



**Netherlands-Russia  
Business Meet 2011**

*A partnership for modernisation*

# WHY RUSSIA? Because it's only the beginning!

**9th February 2011**

**Jeroen Ketting**

**[www.thelighthousegroup.ru](http://www.thelighthousegroup.ru)**

**ING** 

 **NL Agency**  
Ministry of Economic Affairs, Agriculture and  
Innovation

 **NRCH**

# The Financial Times's Russia: Risk Map 2011



**Terrorism**



**Terrorism**

**Strike, civil commotion**

**Political interference**

**Legal & regulative risk**

**Supply chain disruption**



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# My Russia

1. Growth of the annual disposable income **and** growth of the middle class.
2. Growth of the SME sector.
3. Growth of business and consumer lending.
4. Growth of e-commerce.
5. Development towards Western consumer lifestyles.

**BUT.....**



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# Program

- 1. Exporting to Russia – an introduction**  
Annemarie Destrée, Market Advisor Russia, NL EVD  
International
- 2. Opportunities & Challenges - Terms of delivery**  
Wijnand Herinckx, Director VAT Logistics
- 3. Customs Union Russia, Belarus, Kazakhstan**  
Sergey Shokhin, Deputy Head of Federal Customs  
Service
- 4. Mitigating payment risks and improving your sales**  
Ronald Supheert, Head Corporate Sales Trade Services  
NL, ING
- 5. Q&A**



# Slides presentation:

## Exporting to Russia – an introduction

Annemarie Destrée, Market Advisor Russia, NL EVD  
International



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# Slides presentation:

## Opportunities & Challenges - Terms of delivery

Wijnand Herinckx, Director VAT Logistics



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# Slides presentation:

**Customs Union Russia, Belarus, Kazakhstan**  
Sergey Shokhin, Deputy Head of Federal Customs



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# Slides presentation:

**Mitigating payment risks and improving your sales**

Ronald Supheert, Head Corporate Sales Trade Services

NL, ING

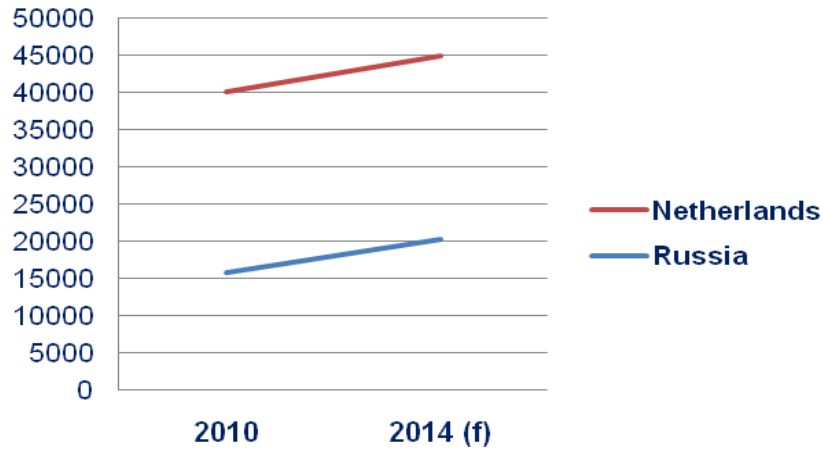


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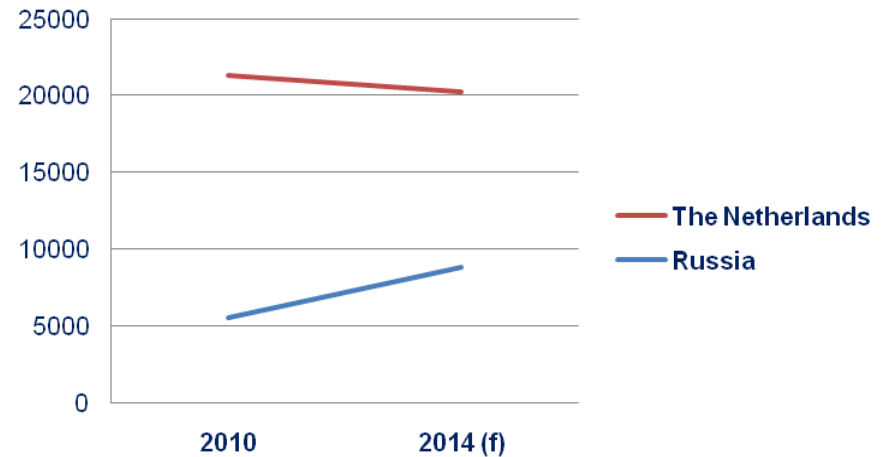
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# Russia: it's only the beginning

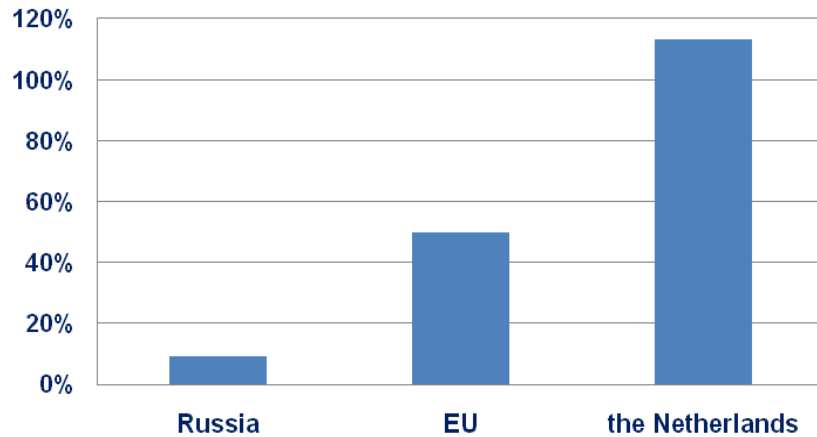
## GDP per capita, US \$



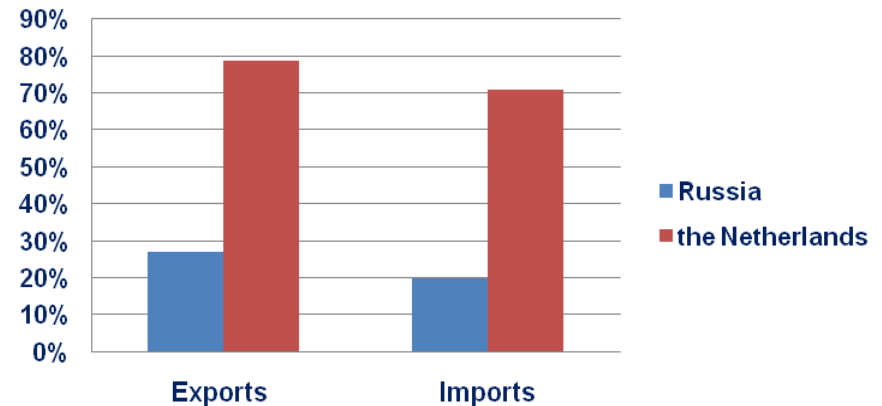
## Private consumption per capita, US\$



## Household lending, % to GDP



## Exports and imports of goods and services, % of GDP in 2010



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