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### UPCOMING EVENTS IN BRIEF:

#### **13 March:**

Morning Briefing by Ambassador Per Carlsen.

#### **4 April:**

Social Evening - venue To Be Announced.

#### **April:**

Briefing by Dr. Daniel Thornley – Economist

(details under "News from the DBC Board" below)

### Who is who on the Board of DBC

**Chairman:** Hans-Christian Mordhorst, Maersk

**Vice Chairman:** Erik Stenfeldt, Individual Member

**Board Secretary:** Lasse Drustrup, OMIR

**Treasurer and editor of the DBC newsletter:** Christian Poul Mortensen, Icopal

**Event organiser:** Lau Geckler

**Web Master:** Niels Jensen, Arla Foods

**Board Member:** Roman Tsurkan, Dania LAW

**Board Member:** Flemming Crawford, Embassy of Denmark

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**Secretary of the DBC:** Natalia Erzhenkova, DI.

## **NEWS FROM THE DBC BOARD**

Dear DBC Member,

I would first like to welcome new board members Lau Geckler (IMS Group - new event organizer), as well as our new auditors Thomas Jarnum (Lantmannen Unibake) and Claus Christian Torbøll (FL Smidth) and finally our new secretary Natalia Erzhenkova. We have been re-constituted as a board (see [www.dbc-moscow.ru](http://www.dbc-moscow.ru)) and are ready to launch a set of activities in the first half of 2008 that seeks to keep a balance between social, cultural and business activities. However for us to serve you, our members, even better, we need your input. Therefore, we would be grateful if you share suggestions for 2008 activities with us through [secretariat@dbc-moscow.ru](mailto:secretariat@dbc-moscow.ru)

We have been pleased to note that our members are continuously committed to support the DBC with sponsorships. So far **Emborg** has agreed to become Main Sponsor for 2008, while **Handelsbanken, Grundfos, Maersk Line, Arla Foods, Air Alpha and Dania Law Firm** continue as supportive sponsors. Moreover, we have received positive feedback from a number of companies to support us for specific events. The sponsorships are coordinated by Niels Jensen and Christian Poul Mortensen.

On Friday the 22 of February the DBC arranged an informal gathering including after works drinks in John Bull Pub near Smolenskaya Metro Station. The arrangement was first of its kind and was well attended by some twenty members. We have an ambition to arrange one meeting a month and if you have any suggestions for the time and place for the next informal gathering to be held in March please contact us.

The Moscow Times has agreed to provide speakers on relevant topics concerning Russia. Also, we are working on a cultural element, more specifically a visit to the Armed Forces Museum, which possesses a special collection of WWII items. Further, the date for the Midsummer Party has been fixed to be **21 June** at the Embassy Dacha, so put a mark in the calendar already now.

In addition to News from the Embassy you will also find News from the Consulate General in Saint Petersburg. We would like to expand our coverage and hence we expect to bring news about the Urals and the opening of the Trade Office in the next edition. Also, we are working on getting speakers to brief on the Russian regions.

The board would like to thank all participants of the Christmas Party for their kind participation in the Lottery. The proceeds have been donated to St. Pauls Society for charity work. You can read more about the work in this Newsletter as well as a small address to the Danish Business Club from Company of the Year 2007 – FLSmidth A/S

Your Board hope for strong participation at the events of Spring 2008 and look forward to your suggestions for how we can make things even better.

Best regards

Hans-Christian Mordhorst  
Chairman DBC Board

## **NEWS FROM THE ROYAL DANISH EMBASSY**

### ***- New Trade Office In Yekaterinburg***

Trade Council of Denmark has decided to open a new trade office in Yekaterinburg. The main purpose of the office is to facilitate Danish exporters in promoting products and services to Sverdlovsk oblast and beyond. Peter Thomsen has been appointed as trade commissioner and head of the trade office. It is expected that the office will be in operation in June. The office will refer to the Danish embassy in Moscow and the export advisors at the office will be working closely with the export advisors at the Embassy in Moscow and the Consulate General in St. Petersburg.

### ***- Go Global Seminar on Russia***

A new Danish network, Go Global, is planning a seminar on Russia on the 10th June 2008. The seminar will take place at the Export Credit Fund, Langelinie Allé 17, Copenhagen. The new network is a cooperation between the Trade Council of Denmark, DANIDA, Export Credit Fund and The Investment Fund for Central and Eastern Europe. For further information please contact Flemming Crawford, Danish Embassy, Moscow.

### ***- Tambov Governor Visit to Denmark***

On the 25<sup>th</sup> and 26<sup>th</sup> of March 2008 Governor Oleg Ivanovich Betin, Tambov Oblast, will visit Denmark with a delegation of 17 members from the administration and business environment. The main programme in Denmark will be focused for the cement industry and agricultural industry. Full programme to be provided, when requested to the Embassy.

### ***- Food Promotion: Taste a Bite of Denmark***

On the 22<sup>nd</sup> – 26<sup>th</sup> of September 2008 a Danish Food promotion will take place in Moscow. The promotion will be marketed as "Taste a bite of Denmark" and consists of three parts. There will be a seminar focused on food security in Danish foods. There will be a promotion event, showing Danish and Russian food innovations based on Danish raw materials of different foods. There will be a common Danish exhibition stand at the "World Food exhibition" in Moscow. The promotion will be headed by the Minister of Food in Denmark, Eva Kjer Hansen. Further information can be provided from the Embassy or the Agricultural Council, Denmark.

## **NEWS FROM THE ROYAL DANISH EMBASSY**

### ***- CPM Collection Premiere Moscow, Expo Center, Moscow Winter 2008***

16 Danish companies participated in the 10<sup>th</sup> Anniversary International trade fair presenting fashion clothes for womens-, mens-, children-, knit-, leisure-, leatherwear, as well as fur fashion, bridal/cocktailwear, lingerie, body/beach and homewear, accessories and Young Fashion.

The success of the trade fair held ten times so far and registering over 18,083 trade visitors is more and more compelling. The four-day exhibition attracts trade visitors, buyers, distributors, agents and fashion experts from all-over Russia and CIS. For the moment CPM Fashion Fair has become the largest fashion trade fair in Eastern Europe.

The ranges displayed by the exhibitors comprise approx. 1,500 brands/firms from 34 countries and cover just about every fashion segment. Numerous fashion shows all contribute to making the trade fair a success.

For the 6<sup>th</sup> time Danish companies represented Danish brands of womens-, mens-, and childrens wear and accessories in the joint Danish block "Made in Denmark". The participants of CPM Fashion Fair find the fair a useful experience as well as an important tool for the promotion of Danish brands and Danish design as well as for finding partners on the Russian market.

The Danish Embassy in Russia takes part in every CPM Fashion Fair, and is ready to offer its services and assistance for your participation in the next fair.

Next CPM Fashion Fair is to be held in September, 2008.

For further information about your company's opportunities on the Russian market, please contact the Embassy of Denmark in Russia: [sveche@um.dk](mailto:sveche@um.dk).

## **NEWS FROM THE Consulate General, St. Petersburg**

In late 2007, the Consulate General (CG) in St. Petersburg initiated a networking forum for subsidiaries of Danish companies located in the NW Region, in the form of quarterly so-called Business Mixer events. The first meeting was held on 22 November 2007 and the latest meeting was on 4 March with 41 persons participating from 31 companies.

The main item on the agenda on 4 March was the briefing by the Consul General on the newly adopted Anticorruption policy of the Trade Council of Denmark. Further, the Consulate General informed about future events, including the seminar on Energy and Environment and an offer to help companies recruit personnel.

In addition SAS, Viking LSE, Nordic Council of Ministers and Per Aarseff made company presentations, while the Chairman of the Russian Anti (media) Pirate Organisation (IPR) Sergey Zamyatin briefed on the Organisation's work.

The first meeting in the Energy and Environment Club Russia established by the Consulate General will take place on 11 March at the CG. At the seminar, there will be briefings by the Climate and Energy Ministry of Denmark, Russian Communal Services, EBRD, NEFCO, Northern Dimension and the Energy & Environment Specialist of the CG. Both Russian and Danish Energy & Environment companies are invited to participate along with representatives from Leningrad Oblast, St Petersburg City Administration and local power plants.

Danish companies working in the field of Energy & Environment are welcome to join the Energy & Environment Club Russia, and already, several important players have signed up.

For further information on the activities of the Consulate General, please visit <http://www.gksktpetersborg.um.dk>

## **St. Paul's Society Thank You Note to the members of the Danish Business Club**

All profits from the ticket sale at the Christmas Reception was donated to the St. Pauls Society – an organization doing charity work with an outset in the Russian-Orthodox Church.

The Society is focusing its work on “Health And Education”, and with the donation from the members of the DBC, money has been put to good use in both areas

### Health

When money is tight, regular visits to the dentist is something that just has to wait. Almost everybody we have contact with have bad teeth. Over the years we have helped five persons with dental care and currently three persons are under treatment. In one case a woman has such bad teeth, that the most necessary treatment cost 1000 Euro.

### Education

Misha, a boy of 17 didn't see much point in getting an education, but is very interested in computers. The St. Paul has donated an older computer and a course in Photoshop, which he attends eagerly. After this he will stand a good chance of getting a well-paid job and the possibility of helping his mother financially.

Anastasia (21 year) studies Spanish and English at the University of St. Tichon. She has been given the opportunity to participate in an extra course at the Cervantes Intsitute here in Moscow. Upon graduation this diploma will enhance the chances for a good job – with a good salary – in either Spain or Moscow. She will then be able to assist her family, who has a very low income.

The Donation from DBC has been a real help in the work of the St. Paul Society among the poor in Moscow. These people are not so visible in the streets, but nevertheless they struggle each and every day to survive. Moscow is full of very rich people, but the group living below the poverty line is greater still.

This is why the gratitude is great from both the recipients as well as from the St. Paul's Society, as it gives us the possibility of extending a helping hand, where we meet the need.

## **FLSmidth A/S - the Company of the Year**

Dear friends and colleagues in DBC!

I would like to use this opportunity to thank you for choosing FLSmidth A/S as the Company of the Year. We are very proud of being nominated, especially because there are so many other Danish companies doing it pretty well in Russia. FLSmidth achievements have only happened through an extremely focused and dedicated effort by our Moscow employees as well as colleagues in Copenhagen.

I would also express my sincere thanks to all members of DBC and personnel of the Danish Embassy in Moscow for the support and sharing of the experience which has been and still is of great importance.

I would like to thank all of you for awarding this honour to FLSmidth A/S.

Richard Eimert, General Manager, FLSmidth A/S Russia & CIS

## Upcoming Events:

13 March

The next DBC-event is a morning meeting with Ambassador Per Carlsen, who will give a political briefing on Russia Post Election 2008, Power Struggles, and Status on Democratisation.

Venue: Embassy of Denmark. Time: 08.00

4 April

Kick-off social networking event. We are on the lookout for a suitable venue that would allow for an interesting evening with good opportunities for networking.

Venue: TBA Time: 19.00

The **DBC website** and the DBC newsletter being edited by Niels Jensen of Arla Foods and Christian Poul Mortensen of Icopal are "living organisms" that needs input from its active members. We therefore encourage you all to pay frequent visits to the website and submit any ideas, news, case stories etc. to the two editors.

## MEMBERS' BENEFITS:

**Don't forget** to take advantage of some of the benefits of being a DBC member, including use of the **DBC JOB CENTRE** and **MEMBERS' CORNER** on our website, as well offers from associated trade partners:

- Obtain up to 50 percent discount on corporate purchases of **Royal Copenhagen**. For more information contact Alexander Chelnokov, Royal Copenhagen in Moscow, [atc@royalcopenhagen.com](mailto:atc@royalcopenhagen.com).
- Obtain up to 30 percent discount on a variety of insurances from **Rossia Insurance Company**.