

## Open your prospects with “KEYS TO THE MARKET” program

ExpoMediaGroup Staraya Krepost, the organiser of InterCHARM developed an exclusive offer for beauty market players.

### Take advantage of Keys To The Market package of customized consultancy services to find partners in Russia!

#### The package includes:

- selection of companies in Russia corresponding to your company requirements and interested in your products and services (which is always confirmed with each of the prospective Russian partners selected)
- preparation of a meeting programme with companies in Russia specialising in the sector you are interested in (with company profiles attached),
- technical support including booking the meeting area and providing refreshments
- finding companies from Moscow and from regions\*

#### We guarantee:

- ❖ Set up meetings with companies selected according to the criteria specified and interested in establishing contacts with your company
- ❖ Consulting during the negotiations
- ❖ Find the most cost-effective way to reduce your expenses for business programme organization.

Please note, that our decision to organize a meeting programme for your company will depend on our analyses of your product's potential on the Russian market.

### **NEW! MEET PARTNERS IN THE RUSSIAN REGIONS, UKRAINE & KAZAKHSTAN AS WELL!**

Moscow and Saint Petersburg takes about 30% of the total country sales. Over ten million people live in Moscow. An average salary in Moscow is over \$600 monthly. All retail chains are present in Moscow. About 80% of Russian cosmetics manufacturers locate in Moscow. As the competition intensifies companies develop the opportunities of the vast Russian regions. Specialized perfumery and cosmetics retailers and pharmacy chains are in a hurry to be the first to put their feet in regional cities with over one million population (Saint Petersburg, Samara, Ekaterinburg, Novosibirsk, Nizhni Novgorod, Volgograd, Tumen, Rostov-na-Donu, Kazan, Perm, Ufa, Samara, Saratov), for these cities provide acceptable infrastructure and income level. Saint Petersburg, also called The Northern Capital of Russia, is one of the most dynamically developing city. Approximately 12% of Russian perfumery and cosmetic manufactures are located in Saint Petersburg. The majority of international operators, regarding Russian regional infrastructure, make their first step to Saint Petersburg.

Since 1990s the regions improved retail structure and sales there increased. The majority of Russian manufacturers make their business in the regions. The vast Russia attracts producers and distributors. Ural (with the center in Ekaterinburg), Far East (center – Vladivostok), North-Western region (Saint Petersburg), Southern region (Rostov), Siberia (Novosibirsk), Privolzhski region (Nizhni Novgorod) and Central region (Moscow) form Russian territory. A Russian spends average \$30 for cosmetics a year. Saint Petersburg, Far East and Central region report the highest consumption activity.

The competition in the regions has not been very intensive yet, and those who manage to set in local retail enjoy a high consumer penetration and client loyalty.

For more information on the “Keys To The Market” package of services please contact:

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\* The ratio of companies from Moscow and regions depends on your company's profile