



**London is open for business**

**Лондон открыт для бизнеса**

A BSR project with the support of



*London*  
**STOCK EXCHANGE**

**LONDON™**  
**& PARTNERS**



# BSR



- [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

# Project



“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**

- “London Open for Business” will launch in January 2012 alongside the launch of BSR-Russia an English-language monthly business magazine and Phase II of BSR-TV, the web-TV channel
- The flagship of a pyramid of activity will be a 32-page A4 colour supplement, in Russian, distributed with the Russian official Gazette, *Rossiyskaya Gazeta* in January 2012 and the base being a continuously updated LONDON section on the [www.bsr-russia.com](http://www.bsr-russia.com) web site
- Through the supplement, online promotions and advertising in BSR-Russia printed edition, readers will be urged to download a 128-page A4 colour publication from the website [www.bsr-russia.com](http://www.bsr-russia.com)
- Official launch reception in Moscow on 25<sup>th</sup> January 2012 coinciding with the full launch of BSR-TV

# Sponsors



London-listed gold miner  
Petropavlovsk plc is a silver sponsor of  
London Open for Business



Leading international airline **bmi** is a  
silver sponsor of London Open for  
Business

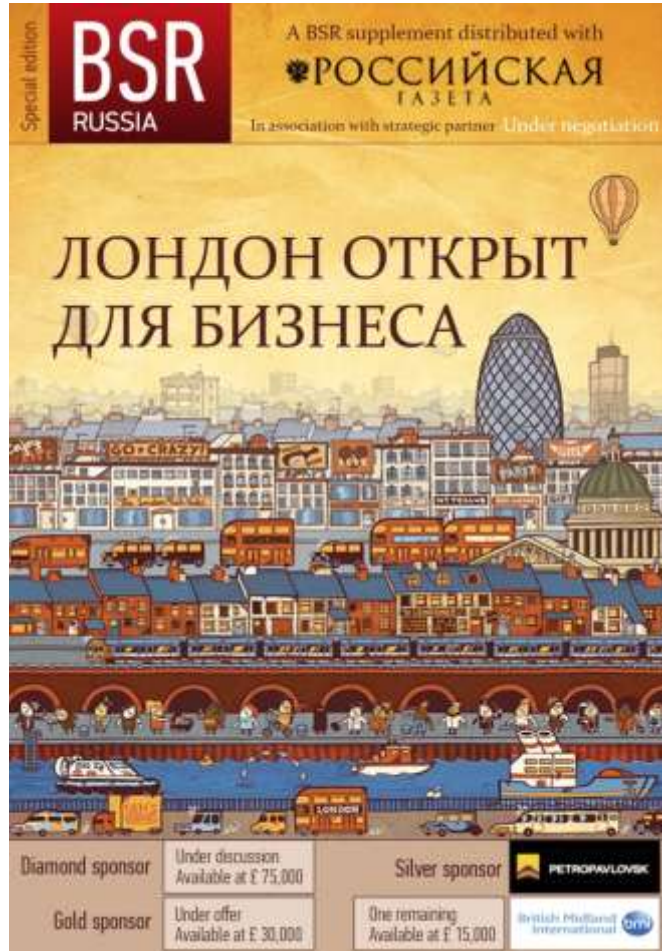
- BSR Marketing Ltd is now seeking a **Strategic Platinum Partner** for the project, two **Gold Sponsors** and one Silver Sponsor to join Petropavlovsk and bmi
- The partner and sponsors pay only 10% of agreed fees to secure the positions, with the balance payable by January 10<sup>th</sup> 2012 to enable the project to launch when Russia returns to work after the long Christmas and New Year holidays

# Rossiyskaya Gazeta



- ***“Rossiyskaya Gazeta”***, the official gazette of the Russian Federation is the best way to reach the Russian elite across the 83 republics, oblasts, krais and federal cities of Russia.
- **We will target 117,000 Subscribers** who form 65% of its circulation and include the Presidential Administration, Federation Council, the State Duma, all federal ministries, almost all the leading corporations in Russia, as well as international organizations.

# 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.
- **Distribution** will be from 31 *Rossiyskaya Gazeta* publishing points across Russia.
- **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



- The BSR project 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

# Sponsorship Opportunities



**ONLY 4 sponsor slots remain**

- Platinum sponsor, Sole Strategic Partner - £120,000
- 2 Gold Sponsors - £30,000
- 1 Silver sponsor in addition to **Petropavlovsk** plc, the London-listed gold miner and **bmi** the airline - £15,000

# Exclusive benefits to sponsors



- **Category exclusivity** as sponsors; no competing business will be accepted as **sponsors**
- Only sponsors will have **display advertising** in Rossiyskaya Gazeta supplement
- Supported by **articles and videos**

# In depth benefits to sponsors

- **Branding**
  - Through use of logo :
    - On publications and web site
    - On advertisements
    - On promotional stationery & literature
- **Marketing**
  - Display advertising for the project in publications including the print edition of BSR-Russia magazine throughout 2012
  - Banner advertising on web site throughout 2012
- **PR**
  - Video profile and interview on web site and embedded as rich media in digital publication
  - Profile article and interview in publications and on web site



Our video team in action in London  
<http://www.bsr-russia.com/tv.html>

# BSR will provide

- Sponsor credit with logo on all stationery, promotional material and web site
- A4 colour advertisement on an early right hand page facing article in both the Rossiyskaya Gazeta supplement and the pdf electronic brochure
- Sponsor logo to appear on the front cover of both the supplement and electronic brochure under the credit **Sponsor**.
- Analytical article highlighting Sponsor's leading position
- Interview/profile with senior executive
- Produce a video feature on sponsor. Video to be used on BSR web TV channel on web site; incorporated into pdf file and used on YouTube Channel
- Publish logo and Sponsor credit on the home page of the web site [www.bsr-russia.com/london](http://www.bsr-russia.com/london)
- Publish Header Board on the web site size 728x90 pixels (supplied by sponsor) (displayed in rotation with other sponsors).
- Publish Tower Banner on the web site size 160x600 pixels (supplied by sponsor) (displayed in rotation with other sponsors).



# 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!

- 5% Early Bird Discount for bookings made by October 30<sup>th</sup> 2011
- Pay only 10% deposit upon agreement
- Balance payable by January 10<sup>th</sup> 2012

# Contact



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