



Doing Business in Europe Webinar Series - RUSSIA

The U. S. Department of Commerce International Trade Administration Europe Team invites American exporters to join us for market briefings with our U.S. Embassy colleagues across Europe. Each session will cover the current status of the market, key target sectors, new procedures or guidelines, developing trends. Speakers include American government officials and private sector entities.

Russia is the world 11th largest economy. The country has a population of over 142 million people with growing purchasing power that demand well-known global brands and quality service. Russia is mostly an urban country. Between 15-25% of the country's population belongs to the middle class and 74 % of Russians live in urban areas. Besides Moscow and St. Petersburg, there are fifteen other Russian cities with populations over one million. With a vast landmass, extensive natural resources, more than 142 million consumers, and pressing infrastructure needs, Russia remains a major potential market for U.S. exporters. Russia is a high-income country, with an educated, trained workforce and sophisticated, discerning consumers. Many American firms view the Russian market as a long-term, strategic play given its large population, natural resources, growing consumer class, and access to a relatively low-cost yet well-skilled labor force. Russia joined the World Trade Organization (WTO) in August 2012. In the same year, Congress also enacted legislation to establish permanent normal trade relations with Russia. While U.S. companies and individuals can lawfully engage in a broad range of business activities involving Russia that are not subject to sanction, penalties for violating U.S. sanctions can be severe, and thorough due diligence is advised.

- May 13, 2021 at 11:00am ET (8:00am PT) Doing Business in Russia [REGISTER](#)

Agenda/Speakers :

Opening Remarks and Market Overview: James Golsen, Senior Commercial Officer, U.S. Embassy, Moscow, Russia

U.S. Business Perspective: Barry Sheridan, CEO, American Express Bank Russia, Chairman of the Board of The American Chamber of Commerce in Russia

Understanding Regional Business Trends: J.P. Natkin, Managing Director , Macro-Advisory Eurasia Strategic Consulting

Case Study in Developing Sales Channels: Real world experience of a U.S. company in the Russian market, working with distributors and identifying customers. Ilya Mikin, CEO iHerb Russia and Ambassador of Business Russia to the state of California

U.S. Government Resources: Tanner Johnson, Russia Desk Officer, Office of Russia, Ukraine, and Eurasia International Trade Administration U.S. Department of Commerce

U.S. Government Funding for Export Promotion Activity: Eddy Mayen, Director – State Trade Expansion Program, Office of International Trade, U.S. Small Business Administration

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Doing Business in the United Kingdom [REGISTER](#)

Cost: \$25 per webinar. Participants must register.

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