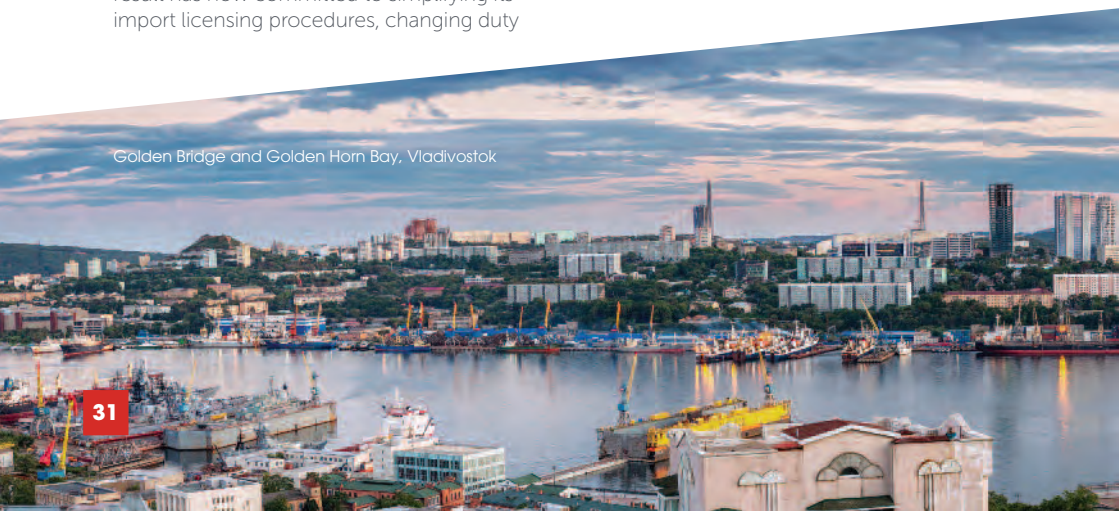
## ■ UK and Russia trade

Some bilateral co-operation and trade support activity has been affected following Russia's interventions in Ukraine and the illegal annexation of Crimea, as well as accusations of Russian involvement in the 2018 Skripal poisoning. The European Union's (EU) restrictive measures have been targeted (see: <https://www.gov.uk/government/news/doing-business-in-russia-and-ukraine-sanctions-latest>), yet outside of those specific areas there remains significant opportunities for UK companies.

### Benefits for UK businesses exporting to Russia

Russians have a high level of respect for UK-manufactured luxury retail brands. However, some Russians are reluctant to purchase foreign goods or services; although they are aware that British export products are innovative and among the highest quality available.

Golden Bridge and Golden Horn Bay, Vladivostok



These factors, together with the increase in numbers of small and medium-sized businesses, and their readiness to use international legal and accounting standards, mean that significant business opportunities do remain. This is particularly the case in areas such as e-commerce, consumer goods, luxury, education and machine tools, and sectors such as agriculture, metals and chemicals.

*[Source – DIT Russia Trade and Export guide/FCO Overseas Business Risk/gov.uk]*

### World rankings

In addition:

- In Transparency International's latest 2018 Corruption Perceptions Index (announced January 2019), Russia is ranked 138<sup>th</sup> out of 180 countries (the UK ranks 11<sup>th</sup>): <https://www.transparency.org/country/RUS>
- Russia is ranked 31<sup>st</sup> out of 190 countries in the World Bank's 2019 Ease of Doing Business Index (the UK ranks 9<sup>th</sup>): <http://www.doingbusiness.org/en/data/exploreeconomies/russia>

- The World Economic Forum's Global Competitiveness Report 2018-19 ranks Russia 43<sup>rd</sup> out of 140 (up from 45<sup>th</sup> out of 135 in 2017-18): <http://reports.weforum.org/global-competitiveness-report-2018/country-economy-profiles/#economy=RUS>
- Russia is ranked 98<sup>th</sup> out of 180 countries in the Heritage Foundation's 2019 Index of Economic Freedom (the UK ranks 7<sup>th</sup>): <https://www.heritage.org/index/country/russia>

Contact a DIT export adviser at: <https://www.great.gov.uk/contact/triage/location/> for a free consultation if you are interested in exporting to Russia.

Contact UK Export Finance (UKEF) about trade finance and insurance cover for UK companies. You can also check the current UKEF cover position for Russia. See: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#russian-federation>.

*[Source – DIT/UKEF/gov.uk]*







## **RUSSIA**

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. ►



**HELP** AVAILABLE FOR YOU

## Help available for you

### ■ Support from the Russo-British Chamber of Commerce (RBCC)

The Russo-British Chamber of Commerce (RBCC) was formed in 1916. As a bilateral chamber, they also have a Russia office located in Moscow with expert local staff on hand to help. They have unparalleled experience in helping British companies enter the Russian market. Over its 103-year history the RBCC has been a constant for business in the ever-changing nature of the political relationship.

The 2 offices in London and Moscow run a busy programme of business events that will help you better understand the market. Both offices boast extensive business networks which can be accessed for advice, contacts or introductions. The Chamber keeps in constant contact with both governments to ensure it always gives the most up to date advice. Russia is of course far more than just Moscow and St Petersburg and has 15 cities with populations of over 1 million. With its expert knowledge, the RBCC acts as a bridge between the UK and the Russian regions and runs regular business missions where many British companies have successfully invested or exported to.

The Chamber helps British, Russian and international businesses and organisations to work together in the UK and Russia. Why not join the RBCC? There are numerous membership options that cater to every business from large corporate institutions to sole traders and SMEs.

Using its internal resources and comprehensive network of contacts within companies,

national/federal and regional government, diplomatic circles and other business associations, the RBCC assists its members to develop and sustain their existing business interests in Russia and the UK and to foster new business opportunities.

The RBCC also encourages other affiliated (non-member) companies in the UK and Russia to consider Russia and the UK respectively as a market for their goods or services or as an investment destination.

The many events that the RBCC runs also give businesses an ideal platform from which to promote themselves to a wider audience in both countries. To find out more about joining, visit the website at: <http://www.rbcc.com>.

*[Source – The Russo-British Chamber of Commerce (RBCC)]*

### ■ Support from the UK Department for International Trade (DIT)

The UK Department for International Trade (DIT) provides tailored support packages for companies who are:

- first time exporters (FTEs)
- small and medium-sized enterprises (SMEs)
- medium-sized businesses (MSBs)

### Business opportunities

If you are a UK-registered company you can benefit from a unique programme 'Exporting is GREAT', presenting real-time export opportunities that you can apply for online. This is part of the drive to significantly increase the number of UK companies exporting.

'Exporting is GREAT' is part of the UK Government's GREAT campaign, and presents live export opportunities to UK businesses across a range of media outlets and digital channels. Hundreds of these export opportunities, with a potential total value of more than £300 million, are hosted on: <https://www.great.gov.uk/>.

### **Selling online overseas**

Use this service to help choose a suitable online marketplace to sell your products overseas.

You can:

- find major online marketplaces in other countries
- see whether these online marketplaces are suitable to sell your products
- discover how to list your products on an online marketplace
- get information about costs of listing on the marketplace and how logistics are fulfilled
- access special terms negotiated by the UK Government

### **DIT E-Exporting Programme**

DIT's E-Exporting Programme aims to help you get your brand to millions of global consumers and grow your business through online exports. DIT's E-Exporting Programme helps you if you are a UK company:

- new to selling online
- already selling online, but need help with specific issues

- experienced in online sales, but are looking to sell on multiple platforms globally

The programme enables you to:

- arrange a free meeting through your local DIT office to get expert international trade advice and support, and access to DIT's global network of contacts. See: <https://www.great.gov.uk/contact/triage/location/>
- meet a Digital Trade Adviser where relevant, to help you develop and implement an international online strategy
- set up on e-marketplaces quickly and also identify new e-marketplaces around the world
- access better-than-commercial rates to list on some e-marketplaces, including lower commission fees and 'try for free' periods. See: <https://www.gov.uk/guidance/e-exporting#preferentialrates>
- access the 'E-Expertise Bank', a community of over 175 B2B/B2C service providers offering free advice. See: <https://www.gov.uk/guidance/e-exporting#eexpertise>
- join DIT's mailing list for opportunities to hear from industry experts, network with like-minded individuals and find out about e-commerce trends

### **Find-a-buyer service**

This is the place to let international buyers know all about your business – highlight the vital facts about your company to give buyers confidence to get in touch; show-off your company's experience and outstanding projects to give potential buyers more insight;





get emails from international buyers straight to your sales or business development teams; see relevant government-supported export development events where overseas buyers will be attending.

### **Events and missions**

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. DIT's Tradeshaw Access Programme (TAP) provides grant support for eligible SMEs to attend trade shows overseas.

Participation is usually as part of a group – a great advantage for inexperienced businesses – and is usually led by one of DIT's Accredited Trade Associations (ATOs). ATOs work with DIT to raise the profile of UK groups and sectors at key exhibitions.

The DIT calendar of events has some 400 core events and missions, and 1,000 opportunities across the Trade Access Programme and the English national regions.

### **DIT Events Portal**

The DIT Events Portal provides a single calendar view of all DIT events and missions, and has been developed to provide you with more detailed information on each event in order to help you decide on the most appropriate event to attend. The calendar can be filtered and searched by sector and/or market.

There are also detailed events websites which include more information about each event, and also allow you to register for an event. The DIT Events Portal is your central hub for business and networking opportunities. Search for future events and missions, register online and network with fellow delegates. See: <https://www.events.great.gov.uk/ehome/index.php?eventid=200183029&>.



### DIT webinars

The DIT webinar service runs hundreds of free hour-long internet events covering topics, sectors and countries around the world, helping you shape your export plan.

These events allow you to interact with the experts in specific sectors and countries and allow you to ask questions to enhance your knowledge.

To see upcoming DIT webinars, please visit: <https://www.events.great.gov.uk/ehome/index.php?eventid=200183029&> and search for webinars.

### Other DIT services

DIT assists new and experienced exporters with information, help and advice on entering overseas markets such as Russia. These services include:

- an Export Health Check to assess your company's readiness for exporting and help develop a plan of action
- training in the requirements for trading overseas
- access to an experienced local International Trade Adviser
- help to grow your business through online exports
- specialist help with tackling cultural issues when communicating with Russian customers and partners
- advice on how to go about market research and the possibility of a grant towards approved market-research projects

- ongoing support to help you continue to develop overseas trade, and look at dealing with more-sophisticated activities or markets
- information, contacts, advice, mentoring and support from DIT staff in the UK and their network of staff in Russia
- support to participate in trade fairs in Russia
- opportunities to participate in sector-based trade missions and seminars
- access to major buyers, local government and supply chains in Russia
- advice on forming international joint ventures and partnerships
- exploratory visits to Russia
- alerts to the latest and best business opportunities

To find out more about commissioning any of these services, contact a DIT Export Adviser at: <https://www.great.gov.uk/contact/triage/location/> for a free consultation, or see further details at: <https://www.gov.uk/government/organisations/departments-for-international-trade/about-our-services>.

### In-market support

If you already export, and have decided Russia is part of your business strategy, you are advised to contact DIT at the British Embassy Moscow prior to your visit to discuss your objectives and what help you may need. See: <https://www.gov.uk/world/organisations/departments-for-international-trade-russia#contact-us>.

**Enter** the Open to Export Action Plan Competition for the chance **to win £3,000 cash** and further support towards your plans **for international growth**. Complete your plan using our online planning tool.



### Who are Open to Export?

We are the free online information service from The Institute of Export & International Trade dedicated to helping SMEs through our:

Step-by-step guides covering the whole export journey from 'Selecting a market' to 'Delivery and documentation'

A comprehensive webinar programme covering all aspects of international trade

The online Export Action Plan tool helping businesses create a roadmap to successful new markets

Quarterly competitions for the chance to win £3,000 cash and further support

**Plan to win - start your Export Action Plan today**

**Register for free on [www.opentoexport.com](http://www.opentoexport.com)**  
to start your plan and enter the competition

Powered By

They can provide a range of Russia-specific services for you, including the provision of market information, validated lists of agents/potential partners, key market players or potential customers; establishing interest from such contacts; and arranging in-market appointments for you. In addition, they can also organise events for you to meet contacts in Russia, or to promote your company and your products/services.

For further information about DIT services, see: <https://www.gov.uk/government/organisations/department-for-international-trade/about-our-services>.

*[Source – DIT/gov.uk]*

## ■ Support from the Institute of Export & International Trade (IOE&IT)

Raising the profile of international trade qualifications and experienced members is only part of how IOE&IT membership is essential for any individual or business involved with global trade.

Importantly, the IOE&IT also offer access to a unique range of benefits and services specific to international trade:

- Help with any export issues you come across. Our team of experts can help with questions on documentation, export controls, the UK Bribery Act, customs & VAT procedures, regulatory and compliance issues, insurance issues, payment terms, transport and logistics. Members get free access to our experts via a technical helpline. See: [https://www.export.org.uk/page/Export\\_Helpline](https://www.export.org.uk/page/Export_Helpline)
- A voice for your ideas and concerns. We represent your point of view and feed back to government, HMRC and other influencing bodies on issues that impact you, plus participate in Institute responses to central government with regard to proposed legislative changes

- A complete range of international trade qualifications – for those that have no experience, up to those who wish to qualify themselves to take a business degree. The Institute's qualifications are widely recognised as providing both employers and employees with the necessary international business practice linked to satisfying career planning and development. See: <https://www.export.org.uk/page/qualifications>
- A range of short courses giving you the skills and expertise you need to gain a competitive advantage in the challenging and complex world of export, import and international trade. See: <https://www.export.org.uk/page/TrainingCourses>
- An extensive events programme to help you share information and connect at every level in the international trade community, whether it is sector-specific or regional. See: [https://www.export.org.uk/events/event\\_list.asp](https://www.export.org.uk/events/event_list.asp)
- Inclusion in surveys to research the attitudes and changes to world trade

For more information on how the IOE&IT can help you, or on becoming a member, contact the IOE&IT at: <https://www.export.org.uk/page/about>.

## Open to Export

Open to Export is the IOE&IT's free online advice service for UK companies looking to grow internationally. It offers free information and support on anything to do with exporting and hosts online discussions via its forum, webinars and social media, where businesses can ask any export question and learn from each other.

Open to Export can be accessed at: <http://opentoexport.com/>.

*[Source – Institute of Export & International Trade]*



## **RUSSIA**

The currency in Russia is the Russian Ruble (RUB). ATMs are common and credit and debit cards are widely used in major Russian cities. It is illegal to pay for general transactions with Dollars or Euros, but you can exchange them for Rubles at banks, hotels or airport exchange bureaux. ►





**GETTING HERE** AND ADVICE ABOUT YOUR STAY

## Getting here and advice about your stay

### ■ Entry requirements

#### Visas

British nationals will need a visa to travel to Russia, and it can take approximately four weeks to process most visa applications. All applicants based in the UK aged 12 or over will need to visit a visa application centre in London, Manchester or Edinburgh to submit biometric data (scanned fingerprints).

Visa and immigration laws are strictly enforced so if you intend to stay in Russia beyond the date on your visa you will need to arrange an extension before it expires, or risk the possibility of fines, court hearings, or even deportation and a ban from re-entry.

#### Passport validity

Your passport should be valid for a minimum of six months beyond the expiry date of your visa.

#### Dual nationality

If you have dual British and Russian nationality and enter on your Russian passport you will not be able to leave if the date on your Russian passport expires.

*[Source – Foreign Travel Advice, Russia/gov.uk]*

### ■ Money

The currency in Russia is the Russian Ruble (RUB).

ATMs are common and credit and debit cards are widely used in major Russian cities, but ensure you advise your card provider that you are visiting Russia, to avoid it being blocked.

It is illegal to pay for general transactions with Dollars or Euros, but you can exchange them for Rubles at banks, hotels or airport exchange bureaux.

*[Source – Foreign Travel Advice, Russia/gov.uk]*

### ■ Local laws and customs

#### Passport checks

Passports must be carried at all times. Police carry out random checks, and you can be fined if you are unable to produce your passport when asked.

#### Drugs

Long prison sentences are normal for possession of even small quantities of drugs.

#### Photography

You can be arrested for photographing military establishments or sites of strategic importance such as airports.

#### LGBT+ travellers

Attitudes towards LGBT+ issues in Russia are generally less tolerant than in the UK, particularly in rural areas. Homosexuality is not illegal in Russia, however, Moscow Pride was banned for 100 years in 2012.

In 2018 Russia was ranked 45<sup>th</sup> out of 49 European countries for LGBT+ rights by ILGA-Europe. See: <https://rainbow-europe.org/#8656/0/0> for further information about the situation in Russia.

For LGBT+ community advice and guidance visit: <https://www.gov.uk/guidance/lesbian-gay-bisexual-and-transgender-foreign-travel-advice> before you travel.

## Religious activities

Certain religious activities such as preaching and distributing religious literature are restricted, and some religious groups can be harassed by the authorities. You should take particular care not to become involved.

## IT

Access to some internet sites can be unreliable, and you should be aware that there are restrictions in place on some social media platforms. Visit the Federal Service for Supervision of Communications, Information Technology and Mass Media at: <http://eng.rkn.gov.ru/> and the UK National Cyber Security Centre at: <https://www.ncsc.gov.uk/blog-post/avoid-scoring-cyber-security-own-goal-summer> for more information.

You can contact the emergency services by calling 112.

*[Source – Foreign Travel Advice, Russia/gov.uk]*

## ■ Safety and security

### Crime

Most visits to Russia are trouble-free, but petty crime such as mugging, pick-pocketing and theft in main tourist areas, railway concourses, and from vehicles and hotel rooms does exist. Look after your passport at all times, especially in major transport hubs and busy areas in airports.

Official-looking taxis may be unlicensed, so you should consider using taxi apps to ensure they are safe, or ask your hotel to get a taxi for you. Do not flag down taxis or share with a stranger, and wherever possible agree the fare before getting into a taxi or check that the meter is working.

Foreign visitors are not usually the targets of violent crime. However, tourists have been targeted by well-organised gangs in St Petersburg.

Bogus police officers have harassed and robbed tourists. If you are stopped, always insist on seeing their identification, and report harassment or crimes to the British Embassy.

### Demonstrations

Although political demonstrations and rallies do sometimes occur in cities and towns across Russia, these usually have prior permission from the authorities. However, it is advisable to avoid unauthorised demonstrations, particularly as these can lead to violence.

Even though not all rallies are publicised in advance, it is best to check local media for information, be vigilant, and avoid any demonstrations.

### Scams

Be wary of sending money to any organisations you do not know are genuine, or to individuals you have not met, as scams are not uncommon and a number of people have been victims of fraud.

*[Source – Foreign Travel Advice, Russia/gov.uk]*

## ■ Local travel

Consular support can be severely limited in some parts of Russia such as the North Caucasus, due to security situations. The Russian authorities take a particularly strict attitude towards security and compliance with visa and registration rules, and short-term travel restrictions can be applied at very short notice.

### Road travel

To bring a vehicle into Russia you will need to declare it to customs at the point of entry, but it will not be liable for import taxes for one year.

Due to the vast distances, heavy traffic in major cities and poor road conditions, travel can take a long time. Do not drive alone at night or sleep in your vehicle on the side of the road, and do not pick up hitchhikers.

Road safety is poor, with high numbers of traffic accidents. Make sure you are vigilant when driving, try not to drive at night if possible and always take into account the weather conditions.

In Russia it is against the law to drink and drive, with a zero tolerance policy in place. Be aware that it is common for motorists to be stopped by traffic police in order to carry out spot checks.

For information and advice on driving in Russia and compulsory documentation and equipment, visit the AA and RAC sites at: <https://www.theaa.com/european-break-down-cover/driving-in-europe/country-by-country> and <https://www.rac.co.uk/drive/travel/country/russia/>.

### Rail travel

Railway stations in Russia have airport-style security with checking of bags and passengers. If you are in a sleeping compartment make sure that it is always secure and do not leave it unoccupied.

### Air travel

The quantity of carry-on items permitted in hand-luggage is limited in Russia. Check details with your airline or visit the Federal Air Transport Agency site (in Russian) at: <https://www.favt.ru/> before you travel.

Travel by helicopter is often used in remote areas of Russia. Be aware of the increased risk of travel by helicopter and satisfy yourself of the operator's safety record.

### Disabled access

Disabled facilities vary across Russia, and can be poor or even non-existent.

### Terrorism

Terrorist attacks are likely in Russia, particularly in the North Caucasus. However you need to remain vigilant as indiscriminate attacks – particularly in public places such as major transport hubs, tourist sites and crowded areas in other major cities and regions – cannot be ruled out.

Visit: <https://www.gov.uk/guidance/reduce-your-risk-from-terrorism-while-abroad> to find out how to minimise your risk and what to do in the event of a terrorist attack.

### Arctic travel

The Arctic is a vast region, and although large numbers of visitors travel there safely each year, it is important to be aware of the danger of adverse weather, and also that many destinations are extremely remote from search and rescue, evacuation and medical facilities.

If travelling independently you are particularly advised to develop contingency arrangements. Always make sure you have adequate travel insurance and accessible funds to cover the cost of any medical treatment or potential repatriation.

*[Source – Foreign Travel Advice, Russia/gov.uk]*

## ■ Health

You should visit your GP or health provider a minimum of four-to-six weeks prior to travelling



to Russia. This is an opportunity to assess any health risks specific to you or the country itself and will allow time for any necessary vaccinations. Visit the Russia-specific pages of the TravelHealthPro website at: <https://travelhealthpro.org.uk/country/186/russia> for more information.

You can also receive useful information, advice and guidance from the NHS via the FitForTravel website at <https://www.fitfortravel.nhs.uk/destinations> or the NHS Choices website at: <https://www.nhs.uk/using-the-nhs/healthcare-abroad/>.

Some medicines prescribed or purchased in the UK can be of an alternative legal status and regulations surrounding their usage may vary in other countries. If it is necessary for you to travel with either prescription or over-the-counter medication you should consult the National Travel Health Network and Centre (NaTHNaC) or TravelHealthPro at: <https://travelhealthpro.org.uk/factsheet/43/medicines-abroad>.

Most prescription and over-the-counter medication can be brought into Russia if it is for your personal use, although you will need to bring a notarised Russian-language prescription in your name if your medication contains narcotic or psychoactive substances.

You should take a copy of your prescription or a letter from your doctor to confirm that you are required to take the medication you are carrying. If you are unsure whether you need to provide a prescription and notarised translation, check with the Russian Embassy before travelling. It is worthwhile to take surplus medication with you, as some medicines are not readily available, or may be counterfeit.

European Health Insurance Cards (EHIC) are not valid in Russia, and the reciprocal healthcare agreement between the UK and Russia ended in 2016.

You should be aware that medical care in most of Russia is below Western standards, and hospitals do not accept all cases. Cash or credit card payments are the norm in advance of treatment.

112 is the single number for any emergency service in Russia.

*[Source – Foreign Travel Advice, Russia/gov.uk]*

### **FCO foreign travel advice**

If you are travelling to Russia for business, the Foreign & Commonwealth Office (FCO) website has travel advice to help you prepare for your visit overseas and to stay safe and secure while you are there.

For up-to-the-minute advice please visit the Foreign Travel section pages on the gov.uk website: <https://www.gov.uk/foreign-travel-advice/russia>.

### **Travel insurance**

You should ensure you have comprehensive travel and medical insurance before you travel.





## **RUSSIA**

There are opportunities for UK business in various sectors including advanced engineering, biotechnology and pharmaceuticals, consumer goods, education, energy, experience economy, financial and legal, mining, and telecommunications. ►





## Sector-specific opportunities

There are opportunities for UK business in various sectors including advanced engineering, biotechnology and pharmaceuticals, consumer goods, education, energy, experience economy, financial and legal, mining, and telecommunications.

### ■ Research

Before exporting to Russia, you should carry out extensive planning and market research. Ideally you should use both desk research and market visits, as you will need to determine whether there is even a market for your product or service, and if your pricing is competitive.

Contact the Department for International Trade (DIT) trade specialists to find local representatives for your products via: <https://www.gov.uk/overseas-customers-export-opportunities>.

From its worldwide network, DIT can provide international export sales leads. Find export opportunities in Russia at: <https://opportunities.export.great.gov.uk/>. For more information about opportunities and advice on doing business in Russia contact DIT at: <https://www.gov.uk/world/organisations/departments-for-international-trade-russia#contact-us>.

*[Source – DIT: Doing business in Russia: Russia trade and export guide]*

Do not forget to check that your goods meet legal requirements for export, at the UK Export Control Joint Unit (ECJU) (formerly known as the Export Control Organisation) at: <https://www.gov.uk/government/organisations/export-control-organisation>.

### ■ Government tenders

Many countries have specific rules in place to regulate public procurement. However, in some instances these can include limitations which favour nationals of the host nation, although such procurement agreements do guarantee some transparency in procedures too.

The Russian Government states that the Russian public procurement system is a mechanism enabling maximum protection of the interests of both customers and business. Federal, regional and municipal government bodies are required by law to publish online all information about government tenders, auctions and purchase procedures. A full list of public tenders is available on the Russian Government's procurement site at: <http://www.zakupki.gov.ru/epz/main/public/home.html>.

*[Source – Federal Antimonopoly Service, Russia]*

The Russian Ministry of Economic Development (MED) and the Ministry of Finance are responsible for developing procurement policy in Russia. Visit: <http://economy.gov.ru/en/home/> for further information.

Including Russian goods and services as part of your company's bid, or partnering with a Russian firm, may improve your chance of success. Check with DIT in Russia at: <https://www.gov.uk/world/organisations/departments-for-international-trade-russia#contact-us> for assistance and information about third-party advisers if you decide to have your tender bids submitted by a domestic company or consultant.

*[Source – DIT/gov.uk]*



## ■ Advanced engineering sector

The management practices, production processes and manufacturing equipment of heavy industry require updating across all manufacturing sub-sectors in Russia. Russian demand for new metal-machining equipment alone is valued at US \$1.5 billion annually.

There are opportunities for UK companies to supply machine tools and tooling, spare-parts and components, advanced materials for manufacturing and assembly, and energy-efficient manufacturing technologies and equipment, such as cleaning and recovery solutions and industrial automation solutions for resource management.

It is possible for UK companies to develop their business in this sector by taking part in creation and running of engineering centres, or via direct supply, Joint Ventures (JVs) or joint Research and Development (R&D). For more information about Russia's advanced engineering sector, contact the DIT team in Russia at: [tradeinvestmentmoscow@fco.gov.uk](mailto:tradeinvestmentmoscow@fco.gov.uk).

*[Source – DIT Russia Trade and Export guide/gov.uk]*

## ■ Biotechnology and pharmaceuticals sector

The Russian pharmaceutical market is growing each year, and is already valued at over US \$30 billion, and the Russian Pharma 2020 strategy plans to further increase innovative drug development and domestic manufacturing output.

There are opportunities for investment by UK companies in the Russian pharmaceutical sector, in innovative R&D, Active Pharmaceutical Ingredient (API) manufacture, and generic medicines.

For more information about Russia's biotechnology and pharmaceuticals sector, contact the DIT team in Russia at: [tradeinvestmentmoscow@fco.gov.uk](mailto:tradeinvestmentmoscow@fco.gov.uk).

*[Source – DIT Russia Trade and Export guide/gov.uk]*

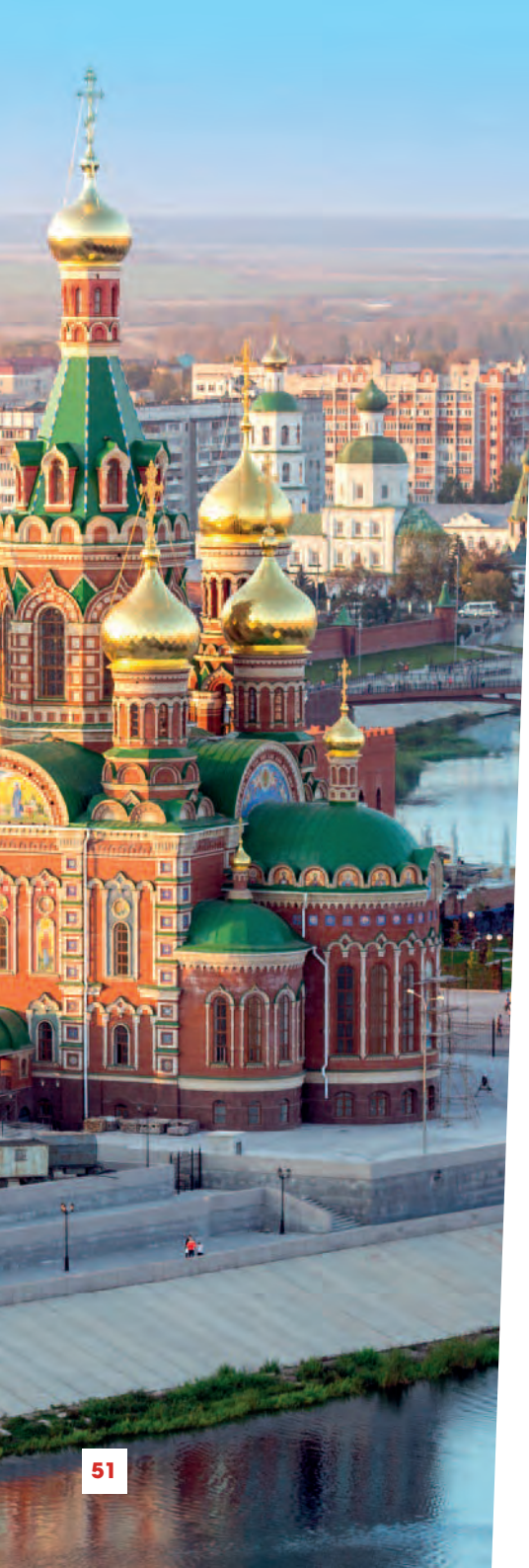
## ■ Consumer goods sector

The consumer goods market in Russia is an important market for fashion houses and global luxury brands, and is currently worth over US \$600 billion.

Russia is also one of the fastest-growing markets in Europe for food and drink.

There are opportunities for UK companies in the Russian consumer goods sector, for premium spirits, beer, and non-alcoholic drinks including premium quality tea, children's products and toys, organic, natural, gluten-free and locally-sourced food, high-quality confectionary, fashion products and high-end/luxury products, including vehicles. For more information about Russia's consumer goods sector, contact the DIT team in Russia at: [tradeinvestmentmoscow@fco.gov.uk](mailto:tradeinvestmentmoscow@fco.gov.uk).

*[Source – DIT Russia Trade and Export guide/gov.uk]*



## ■ Education sector

Russia is implementing major reforms of higher education (HE) to enhance the international reputation of Russian universities in order to enter the international top 100 ranking.

These reforms offer opportunities for UK businesses to assist in the process of reviewing Russian HE provision, in the design of new institutions, and to form partnerships with Russian HE institutions to help them increase their international reputation.

English is expected to become a university entrance requirement, and the demand for English language training services and associated products is increasing rapidly. This is a huge commercial opportunity for UK businesses. In addition, in 2020 a foreign language will become mandatory within the Russian national school leaving exam, and it is expected that the vast majority of students will choose English.

For more information about Russia's education sector, contact the DIT team in Russia at: [tradeinvestmentmoscow@fco.gov.uk](mailto:tradeinvestmentmoscow@fco.gov.uk).

*[Source – DIT Russia Trade and Export guide/gov.uk]*

## ■ Energy sector

### Oil and gas

Russia's oil and gas market, one of the largest in the world, is valued at US \$50 billion per annum and is predicted to grow in the next 10 to 15 years.

The UK is able to offer world-class expertise including upstream, onshore, mid-stream and downstream processing and subsea projects.

Although the Russian petroleum industry has been affected by the sanctions imposed by the US and EU since 2014, they only apply to equipment and services suitable for use in oil

exploration or production in waters deeper than 150m in the offshore area north of the Arctic Circle, and shale fracking.

Visit the EU Council law site at: <https://eur-lex.europa.eu/homepage.html> for a detailed list of equipment that is affected.

There are a wide range of opportunities for UK companies in Russia's oil and gas sector where sanctions do not apply, such as conventional oil and gas fields, downstream oil-refining facilities and in the construction of LNG plants.

As Russian oil and gas companies are increasing their use of local equipment, UK manufacturers should consider alternative routes into the market such as establishing joint ventures (JVs) with Russian enterprises.

### **Nuclear power**

The Russian nuclear industry is a world leader, and its state atomic energy corporation, Rosatom, has orders for more than 80+ units, including from India, Iran, Egypt, Finland, Hungary, Turkey, China, Belarus, Czechia and Bangladesh. See: <http://www.rosatom.ru/en/> for more information.

There are opportunities for UK companies to establish a supply chain relationship with Rosatom and also in the decommissioning sector.

### **Renewable energy**

There is increasing interest in Russia to partner with overseas companies in the wind, hydro and solar energy sectors, creating opportunities for UK businesses to supply equipment and expertise.

The number of renewable energy projects is increasing since Russia ratified Renewable Energy Source Development Measures (RESDM), which are now opening-up the market to UK providers of both goods and services.

### **Electricity grids**

Rosseti (JSC Russian Grids), the largest electricity distribution and transmission grid company in Russia, is moving towards the application of new technologies such as automated control systems, smart grids and other systems to improve control and operation.

### **Energy efficiency**

In all sectors of the Russian economy and the entire chain of energy use, there are major opportunities for improved energy efficiency, including energy generation, distribution and final consumption.

For more information about Russia's energy sector, contact the DIT team in Russia at: [tradeinvestmentmoscow@fco.gov.uk](mailto:tradeinvestmentmoscow@fco.gov.uk).

*[Source – DIT Russia Trade and Export guide/  
[gov.uk/Rosatom/Rosseti](http://gov.uk/Rosatom/Rosseti)]*

## **■ Experience economy sector**

With over 2,500 state and private museums and over 100 million visitors every year, there are many high-value opportunities for UK businesses in the museums, heritage and visitor attraction subsectors in Russia.

International expertise is sought by museum developers, and curators in Russia require international expertise to prepare funding applications, business planning, the procurement of innovative exhibition equipment and installations, appointing project teams (including exhibition designers and other museum specialists) and the delivery of information and communications technology (ICT) solutions.

There are also opportunities for UK creative companies in areas such as concept development, interpretative and master planning, branding, landscape design, lighting and other visual effects, and the development of museum/attraction shops with branded products.



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In addition there are opportunities for UK amusement park designers for the design and fit of theme parks, including an ethnographic park under open sky RUSSIA (educational theme park – Russia in miniature), three theme parks by DreamWorks and one by Universal Studios.

For more information about Russia's experience economy sector, contact the DIT team in Russia at: [tradeinvestmentmoscow@fco.gov.uk](mailto:tradeinvestmentmoscow@fco.gov.uk).

*[Source – DIT Russia Trade and Export guide/gov.uk]*

### ■ Financial and legal services sector

Although Russia's financial and legal services sector is growing slowly, its banking system is worth around US \$1.6 trillion and there are plans to develop Moscow as a major International Financial Centre.

Opportunities for UK companies exist in improving banking practices, including lending priorities, risk management, data processing and insolvency rules; mergers and acquisition (M&A) services; advice about privatisation; dispute resolution consultancy; international professional certification and English law litigation and arbitration expertise.

There are further opportunities following reforms to Russia's small insurance and pensions industry.

For more information about Russia's financial and legal services sector, contact the DIT team in Russia at: [tradeinvestmentmoscow@fco.gov.uk](mailto:tradeinvestmentmoscow@fco.gov.uk).

*[Source – DIT Russia Trade and Export guide/gov.uk]*

### ■ Mining sector

With one of the world's largest reserves of ferrous and non-ferrous metals, Russia's

domestic mining sector is highly consolidated, with many companies combining extraction with processing, particularly in metallurgy. Russia plans to increase state support for its metals and mining companies with additional finance, and ending some export duties on metals.

Opportunities for UK companies in this market exist in the supply of machinery, consultancy, and in environmental and social areas.

For more information about Russia's mining sector, contact the DIT team in Russia at: [tradeinvestmentmoscow@fco.gov.uk](mailto:tradeinvestmentmoscow@fco.gov.uk).

*[Source – DIT Russia Trade and Export guide/gov.uk]*

### ■ Telecommunications sector

Russia is Europe's largest market for mobile phones, and is growing as demand for innovative technologies and equipment is boosted by the government's programme to improve communication services to remote regions and the development of Long Term Evolution (LTE). However, traditional telecommunications services will still be in demand for some time as the network of fixed lines only covers about 28% of the population.

There are opportunities for UK companies in LTE/4G hardware and technologies, technologies targeted at the development of value added services (VAS), and innovative broadcasting technologies.

For more information about Russia's telecommunications sector, contact the DIT team in Russia at: [tradeinvestmentmoscow@fco.gov.uk](mailto:tradeinvestmentmoscow@fco.gov.uk).

*[Source – DIT Russia Trade and Export guide/gov.uk]*



## **RUSSIA**

Russia is an extremely large country. Each state has its own cultural practices and preferences. Different regions will have different industry clusters. Therefore regional plans and good local research is necessary. ►



## Preparing to export

### ■ Consultation and bespoke research

There is a range of online information for exporters including advice and guidance on how to thoroughly research overseas markets. Visit: <https://www.great.gov.uk/> for more information.

### Researching the Russian market

Russia is an extremely large country. Each state has its own cultural practices and preferences. Different regions will have different industry clusters. Therefore regional plans and good local research is necessary.

Ideally you should make regular visits to Russia as well as making contact with others in your industry/sector. This will enable you to access the most up-to-date advice and information, and may lead to new insights or at the very least form the foundation for further research.

Visit: <https://www.great.gov.uk> for information and guidance on how to develop your marketing strategy, competitor and SWOT analyses and customer/market segmentation. The IOE&IT can also offer help with this. Visit: <https://www.export.org.uk/>.

You will need to determine whether there is a market for your product or service, if your pricing is competitive, and whether to adapt your business model.

The questions listed here should help to focus your thoughts. Your answers to them will highlight areas for further research and also suggest a way forward that is right for your company. You may then want to use this as a basis for developing a formal Russia strategy, although this may not be necessary

or appropriate for all companies:

### Your aims:

- Do you wish to buy from Russia, sell to Russia or both?
- Do you wish to establish your own company presence in Russia (for example direct sales, forming a distributorship, setting up a branch or a representative office)?
- Do you need to be involved in Russia at all?
- Do you see Russia as part of a wider plan including e.g. other East European or Central Asian markets, now or in the future?

### Your company:

- Can you carry out a detailed SWOT analysis of your company?
- Are your competitors already in Russia? If so, what are they doing?
- Can you carry out a detailed SWOT analysis of your competitors?
- What are the Unique Selling Points (USPs) of your product or service?
- Do you know if there is a market for your product or service in Russia?
- Do you know if you can be competitive in Russia?
- Do you have the time and resources to handle e.g. the demands of communication, travel, product delivery and after-sales service?



### Your knowledge:

- Do you know how to secure payment for your products or service?
- Do you know where in Russia you should start?
- Do you know how to locate and screen potential partners, agents or distributors?
- Have you carried out any Russia-specific customer segmentation, and do you know how to best reach potential customers in-market?

It is unlikely that you will have the answers to all these questions at the outset and these 'knowledge gaps' could form the basis for further research and investigation. Some of these questions will require quantitative research in your sector, while others involve more-contextual and cultural considerations.

Talking to other people in your industry and regularly visiting Russia will give you access to the most current advice and such experience can often lead to new insights and form the basis for further research.

Guidance on developing an Export Plan, including marketing strategy, customer segmentation, competitor and SWOT analyses etc. is available on the <https://www.great.gov.uk/> site, and also on the Open to Export site at: <https://opentoexport.com/info/export-action-plan/>.

One option to test how viable your product or service could be in the Russian market would be to attend trade shows, which are generally held in Russia each year. The Department for International Trade (DIT) provides funding for eligible businesses in the

form of grants to enable them to attend trade shows overseas via the Tradeshows Access Programme. Visit: <https://www.gov.uk/guidance/tradeshows-access-programme> for more information.

The funding helps your business to gather market knowledge, gain experience in attending and getting the most from overseas trade shows, and to receive advice and support from trade experts.

To discover future events and trade missions in Russia, visit the DIT events portal at: <https://www.events.great.gov.uk/ehome/index.php?eventid=200183029&>.

For company launches and events held at British Embassy and Consulate locations, contact the Department for International Trade (DIT) in Russia at: <https://www.gov.uk/world/organisations/department-for-international-trade-russia#contact-us>.

*[Source – DIT/gov.uk]*

## ■ Start-up considerations

### Getting started in the Russian market

UK companies can use a number of ways to get started in Russia, including online selling, direct exports and sales, forming an agreement with a distributor, forming a representative office, franchising or setting-up a branch in Russia of a foreign legal entity.

You can avoid costly mistakes by seeking help and advice from a local lawyer, as the tax and legal obligations of each business structure can differ. A list of local lawyers in Russia is available at: <https://www.gov.uk/government/publications/russia-list-of-lawyers>.



Once you have chosen your route of entry into the Russian market, due diligence checks are essential. If you wish to develop and establish a business relationship which will go beyond exporting you will need to carry out further research.

*[Source – DIT Russia Trade and Export guide/gov.uk]*

### **Direct exports and sales**

Direct export means supplying your products/ services directly to the customer and involves you taking care of the logistics of marketing, selling, sending overseas and getting paid. You also have the option to use local representation, for example by using an agent, distributor or wholesaler.

To help you to identify local representatives in Russia, contact a specialist trade adviser at the Department for International Trade (DIT) at: <https://www.gov.uk/overseas-customers-export-opportunities>.

### **Online selling**

Internet penetration in Russia is uneven. Moscow and St. Petersburg have over 77% of internet penetration, with only around 50% in Russia's small towns and villages. Cash-on-delivery (COD) is most common for physical goods, although the use of electronic payments is increasing.

You need to be aware of the Russian Data Localization Law 2015 requiring Russian citizens' personal data to be physically stored on servers in the Russian Federation. The Russian telecommunications watchdog Roskomnadzor checks for compliance. Visit: <http://eng.rkn.gov.ru/> for more information.

The Department for International Trade (DIT) can help you export your goods to Russia through the E-Exporting programme. Find out more at: <https://www.gov.uk/guidance/e-exporting>.

DIT has also negotiated listings at better-than-commercial rates. See online marketplaces in Russia at: <https://selling-online-overseas.export.great.gov.uk/>.

### **Distributorship agreement**

There are bureaucratic requirements, language obstacles and transactional issues in Russia that will require careful planning to overcome. It is not uncommon for overseas companies to assign an agent or distributor to monitor local regulations, as these can change at short notice.

You should research a number of potential agents or distributors before choosing one, looking, for example, at their local reputation, regional coverage, marketing ability and resources. Beware of agents who are promoting products or services which are the same or similar to yours.

The Department for International Trade (DIT) in Russia can assist in locating and meeting potential agents and distributors. Visit: <http://www.gov.uk/world/organisations/departments-for-international-trade-russia#contact-us> for more information.

*[Source – DIT Russia Trade and Export guide/gov.uk]*

Business registration in Russia is operated by the Russian Federal Tax Service (FTS). Visit: <https://www.nalog.ru/eng/> for further information.

The Department for International Trade (DIT) teams in Russia can help you find tax and legal advisers before entering into agreements. For more information visit: <https://www.gov.uk/world/organisations/departments-for-international-trade-russia#contact-us>.

### **Franchising**

For information on franchising, visit the international section of the British Franchise Association website at: <http://www.thebfa.org/international>.

*[Source – British Franchise Association]*

### **■ Financial considerations**

#### **Getting finance to fulfil an export contract**

Globally, Russia ranks 22<sup>nd</sup> out of 190 economies in the World Bank's "Doing Business – Ease of Getting Credit" report 2019. See: <http://www.doingbusiness.org/data/exploreeconomies/russia>.

There are schemes available to simplify the growth of your business and to fulfil an export contract, for UK companies that wish to sell products and services to Russia. Contact your bank or financial adviser for more information on any current schemes.

#### **Payment risks**

UKEF helps UK companies to get paid by insuring against buyer default.

You may have difficulty accessing foreign exchange. Be confident you will get paid for your export contract. Speak to one of UKEF's export finance advisers at: <https://www.gov.uk/government/publications/find-an-export-finance-manager> for free and impartial advice on your insurance options, or contact one of UKEF's approved export insurance brokers at: <https://www.gov.uk/government/publications/uk-export-finance-insurance-list-of-approved-brokers/export-insurance-approved-brokers>.

#### **Currency risks when exporting to Russia**

In order to fix your price, it is essential to fix your exchange rate. Before signing any contract you need to consider whether the best option for you is to agree terms in Pounds Sterling (GBP) or Russian Rubles (RUB). It may also be advisable to seek expert financial advice on exchange rates (FX).

#### **Transferring money**

Currency control regulations require issuance of a transaction passport for both exports and imports, to ensure that hard currency earnings are repatriated to Russia.

*[Source – DIT/UKEF/gov.uk]*



### THIRTY YEARS IN RUSSIA

Auditing and Consulting firm Moore Stephens carried out its first client assignment in Russia in 1989. At the time the country was still part of the Soviet Union, Mikhail Gorbachev was Head of State and the whole of Eastern Europe was in political and economic turmoil. A lot has changed since then. But Moore Stephens has continued to provide services to its clients throughout the country ever since. To mark the thirtieth anniversary of that first assignment we interview Gavin Stoddart, a member of the Supervisory Board of Moore Stephens CIS on his experience in those thirty years to see how this may help companies doing business in Russia today.

**Q: Moore Stephens was one of the first international auditing and consulting firms to open an office in Russia. Why did Moore Stephens take this decision?**

When significant changes started to happen in the Soviet Economy during the mid-1980s the Government initiated contact with

various auditing and consulting firms. Moore Stephens was one of these. We were initially asked to help with a project which involved the establishment of a commercially viable and tax efficient international structure for the fleet owned by the Ministry of Merchant Marine. We completed this assignment successfully and that led to further assignments. All were carried out on a visiting basis from London. By 1994 it was clear to us that there was going to continue to be many opportunities in Russia and that the only way to really service clients properly was to have a permanent presence in the country.

**Q: What were your biggest challenges during the first few months of running an office in Vladivostok?**

We were lucky enough to have found a joint venture partner before I moved to Vladivostok. I had already visited them and met the main members of management. This made the process of finding office space and completing legal formalities a lot easier than it would have been otherwise because they knew how things operated. This meant that really my biggest challenges were establishing the right team and finding new clients.

**Q: People talk a lot about the problem of corruption and bribery in Russia. How much of a problem has this been for you and how do you deal with it?**

For us it has never been an issue. In the whole time that I have been working in Russia we have never had to pay any bribe or similar payment. Maybe this is a function of the type of business we are. We do not deal in cash and we do not have expensive assets.



## **Q: How has the way business is done in Russia changed over the last thirty years?**

During my first visits the Soviet regime was still in place even though reforms had been initiated to bring about a more market-oriented economy. The events of 1991 were a watershed — following them everything changed and the mid-90s were a time of great uncertainty. Everything was new and nobody knew quite where things were going. This meant there was a great deal of chaos — rules were not clear and people did not always know how things were supposed to operate. At the same time this situation brought great opportunities for those that were willing and able to take the necessary risks. Since 2000 uncertainty in the business environment has been reducing and it has become increasingly easy to do business in Russia. Now the country is essentially comparable to other advanced economies around the world. The World Bank's 2018 Ease of Doing Business Report ranked Russia as the 35th easiest country in the world, just below Switzerland and Japan and above countries such as Italy, Belgium and Cyprus. This is quite an achievement if you think Russia was ranked 106th just ten years ago.

During the first part of this century Russia also became more integrated into the World Economy. There are now more links between Russia and other countries and the business community is far more aware of international business practices. The sanctions imposed by the West have, of course, slowed this process, or even put it into reverse. But, this is generally limited

to certain sectors such as finance and oil and gas.

## **Q: What advice would you give a company setting up in Russia today?**

I would offer four main pieces of advice to any company establishing itself in Russia for the first time:

1. Spend time looking for opportunities. Although things have changed a lot since the 90s, there are areas of the economy (both geographic and business sectors) that are still relatively underdeveloped. These offer great opportunities;
2. Expect a bureaucratic approach. Despite the fact that it is now a lot easier to do business in Russia, it is still a place where rules are strictly interpreted. Follow the required process according to the letter of the law and don't expect to be able to cut corners;
3. Expect to put a lot of time into your business in Russia. Much of doing business in Russia is still down to personal relationships. Invest time getting to know your customers and business partners and it will pay dividends;
4. Make sure that you have a reliable partner or advisor to help you through the process of understanding and navigating the Russian environment, there are a lot of things that are done differently here.



## **RUSSIA**

Russian legislation gives foreign investors advantages to help provide stability and legal protection for their business in Russia. Be aware that there are likely to be differences in legal practice adopted by authorities and commercial courts across Russia's regions, so you should consider taking local advice. ►





# Linklaters

## Establishing a local Russian presence

The main options for establishing a local Russian presence include setting up a branch or a representative office, incorporating a new company or acquiring a stake in an existing company in Russia. This section, which was prepared by Linklaters, highlights some of the key legal issues which may be relevant in this context. For more information visit: [www.linklaters.com](http://www.linklaters.com).

### Setting up a Russian subsidiary/branch

The choice between setting up a Russian incorporated subsidiary or a branch (representative office) will depend on a number of considerations, including management, liability, tax, currency control issues, etc.

In summary, both branches and representative offices are relatively simple and easy structures to establish, and are subject to less formality and regulation than a Russian corporate entity. However, the founder company will be fully liable for the activities of a branch or a representative office, whereas if it chooses to establish a Russian subsidiary, its liability will generally be limited to its contribution to share capital. Moreover, some activities which require licensing in Russia, or the importation of certain products/equipment into Russia, may only be carried out through a Russian incorporated entity.

The most commonly used legal entities both for a wholly owned subsidiary and for a Russian onshore joint venture are a limited liability company (LLC) and a joint stock company (JSC), and the latter may be either public or non-public. The regulation of non-public

JSCs and LLCs is quite similar in that both enjoy substantial flexibility in relation to corporate governance. A public joint stock company is, on the contrary, very heavily regulated.

For more detailed guidance on the appropriate vehicle for establishing a commercial presence in Russia, please visit: <http://russia.doingbusinessguide.co.uk/media/1451933/Coming-to-Russia.pdf>.

### Acquisition of a stake in an existing Russian company (M&A/JVs)

- **Foreign ownership restrictions**

Foreign investors should be aware of the existence of specific foreign ownership restrictions in certain areas such as natural resources, banking, insurance, mass media, fishing, agriculture and some other industries where restrictions on participation in equity capital by foreign legal entities or individuals and/or restrictions on participation in the management of Russian legal entities are imposed.



- **Statutory consents**

The direct or indirect acquisition of an existing Russian company will often be subject to a number of statutory consents:

- Subject to certain financial thresholds, the transaction may require Russian merger control clearance, which is in most cases suspensory (for more detail visit: <http://russia.doingbusinessguide.co.uk/media/1451936/Russian-Merger-Control-and-Foreign-Investments-Rules.pdf>).
- Certain regulatory consents may be required depending on the sector in which the target is active.
- Russian strategic investment legislation requires a prior approval from a Governmental Commission presided by the Prime Minister of the Russian Federation for the acquisition by a foreign investor of stakes in a Russian "strategic entity". The concept of what is considered "strategic" is very broad and catches a wide range of sectors. A further layer of restrictions applies to the acquisition of stakes in entities engaged in activities on the so-called "subsoil areas of federal significance". Where prior approval is not required, other types of pre-transaction or post-transaction filings may be required.

A summary of the key Russian strategic investment rules is available at: <http://russia.doingbusinessguide.co.uk/media/1451936/Russian-Merger-Control-and-Foreign-Investments-Rules.pdf>.

- **Governing law**

Until recently, the vast majority of transactions in relation to the acquisition of Russian shares or assets used to be structured using an offshore JV vehicle and/or governed by English law. However,

during the last few years we have been witnessing a substantial shift towards a more frequent use of Russian onshore structures and Russian law in cross-border transactions involving Russian parties or assets.

One of the key reasons for this is that Russian contract law is undergoing revolutionary reform specifically aimed at making it more flexible and more suitable for use in large international transactions. As a result, most customary contractual protections can now be incorporated into Russian law governed instruments. In particular, Russian law now generally recognises warranties and indemnities, conditions precedent, options and escrow arrangements. Russian corporate law now allows for greater flexibility in terms of corporate governance e.g. in relation to director appointment rights, veto matters, and requisite majorities which are important in establishing the respective rights of joint venture partners.

In practice, the choice of law is made depending on numerous aspects of a transaction.

- **Dispute resolution**

One of the key challenges in structuring Russian M&A and JV deals remains the possibility of submitting disputes to foreign arbitration (e.g. LCIA). The recent Russian arbitration reform has introduced a number of fairly onerous procedural formalities which do not technically prohibit, but may substantially impede, the choice of foreign arbitration for Russian share purchase and shareholders' agreements.

For more information regarding the recent Russian arbitration reform visit: [http://russia.doingbusinessguide.co.uk/media/1451930/Arbitration\\_Reform.pdf](http://russia.doingbusinessguide.co.uk/media/1451930/Arbitration_Reform.pdf).

*[Source – Linklaters]*

## How to do business in Russia

### ■ Legal considerations

Russian legislation gives foreign investors advantages to help provide stability and legal protection for their business in Russia. The legislation has recently been updated. You should check with a legal expert to confirm up-to-date details as these can change at short notice.

You also need to be aware that there are likely to be differences in legal practice adopted by authorities and commercial courts across Russia's regions, so you should consider taking local advice.

*[Source – DIT Russia Trade and Export guide/gov.uk]*

### Regulatory bodies

The major registering authority for most legal entities operating in Russia is the State Chamber of Registration, a part of the Russian Ministry of Economic Development. Visit: <http://economy.gov.ru/en/home/about> for further information.

Depending on the type of business activity, you are likely to need a licence issued by an authorised licensing body. Licensing is carried out at both a federal and regional level so you will therefore need to seek approval from both state and relevant local bodies.

You are therefore advised to consult with an import agency or legal professional to gain expert local advice before you export to Russia. A list of potential lawyers in Russia is available at: <https://www.gov.uk/government/publications/russia-list-of-lawyers>.

For more advice, contact the Department

for International Trade in Russia at: <https://www.gov.uk/world/organisations/departement-for-international-trade-russia#contact-us>.

*[Source – DIT/gov.uk]*

### Import restrictions

The EAEU (Eurasian Economic Union) has a list of all EAEU-prohibited or restricted items and applicable regulations, at: [http://www.eurasiancommission.org/en/act/trade/catr/nontariff/Pages/ediny\\_perechen.aspx](http://www.eurasiancommission.org/en/act/trade/catr/nontariff/Pages/ediny_perechen.aspx).

### Law on marketing and selling

If you are selling to consumers (rather than businesses) you must comply with Russia's consumer protection requirements.


Good after-sales service is not common in Russia. However, you should be aware of guidance from the Russian Federal Service for Surveillance on Consumer Rights Protection and Human Wellbeing (Rospotrebnadzor), which has information related to marketing and selling. Visit: <http://www.rospotrebnadzor.ru/en/> for further information.

Contact the Department for International Trade (DIT) team in Russia at: <https://www.gov.uk/world/organisations/departement-for-international-trade-russia#contact-us> for more information and advice on marketing in Russia.

### Standards and technical regulations

It is important to check if your product requires any certification before being sold in Russia.

Suppliers and manufacturers have an obligation to make sure products are safe.



Products must meet relevant safety standards, have clear instructions for proper use and include warnings against possible misuse. The quality certification system in the Russian Federation is GOST, which is the equivalent of the ISO 9000 series certificates for Western companies. Visit: <http://www.gost-r.info/> for further information.

*[Source – DIT Russia Trade and Export guide/gov.uk]*

## ■ Labelling your products

Packaging and labelling requirements for Russia vary significantly for both food and non-food items. You must check the requirements prior to shipment.

Russian Customs require specific product information, for example name, trademark, manufacturer, country of origin and composition. Additional labelling and marking requirements have been harmonised across the Eurasian Economic Union (EAEU). For further information visit: <http://www.eaeunion.org/?lang=en>.

Where appropriate, the official EAC certification mark should be applied, indicating conformity with the EAEU's regulations. Certification marks showing adherence to the Russia-Kazakhstan-Belarus Customs Union (CU) on Safety of Packaging of food products should also be applied if required.

### Food items

Labels on food items must feature the following information in the Russian/Kazakh/Belarusian language:

- type and name of the product

- legal address of the producer
- weight/volume of the product
- food contents
- nutritional value (calories, vitamins if their content is significant or if product is intended for children, for medical, or for dietary use)
- conditions of storage
- expiration date (or production date and period of storage)
- directions for preparation of semi-finished goods or children's foodstuffs
- warning information with regard to any restrictions and side effects
- terms and conditions of use

For additional requirements for food labelling and certification, visit the Global Agricultural Information Network site at: <http://gain.fas.usda.gov/Lists/Advanced%20Search/AllItems.aspx>.

### Non-food items

Labelling of non-food items should include for example, the product name, country of origin and name of manufacturer, usage instructions and rules and conditions for effective and safe use of the product as appropriate.

Contact the Department for International Trade (DIT) team in Russia at: <https://www.gov.uk/world/organisations/department-for-international-trade-russia#contact-us> for more detailed information and advice on labelling requirements.

*[Source – DIT/gov.uk]*

## ■ Taxation

The Russian Federal Tax Service has responsibility for tax administration. For further information visit: <https://www.nalog.ru/eng/1.html>.

You should hire qualified finance specialists to ensure you comply with regulations, meeting both International Accounting Standards (IAS) as well as Russian accounting standards.

### Double-taxation agreement

The UK and Russia have signed a double taxation agreement, which allows some taxes paid in one country to be deducted in the other. See: [www.gov.uk/government/publications/russia-tax-treaties](http://www.gov.uk/government/publications/russia-tax-treaties).

Provided you get and keep evidence of your export, and comply with all other laws, you can zero-rate the sale of your goods to Russia. You will need to ensure the goods are exported, and provide evidence within three months from the time of sale.

### Value Added Tax (VAT)

VAT is 18%, with a preferential rate of 10% for certain items such as books, food, children's clothing and medical goods.

Further information on VAT in non-EU markets and zero rating conditions is available at: <https://www.gov.uk/guidance/vat-exports-dispatches-and-supplying-goods-abroad>.

### Income tax

Non-residents are subject to personal income tax on Russian-generated income.

### Company and corporate tax

Profits are taxed at a maximum of 20% on net income, and employers pay 30% of total payroll to the Social Insurance Fund, Russian Pension Fund and Medical Insurance Fund.

## Special Economic Zones (SEZs)

There are 28 SEZs, which grant certain tax, customs and other concessions to residents. To find out more information about the SEZs, visit the Russian Ministry of Economic Development site at: <http://economy.gov.ru/en/home/about>.

The DIT teams in Russia at: <https://www.gov.uk/world/organisations/department-for-international-trade-russia#contact-us> can help you find tax advisers before entering into agreements in Russia.

More information on GST in non-EU markets can be found at: <https://www.gov.uk/guidance/vat-exports-dispatches-and-supplying-goods-abroad>.

### Excise duty

You will need to pay excise duty on any alcohol, alcoholic drinks, energy products, electricity or tobacco products you send to Russia.

*[Source – DIT Russia Trade and Export guide/gov.uk]*

## ■ Customs and documentation

The Russian Federal Customs Service regulates all goods imported into Russia. Visit <http://eng.customs.ru/> for further details. You can calculate duty by percentage of customs value of goods imported, or by specific value (charged for one piece of the relevant goods category), or by a combined volume (a combination of the above).

Import customs duties are collected based on the Classification Code and the country of origin of the goods, usually 5%, 10% or 15%. However, some goods are exempt from import customs duties. You should also be



aware that the import of certain goods will require a licence.

All issues such as tariffs, tariff rate quotas, technical regulations, licensing and certification are currently being harmonised by the Eurasian Economic Union (EAEU). Visit: <http://www.eaeunion.org/?lang=en> for the latest details.

You can find out about import tariffs at the EU's Market Access Database (MADB) has information about import tariffs. See: <http://madb.europa.eu/madb/indexPubli.htm> and a full list of trade barriers for Russia, visit: [http://madb.europa.eu/madb/barriers\\_result.htm?isSps=false&countries=RU](http://madb.europa.eu/madb/barriers_result.htm?isSps=false&countries=RU).

*[Source – DIT Russia Trade and Export guide/gov.uk]*

### **Complying with HMRC regulations to export**

To export your goods to Russia you must make export declarations to HMRC through the National Export System (NES). Visit: <https://www.gov.uk/guidance/export-declarations-and-the-national-export-system-export-procedures> for further details.

You can find out how to declare your exports to Russia through the NES at: <https://www.gov.uk/guidance/export-declarations-and-the-national-export-system-export-procedures>. You must classify your goods as part of the declaration, including a Commodity Code and a Customs Procedure Code (CPC).

Commodity Codes and other details applying to exports in the UK Trade Tariff can be found at: <https://www.gov.uk/trade-tariff>.

Contact the HMRC Tariff Classification Service at: <https://www.gov.uk/guidance/finding-commodity-codes-for-imports-or-exports#list-of-useful-contacts> for more help.

You must declare any goods that you take with you in your luggage to sell outside the EU. See: <https://www.gov.uk/take-goods-sell-abroad> for further information.

### **Temporary export of goods**

You can use an ATA (Admission Temporaire/ Temporary Admission) Carnet to simplify the customs procedures needed to temporarily take goods into Russia. Visit: <https://www.gov.uk/taking-goods-out-uk-temporarily> for further information.

To apply for a temporary export licence, you will need to use the SPIRE system at: <https://www.spire.trade.gov.uk/spire/fox/espire/LOGIN/login>.

*[Source – gov.uk]*

### **Import requirements/documentation**

Every item imported into Russia requires a Customs Freight Declaration, supported where appropriate, by additional documents such as contracts, invoices, packing lists, certificates of origin/safety/conformity, permissions and licences etc.

All customs import declarations are submitted electronically via Russia's Federal Customs Service. Visit: <http://eng.customs.ru/> for further information.

To monitor and control movement of goods classified as sensitive by member states and the international community, the EAEU maintains a unified list of goods.

You may choose to work with a Russian customs agent. Contact the DIT in Russia at: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#russian-federation> for further advice and lists of agents.

*[Source – DIT/gov.uk]*



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Choosing a great export training partner can really help your company take off in international trade! We can help develop new ideas and find ways to drive down costs and produce sustainable improvements in your export business. Our team of experts can help with questions on documentation, export controls, Bribery Act, Customs & VAT procedures, regulatory and compliance issues, insurance issues, payment terms, transport and logistics...

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Call: +44 (0) 1733 404 400 : email: [institute@export.org.uk](mailto:institute@export.org.uk)

## ■ Shipping your goods to Russia

You can use a freight forwarder to move your goods if you are not knowledgeable about international shipping procedures. A freight forwarder will have vast expertise and familiarity with local documentation requirements, regulations, transportation costs and banking practices in Russia.

The British International Freight Association (BIFA) at: <http://www.bifa.org/home> and the Freight Transport Association (FTA) at: <http://www.fta.co.uk/> can assist in locating freight forwarders to transport your goods to Russia.

### Posting goods

For information about sending goods by post to Russia, visit Royal Mail at: <http://www.royal-mail.com/russia>. Russian Post, the postal system in Russia, has its own restrictions and prohibitions for international mailing of specific items. Visit: <http://www.pochta.ru> for further details.

### Shipping restricted, banned and dangerous goods

Certain goods are classed as restricted or dangerous. If you wish to import any of these goods into Russia they are subject to special rules. For more information visit: <https://www.gov.uk/shipping-dangerous-goods/what-are-dangerous-goods>.

You should seek advice on the latest import licensing requirements, or even consider employing a local agent who will have this knowledge. For information and assistance contact the Department for International Trade (DIT) team in Russia at: <https://www.gov.uk/world/organisations/department-for-international-trade-russia#contact-us>.

### Terms of delivery

You should ensure your contract includes agreement on terms of delivery using incoterms. Visit: <https://www.gov.uk/guidance/international-trade-paperwork-the-basics#international-trade-contracts-and-incoterms> for more information.

### UK Export Finance

The UK Government can provide finance or credit insurance specifically to support UK exports through UK Export Finance (UKEF) – the UK's export credit agency. See: <https://www.gov.uk/government/organisations/uk-export-finance>.

For up-to-date country-specific information on the support available see UKEF's cover policy and indicators for Russia at: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#russian-federation>.

*[Source – UKEF/gov.uk]*





## **RUSSIA**

Establishing personal relationships is essential in conducting business in Russia. You should invest time and effort into creating rapport with your business partners. ►





**Open to Export** is a free online information service from The Institute of Export & International Trade, **dedicated to helping small UK businesses** get ready to export and **expand internationally**



### How can we help?

A wealth of free information and practical advice on our website using:

Step-by-step guides covering the whole export journey from 'Selecting a market' to 'Delivery and documentation'

A comprehensive webinar programme covering all aspects of international trade

The online Export Action Plan tool helping businesses create a roadmap to successful new markets

Quarterly competitions for the chance to win £3,000 cash and further support

**Sign up today to take your next steps in international trade**

**Register for free on [www.opentoexport.com](http://www.opentoexport.com)** for updates on our content and webinars, and to start your Export Action Plan.

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## Business etiquette, language & culture

### ■ Meeting and greeting

Establishing personal relationships is essential in conducting business in Russia. You should invest time and effort into creating rapport with your business partners, and be aware that as Russia is a conservative, hierarchical society it is considered important to create a good impression by dressing smartly.

When meeting and greeting it is normal to shake hands with men although not expected with women, although this is becoming more common. Russians address each other by name and patronymic, but it is perfectly acceptable for foreigners to use first names.

### ■ Language

An increasing number of Russian companies, particularly those with an international outlook, have English speakers on their staff. Many of the younger generation – particularly in Moscow, St Petersburg and other large cities – can speak some English, but few do in more rural areas. When setting up an appointment, you should always ask if your contact speaks English or if they would feel more comfortable with an interpreter.

### ■ Interpreters

Your interpreter is one of your key assets, so needs to be chosen carefully. We recommend you use a professional interpreter for negotiations and avoid using electronic translation for your correspondence.

Initial written approaches to Russian companies should always be in Russian, and your literature should be translated too.

Lists of potential interpreters and translators can be found at: <https://www.gov.uk/government/publications/russia-list-of-translators-and-interpreters>.

### ■ Meetings

Arrange meeting schedules around two weeks before arrival, and confirm closer to the visit, reconfirming the day prior to the scheduled time. It is an idea to provide the Russian company with the subject of the meeting and provisional support materials in advance too.

Meetings can be formal, normally starting with business and ending with small talk, although overly-informal behaviour could be construed as lack of respect.

Russian business is hierarchical, with decisions being made by the highest ranking person, so you should not expect lower-level staff to have the authority to make decisions. As Russian companies are often driven and directed by one strong, central character you should therefore ideally try to reach the decision-maker at the top as early as possible, and send your top person to meet with them, as this is indicative of how much you value your prospective business in Russia.

[Source – DIT]

> Clear, consistent content is vital to making your business understood overseas. **So don't leave it to chance.**

- > Well-known companies we already work with include: Serco, Experian, Intertek, IKEA and Caterpillar
- > For a structured approach to translation, please read the article that follows



Protecting your Reputation  
Worldwide™



If you're reading this guide, the chances are you're either a seasoned exporter, or you're committed to investigating new export opportunities for your business. Whichever category you fall into, you'll have a good idea of the huge investment in time, effort and resources which is required for export success.

Your priority will be to get your product or service to market, and it's a fact of life that procurement of peripheral resources such as translation is often left to the last minute. In this article we'd like to demonstrate to you how building translation into the early planning stages of your export campaigns can pay dividends.

The internet, mobile connectivity and social media mean that now more than ever before customers, be they B2B or B2C, are buying goods and services within the context of a connected world of instant communication.

Buying decisions carried out in isolation of wider and constantly changing sector, economic or social contexts are a thing of the past. This means that increasingly any product or service has to be supported with professional technical, marketing or other contextual content.

As examples of this, exporters need their technical documentation to be easily assimilated, their marketing content to be compelling, and their website to be informative and memorable. Human resources departments on the other hand need sensitive localisation of policies & procedures in line with local legislation, corporate guidelines and house style.

After all an international expansion strategy or company restructuring could easily be undermined by insensitive internal communication.

In non English-speaking markets, all of the above can be achieved by working with a reliable and professional translation partner.

So how can really good translation help build your export success:

- clear and accurate foreign-language branding and content will motivate foreign customers to buy from you
- consistent and harmonised messaging helps to convey and reinforce your company's values and ethos
- corporate and operational risk through poor quality communication and misunderstanding is eliminated
- overall brand integrity and reputation are enhanced

The following components are key to a successful translation project, and show how AST can make the process of internationalising outward-facing and internal communications simpler, more professional and more cost-effective:

### **Rigorous selection of translators**

AST's ISO9001 certified and ISO17100 compliant processes mean that the company has approved sector-specialist translators whatever the language and deadline requirements, with experienced proofreaders to give the text precision and professionalism to really focus the reader's attention.

### **Translation memory technology**

Client-facing documents produced periodically often contain sections which stay the same and sections which need updating. Similarly company websites and technical data or manuals can contain identical paragraphs and sections. Translation Memory technology is used in this situation to identify duplicate and legacy text. The duplicates are logged and reused – leading to reduced turnaround times and resulting

cost savings – with company wordings for products, processes, titles and descriptions translated consistently.

### **Terminology management**

The key words used to describe your company's products, services and processes support your brand and identity. This is equally true in your foreign language communications. Unfortunately, once translated it is often easy to lose control of key terms, leading to uncertainty as to whether the translations are having the desired impact. AST's terminology management prevents this. Glossaries are maintained in multiple languages and client terminology is checked in each language by industry sector experts. As the glossary grows it can be reused with each new project, so client content is always on-message and brand integrity consistent.

So there's really no need for you to leave the "softer" aspects of your export campaign to chance. Using a professional translation company like AST provides a guarantee that your international content will be clear, consistent and effective. Whatever the language.

# > YOU NEED YOUR SALES, TECHNICAL AND WEBSITE CONTENT TO BE **TRANSLATED BY EXPERTS!**

- > We're recognised as a UK leader for translating high profile, client-facing documents
- > All our translators are rigorously selected so your text will be translated by the best people in the business
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**No matter how urgent your assignment we can translate it.**





## **RUSSIA**

Ensure that your IP rights are protected by contacting a local lawyer who is specialised in Intellectual Property. Remember that it is easier and more cost-effective to prevent any issues by preparing correctly, rather than dealing with problems that arise later from a dispute. ►





WHAT ARE **THE CHALLENGES?**

## What are the challenges?

### ■ Challenges and risks when doing business in Russia

Doing business in Russia can be more difficult than in many OECD countries, so it is important that you come to Russia well prepared.

Challenges you need to be aware of, include the vast distances involved when travelling between cities, and differing regulations (and languages) across Russia's many regions. Bureaucracy and slow responses from government and local authorities can also be an issue, as well as transparency and rule of law.

You also need to be aware of possible trade restrictions following the introduction of sanctions by the EU. For more information visit: <https://www.gov.uk/government/news/doing-business-in-russia-and-ukraine-sanctions-latest>.

For further details of the recent six-month extension to the sanctions, see the EU Council's press release of 21<sup>st</sup> December 2018 at: <https://www.consilium.europa.eu/en/press/press-releases/2018/12/21/russia-eu-prolongs-economic-sanctions-by-six-months/>.

*[Source – gov.uk/EU Council]*

### ■ Business risk

#### **Bribery and corruption**

Bribery is illegal. It is an offence for British nationals or someone who is ordinarily resident in the UK, a body incorporated in the UK or a Scottish partnership, to bribe anywhere in the world. In addition, a commercial organisation carrying on a business in the UK can be liable for the conduct of a person who is neither a UK national or resident in the UK or a body incorporated or formed in the UK. In this case it does not matter whether the acts or omissions which form part of the offence take place in the UK or elsewhere.

Businesses operating in Russia need to be aware that corruption is endemic, and is a major concern. Although the Russian authorities are making some efforts to curb corruption and bribery, Transparency International's latest 2018 Corruption Perceptions Index (announced January 2019) ranks Russia 138<sup>th</sup> out of 180 countries (the UK ranks 11<sup>th</sup>): <https://www.transparency.org/country/RUS>.

Visit the Business Anti-Corruption portal at: <http://www.business-anti-corruption.com/country-profiles/russia> for procedures you can establish to protect your company from corruption risks.

*[Source – FCO Overseas Business Risk, Russia/gov.uk]*

## Protecting your Intellectual Property (IP)

As a signatory to major international treaties on Intellectual Property rights, Russia's legal provisions are mainly in line with international standards.

IP rights are territorial, which means that they only give protection within the countries where they are registered. You should therefore consider registering your IP rights (if necessary) in Russia before entering the market. If you do not possess sufficient IP protection it may become very hard to trade in Russia and you could swiftly lose your place within the market. It is also crucial to have competent trademark registration and patent protection in place. These are covered by the Federal Service for Intellectual Property, Patents and Trademarks (Rospatent). Visit: <http://www.rupto.ru/start?lang=en> for further information.

Ensure that your IP rights are protected by contacting a local lawyer who is specialised in Intellectual Property. Remember that it is easier and more cost-effective to prevent any issues by preparing correctly rather than dealing with problems and legal issues that arise later from a dispute. A list of potential lawyers in Russia can be found at: <https://www.gov.uk/government/publications/russia-list-of-lawyers>.

Information is provided on the UK Government's Intellectual Property page at: <https://www.gov.uk/intellectual-property-an-overview>, and at the Intellectual Property Office – the UK Government agency providing free and impartial advice on protecting and registering your IP in the UK and abroad. See: <https://www.gov.uk/government/organisations/intellectual-property-office>.

Russia's 2018 Intellectual Property Rights Index (IPRI) score increased by 0.847 to 4.890 placing it 16<sup>th</sup> in the Central Eastern Europe and Central Asia region, and 84<sup>th</sup> in the world. See: <https://www.internationalpropertyrightsindex.org/country/russia>.

*[Source – FCO Overseas Business Risk, Russia/gov.uk/IPRI]*

## Protective security advice

You need to be aware of some protective security issues if doing business in Russia, particularly of the following activities of the local security service (FSB):

- IT attacks against office computers, laptops, PDAs and other electronic devices
- physical, audio and video surveillance
- approaches to staff
- interception of telephone calls (landline and mobile), texts, emails, fax and post
- searches of offices, homes, vehicles and (especially) hotel rooms (including safes)

The UK Government has advice on crime and fraud prevention in international trade, at: <https://www.gov.uk/guidance/crime-and-fraud-prevention-for-businesses-in-international-trade>.

*[Source – FCO Overseas Business Risk, Russia/gov.uk]*



## **RUSSIA**

UK companies can use a number of ways to get started in Russia, including online selling, direct exports and sales, forming an agreement with a distributor, forming a representative office, franchising or setting-up a branch in Russia of a foreign legal entity. ►





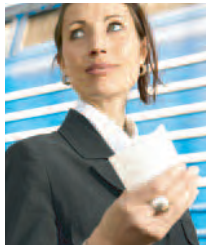


# INSTITUTE OF EXPORT

& INTERNATIONAL TRADE

## What does membership of the Institute of Export & International Trade mean?

To most the Institute of Export & International Trade simply plods away providing much needed qualifications to professionalise the industry however, did you realise that our helpline is one of the busiest and best in the industry? It's all part of membership and, if you need more than a phone call, we can put together a project to fulfil your needs. 2015 saw the launch of our Technical Help for Exporters that recognises the volume of legislation and regulation that covers our industry and gives you the comfort of knowing that if you don't know, you know someone who does!



Innovation is key to the success of the Institute and new ideas include our New Exporter package. This allows a business to enter a new market secure in the knowledge that they have an understanding of how they will operate and comply with any specific regulations and standards. Practical help and assistance is always available from the Institute so any additional training can be tailored to the business and the team that needs the knowledge.

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The work of the IOE&IT also extends to representing membership views. Knowledge gained from our members' feedback, those who get involved with

the forums and Special Interest Groups, and those who attend our training courses or study with us, enables us to represent the industry at government levels in both the process and delivery of policy for international trade. These views also help us to ensure that the training programmes are effective and pertinent to the industry needs. Our Diploma in World Customs Compliance and Regulation is testament to the way we listen to our members' needs. This was driven by Nissan, Adidas, John Lewis and many others and will neatly dovetail into any AEO work ensuring that quality standards are met at manager and junior staffing levels.

Starting in 1935, the Institute committed itself to building competence and growing confidence for businesses trading in goods and services, which at the time, was a far reaching remit. Over the years this remit has seen us develop from simply providing training in short course format over a day, or perhaps two, into a fully-fledged Ofqual Awarding Organisation that operates specifically to deliver international trade education.



This status allows our individual members and corporates alike to be sure that they are part of a quality organisation with plans for growth integrated with a sustainable future for the global prosperity of UKPlc.

Part of our work includes mapping existing qualifications to roles and producing training needs analyses to ensure staffing progression and continuity. The need to upskill our workforce to match those of our competitors is a key element vital for growth. Our focus is on recognising that International trade needs specific knowledge, coupled with a strong belief that we must start to talk to

our young people at an earlier stage. We need to engage the next generation in thinking about how world trade works and how it will be great for British businesses. They need to know how items arrive in the shops which, in turn, will begin to spark ideas. As these young people join companies they will bring a fresh outlook that all things are possible especially if you operate globally.



Why not call us and get involved? It has never been more important that we act as an industry to help – we need experts and commitment to professionalising international trade from businesses large and small – help your institute to stay ahead of the curve.

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### **Institute of Export & International Trade**

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Lesley Batchelor OBE, FIEEx (Grad) –  
Director General, Institute of Export & International Trade

## Focusing on qualifications.

A focus on qualifications - but why do we need them?

I'd like to tell you about my story, it's ok it won't take too long but I think it's similar to a lot of people that work in international trade.

I left school with no ambition to do anything other than help my mum make ends meet. I wanted to be a seamstress but we couldn't afford the material for the interview so I went into an accounts department at a large pharmaceutical company. Luckily for me they recognised a hard worker and asked me to work in various departments. After a year they asked me which one I like the best and without even thinking I said "international", and that was my career set out for me.

Working in international trade I found that I needed to understand so many different things - from how trade agreements impacted a sale to the legal aspects of trade and how different systems worked in terms of contract and disputes. Getting paid brought about a whole new set of issues and this really made me learn and think about the implications of offering credit and how it can be used to your advantage.

Things I learnt about logistics and the paperwork that was needed to support a trade were empirical and slowly I became sure of my knowledge. The problem was, that when I wanted to move on to the next company, I had nothing to show I had that knowledge. It was frustrating to find that the knowledge that I had accumulated over 11 years wasn't evidenced in any way and that no-one knew exactly what I knew. I was lucky enough to get my next job with a well-known Japanese computer company but it made me realise that if I wanted a career, I needed to get qualified.

So I spent the next two years, two nights a week at night school honing my skills and building a knowledge and understanding of all aspects of the trade I had entered "by the back door". Finally, exhausted but with a full understanding of how planning and control worked, I passed and became a Graduate Member of the Institute of Export & International Trade, suffix MIEEx (Grad) in 1991.

Well, many things have changed since then, as after many years of working in international trade, I took over at the helm, steering the qualifications and the Institute towards a better place. We have now gained Ofqual Awarding Organisation status for the qualifications and have worked hard on ensuring we are ready for the next 80 years of representing the industry and standing as guardian of professional standards in international trade.

OFQUAL\* awarding status is hard earned and we are proud to be the only professional body operating in this international trade environment.



## IOE&IT Qualifications in brief

[www.export.org.uk/page/qualifications](http://www.export.org.uk/page/qualifications)

- Level 1 Young International Trader  
(Available electronically)
- Level 2 International Trade Logistic Operations \*\*
- Level 3 Certificate of International Trade  
Certified International Trade  
Adviser
- Level 4 Advanced Certificate in  
International Trade
- Level 5 Diploma in International Trade  
Diploma in World Customs  
Compliance and Regulations
- Level 6 Foundation Degree jointly  
delivered with \*\*\* Anglia Ruskin  
University  
**Higher Apprenticeship in  
International Trade - the first  
so far.**

Our courses at level 3 onwards are delivered online using a blended learning technique which involves the support of an expert tutor for each topic. The IOE&IT online campus offers a range of learning tools, from power-point presentations and videos to online chats and forums for the students. The Institute has a success rate of 95% in helping our students through these academic programmes.

**The Advanced Certificate in International Trade** - Elective modules have been added to the level 4 Advanced Certificate syllabus. In addition to the three core modules of Business Environment, Market Research & Marketing and Finance of International Trade, students can now choose a fourth elective module from:

- a. International Physical Distribution
- b. Selling Services, Skills and Software Overseas
- c. Or one of:
  - i. Doing business & communicating in Arabic speaking markets
  - ii. Doing business & communicating in Spanish speaking markets
  - iii. Doing business & communicating in German markets
  - iv. Doing business & communicating in Chinese markets
  - v. Doing business & communicating in Russian markets

The series of modules above carry language skills training, the focus being on basic business language needed and business culture

eBusiness internationally was launched in summer 2016.

**The Diploma in International Trade** - level 5 is equivalent to the second year of a degree and is accepted as entry level for:-

**BSc (Hons) in Management Practice** - International Trade with Plymouth University  
-Online 24 months

**MSc International Trade, Strategy and Operations** with Warwick University - 36 months part residential

[www.export.org.uk/page/qualifications](http://www.export.org.uk/page/qualifications) will give you more detail and a contact who will talk you through your options.

\*The OFQUAL Register of Regulated Qualifications contains details of Recognised Awarding Organisations and Regulated Qualifications in England (Ofqual), Wales (Welsh Government) and Northern Ireland (Ofqual for vocational qualifications and CCEA Accreditation for all other qualifications).

\*\* International Trade Logistic Operations is delivered through our approved centres

\*\*\* Anglia Ruskin University is Entrepreneurial University of the Year



## British Embassy Moscow

### **The British Embassy Moscow maintain and develop relations between the UK and Russia. They provide services to British nationals living in and visiting Russia**

The British Embassy Moscow help bilateral political relations between UK and Russia and work closely with the Russian Government to address international issues of concern. They support British exports to, and investment in, Russia, providing a wide range of services to both British and Russian businesses. They encourage a low-carbon, high growth global economy, support world-class science and innovation collaboration between the UK and Russia, as well as links between the armed forces in both countries.

Find out more on their UK and Russia news page, here: <https://www.gov.uk/world/russia/news>.

The British Embassy Moscow provides services to British nationals living in and visiting Russia. You can access UK Government services while in Russia, here: <https://www.gov.uk/world/russia>.

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#### **Urgent assistance**

If you are in Russia and you need urgent help (for example, you have been attacked, arrested or someone has died), call +7 495 956 7200. If you are in the UK and worried about a British national in Russia, call 020 7008 1500.

#### **Get an emergency travel document**

You can apply for an emergency travel document if you are abroad and your passport has been lost or stolen, damaged or expired, and you cannot get a new

or replacement passport in time to travel, here: <https://www.gov.uk/emergency-travel-document>.

If the person needing the emergency travel document is under 16, a parent or guardian should apply on their behalf.

If you are due to travel in the next 24 hours, contact the British Embassy Moscow as soon as possible, here: <https://www.gov.uk/world/organisations/british-embassy-moscow#contact-us>.

If you are travelling in more than 3 weeks, check if you can get a new or replacement passport in time to travel, here: <https://www.gov.uk/renew-adult-passport>.

If you arrived in Russia on a Russian visa, its replacement must be obtained via visa sponsor in order to leave Russia. If you apply for an ETD because your passport has been lost or stolen, you will be expected to produce a Police report when applying for an exit visa from Russian authorities.

### **If you are not a British citizen or have not had a British passport before**

If you are not sure, check if you are a British citizen, here: <https://www.gov.uk/check-british-citizen>.

If you are not a British citizen but think you may be eligible, contact the British Embassy Moscow to apply for an emergency travel document, here: <https://www.gov.uk/world/organisations/british-embassy-moscow#contact-us>.

## **Other consular services**

### **Notarial and documentary services**

See the full list of notarial and documentary services the British Embassy Moscow provide, here: <https://www.gov.uk/guidance/notarial-and-documentary-services-guide-for-russia>.

### **Consular fees**

The British Embassy Moscow charge fees for some of their services. See the full list of consular fees in Russia, here: <https://www.gov.uk/government/publications/russia-consular-fees>.

They also provide services in Ekaterinburg, see: <https://www.gov.uk/world/organisations/british-consulate-general-ekaterinburg>.

All consular services are by appointment only. Book your appointment online: [https://www.consular-appointments.service.gov.uk/fco#!/british-embassy-moscow/-/service\\_list](https://www.consular-appointments.service.gov.uk/fco#!/british-embassy-moscow/-/service_list).

## **Contact details**

### **British Embassy Moscow**

121099 Moscow  
Smolenskaya  
Naberezhnaya  
10 Russia

### **Switchboard:**

+7 495 956 7200

### **Fax:**

+7 495 956 7481

### **General enquiries:**

### **Email:**

[ukinrussia@fco.gov.uk](mailto:ukinrussia@fco.gov.uk)

### **Visa enquiries to Visa Application Centre:**

### **Email:**

<https://www.gov.uk/brows-e/visas-immigration>

### **Consular Services for British nationals:**

### **Email:**

[RussiaConsular@fco.gov.uk](mailto:RussiaConsular@fco.gov.uk)

### **Media enquiries:**

### **Email:**

[Media.Moscow@fco.gov.uk](mailto:Media.Moscow@fco.gov.uk)

### **Opening hours (British Embassy):**

Monday to Friday:  
9am to 1pm, 2pm to 5pm

### **Opening hours (Consular section):**

9am to 12pm  
(except public holidays)

If you cannot reach the British Embassy Moscow on their usual number, please call +44 1908 516666

## ABOUT US

Launched in 2007, Start Up Overseas has become the definitive online resource for companies who are looking to expand internationally, export products or set up overseas operations.

We have all the information you will need to trade in 60 countries.

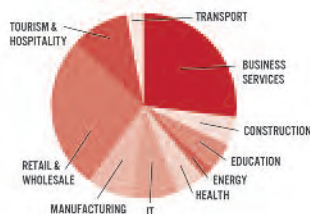
## LOOKING FOR HELP DOING BUSINESS IN RUSSIA?

You are not alone. In January 2017, 29,064 companies used Start Up Overseas to find up to date information – and to find service providers who could help.

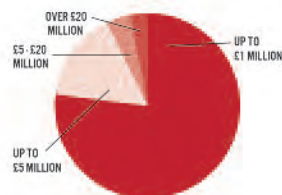
## WHY DO COMPANIES USE START UP OVERSEAS?

- **Country Guides** – the essential information you will need to trade on foreign soil.
- **Business Directory** – A helpful directory giving you the tools and contacts to run your business overseas.
- **Ask the Expert** – Experts are waiting to answer your questions
- **Start Up Overseas Forum** – Join our virtual community. Share knowledge & advice with people facing similar issues to you.
- **Editors News** – Subscribe to our free newsletter, and keep completely up to date with all the developments in international trade.

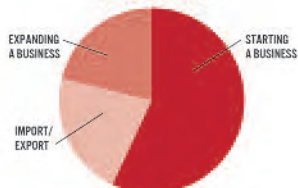
**INDUSTRY SECTORS**



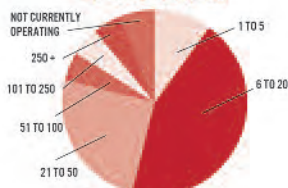
**TURNOVER**



**BUSINESS STATUS**



**NUMBER OF EMPLOYEES**



## WHAT OUR ADVERTISERS SAY:

*Accounting Advantage experience with Startupoverseas has been positive, since we have been able to help people to see Portugal as a potential market, and develop their business.*

*Startupoverseas provides us with the opportunity we need to reach other markets. Thank you for that.*

Claudia de Oliveira  
Azevedo Accounting Advantage

*The startupoverseas website is a great platform to interact directly with entrepreneurs and SME's and has generated a number of good leads from the UK and Asia for us.*

Nadia Rinawi RAK Free Trade Zone





## ADVERTISE WITH US

Launched in 2007, StartupOverseas is the first port of call for companies looking to trade internationally for the first time.

Over 25,000 unique visitors a month use our website to source information, and to find suppliers who can help them achieve their aims.

If your company provides a service to organisations entering new markets, then advertising on [www.startupoverseas.co.uk](http://www.startupoverseas.co.uk) can introduce you to new customers.

We offer a range of packages to suit all ambitions and budgets, so to find out more, email [admin@startupoverseas.co.uk](mailto:admin@startupoverseas.co.uk) or give us a call on +44 (0)117 907 3520



## CONTACTUS

To contact the sales team: [simon@startupoverseas.co.uk](mailto:simon@startupoverseas.co.uk)

To contact the editorial team: [caroline@startupoverseas.co.uk](mailto:caroline@startupoverseas.co.uk)

If you have any general questions email using the above details or call us on: +44 (0)117 907 3520. See more at: [www.startupoverseas.co.uk/aboutus](http://www.startupoverseas.co.uk/aboutus)

[www.startupoverseas.co.uk](http://www.startupoverseas.co.uk)

## The Institute of Export & International Trade



### The Institute of Export & International Trade

Export House  
Minerva Business Park  
Lynch Wood  
Peterborough  
PE2 6FT, UK

T: +44 (0) 1733 404400  
[www.export.org.uk](http://www.export.org.uk)

## Department for International Trade (DIT)



### Department for International Trade (DIT)

If you have a specific enquiry about the Russian market which is not addressed by the information in this guide, you may contact:

Email: [enquiries@trade.gsi.gov.uk](mailto:enquiries@trade.gsi.gov.uk)  
Enquiries: +44 (0) 20 7215 5000

Otherwise contact DIT at the British Embassy Moscow directly, for more information and advice on opportunities for doing business in Russia:

### UK Department for International Trade Moscow

British Embassy  
121099 Moscow  
10 Smolenskaya naberezhnaya  
Russia

E: [tradeinvestmentmoscow@fco.gov.uk](mailto:tradeinvestmentmoscow@fco.gov.uk)  
T: +7 495 956 7200

### UK Department for International Trade Ekaterinburg

British Consulate General  
620075 Ekaterinburg  
15A Gogol Street, Russia

T: +7 343 253 5600



# UK Export Finance

## UK Export Finance

UK Export Finance is the UK's export credit agency and is the operating name of the Export Credits Guarantee Department (ECGD). UKEF's mission is to ensure that no viable UK export fails for lack of finance or insurance from the private sector, while operating at no net cost to the taxpayer.

We help UK companies of all sizes and in all sectors win, fulfil and get paid for export contracts. We provide insurance to exporters and guarantees to banks to share the risks of providing export finance. In addition, we can make loans to overseas buyers of goods and services from the UK.

As the world's first export credit agency, established in 1919, we've been innovating since day one.

- Last year, we provided £2.5 billion of support for UK exports, helping 191 companies sell to 75 markets around the world.
- 77% of all companies we supported were small to medium-sized businesses.
- We also lent £666 million directly to overseas buyers to help them buy from the UK - more than double the amount for 2016 to 2017.

New business enquiries:  
To check your eligibility for trade finance and insurance: Visit:  
[www.great.gov.uk/get-finance](http://www.great.gov.uk/get-finance)

Call: +44 (0) 20 7271 8010

Email: [customer.service@ukexportfinance.gov.uk](mailto:customer.service@ukexportfinance.gov.uk)

## Russo-British Chamber of Commerce (RBCC)



### Russo-British Chamber of Commerce (RBCC)

[www.rbcc.com](http://www.rbcc.com)

London:  
11 Belgrave Road, SW1V 1RB,  
London  
T: + 44 20 7931 6455  
Contact Louis Green:  
[louis.green@rbcc.com](mailto:louis.green@rbcc.com)

Moscow:  
Galeriya Aktyor, 4<sup>th</sup> Floor, 16/2  
Tverskaya Street, 125009 Moscow  
T: + 7 (495) 961 21 60  
Contact Maria Sarkisova:  
[Maria.sarkisova@rbcc.com](mailto:Maria.sarkisova@rbcc.com)

## British Expertise



### British Expertise

23 Grafton Street  
London W1S 4EY

T: +44 (0) 20 7824 1920  
F: +44 (0) 20 7824 1929

[www.britishexpertise.org](http://www.britishexpertise.org)

## International Market Advisor



### International Market Advisor

IMA Ltd. 2<sup>nd</sup> Floor, 32 Park Green  
Macclesfield SK11 7NA

Email: [info@ima.uk.com](mailto:info@ima.uk.com)

General enquiries switchboard  
T: +44 (0) 1298 79562

[www.DoingBusinessGuides.com](http://www.DoingBusinessGuides.com)



## Language Services

**AST Language Services Ltd**

Unit 8, Ayr Street, Nottingham  
NG7 4FX United Kingdom

T: +44 (0) 115 970 5633

F: +44 (0) 845 051 8780

E: office@astls.co.uk

[www.astlanguage.com](http://www.astlanguage.com)

## School/Education Services

**Brookes Moscow (International School)**

Lazorevyy Proezd, 7,  
Moscow, Russia, 129323

T: +7 (499) 110 70 01

E: [info@moscow.brookes.org](mailto:info@moscow.brookes.org),  
[admissions@moscow.brookes.org](mailto:admissions@moscow.brookes.org)  
[www.moscow.brookes.org](http://www.moscow.brookes.org)

Contact: Yulia Clarke  
Head of Marketing and External  
Relations  
[yclarke@moscow.brookes.org](mailto:yclarke@moscow.brookes.org)

## Recruitment/Executive Search

**G-NIUS**

G-NIUS Moscow  
Ulitsa Krasnoproletarskaya 16/1  
127473 Moscow

T: +7 495 665 71 10

E: [moscow@g-nius.ru](mailto:moscow@g-nius.ru)

G-NIUS St. Petersburg, Nevsky  
Prospekt 30, 119011 St. Petersburg

T: +7 812 374 65 70

E: [spb@g-nius.ru](mailto:spb@g-nius.ru)

## Banking/Financial Services

**HSBC Russia**

HSBC Bank (RR)  
 (Limited Liability Company)  
 2 Paveletskaya Square, Bld.2  
 115054, Moscow  
 Russian Federation

T: +7 (495) 721-1515  
 F: +7 (495) 258-3154  
 E: [hsbc.moscow@hsbc.com](mailto:hsbc.moscow@hsbc.com)

[www.hsbc.ru](http://www.hsbc.ru)

## Law/Legal Services

# Linklaters

**Linklaters Russia**

Paveletskaya sq. 2, bld. 2  
 Moscow 115054

T: +7 495 797 9797  
 F: +7 495 797 9798

E: [moscow@linklaters.com](mailto:moscow@linklaters.com)  
[www.linklaters.com](http://www.linklaters.com)

Denis Uvarov  
 Managing Partner/Head of M&A  
 Tel: +7 495 797 9728  
[denis.uvarov@linklaters.com](mailto:denis.uvarov@linklaters.com)

Dmitry Dobatkin  
 Head of Finance & Projects  
 Tel: +7 495 797 9733  
[dmitry.dobatkin@linklaters.com](mailto:dmitry.dobatkin@linklaters.com)

Vladimir Melnikov  
 Head of Dispute Resolution  
 Tel: +7 495 797 9727  
[vladimir.melnikov@linklaters.com](mailto:vladimir.melnikov@linklaters.com)

Lev Loukhton  
 Head of Real Estate  
 Tel: +7 495 797 9283  
[lev.loukhton@linklaters.com](mailto:lev.loukhton@linklaters.com)

## MOORE STEPHENS

### Moore Stephens Russia

E: [Info@moorestephens.ru](mailto:Info@moorestephens.ru)  
[www.moorestephens.ru](http://www.moorestephens.ru)

Moore Stephens Moscow  
Floor 6,  
Building A,  
2, Odesskaya Street,  
Moscow,  
Russian Federation 117638

T: +7 495 589 3498  
E: [Moscow@moorestephens.ru](mailto:Moscow@moorestephens.ru)

Moore Stephens Vladivostok  
8<sup>th</sup> Floor, 8 Lazo St,  
Vladivostok,  
Russia 690003

T: +7 (423) 241-45-54

Moore Stephens Sakhalin  
Office 40, Building 119A,  
Prospekt Mira,  
Yuzhno-Sakhalinsk,  
Russia

T: +7 (4242) 225 441

Moore Stephens Novosibirsk  
Office 515, Building,  
77B Krasniy Prospect,  
Novosibirsk,  
Russia, 630091

T: +7 495 589 3498 (ext. 301)

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MARKETS AND SUCCEED**

SEMINARS LED BY INTERNATIONAL BUSINESS EXPERTS

CUTTING EDGE SUPPLIERS TO HELP YOU SET UP OVERSEAS

1-2-1 ADVICE & INTERACTIVE FEATURES

CO-LOCATED WITH **THE BUSINESS SHOW**



Going Global runs annually every May at the ExCeL London. For the dates of the next event, please visit [www.goinggloballive.co.uk](http://www.goinggloballive.co.uk)



## ■ Trade shows

A trade show is a method of promoting a business through the exhibition of goods and services, an organised exhibition of products, based on a central theme, where manufacturers meet to show their products to potential buyers.

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. DIT's Tradeshows Access Programme (TAP) provides grant support for eligible SME firms to attend trade shows overseas.

Participation is usually as part of a group, a great advantage for inexperienced businesses, and is usually led by one of DIT's Accredited Trade Associations (ATOs). ATOs work with DIT to raise the profile of UK groups and sectors at key exhibitions.

For more information visit: <https://www.gov.uk/tradeshows-access-programme>.

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### **IOE&IT's events:**

[www.export.org.uk/events/event\\_list.asp](http://www.export.org.uk/events/event_list.asp)

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### **10 Times**

(formerly BizTradeShows.com):  
[www.10times.com/russia](http://www.10times.com/russia)

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### **British Expertise Events:**

<https://www.britishexpertise.org/events/>

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### **EventsEye.com online database:**

[www.eventseye.com](http://www.eventseye.com)

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### **DIT online events search facility:**

<https://www.events.great.gov.uk/ehome/index.php?eventId=200183029&>



## Useful Links

### ■ Country information:

BBC Website:  
[http://news.bbc.co.uk/1/hi/country\\_profiles/default.stm](http://news.bbc.co.uk/1/hi/country_profiles/default.stm)

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FCO Country Profile:  
<https://www.gov.uk/foreign-travel-advice/russia>

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### ■ Culture & communications:

ICC – The international language association:  
<http://www.icc-languages.eu/>

---

### ■ Customs & regulations:

HM Revenue & Customs:  
<https://www.gov.uk/government/organisations/hm-revenue-customs>

---

### ■ Economic information:

The Economist:  
<https://www.economist.com/topics>

---

Trading Economics:  
[www.tradingeconomics.com](http://www.tradingeconomics.com)

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### ■ Export control:

Export Control Joint Unit:  
<https://www.gov.uk/guidance/beginners-guide-to-export-controls>

---

### ■ Export finance & insurance:

British Insurance Brokers Association (BIBA):  
[www.biba.org.uk](http://www.biba.org.uk)

---

UK Export Finance (formerly ECGD):  
[www.gov.uk/government/organisations/uk-export-finance](http://www.gov.uk/government/organisations/uk-export-finance)

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### ■ Intellectual Property:

Intellectual Property Office:  
<https://www.gov.uk/government/organisations/intellectual-property-office>

---

World Intellectual Property Organization (WIPO):  
[http://www.wipo.int/treaties/en/text.jsp?file\\_id=288514](http://www.wipo.int/treaties/en/text.jsp?file_id=288514)

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### ■ Standards & technical regulations:

British Standards Institution (BSI):  
<https://www.bsigroup.com/en-GB/industries-and-sectors/import-export/>

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Export Control Joint Unit (ECJU):  
<https://www.gov.uk/government/organisations/export-control-organisation>

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Intellectual Property Office:  
<https://www.gov.uk/government/organisations/intellectual-property-office>

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National Physical Laboratory:  
<http://www.npl.co.uk/>

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### ■ Trade statistics:

HM Revenue and Customs (HMRC):  
<https://www.uktradeinfo.com/statistics/buildyourowntables/pages/table.aspx>

National Statistics Information:  
<https://www.gov.uk/government/statistics/announcements>

Office for National Statistics:  
<http://www.ons.gov.uk/>

### ■ Trade shows:

British Expertise Events:  
<https://www.britishexpertise.org/events/>

EventsEye.com online database:  
[www.eventseye.com](http://www.eventseye.com)

DIT Events Portal:  
<https://www.events.great.gov.uk/ehome/index.php?eventid=200183029&>

### ■ Travel advice:

FCO Travel:  
[www.gov.uk/browse/abroad](http://www.gov.uk/browse/abroad)

FCO Foreign Travel Insurance:  
<https://www.gov.uk/guidance/foreign-travel-insurance>

### ■ Healthcare abroad:

Travel health:  
[www.travelhealth.co.uk](http://www.travelhealth.co.uk)

TravelHealthPro:  
<https://travelhealthpro.org.uk/countries>

NHS (Scotland):  
<http://www.fitfortravel.nhs.uk/destinations.aspx>

NHS Choices:  
<https://www.nhs.uk/using-the-nhs/healthcare-abroad/>

### ■ International trade:

British Chambers of Commerce (BCC):  
[www.britishchambers.org.uk](http://www.britishchambers.org.uk)

British Council:  
[www.britishcouncil.org](http://www.britishcouncil.org)

British Expertise:  
[www.britishexpertise.org](http://www.britishexpertise.org)

British Franchise Association:  
<http://www.thebfa.org/international>

Centre for the Protection of National Infrastructure (CPNI):  
<http://www.cpni.gov.uk/>

Confederation of British Industry (CBI):  
[www.cbi.org.uk](http://www.cbi.org.uk)

Department for Business, Energy & Industrial Strategy (BEIS):  
<https://www.gov.uk/government/organisations/department-for-business-energy-and-industrial-strategy>

Department for International Trade (DIT):  
<https://www.gov.uk/government/organisations/department-for-international-trade>

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DIT e-exporting programme:  
<https://www.gov.uk/guidance/e-exporting>

---

Exporting is GREAT:  
<https://www.great.gov.uk/>

---

Foreign & Commonwealth Office (FCO):  
[www.gov.uk/government/organisations/foreign-commonwealth-office](http://www.gov.uk/government/organisations/foreign-commonwealth-office)

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Heritage Foundation Index of Economic Freedom:  
<http://www.heritage.org/index/ranking>

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Institute of Directors (IoD):  
[www.iod.com](http://www.iod.com)

---

Institute of Export & International Trade (IOE&IT):  
[www.export.org.uk](http://www.export.org.uk)

---

International Monetary Fund (IMF):  
<http://www.imf.org/external/index.htm>

---

Market Access database:  
<http://madb.europa.eu/madb/indexPubli.htm>

---

Open to Export:  
<http://opentoexport.com/>

---

Organisation for Economic Co-operation and Development (OECD):  
<http://www.oecd.org/>

---

Overseas business risk:  
<https://www.gov.uk/government/collections/overseas-business-risk>

---

Transparency International:  
<http://www.transparency.org/>

---

UK Trade Tariff:  
<https://www.gov.uk/trade-tariff>

---

UK Visas:  
<https://www.gov.uk/government/organisations/uk-visas-and-immigration>

---

World Bank Group economy rankings:  
<http://www.doingbusiness.org/en/rankings>

---

World Economic Forum Global Competitiveness Report:  
<http://reports.weforum.org/global-competitiveness-report-2018/>

---

### ■ Russian websites:

Commonwealth of Independent States (CIS):  
<http://www.cisstat.com/eng/cis.htm>

---

Eurasian Economic Union (EAEU):  
<http://www.eaeunion.org/?lang=en>

---

Federal Air Transport Agency:  
<https://www.favt.ru/>

---

Federal Antimonopoly Service of the Russian Federation (FAS):  
<http://en.fas.gov.ru/>

---

Federal Customs Service:  
<http://eng.customs.ru/>

---



Federal Service for Supervision of  
Communications, Information Technology  
and Mass Media:

<http://eng.rkn.gov.ru/>

---

Federal Tax Service (FTS):

<https://www.nalog.ru/eng>

---

GOST:

<http://www.gost-r.info/>

---

Ministry of Economic Development  
(MED):

<http://economy.gov.ru/en/home/>

---

Ministry of Industry and Trade:

<http://minpromtorg.gov.ru/en/>

---

Rosatom:

<http://www.rosatom.ru/en/>

---

Roskomnadzor:

<http://eng.rkn.gov.ru/>

---

Rospatent:

<http://www.rupto.ru/start?lang=en>

---

Rospotrebnadzor:

<http://www.rospotrebnadzor.ru/en/>

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Embassy of the Russian Federation (UK):

<https://www.rusemb.org.uk/>

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Russian National Tourist Office (UK):

<https://www.visitrussia.org.uk/>

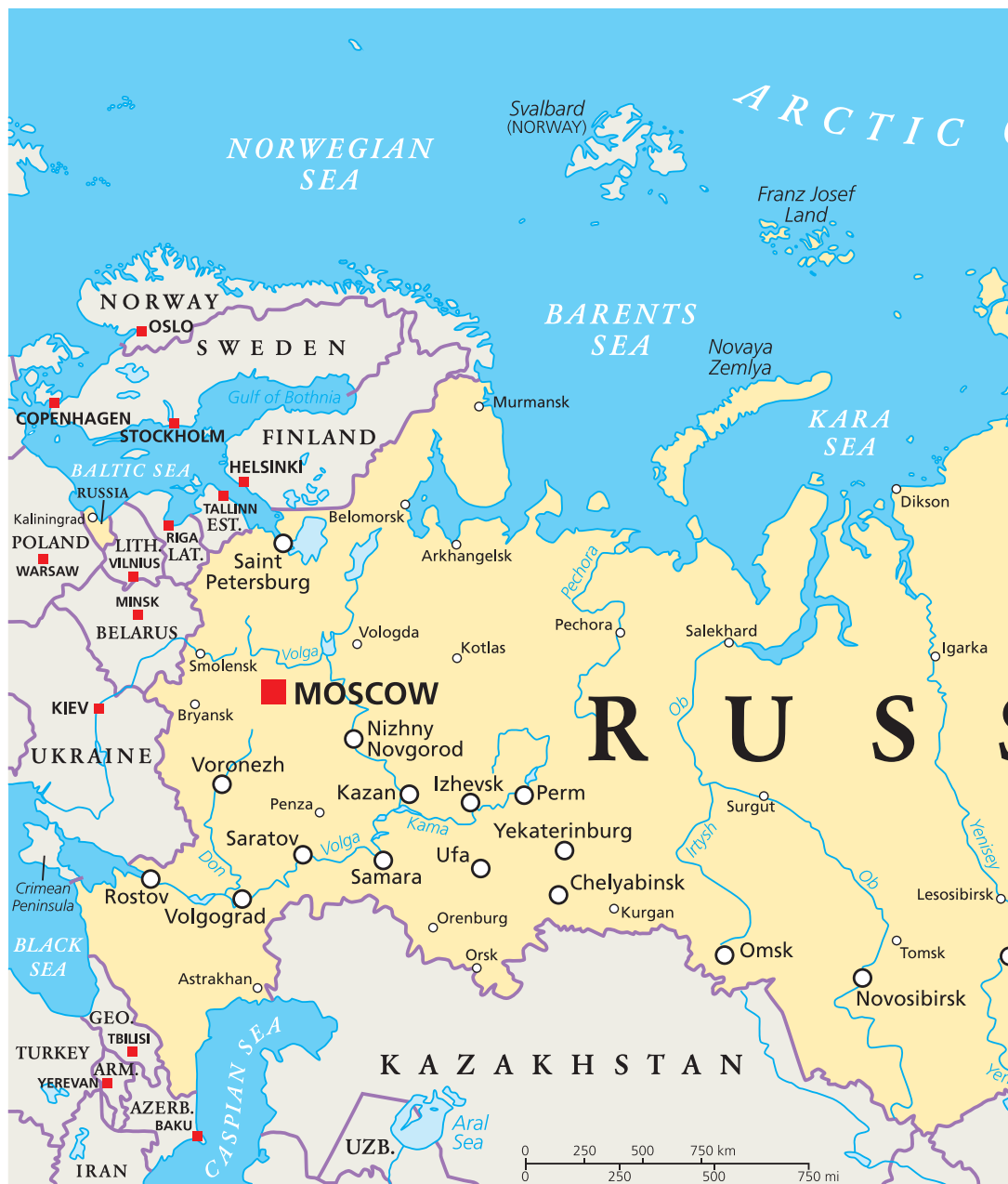
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Rustrade:

<http://rustrade.org.uk/eng/>

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## ■ Disclaimer

Whereas every effort has been made to ensure that the information given in this Guide is accurate, neither International Market Advisor (IMA), the Institute of Export & International Trade (IOE&IT), the British Embassy Moscow, the Russo-British Chamber of Commerce (RBCC), UK Export Finance (UKEF), Department for International Trade (DIT), or the Foreign & Commonwealth Office (FCO), accept liability for any errors, omissions or misleading statements and no warranty is given or responsibility accepted as to the standing of any individual, firm, company or other organisation mentioned.

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In particular, none of the report's contents should be construed as advice or solicitation to purchase or sell securities, commodities or any other form of financial instrument. No liability is accepted by IMA, IOE&IT, the British Embassy Moscow, the Russo-British Chamber of Commerce (RBCC), UKEF, DIT, or the FCO for any loss or damage (whether consequential or otherwise) which may arise out of or in connection with the report. No warranty is given, or responsibility accepted as to the standing of any individual, firm, company or other organisation mentioned.

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# Quick facts

- **Location:** North Asia bordering the Arctic Ocean, extending from Europe (the portion west of the Urals) to the North Pacific Ocean
- **Area:** 17,098,200 km<sup>2</sup>
- **Population:** 144 million
- **Urban population:** 74.3%
- **Capital city:** Moscow
- **GDP per capita:** US \$10,955.8
- **Languages:** Russian (official) 85.7%, Tatar 3.2%, Chechen 1%, other 10.1% (2010 est.)
- **Religions:** Russian Orthodox 15-20%, Muslim 10-15%, other Christian 2% (2006 est.)
- **Government type:** semi-presidential federation
- **Legal system:** civil law system; judicial review of legislative acts
- **Currency:** Russian Ruble (RUB)
- **Climate:** ranges from steppes in the south through humid continental in much of European Russia; subarctic in Siberia to tundra climate in the polar north; winters vary from cool along the Black Sea coast to frigid in Siberia; summers vary from warm in the steppes to cool along the Arctic coast
- **Natural resources:** wide natural resource base including major deposits of oil, natural gas, coal, and many strategic minerals, bauxite, reserves of rare earth elements, timber
- **Natural hazards:** permafrost over much of Siberia is a major impediment to development; volcanic activity in the Kuril Islands; volcanoes and earthquakes on the Kamchatka Peninsula; spring floods and summer/autumn forest fires throughout Siberia and parts of European Russia
- **Time difference:** UTC+3
- **Internet country code:** .ru
- **National holidays:** Russia Day, 12<sup>th</sup> June (1990); note - commemorates the adoption of the Declaration of State Sovereignty of the Russian Soviet Federative Socialist Republic (RSFSR)
- **National symbols:** bear, double-headed eagle; national colours: white, blue, red

[Source – FCO Economics Unit, CIA World Factbook (March 2019)]





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