

Министерство международных и внешнеэкономических связей Свердловской области



Правительство Чепябинской области Министерство экономического развития Челябинской области



Центр стратегических разработок при Президенте Республики Башкортостан





BSGV























**З**ЧЕЛЯБЭНЕРГО

АЗІЯ группа компаний

























# We are working to develop

Dear colleagues,

Let us get acquainted. We are the Stratum Corporation, the first professional investment marketing company in the Urals. Operating since 1997, we have earned a reputation as the leader of investment marketing in the region. Knowing and understanding this market and its demands well, we welcome your company to the Greater Urals area. We are ready to support you with our three powerful resources – market expertise, PR skills and organizational experience – and a wide ranging partner network thrown into the bargain. If you are short of room in Moscow and you want to develop your business in the region, we are at your service.

With respect to your time and plans,

Oleg Permyakov, director, managing partner Olga Gusarenko, executive director, managing partne

## the Greater Urals Area



Our support is most effective for:

- · National and foreign companies entering the Urals market with investment projects
- · Urals companies moving on to a new stage of growth and looking for new resources
- · Market leaders and financial institutions interested in promoting brands and strengthening their business reputation in the Ural

Key areas of competence and expertise in Consulting:
Corporate Finance
Investment process
Real Estate and Development

The Stratum Corporation is presented by 2 subdivisions: STRATUM Consulting (since 1997) and STRATUM Forum (since 2000).

We have completed more than 150 projects, some for foreign investors. Our biggest projects were done for: Carbo Ceramics, USA (supervision of an investment project for building a proppants production plant); Renova Stroy Group (project "Solnechnaya Dolina", development); attracting investment into the construction of "Holiday Inn" hotel in Chelyabinsk.

#### Key areas of competence and expertise in Forum:

- > STRATUM forums and conferences in the field of investments and real estate in the Ural
- > Promotion in the Urals market: PR campaigns including mass media and special business events
- > Corporate conferences (from concept through implementation)
- > Business-link.

In 2007 we held 12 forums and conferences with over 1200 participants in Chelyabinsk, Ekaterinburg, Ufa, Perm, and Tyumen. Our biggest project - the Urals Investment Forum (since 2001) - is well known under the brand of Urals Davos and gathers more than 250 people each December. Our immediate plans are to widen the area of coverage.

**Shared Team Values:** 

System Leadership Partnership



## **STRATUM Consulting**

In depth choice of quality services

Strategic Consulting

Business Evaluation and Increasing Business Value

Corporate Finance

M&A Consulting

Finance and Investment Analysis

Development and Supervision of Investment Projects

Financing and investor relations

Real Estate Consulting (location and lot evaluation, project development)

Marketing Analysis

SMART-marketing™

Outsourcing of marketing

Main Principals of Work:

Systematic Approach, Precision in Detail, Practical Results.



## STRATUM Event Marketing – Your Business Contacts and Your Brand in the Urals

In the time when advertising has lost its efficiency, we offer you to choose special business events practice, which allows:

- •to gather your target audience,
- •to present the new information most effectively in the most perceiving way,
- •to make contact with decision makers and get their feedback either at the event or right after it.

Great initiative and even speaker execution of the initiative! It was a pleasure to take part in the Forum and to cooperate with dedicated and professional team of STRATUM! I look forward to our further cooperation and contacts.

Jeroen Ketting Lighthouse Business Management



#### We'll support and facilitate your entering the Urals:

- Participate in 12 regional STRATUM conferences in 2008!
  We would advise you to choose a number of events and discuss with us opportunities for long term Partnership for the whole year. From our experience we know that this is the most effective way is to enter a region!
- Sign a contract with us to manage and execute your PR campaign! Our partnership contacts with the regional media will make it most effective in all aspects.
- 3 Initiate your profile or corporate conference! STRATUM will help you in all your organizational efforts.

  Make your presence in the region noticeable and useful.

### STRATUM Events 2008 – join Us!

| Date               | City/Venue  | Event   |
|--------------------|---|---|
| February,<br>13-14 | Ekaterinburg-<br>Chelyabinsk                        | Direct Investment Funds Road Show   |
| February           | Perm  | Real Estate Professionals Forum   |
| February-<br>March | Ufa   | Selection Competition for Investment Projects                                 |
| March, 12-13       | Chelyabinsk   | Conference «Residential and Commercial Real Estate» and a series of workshops |
| March, 20-21       | Perm  | CFO Forum   |
| March, 27          | Ufa   | Forum «Investments into Regional Business»                                    |
| April, 4-5         | Chelyabinsk region,<br>hotel-club<br>«Golden Beach» | Club Conference «Private Investments»   |
| April, 17          | Ekaterinburg  | Forum «Investment into Urals Businesses»                                      |

see next page>>

| STRATUM Events 2008 (continue) |              |   |
|--------------------------------|--------------|---|
| Date                           | City/Venue   | Event   |
| May, 22-23                     | Chelyabinsk  | CFO Forum   |
| June, 4                        | Perm         | Conference «Residential and Commercial Real Estate» and a series of workshops |
| August-<br>September           | Perm         | Selection Competition for Investment Projects                                 |
| September, 25                  | Ekaterinburg | Forum «Development of the Future: New Concepts and Financial Decisions»       |
| October, 2                     | Tjumen       | Conference «Residential and Commercial Real Estate» and a series of workshops |
| October, 24                    | Ekaterinburg | Conference «Private Investments»  |
| November,<br>12-13             | Ekaterinburg | CFO Forum   |
| December, 3-5                  | Chelyabinsk  | 8-th Ural Investment Forum «Ural Davos»                                       |

<sup>\*</sup>please, see updates at www.stratum.ru.



### Why the Ural Federal District?

- > High level of economical development. District with 8.5% of the population of the Russian Federation (12.4 mln. people) produces 16% of the GDP and 20% of the country's industrial product. Steady growth of the gross regional product, not less than 6% annually. Concentration of industrial production is 4 times higher in the Urals than on average in Russia.
- > Increasing investments. In 2006 foreign investment into the economy of the Ural Federal District doubled and reached over 5 billion US dollars. Capital investments increased approx. by 19% and reached 690 billion rubles.
- > Growth of buying power. Monetary income per capita is 14, 6% higher than average in the country. Increase in real monetary income of the population in the first half of 2007 equaled 10.6% compared to the same period of 2006.
- > Advantageous geopolitical location of the Greater Urals area on the map of Russia. Connecting link between Europe and Asia. Real opportunity to inform about your company in Asian Russia and enter markets of Siberia and Far East.
- > The Urals has excited poets and writers since time immemorial, the natural beauty and unique climate make you fall in love with this place at first sight. Mountains, lakes, rivers, forests and national parks once visited make you come back again and again.

