



# Beijing Office Presentation

Russian Union of Industrialists and Entrepreneurs

National Direct Investment Agency

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*Alexander Shokhin*  
*The President of the RSPP,*  
*Head of the Supervisory Board, NAPI*

## RSPP – Main Russian Business Association

- **328 000 companies and individuals representing industrial, scientific, financial and commercial organizations and private entrepreneurs from all Russian regions**
- **Over 120 regional alliances and industry associations from key industries of the economy**

## RSPP Key Activities

- Initiate new draft laws and improve the existing legislation
- Maintain regular contacts with authorities at the federal and regional level
- Develop regular bilateral and multilateral relations with business community organizations in other countries
- Attract foreign investments for domestic production development.
- Facilitate Russian companies in their investment and trade activities abroad
- Information campaigns related to the business-related activities and initiatives

# National Direct Investment Agency - A Decade of Steady Growth and Development



*Igor Vdovin,  
Chairman*

## National Direct Investment Agency

- Promotes and facilitates investment in Russia
- One-stop shop for business development and investment services in the Russian regions
- Comprehensive support for Russian and international business partners

## Brief History

**Regional Investment Strategy**

**Fundraising and Corporate Finance**

**Transaction Support**

**Advisory activity for top officials and for major Russian and foreign companies**

## RSPP Beijing Project Office



*Head of RSPP Beijing Project Office  
Member of the Board, NAPI;  
Founding Partner, NP Capital*

*Mr. Sergey Borovskiy*



*Head of NAPI Office in Beijing  
RSPP Project Office Coordinator*

*Ms. Nina Gorodbina*

## Regional capabilities












## Key competences

- Research & opportunities scan
- Market entry assessments
- Establishing effective cooperation platform between investors and competent authorities
- Partner screening and due diligence
- Deal structuring and execution
- Negotiation support
- Investment documentation
- Outreach and promotion efforts
- Administrative assistance

## RSPP Beijing Project Office

- **Integrated operational framework**
- **Strategic proximity via Moscow and Beijing locations**
- **Effective leveraging of local knowledge in the global business context**

# Selected Accomplished and Ongoing Projects

<p><b>Transaero</b></p>  <p>Strategic financial advisory</p> <p>2001</p>	<p><b>World Bank</b></p>  <p>Regular Business Policy Research</p> <p>2003</p>	<p><b>SIA International</b></p>  <p>Strategic financial advisory</p> <p>2004</p>	<p><b>IBM</b></p>  <p>Site selection and market penetration strategy for direct investment in the Russian Federation</p> <p>2004</p>	<p><b>SAB Miller</b></p>  <p>Site selection and market penetration strategy for direct investment in the Russian Federation</p> <p>2004</p>	<p><b>RUSHYDRO</b></p>  <p>Financial Feasibility Study</p> <p>2006-2007</p>
<p><b>RAO UES</b></p>  <p>Strategic financial advisory</p> <p>2006</p>	<p><b>PEPSICO</b></p>  <p>Advice on direct investment and site selection for a new plant</p> <p>2008</p>	<p><b>Confidential</b></p> <p>up to <b>USD 500 million IPO</b> with international listing for a major regional Russian company</p> <p>Current</p>	<p><b>Confidential</b></p> <p><b>USD 1 billion IPO</b> with international listing for a major regional Russian company</p> <p>Current</p>	<p><b>Confidential</b></p> <p><b>USD 1.5 billion</b> Debt restructuring advisory and subsequent equity offering</p> <p>Current</p>	<p><b>Confidential</b></p> <p><b>USD 300 million IPO</b> with international listing for a major regional Russian company</p> <p>Current</p>
<p><b>CORNING</b></p>  <p>Pre-Site selection advisory and subsequent project support</p> <p>2011</p>	<p><b>Confidential</b></p> <p>Site selection advisory and subsequent project support</p> <p>One of the largest producers of milk products in Europe</p> <p>Current</p>	<p><b>Confidential</b></p> <p>Site selection advisory and subsequent project support</p> <p>One of the biggest producers of industrial gases</p> <p>Current</p>	<p><b>Confidential</b></p> <p>Site selection advisory and subsequent project support</p> <p>One of the biggest producers of wood based panel products</p> <p>Current</p>		



**Sergey A. Borovskiy**

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