



ERBA

European-Russian Business Association



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The way to success for YOUR business



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Globalization is a key-word in modern business. Your company is a part of the globalization whether you like it or not. Markets are changing; clients are all the time searching for optimal solutions to their needs. What used to be a safe and secure client portfolio is subject to quick changes.

Financial crisis or not: Business keeps developing, and those who foresee the development lead the changes. The others must follow.

EU is an attractive market, but it is not easy to penetrate. EUROPEAN-RUSSIAN Business Association will assist you in finding the exact match for your business.

EU-companies are greatly interested in cooperation with Russian partners, but it is difficult for them to find the right gate to the Russian markets. ERBA is this gate.

Our Cooperation in Russia • Contacts • Contact in Denmark

Hilton Fund

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What is ERBA?

ERBA activities are based on 17 years of cooperation between the Urals and Denmark. ERBA is a consulting company with experience in twinning projects. We find relevant partners for industrial or financial companies and assist them in establishment of their long-term cooperation. ERBA is established in cooperation with Hilton Fund in Perm Krai. This company is famous for its English language training. We are working closely together with Argumenti Nedeli from Moscow.

During these 17 years a close relationship has existed between ERBA and Hilton Fund. The Managing Director of ERBA, Mr. Soren Hjorth has lived and worked in Ural for more than 7 years and he has a thorough knowledge of companies in the Urals and their immediate needs. ERBA-staff covers contacts to Businesses in all EU-countries and we have close contacts to industrial organizations in countries like Denmark and the other Scandinavian countries, Bulgaria, Czech Republic, Germany, UK, Italy, and others. These relations will be utilized to the benefit of ERBA-members.

ERBA is resident of Denmark and is supported by the major industrial organizations in this country.

ERBA cooperates with the Chambers of Commerce in Moscow and in Perm and has close links to the Government of Perm Krai.

ERBA will constantly be enroute to or from the Urals regions serving the members in an optimal professional way.

ERBA – will present to you a partner:

- Of your liking
- Relevant to your wishes and needs
- For long-term business relations
- Securing profitability of your business
- Who can exchange knowledge and methodologies with you
- Who can expand your markets
- Who can enter into joint production with you.



How do I become a member of ERBA?

ERBA is constantly represented in the Urals. A call to our local office in Perm is enough to ask for a representative to visit your company. During the visit all details of the membership will be demonstrated, and all of your questions will be answered.

From the day of your membership you will within one month receive the visit from the ERBA-consultant, who will perform the company check in your company over a period of three days. From then the full ERBA-programme will be launched in cooperation with you.

Who can become member of ERBA?

Private companies and state-owned companies in the process of privatization may become members of ERBA. Membership is connected with the recommendation from the ERBA-consultant, who performs the first visit to your company. If the consultant finds that your company will have difficulties in obtaining satisfactory results from the membership, you will be informed accordingly.

Companies accepted into the family of ERBA will be asked to submit the membership fee to ERBA-bank account in Denmark. Upon reception of the fee you will receive your ERBA-ID card, which will give you certain benefits in EU-countries in terms of reduced hotel prices, lower prices for English training in your city, lower prices for arrangements by ERBA, etc.

What do I get from a membership of ERBA?

The ERBA-membership means that you enter into a family of professionals. The membership comprises three main categories of services.



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The first is an annual service, which comprises:

- A 3-days company checks, where we in cooperation with you analyse your company in relation to your possibilities of entering into cooperation with a Western partner;
- A report which shows you exactly the strengths and weaknesses in connection with presenting your company to a potential Western partner;
- A company passport, which can present your company to potential Western partners;
- A list of up to 5 potential companies in EU-countries relevant to your business;
- Contact to these potential partners. ERBA assist you in arranging the first meeting with the potential partner;
- ERBA is available for follow-up on the contacts.

The second category of services is:

- Daily assistance in communication with your new EU-partner. Business letters, translations, telephone calls from your company to your EU-partner;
- Regular ERBA-meetings in your city, where relevant EU-businessmen and representatives from business organizations in EU-countries will inform you about trends and developments in EU-business;
- Assistance in obtaining visas for EU-countries;
- Assistance in arranging and implementing business trips to EU-countries;
- Assistance in selection of fairs and exhibitions relevant to you and your business;
- Assistance in selecting the right form of stand for fairs and exhibitions;
- Lower costs for English training courses arranged in your city.

The third category of services is:

- The third category of services consists of exploitation of the forum, which is created by ERBA-member companies. During regular meetings ERBA-member companies have the option of exchanging experiences, information, and ideas in a forum, where all participants have the same intentions. A major increase of professional activities for the companies involved.

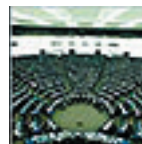


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What is the price of my membership?

The annual membership fee of ERBA is EUR 15.000, which – given full exploitation of your membership – will come back to you in terms of increased profitability of your business.

EU boast of free market entry, but reality is different. Lots of rules and regulations create barriers for the free flow of goods and capital. ERBA-membership will assist you in breaking down these barriers. ERBA has close relations to a number of industrial and business associations in EU-countries.



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We look forward to hearing from you at your earliest convenience.

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