



## **RBCC Bulletin Advertorial Guide**

There are no hard and fast rules, but Bulletin Advertorials should have a maximum 200 words, and should generally mention the following key points:

- When founded
- Russia-based activities
- Prestigious associations
- Future plans and events
- Unique selling points
- Contact details

Here are a few examples from past Bulletins:



Infino Limited specialises in the publication of Technical Documentation either via the Web or on DVD/CD Rom. We use the software package LinkOne, developed by Mincom, and we are a Reseller for the product in Europe, North America and the Far East.

LinkOne is a leading edge package that supports global corporations in Aviation, the Automotive Industry, Defence, Mining, Oil and Gas, Transport and National Utilities. The beauty of the system is that it integrates seamlessly with the customer's existing business systems, whether they are databases, spreadsheets, hard copy, word documents or a combination of them all. The system is very versatile and lends itself to ANY industry that uses technical documentation. Final data can be published online, provided in CD-rom format or even as integrated hard copy, allowing companies to support their products in a number of ways, and ensuring that the supply of materials and up to date technical information can be maintained to remote areas or where communication is difficult. Infino has major clients all over the world using the system who are seeing real improvements in performance whilst enjoying significant cost savings.

The company has over 100 employees worldwide based in facilities in the UK, the US and the Philippines. As the UK Managing Director Richard Gilbert says "Our customers are based worldwide and we need to have global coverage to support their needs 24 hours a day."

Infino believes that its services are ideally suited to the needs and demands of the Russian market. To this end the company will be arranging through the RBCC a number of demonstration days both in the UK and Russia. For further details on these, ongoing projects and a full range of the services Infino can provide visit the website [www.infinno.com](http://www.infinno.com), or contact the Technical Director James Skinner on his direct line +44 (0)1249 456321.

*Founded in 1916*

Patron: HRH Prince Michael of Kent KCVO

Executive Director: Godfrey Cromwell

A Company Limited by Guarantee Registered in London No 145140 VAT Registration No GB 340 0691 89

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**- RBCC Offices -**

42 Southwark Street, London SE1 1UN - Tel.: +44 (0) 207 403 1706 Fax: +44 (0) 207 403 1245

'Galeriya Aktyor', Office A 402, 4<sup>th</sup> Floor, Tverskaya 16/2, Moscow 125009 - Tel: +7 (495) 961 2160 Fax: +7 (495) 961 2161

54 Shapalernya Street, Office A21 St Petersburg - Tel: +7 (812) 333 0718 Fax: +7 (812) 333 0719

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# DRUM

## Risk Management

DRUM was incorporated in London in 1997, and opened in Moscow in the same year: today DRUM operates throughout Russia and the CIS, and Africa. DRUM is in the business of mitigating and minimising the risks associated with moving goods (frequently commodities) in and out of difficult environments, and offers both due diligence and control and supervision services. Many clients take the unique bespoke package, combining pre-transaction due diligence with physical control and supervision once goods are shipped, plus an insurance policy underwritten by Lloyds of London.

Due diligence includes investigating the corporate structures and key individuals of potential counterparties, and physical surveys of ports, warehouses, factories, etc. The objective is to provide the client with a comprehensive assessment of the risks involved and a transaction structure that minimises those risks. Once the transaction begins our inspectors control the movement of the clients' goods from quayside to final destination. DRUM works with banks, mining companies, commodity houses, retailers, and many others, and has variously looked after sugar, cobalt, cocoa, copper, steel, wheat, yoghurt, cotton, coffee, rice, and many other commodities. Last year DRUM managed approx. \$1.1bn of goods. To date no client has lost goods that were being supervised by DRUM.

Contact:

Alexander Rottenburg/Peter Hopkins

150 Fenchurch Street,  
London EC3M 6BB.

Tel: +44 (0)20 7929 2473

Fax: +44 (0)20 7929 2480

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



Harrods Estates specialises in prime residential properties in Central London and the Home Counties. Whether you are looking for a London pied a terre or a Country retreat, Harrods Estates has some of the most exclusive available.

The agency consists of six separate departments staffed by a loyal team that offers the highest level of personal service.

Our enviable database of affluent UK and overseas clients enables us to successfully market luxury homes to both owner-occupiers and investors. The prestige and high profile position of the Harrods

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brand means that we are instantly recognised overseas and are able to enter and conduct business in markets that are normally closed to many UK based estate agents.

One of the many benefits of purchasing through Harrods Estates is our affiliation with the world famous Harrods Department Store and the resources that we can draw upon through this connection. For example, language interpreters from around the world, interior designers and access to a 1<sup>st</sup> class personal shopping service which not only offers the latest fashions but also gives advice on styling and interior design for clients' homes.

Harrods Estates senior management team are exhibiting the 'Premier Collection' in Dublin in April, Shanghai in June, Moscow in October and the Middle East in Autumn. Each visit will run over several days and will comprise a number of appointments with high profile individuals and journalists.

If you would like further information on any of these trips please don't hesitate to contact a member of our team on 020 7225 6506 or alternatively visit our website [www.harrodsestates.com](http://www.harrodsestates.com)



**Instron Limited's Renewed Focus on the Russian Market**

Instron<sup>®</sup>, a leading provider of equipment for material and structural testing, is proud to be a member of the Russo-British Chamber of Commerce. Having supplied equipment to Russian customers for over 30 years, Instron<sup>®</sup> were pleased to renew their focus on the Russian market in 2002 by appointing ASM TM as their Russian partner.

Instron<sup>®</sup>'s testing machines are used in quality control, research, material & product development and teaching; for measuring the strength, performance, quality and consistency of raw materials, components and finished products; in industries as diverse as clothing, packaging, metals, plastics and rubber industries, aerospace and automotive.

Instron<sup>®</sup> machines meet the highest international quality and accuracy standards and are certified to GOST, ISO, DIN, ASTM, UKAS standards.

For more information, contact our local agent, ASM Tests & Measurements, 29 Structure 4, Petrovsko-Razumovsky, Proezd, Moscow, 127287, Russia, Tel: +7 495 4247598 104; Fax: +7 495 7339048

or

Call Kieran McGrane on +44 1494 456 764 or +44 7771 88 55 36  
Instron Ltd, Coronation Road, High Wycombe, Buckinghamshire, United Kingdom, Tel: +44 1494 456815; Fax: +44 1494 456814;

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McBride plc is a £500m turnover business. The company was originally part of BP until 1993 when it was sold to a Management Buy In team, the company was subsequently floated on the London Stock Exchange in 1995.

McBride has 15 factories in 6 countries throughout Europe and employs approximately 4000 people. The factories produce laundry products, liquid household cleaners and toiletries in a variety of packs and formats covering powders, tablets, bottles, aerosols, and sachets.

McBride's primary area of business is the supply of Laundry, Household Cleaning and Personal Care Products, specialising in the manufacture of private label products for many of Europe's leading supermarket retailers.

Customers in the UK include, Tesco, Asda-Wal\*Mart, Sainsbury, Morrison-Safeway with continental customers including Carrefour, Auchan, Casino and Metro to name just a few. In the UK, McBride was voted best private label supplier of household and personal care products for the last 3 years and in 2003, was voted overall best private label supplier in all grocery categories.

Key factors which underpin McBride's reputation include customer service, speed to market and an extensive innovation record including being the first company to launch laundry liquid detergents in soluble sachets in Europe.

McBride has been selling products such as its Nova haircare range and Yplon Household cleaner brands on the Russian market for over 10 years, currently all products are imported from the factories in the UK, France and Belgium. McBride is now looking at opportunities to have its products manufactured locally in Russia, to meet the growing demand for private label products in line with the rapidly developing Russian grocery retail market.

#### **Contact**

Ken Blamires

Group Planning Executive

Tel +44 1494 607065

Email [k.blamires@mcbride.co.uk](mailto:k.blamires@mcbride.co.uk)

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### **Stroyarsenal offers good investment opportunities with chalet homes near Moscow**

Stroyarsenal is an established Moscow development company building between 100 and 300 homes annually. Stroyarsenal is currently creating three 'villages' of chalet-style villas situated in a forested location just to the west of Moscow. The development allows investors to take advantage of the significant capital growth achievable in the Russian property market as demand for high quality homes spreads outside Moscow echoing the already buoyant city centre market.

The 'villages', Davydovskoe, Finskaja and Alpiysky, are gated developments with 24-hour security situated near the traditional Russian villages of Kruchkovo and Petushki, and the established town of Istra. The Istrinskiy region is part of the green and water preservation belt, one of the most desirable areas around the city. It is an area of considerable historical interest and provides a relaxed rural environment within its deep forests yet offers easy access to the city centre.

Prices of homes range from \$180,000 at Davydovskoe up to \$300,000 at Alpiysky. Buyers have the option of buying either completed homes or undeveloped plots. More information about Stroyarsenal homes is available in London on 020 7229 9934, by emailing [nkullmann@7sa.ru](mailto:nkullmann@7sa.ru) or by visiting the company's web site at [www.7sa.ru](http://www.7sa.ru)



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**Squire, Sanders & Dempsey L.L.P.**

Squire, Sanders & Dempsey is among the strongest global law firms, with more than 700 lawyers in 26 offices worldwide. A leader in providing legal services throughout the Commonwealth of Independent States and Central and Eastern Europe, Squire Sanders lawyers have been at the cutting edge of transformational transactions in the region since 1992.

Staffed from London, Moscow and Kyiv, and supported by Squire Sanders offices and affiliates worldwide, our CIS lawyers have developed one of the most extensive practices among law firms in the region. The 2004-2005 edition of Global Counsel 3000 recommends our Moscow office for telecommunications and corporate/M&A transactions and highly recommends our intellectual property group. The 2004 edition of the prestigious European Legal 500 lists us among the top commercial and corporate/M&A firms in Russia.

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