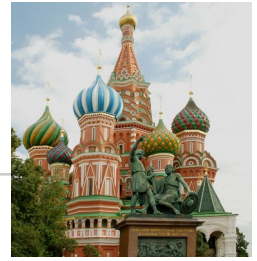




Russia



Country Overview:

Location: Northern Asia (the area west of the Urals is considered Europe), bordering the Arctic Ocean, between Europe and the North Pacific Ocean

Size: 17098,242 sq km

Population: 142,500,482 (July 2013 est.)

Capital: Moscow

Export-commodities: petroleum and petroleum products, natural gas, grain, wood and wood products, metals, chemicals, and a wide variety of civilian and military manufacturers

Import-commodities: machinery, vehicles, pharmaceutical products, plastic, semi-finished metal products, meat, fruits and nuts, optical and medical instruments, iron, steel

Currency: Russian Rubles (RUB)

Ethnic groups: Russian 79.8%, Tatar 3.8%, Ukrainian 2%, Bashkir 1.2%, Chuvash 1.1%, other or unspecified 12.1% (2002 census)

Religion: Russian Orthodox 15-20%, Muslim 10-15%, other Christian 2%, non-practicing

Government type: federation

Chief of State: Vladimir Vladimirovich PUTIN (since 7 May 2012)

Head of Government: Dmitriy Anatolyevich MEDVEDEV (since 8 May 2012)

Language: Russian, many minority languages



Russian Federation/Rossiyskaya Federatsiya

Meetings and

Negotiations

- Be **punctual**, although your Russian counterparts may not. Also, **confirm** date and time prior to meeting.

- When addressing your Russian business partner, use “**Mr.**” [‘gaspodin’] or “**Miss./Mrs.**” [‘gaspazhah’] with their **surname** following.

- **Titles** are extremely important in Russian business culture; familiarize yourself with the distinctions before meeting.

- When greeting, use a **firm** hand shake, maintain eye-contact, while giving the appropriate greeting for the time of day.

- Carry multiple **business cards** because they will be exchanged often. Include your title and any degrees you have received from a

university on your business card.

- Russian executives prefer to meet with people of similar rank and position. Meetings and negotiations are slow. Russians **do not** like being rushed.

- If you are hosting a meeting, have a plentiful amount of food and beverages present.

Business Attire

- Russians greatly value appearance and fashion, often sporting designer clothing. What you wear will make your first impression (and professional prestige), so **look professional** and sophisticated.

- Men wear light and dark colored suits in business settings.

- Women dress conservatively, and prefer long skirts over pants.

Behavior

- **Patience** is a well-regarded

virtue within Russian culture.

- **Avoid the following:** standing with your hands in your pockets, the ‘O.K.’ sign, and shaking your fist; these are all considered **rude**.

Gift Giving

- Gifts are **well received** and often given in Russian culture. Be sure that your gift is of good **quality**.

- If the gift is inexpensive it is unnecessary to wrap it, therefore be sure to **wrap** a costly gift.

Appropriate Gifts:

- wine or alcohol [try to **avoid** vodka], towels, cameras, watches, perfume/cologne, pink, cream-colored, orange flowers

Gifts to Avoid:

- an even number of flowers in colors of white, yellow, and red, pencils, pens, lighters

Business Tips continued

Conversation

- The majority of Russian people speak Russian, so having an **interpreter** present would be wise.

- Speak in a **calm, moderate tone** of voice at all times when talking to your Russian business partner. If your volume is loud and boisterous, you may be considered overbearing and aggressive.

- Finding compromise (looked at as a weakness) with your Russian business partner may be **difficult**, but do not become aggravated.

- You may find Russians to be enthusiastic about discussing politics and the challenges of living in Russia. Participating in this kind of discussion and **expressing your views** (even if they are opposite) is more welcome than just being an active listener.

Topics to Discuss: Russian culture and history, politics, current events, books, film, economic difficulties, World War II.

Topics to Avoid: Personal questions, religion, ethnic minorities, the Holocaust, comparing/contrasting Russia to other developing countries, comparing/contrasting Moscow and Saint Petersburg, the Czar and the monarchy.