



Master Class
Way to successful
partner search

April 2006

LIGHTHOUSE - LIGHTING YOUR PATH IN FOREIGN BUSINESS!



Haarlem

St. Petersburg

Kiev

Moscow
Obninsk

Lighthouse provides you with the information, expertise and capacity you need to plan, establish and develop successful business in foreign markets.

Do you want?

- To enter the market and increase your network?
- To find a joint venture partner, a new agent or distributor?
- To better understand and plan your current and future business?
- To establish a marketing, sales, distribution or production presence?
- To widen your client base and to increase your sales?
- To involve skilled locally based capacity?
- To be located in a safe and stable logistics and production environment?
- ***To guarantee optimal results?***

Lighthouse Solution

Market Entry Services and Matchmaking
Partner Search
Business and Scenario Planning
Business Establishment
Leads Generation and Sales Support
Project Management and Temporary Staffing
Merkury Obninsk Industrial and Trade Park
Lighthouse

✓ *Since 1999*

- ✓ *More than 150 companies introduced on the Russian and Ukrainian markets each year*
- ✓ *25 production Joint Ventures established*
- ✓ *Offices in Moscow, St Petersburg, Obninsk, Kiev and Haarlem*
- ✓ *More than 30 Russian, Ukranian and Western European specialists*

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This presentation treats:

- 1. What you need to do;**
- 2. Understand who your partner can be;**
- 3. How to find the right partner;**
- 4. Networking;**
- 5. Answers to your questions.**



What you need to do?

- A. Understand what you want/need;**
- B. Is it realistic what you want;**



What you need to do?

A. The fundamentals should be OK

B. Present your case in a simple and clear way;

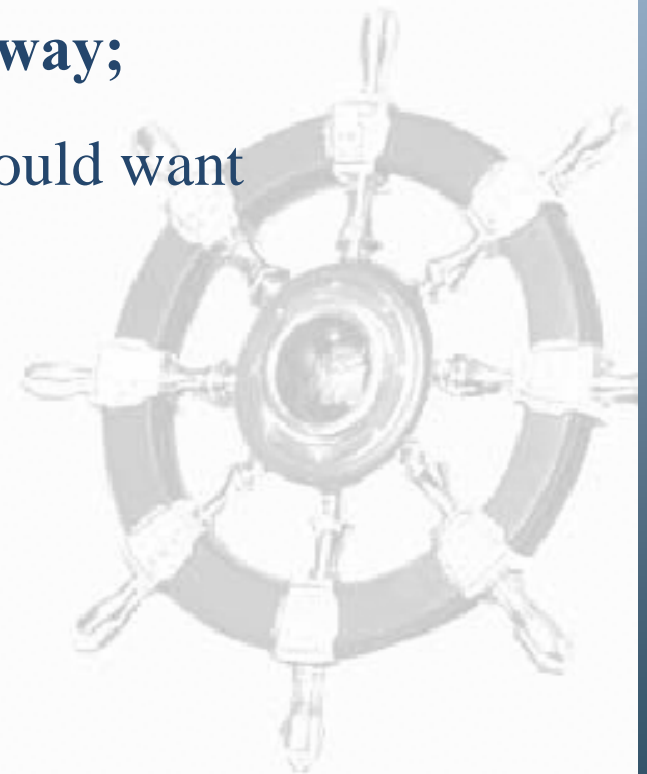
- Understand what info your target could want
- Less is more

C. Know the rules of the game;

D. Allow your target to be lazy;

E. Make an effort:

- Invest in your potential partner



Understand who your partner could be

A. Understand who could be interested:

- Strategic
- Financial

B. Understand the target's perspective;

- Flat tire syndrome
- Big figure syndrome

C. Size of your project;

- Who could be interested?



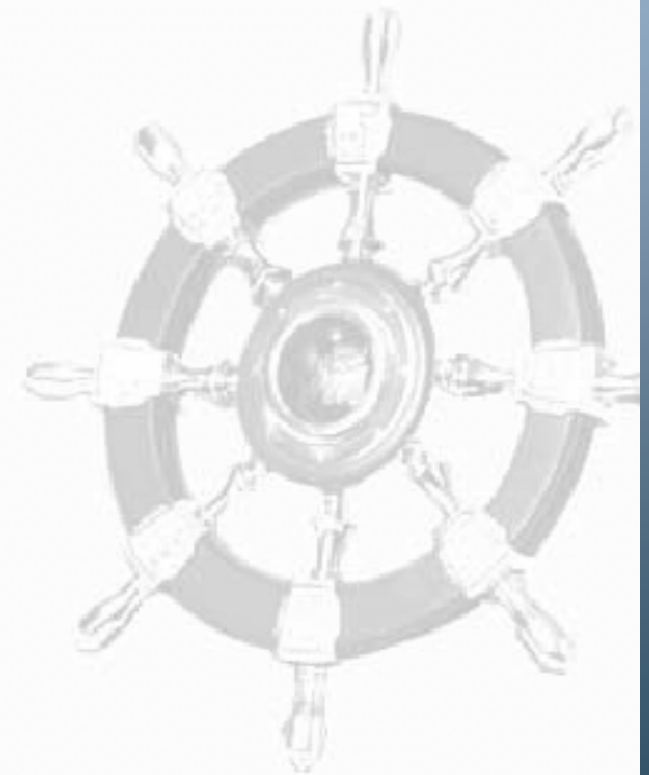
How can you find your partner?

A. Embassies;

B. Associations:

- Branch
- Investor clubs
- B2B platforms
- CoC
- Information services

C. Networking;





**Unlock hidden
opportunities!**

**Networking in Russian –
European context**

What is networking?

- **Networking is the creation of a group of people cooperating to benefit one another with the objective to:**
 - **identify and understand each other's concerns, problems and opportunities.**
- **The social aspect of networking is the “game” of belonging.**
- **The pragmatic aspect of networking is the possibility to bring in new business, find a job, find a supplier, or find a solution for yourself or someone else.**
- **Your network is your social capital.**

This presentation will deal with the following issues:

- 1. What is networking?**
- 2. Why is networking useful?**
- 3. Networking in the Russian context**
- 4. Networking in European context**
- 5. Networking in the Russian – European context**
- 6. Practical guidelines**



Why is networking useful?

- **Networks provide opportunities, information, support, energy and additional contacts.**
- **The average person knows 250 people. Each new person that you know provides you with 62.500 possible linkages between your network and the network of your new acquaintance.**
- **The “viral effect” of networking is massive.**
- **Remember that we do nothing alone.**
- **It is not WHAT you know but WHO you know.**
- **Не деньги делают отношения, а отношения делают деньги.**



Networking in the Russian context

- **Russia knows networks but no networkING.**
- **In Russia it has always been important to have your micro cosmos, within which you have your trusted people that can help you solve your problems.**
- **BUT, because it is difficult to trust unknown people, these networks (micro cosmos) are rather static in Russia.**
- **Russian networks are mainly based upon family, school or university relations and have no great potential for increase.**
- **There is an element of fear.**

Networking in the European context

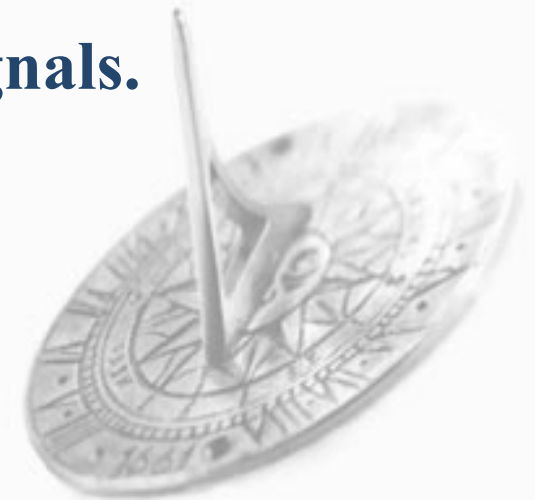
- **In Europe networks are the result of pro-active networking and not based on static social groups like family, school or university.**
- **Networks are continuously expanding.**
- **The element of fear does not play a role in networking in Europe.**
- **Trust is therefore less important and social relations are easier to establish. As a result Europeans are more open in contacting new people, as there is no real risk.**
- **Networking takes place in an always widening social group with its group psychology.**
- **Behaving is belonging. This reduces risk! Also in Russia.**

Networking in the Russian – European context

- **The potential of networking in the Russian – European context:**
 - **European companies and people are much more open than Russian companies and people.**
 - **But Europeans have their preconceived ideas about Russia and Russians.**
 - **Prove them wrong and you'll have made a lasting impression.**
 - **Further abide by the normal networking rules:**

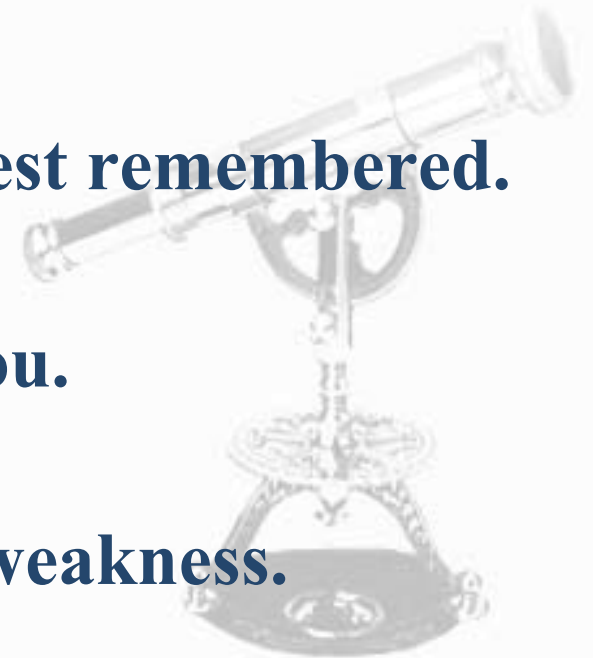
Practical guidelines I

- **Have a GOAL and a STRATEGY and FOCUS.**
- **Prepare and do your homework well.**
- **Have the proper “packaging”.**
- **Have a 30 second ME-COMMERCIAL ready.**
- **Empathy.**
- **Listen 70% - talk 30% and be open to signals.**
- **Creativity.**
- **Give first, get second.**
- **Follow up.**
- **Speak to people!**




Practical guidelines II

- **Dare to ask. Your question may be someone else's opportunity.**
- **Treat people like they have that golden opportunity.**
- **Do not qualify people.**
- **Be thankful in word and/or deed.**
- **Be sincere. It is easiest and will be best remembered.**
- **Quality instead of quantity.**
- **Make it easy for people to contact you.**
- **Overcome anxiety.**
- **Using your network is not a sign of weakness.**



Conclusion:

- **There are 100 people in the room today! That gives you $(99 * 250) * 250 = 6.187.500$ possible linkages!**
 - **Combine that figure with those people / companies that you know in Europe and the potential to unlock hidden opportunities is enormous.**
 - **Using this network saves you time, energy and money!**
 - **Your Russian network is of great value to European counterparts and for them a meeting is never worthless.**
 - **Go to people and start a conversation.**
 - **Be a resource to others and others will become a resource to you.**
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- A faint, semi-transparent image of a globe is visible in the bottom right corner of the slide, showing latitude and longitude lines.

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