

# \$50 bn of private capital left Russia in the first nine months this year



## How much did you get?

- “The first reason for our outflows is the high price of oil” : **Alexei Kudrin** , former Finance Minister of the Russian Federation
- Russia’s economy slowed in the first half of 2011. Net private capital outflows over the period reached \$31.2 billion, according to preliminary Russian central bank data.
- “We should expect capital flight and emigration” : **Boris Nemtsov**, former Russian cabinet Minister
- 22% of Russia’s adult population wants to emigrate – Levada, independent research centre

# How to reach your market



## BSR-Russia

- [www.bsr-russia.com](http://www.bsr-russia.com) is the Internet's established information site about Russian politics, economics and business
- Scrutinized by the Kremlin and Russian White House, its articles are regularly translated by the Ministry of Economic Development and the RIA Novosti news agency

# Launching January 2012

With participation of



CITY  
OF  
LONDON



Russian Trade  
Delegation in the UK



*London*  
STOCK EXCHANGE

**LONDON™**  
& PARTNERS



## London is open for business Лондон открыт для бизнеса

- Dedicated Web site in Russian and English Versions – continuously updated
- Downloadable 128-page colour brochure promoting London Stock Exchange, establishing a business, investments in London Property and Art, Education, tourism and domicile
- Online and offline promotions including a 32-page supplement to be distributed with the official gazette of Russia in January 2012
- Launch receptions in London and Moscow in February

# Best deal for Advertisers



“Britain today is simply a great place to visit, study and work. A great place to invest and do business.

“We want to extend an invitation to the world to take a fresh look at everything we have to offer.”

**David Cameron**

**Full page advertisement in PDF brochure, £3,950.00 includes:**

- 800-word article written and translated
- Banner advertisement on web site
- Articles in English and Russian posted on web site

## **EARLY BIRD ADVANTAGES**

- Pay only 10% deposit to secure your position, balance by January 10 2012.
- **Or, pay in full by October 30** and get 50% discount on page rate of £3,950. **Pay just £1,975!**
- First six paid for bookings also get ‘Business Card’ size classified advertisement **free of charge** in the supplement being distributed with the Russian official Gazette

# Sponsors

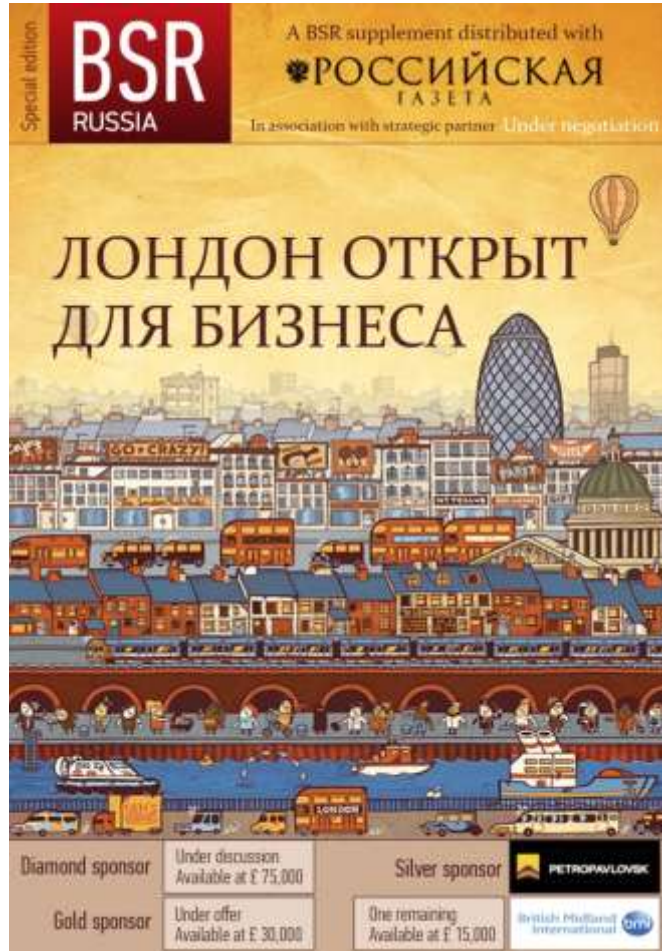


London-listed gold miner  
Petropavlovsk plc is a silver sponsor of  
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# The Promotion



- **With 114 billionaires, Russia** has more super-wealthy individuals than anywhere else in Europe, according to Forbes.
- **Through this project BSR will target an elite Russian audience** in their own language.
- **Promotion** to broaden the readership appeal will be through online business sites and offline business newspapers directing readers to the web site.

# London for Finance



- Russian companies account for about one quarter of all foreign Initial Public Offerings on the London Stock Exchange
- 45 Russian firms are listed on the LSE main market and another 17 on the sister AIM market
- The UK offers attractive investment opportunities
- The World Bank, Economist Intelligence Unit and OECD have all found the UK to be the easiest place to do business in Europe
- Quality financial legal advice is available from an international pool of professional firms in London
- Rule of Law means easily enforceable contracts

# London for Establishing Business



- **Entrepreneurship:** You can set up a company in Britain in less than two weeks
- **Creativity:** The UK has the largest creative sector per head in the world
- **Knowledge:** Four of the top ten universities in the world are in UK
- Britain has a business-oriented economy with flexible labour markets
- The government is cutting corporation tax to the lowest in the G7
- Legislators have increased tax incentives to favour start-ups and high-growth businesses
- Britain continues to innovate, developing new regimes for intellectual property, and introducing visas specifically tailored to encourage entrepreneurs and investors
- We have increased R&D tax relief for small and medium sized enterprises, and we will do so again next year.
- Britain is home to major brands in manufacturing, aerospace, and advanced engineering, as well as world-leading life science and pharmaceutical companies
- Britain is home to world-leading business services and creative industries, from law and accountancy to architecture, marketing, advertising, and design

# London for Tourism



The bands will march down the Mall as Her Majesty Queen Elizabeth II will be celebrating her Diamond Jubilee in 2012

**Heritage:** There are 28 World Heritage Sites in Great Britain. Britain is home to eight Heritage cities and 14 Roman walled cities. Edinburgh City centre is a UNESCO heritage site and is home to the Edinburgh Festival.

**Sport:** Britain is hosting a decade of great sport including the Olympics in 2012, the Commonwealth Games in 2014 and the Rugby World Cup in 2015.

**Shopping:** London is the shopping capital of the world: Europe's largest megastore, Westfield Stratford City has opened at the Olympic Park in London, and with Harrods, Selfridges, Fortnum & Mason and Harvey Nichols, London boasts some of the world's most famous department stores.

**Music:** From Glyndebourne to Glastonbury, the UK hosts the world's greatest music festivals.

**Countryside:** From Constable to Wordsworth, the British countryside has inspired some of the world's finest artists and poets.

# Official Support



- London Open for Business is supported by a number of official organisations:
- **Boris Johnson**, Mayor of London has contributed a Foreword
- **Victor Spasskiy**, the head of the Russian Trade Delegation, will write the Introduction
- **Alderman David Wootton**, Lord Mayor of the City of London (from November 2011) will contribute an article
- **Alderman Michael Bear**, the former Lord Mayor of the City of London has contributed an article on his June 2011 visit to Moscow
- **The London Stock Exchange** has written on Listing on the Exchange

# The PDF file



- **The 128-page A4 PDF file** which will be downloaded from the web site [www.bsr-russia.com](http://www.bsr-russia.com) will be packed with practical information on the IPO process, establishing a business in London and choosing the vibrant capital for domicile. Restaurants, hotels, property developments will all be featured.
- **Only 30 pages** will be set aside for commercial advertising by organisations which can offer goods and services to Russian visitors and residents. The first six advertisers will also receive a Business Card size space for a classified advertisement in the Rossiyskaya Gazeta supplement.
- Advertisements will be available **ONLY as full pages at £3,950.**

# Book Now and SAVE



Prime Minister David Cameron and Foreign Minister William Hague stroll through Red Square in September: hoping to bring home the bacon!

## TWO OPTIONS:

#1 Pay only 10% deposit upon agreement, with balance payable by January 10<sup>th</sup> 2012. **Total £3,950.00**

#2 Until October 30 pay in full and get a 50% discount. Total **£1,975.00**

FOR ADVERTISING OPPORTUNITIES FROM £200 to £3,950 contact us

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