



The Scotland-Russia Forum

The University
of Edinburgh
Management
School

THE RUSSIA HOUSE LTD

Scottish & Newcastle



Now's the time!

Seminar on business opportunities in Russia for Scottish companies

Friday 26 March 2004, Edinburgh

PROGRAMME

Chair: Dr Peter Harvey

9.30 Registration and coffee

10.00 Welcome. Nikita Matkovsky, Russian Consul, Dr Peter Harvey, Scotland-Russia Forum and Aidan Hetherington, Edinburgh University Management School

10.10 The business environment. Prof. Ludmilla Selezneva, Moscow Humanities University

10.35 The impact of EU Enlargement on Russia. Bob Arnot, British Council

11.00 Areas of opportunity. Nigel Robertson, Prosper Intertrading

11.25 Sharing experiences. Case studies from Scottish companies

- Irn-Bru in Russia. Joe Flynn, A G Barr
- Olena Weeks, Holland & Sherry
- Manufacturing in St Petersburg. Max Wolf, Victor Wolf

12.30 RUSSIAN LUNCH

1.30 Sources of help and advice:

- Olexander Tsvietkov, Ukrainian Consul General
- From the Russian perspective: working successfully with Russian companies. Alexey Selivanov, formerly at Rostov Chamber of Commerce and Industry
- UK Government agencies: Phil Stirling, SDI
- Market research sources. Tania Konn-Roberts, Glasgow University
- How to get paid. Steven McHardy, HSBC

2.30 Round up: questions to panel (all speakers) Chaired by Dr. Peter Harvey

3.00 Tea



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