

WT@1: Doing Business In Russia

World Trade @ 1's (WT@1) season finale welcomed the Executive-Director, Stephen Dalziel, of the Russo-British Chamber of Commerce and the Managing Director, David Cant, of Albion Overseas Ltd to the region. Both are experts in all things Russian and are particularly knowledgeable on the business environment in Russia and the opportunities in this market for UK companies.

Stephen highlighted the following key sectors of opportunity in Russia for UK businesses, particularly with the Winter Olympics taking place in Sochi in 2014:

- Advanced engineering
- Financial services
- ICT
- Power/Energy
- Sports & Leisure infrastructure

Other opportunities include:

- Airports
- Construction
- Creative industries
- Rail
- Water



From left to right, David Cant, Stephen Dalziel
and Ben Pierce (Albion Overseas Ltd)

Stephen also recommended his own sector of opportunity – **U.Y.I. – Use Your Own Initiative**. Whilst not all sectors are identified as key sectors of opportunity, it does not mean that your particular sector will not be successful as, according to the Executive-Director, “pretty much anything can succeed in Russia... just remember not to forget your sense of humour!”

David Cant, from event sponsor Albion Overseas, dispelled some of the common misconceptions about Russia being a difficult market to target and get into and explained that Russia is for everybody, especially small companies. With many years of experience of working closely with Russia; living and working there; advising UK companies how to develop business opportunities there; re-opening the Russo-British Chamber of Commerce’s

Russian office, David finally established his own business, with offices in the UK and Russia, which has been trading successfully with Russia for many years.

Albion Overseas is able to assist UK companies set up and conduct business in Russia, providing a fast entry and, if necessary, a fast exit strategy and also providing assistance to overcome one of the major barriers to trading with Russia – the bureaucracy.

Delegates were able to ask Stephen and David questions over lunch and discuss their own particular issues/experiences with the Russian market.

WT@1 will return in September. If you would like to receive news of WT@1 events, please email l.cattle@hull-humber-chamber.co.uk