



LUNO-GROUP

had gained for 25 years East-West-Know-how in strategic preparation and in production, import and export business and the furthering of commercial institutions and aimed to pass on this knowledge through an oriented network. The created information and contact platform plays an important role within a competent, practical and result-oriented consultancy. Through this longstanding execution of practical oriented business training and build up of business consultation - with the main focus on the bigger customers from the Russian regions - there has been good development.

COMPETENCES

Since the beginning of '92 over 6,000 colleagues, subject and leading employees from the higher graded and leading management levels in Hamburg and other cities of Germany and Europe have been trained, numerous trips with delegations of highly qualified business men from commerce, administration and politics have been made and the resulting trading and service has been realised.

Since '97 LUNO takes active part in business development and supports Russian enterprises in formation of their subsidiaries in Hamburg. Our experienced team with its valuable contacts to German suppliers and logistical companies will optimise trading activities in Germany and Western Europe. Also LUNO is a competent contact person for German firms, who want to establish a representative office or an own firm in Russia.

Appropriate experience has also been gathered since '97 in the building up, selling and management in the private sector economically organized German-Russian Business Centers in Hamburg and the East-European Center of Lower Saxony (OECN), in the form of a public-private-partnership with the town of Celle. Altogether through the LUNO-Group acting as management and marketers 14 official representations in the OECN have been settled. They include the Republic of the Russian Federation, Ukraine, Kazakhstan, Kirgiztan, Georgia, Armenia, Moldavia and Bulgaria.






CONSULTING

LUNO offers practice oriented analysis and expert advice, from market entrance to the point of establishment as well as nationwide market expansion in the regions of Russia. LUNO views itself as a success oriented partner, attending you competently without affecting your independence: "Assistance to self-help".

STARTUP

-  sector-specific market analysis and sales partner research
-  customers and suppliers acquisition
-  sales partner analysis and evaluation of the company
-  adapting your advertising for the target group
-  arranging of familiarization and canvassing trips, fair visits

ESTABLISHMENT

-  support in company registration and product certification
-  staff management (temporary and without employment)
-  nationwide PR supporting measures to reach new markets
-  building up of a nationwide distribution and service network
-  capital expenditure management



SERVICE

The nearness to new markets, advantages in costs and production or the overcoming of competition barriers is made more attractive for business people taking their first steps abroad. Russia, as a prosperous production location and lucrative sales market, will in future play an open speaking role. As an example the buying power of the Russian people has already reached 70% of the German level. Moscow now ranks as the world's most expensive city, edging out Tokyo, which held the No. 1 spot, what makes the habitation in Moscow very costly. We'll make you a comprehensive offer of services with a "stepping stone" function for the Russian market, to make your stay in Moscow as convenient and successful as possible. We will undertake all administrative tasks and will optimise the processing of your commercial operation.

YOUR PARTNER IN RUSSIA - LUNO BUSINESS-CENTER MOSCOW

- AA full office service with qualified, multilingual staff
- AA conference/discussion organisation with professional reception and catering
- AA network of translation and translators, adapted translation of printouts
- AA start-up support for manufacture contact and maintenance, marketing, logistics and distribution
- AA co-ordination/realisation from regional PR-measures (direct marketing / print / TV / new media)
- AA business trip organisation



YOUR ADVANTAGES

- AA permanent and direct on the spot accessibility within the Russian commercial metropolis
- AA optimal location with immediate parking facilities, traffic connections, restoration infrastructure
- AA flexible forms (immediate start, short-time contracts)
- AA no initial costs for office infrastructure, joint use of reception area with a secretary's office, conference room and discussions rooms, office techniques
- AA continual support form multilingual office personnel
- AA use of complete CIS existing information and contact networks for politics, administration, commerce, science and alliances

LOCATIONS

The LUNO-Group is located in Hamburg. Since '94 LUNO possesses a business centre in Moscow as official accredited representative. On a place of over 600 sqm with 20 fully equipped offices and meeting and conference rooms, we are offering permanent and direct on the spot accessibility within the russian metropolis Moscow.

OUR STRONG POINTS ARE

-  a committed, flexible, experienced and multilingual team to support your commercial activity in Russia
-  a nationwide valuable contacts to scientific organisations, administration, authorities and business relationship
-  strong experience of promoting the Russian government and the image of Russia at international level
-  a mandate of the Hamburg Business Development Cooperation to support the location of Russian subsidiaries in Hamburg

ADRESS & CONTACT PERSONS

 IN MOSKAU

Svetlana Kolodij

Head, LUNO Business-Center Moscow
Representative, Hamburg Business Development Agency
Leninsky Prospect 95a
117313 Moscow / Russian Federation
phone +7 495 936 27 80 + 937 85 14
fax +7 495 132 47 01
kolodij@luno-moskau.de



 IN HAMBURG

Luba Moch

Assistant of the Managing Director, LUNO-Group
Managing Director, LUNO Export & Logistic Services GmbH
Ferdinandstrasse 25 - 27
D-20095 Hamburg / Germany
phone +49 (0)40 22 94 19 - 0
fax +49 (0)40 22 94 19 - 19
moch@luno.info

