



Be represented locally in a market close by with huge demand and strong growth, Russia. Since 2005, DI has offered a unique business model, the "Own Man In Russia" (OMIR) concept, to Danish companies interested in the Russian market.

Fast and safe market entry

DI's "Own Man In Russia" (OMIR) gives your company a unique chance to start up or expand your activities in Russia. You will have your own local employee working 100% for you, who can conduct market analyses, arrange customer and sales meetings, find relevant suppliers and partners, and in all tend to your interests in Russia. This way, your company gets a fast footing and will be able to achieve an attractive market share or find the optimal suppliers.

Your local employee knows the language, the culture and the market fully, and can work effectively and with focus on the interest of your company. At the same time, your employee receives sparring, training, and management daily from DI's head of the office, who also aims to ease communication and maintain a good and beneficial dialogue between your company and the local employee.

Strong local representation at minimum cost

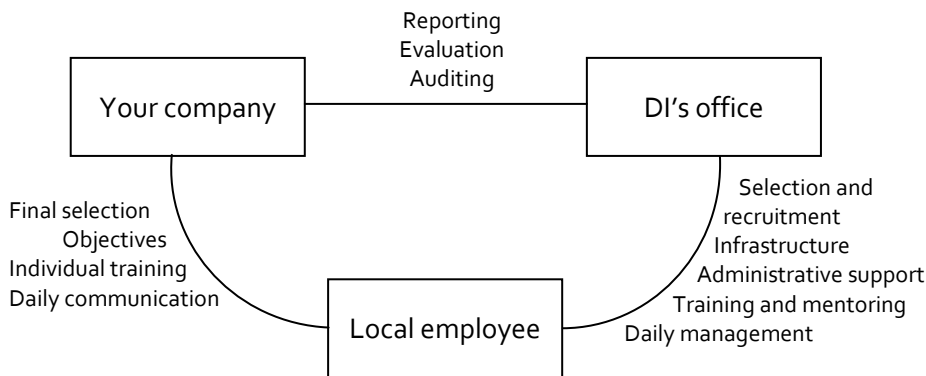
Your local employee is formally employed by DI, and therefore you get the advantages of being represented in Russia without having to make a traditional establishment, which is often expensive, demanding, and time consuming. Without greater investments, you get the possibility to assess how you can develop the market the best possi-

COMMON CLIENT REQUIREMENTS:

- Control with activities in Russia
- Cultivation of the Russian market
- Increased coordination between existing Russian partners
- Enhancement of own local network
- Uncovering of new market opportunities
- Identification of potential partners

ble way, also in the long term, whether it is concerning a possible establishment, export, or outsourcing.

The “Own Man In Russia” concept



The “Own Man In Russia” concept offers:

Recruitment, selection, and employment of your local employee

- Identification and definition of demands and qualifications of the employee in close cooperation with your company
- Announcement and first screening of potential candidates – you make the final decision of the candidate
- Negotiation of employment terms
- Employment contracts and other documents
- Registration with authorities etc.

Infrastructure and administrative support to your local employee

- First class office environment
- Own workstation with PC and access to the Internet
- Own phone line and access to fax
- IT support
- Secretary function and reception
- Accounting support

Training and mentoring of your local employee

- Market segmentation and market analyses
- Danish business culture
- Sales and marketing
- Handling of supply channels
- Project management
- Presentation and negotiation techniques

Monitoring and reporting

- Follow-up on action plans made by your company
- Monthly reporting to your company

CONTACT PERSONS



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