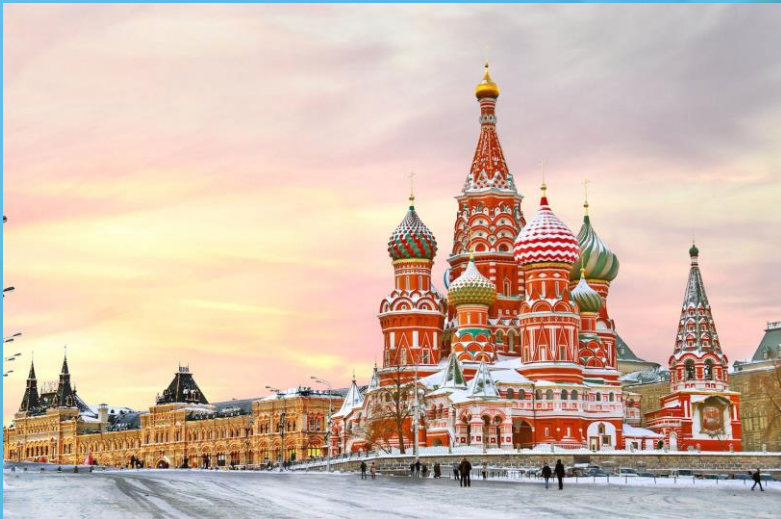


# Business Opportunities in Russia

Start >



INNOVEK

# AGENDA



- 1 COMPANY BACKGROUND
- 2 FACT THAT NEED TO KNOW TO DO BUSINESS IN RUSSIA
- 3 POINT THAT CANNOT OVERLOOK
- 4 WHY WE SHOULD EXPAND IN RUSSIA MARKET
- 5 WAY TO ENTER IN RUSSIA MARKET
- 6 CHOOSE THE RIGHT PARTNER
- 7 TECHNIQUE TO DRAW ATTENTION FROM CUSTOMER
- 8 CROSS BORDER TRADING
- 9 MARKETING INVESTMENT IN ONLINE CHANNEL
- 10 MAJOR FESTIVAL NEED TO BEWARE IN MKTG. CAMPAIGN
- 11 POINT NEED TO BEWARE
- 12 CONCLUSION

# COMPANY BACKGROUND

WE ARE THE COOLING TOWER MANUFACTURER AND EXPORTER  
FOUNDED SINCE 2007 AS A ONE STOP SERVICE FOR COOLING TOWER.

OUR COMPANY LOCATED IN RAYONG, THAILAND WITH ISO 9001 & CTI  
STANDARD CERTIFIED WITH OVER 250  
WELL-TRAINED EMPLOYEES IN R&D,  
SALES, MARKETING, PRODUCTION &  
AFTER SALES SERVICE.







# Fact that need to know to INNOVEK do business in Russia

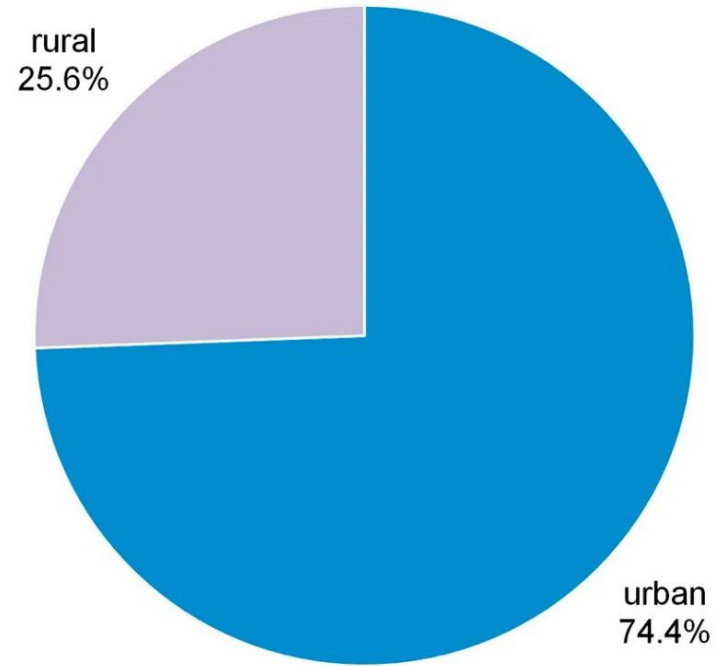
Also Known As	Rossiyskaya Federatsiya • Rossija • Russian Federation • Russian Soviet Federated Socialist Republic • Russian S.F.S.R. • Rossiya
Head Of Government	Prime Minister: Mikhail Mishustin
Capital	<a href="#">Moscow</a>
Population	(2023 est.) 144,995,000
Currency Exchange Rate	1 USD equals 73.299 Russian ruble
Head Of State	President: <a href="#">Vladimir Putin</a>
Official Language	Russian
Official Religion	none
Total Area (Sq Km)	17,075,400
Total Area (Sq Mi)	6,592,850
Monetary Unit	ruble (RUB)

# Point that cannot overlook

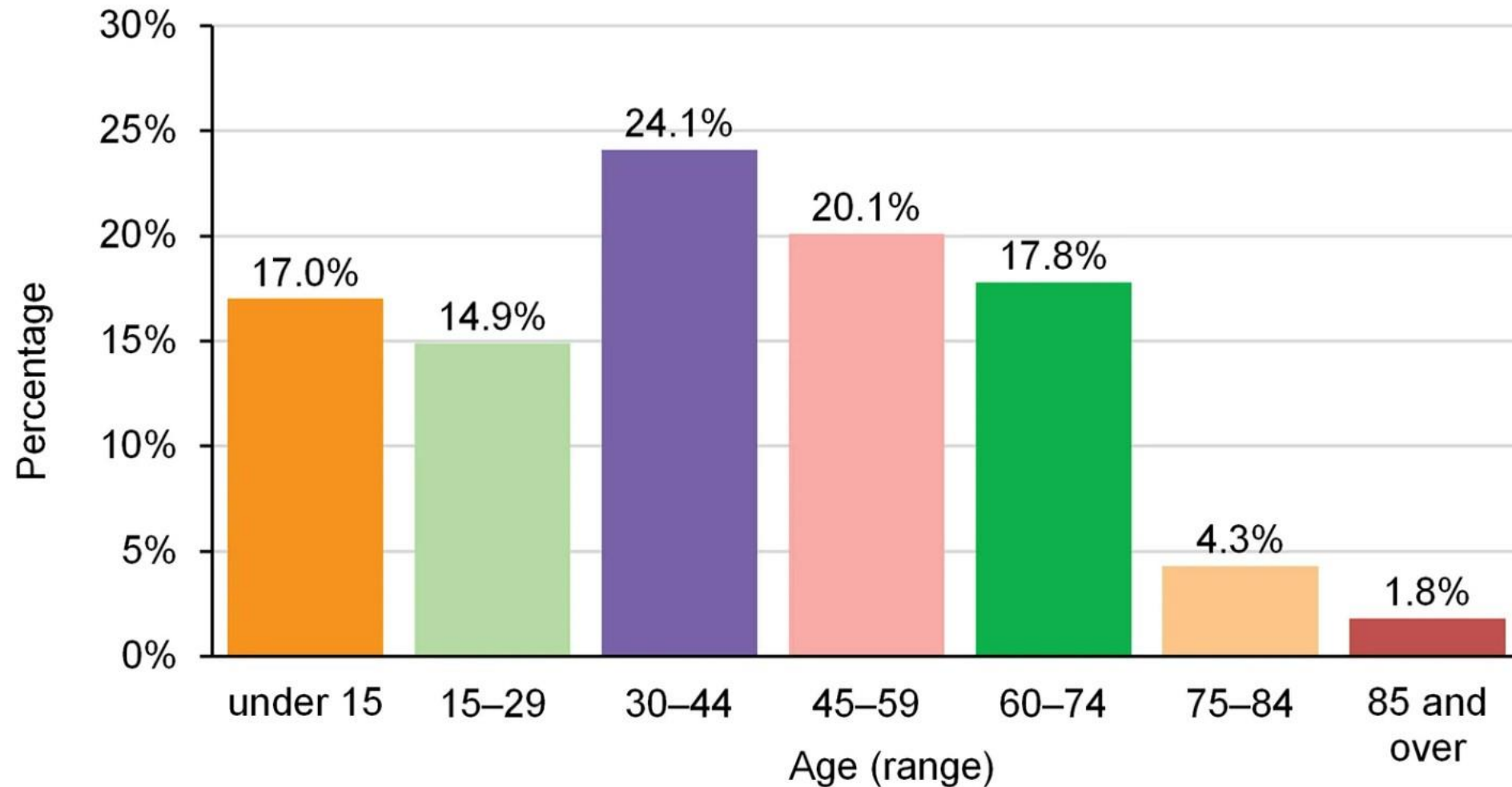


Population Rank	(2023) 9
Population Projection 2030	139,599,000
Density: Persons Per Sq Mi	(2023) 22
Density: Persons Per Sq Km	(2023) 8.5
Urban-Rural Population	Urban: (2018) 74% • Rural: (2018) 26%
Life Expectancy At Birth	Male: (2022) 66.9 years • Female: (2022) 78.3 years
Literacy: Percentage Of Population Age 15 And Over Literate	Male: (2020) 100% • Female: (2020) 100%
Gni (U.S.\$ '000,000)	(2021) 1,732,532
Gni Per Capita (U.S.\$)	(2021) 11,600

# Point that cannot overlook: Population Density

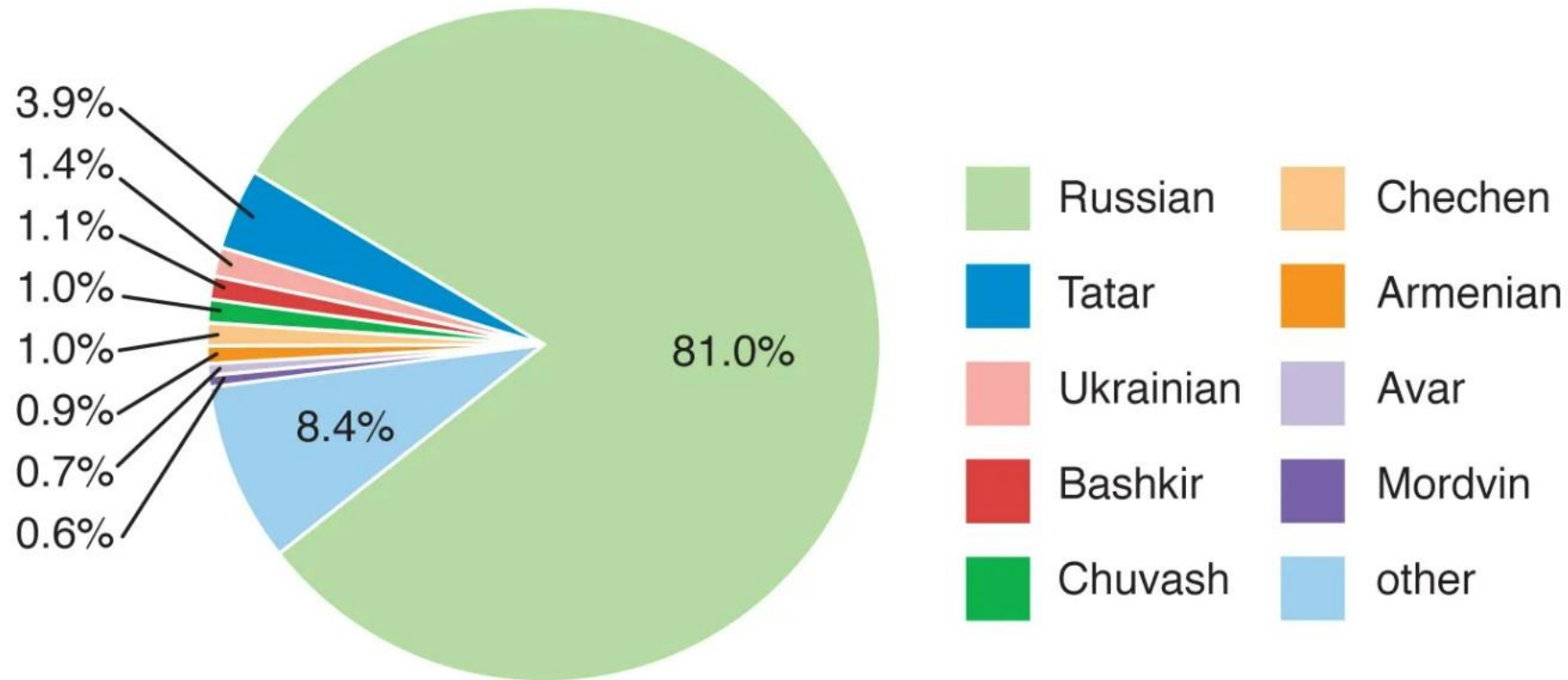


# Point that cannot overlook: Age Breakdown

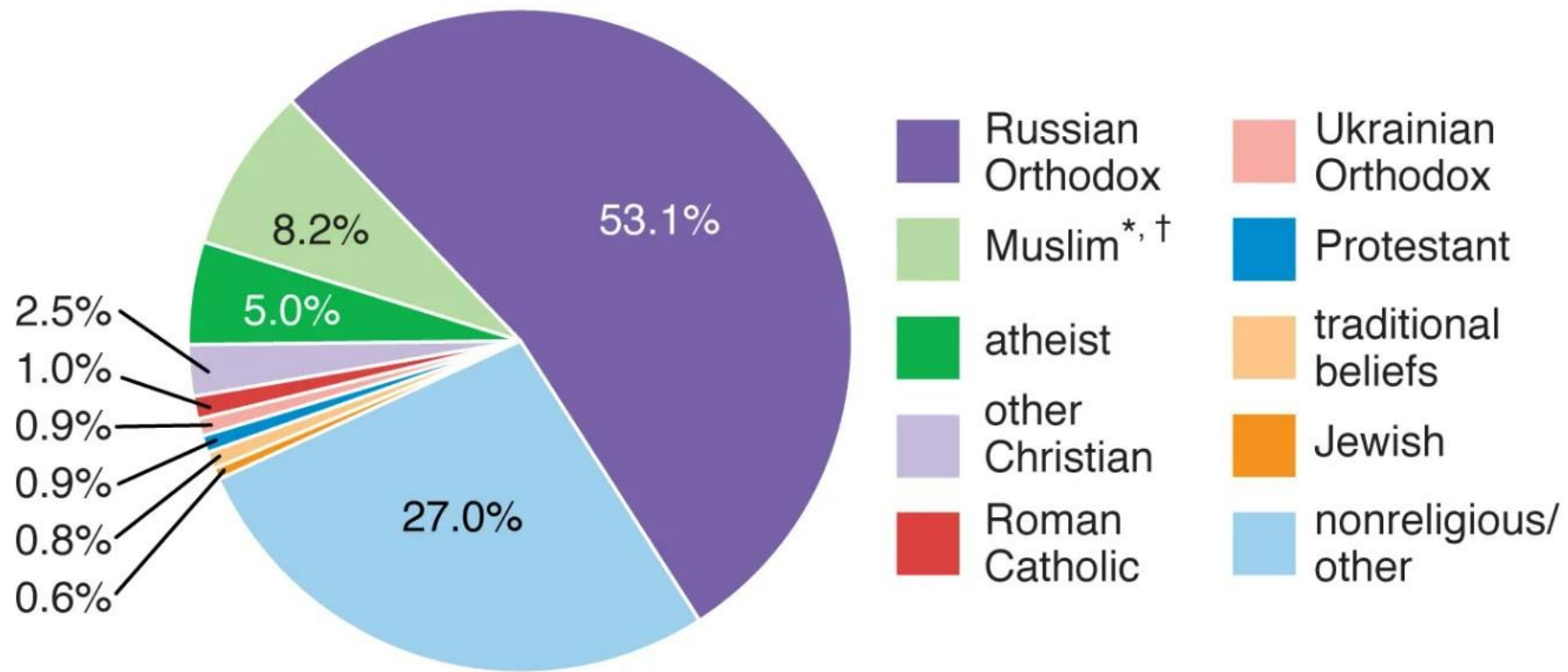




# Point that cannot overlook: Ethnic Composition



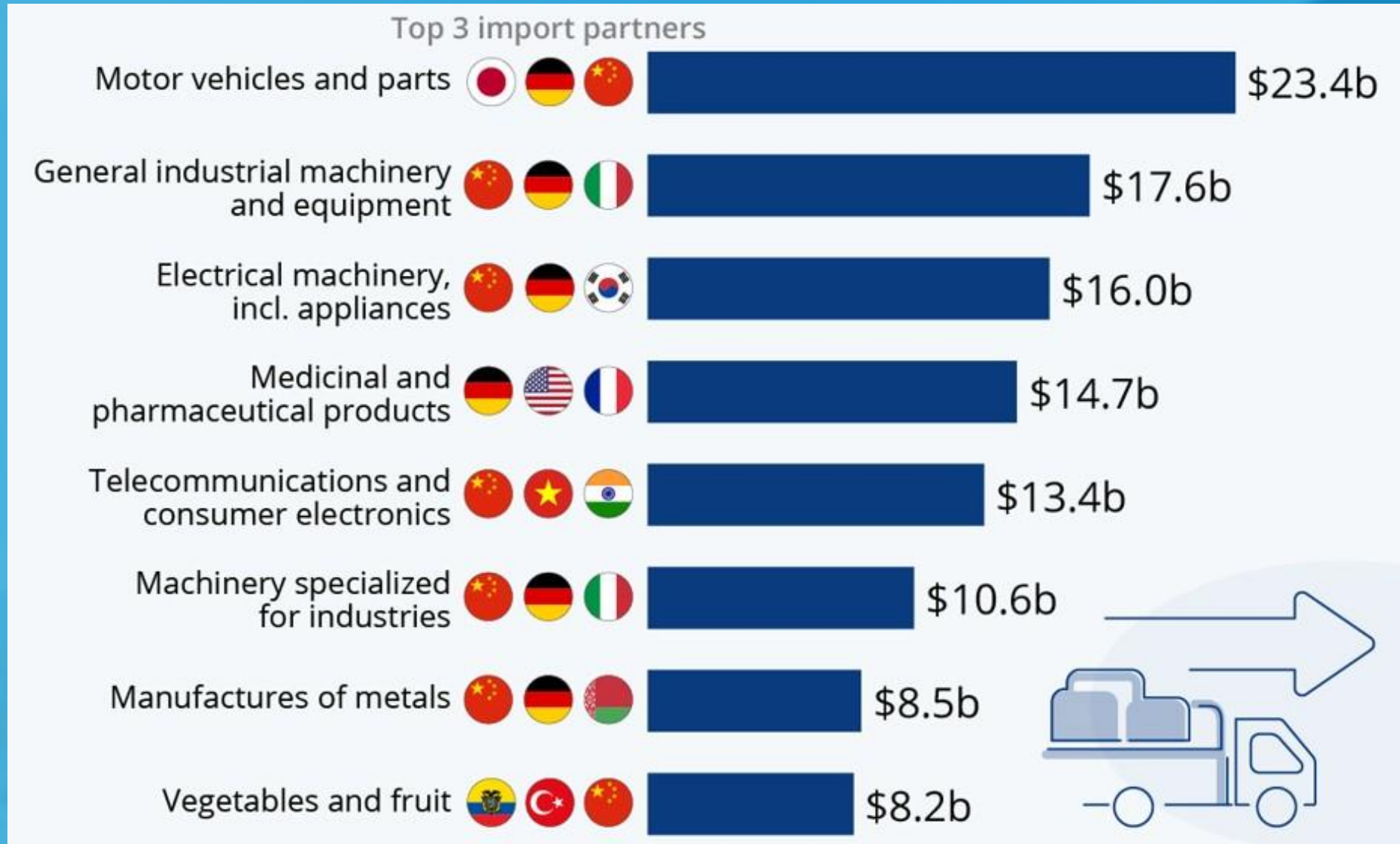
# Point that cannot overlook: Religion across country



# Why we should consider to expand business in Russia



# Major Import Products



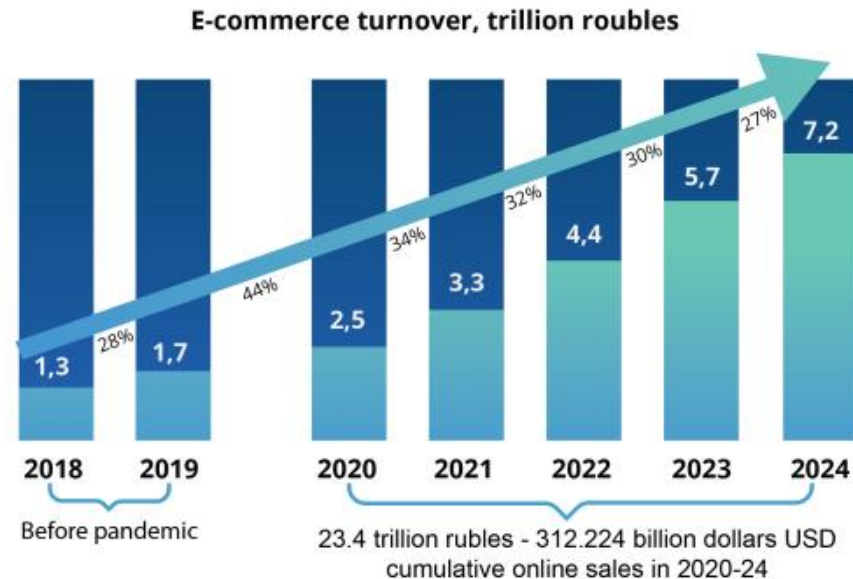
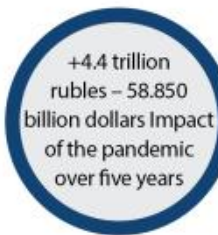


# WAY TO ENTER RUSSIA MARKET AFTER COVID AND NEW ERA OF DOING BUSINESS



# Trend of E-Commerce INNOVEK

## eCommerce in Russia: forecast 2020-24



\*retail sales figures exclude car and petrol sales.

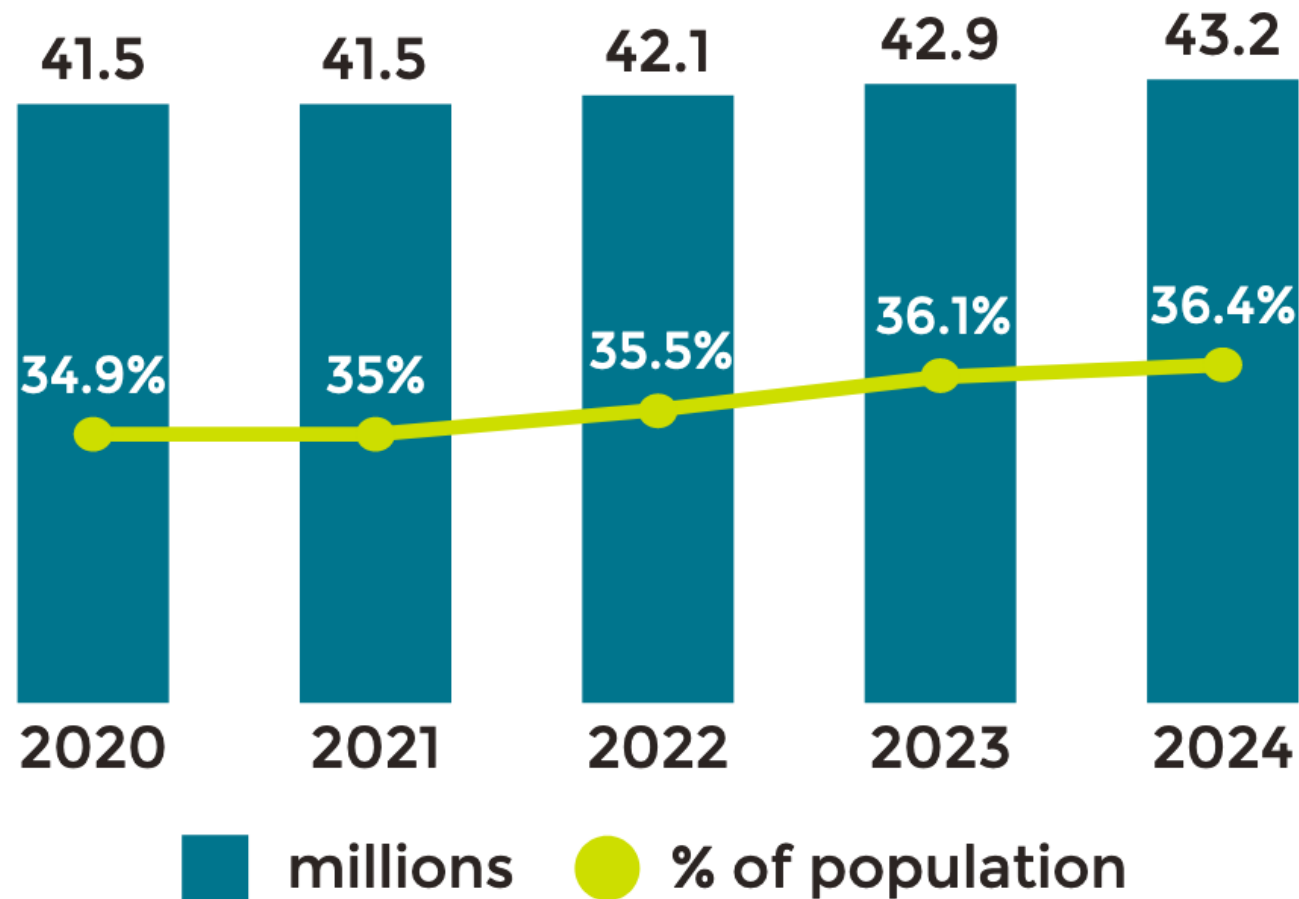
\*\* pandemic impact data exclude possible second wave

\*\*\*predicts both positive factors: growth of number of customers, increase in frequency of sales, growth of foodstuffs sales etc. and a negative factor: a decrease in purchasing power of the population

Source Data Insight 07.2020 – Giulio Gargiullo Digital Marketing Manager

# Online Buyers in Russia INNOVEK

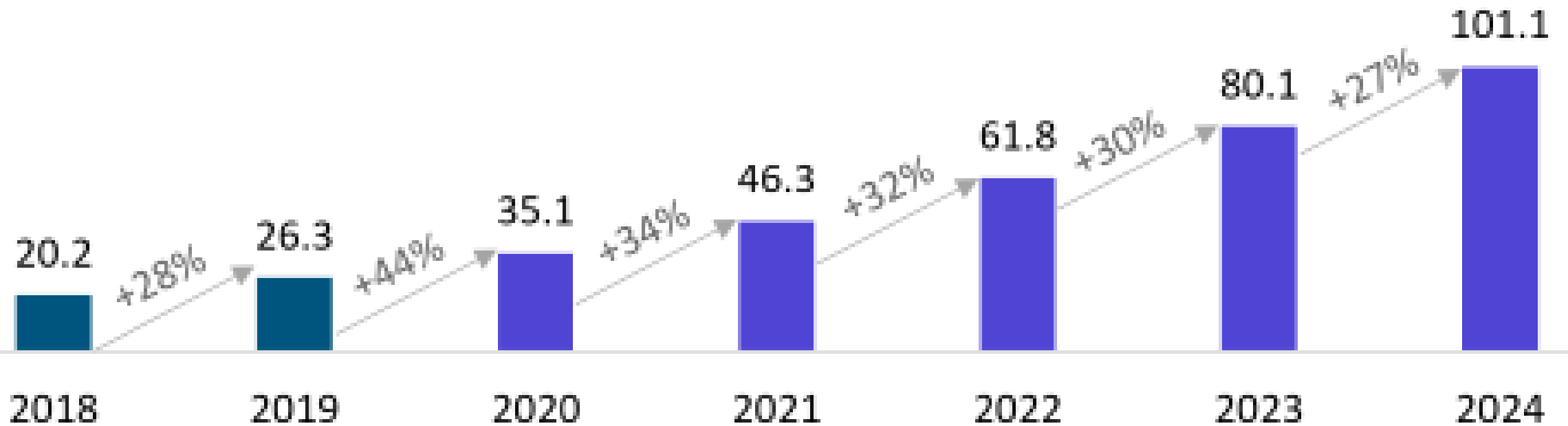
## DIGITAL BUYERS, RUSSIA 2020-2024



# Domestic Consumption for E-Commerce



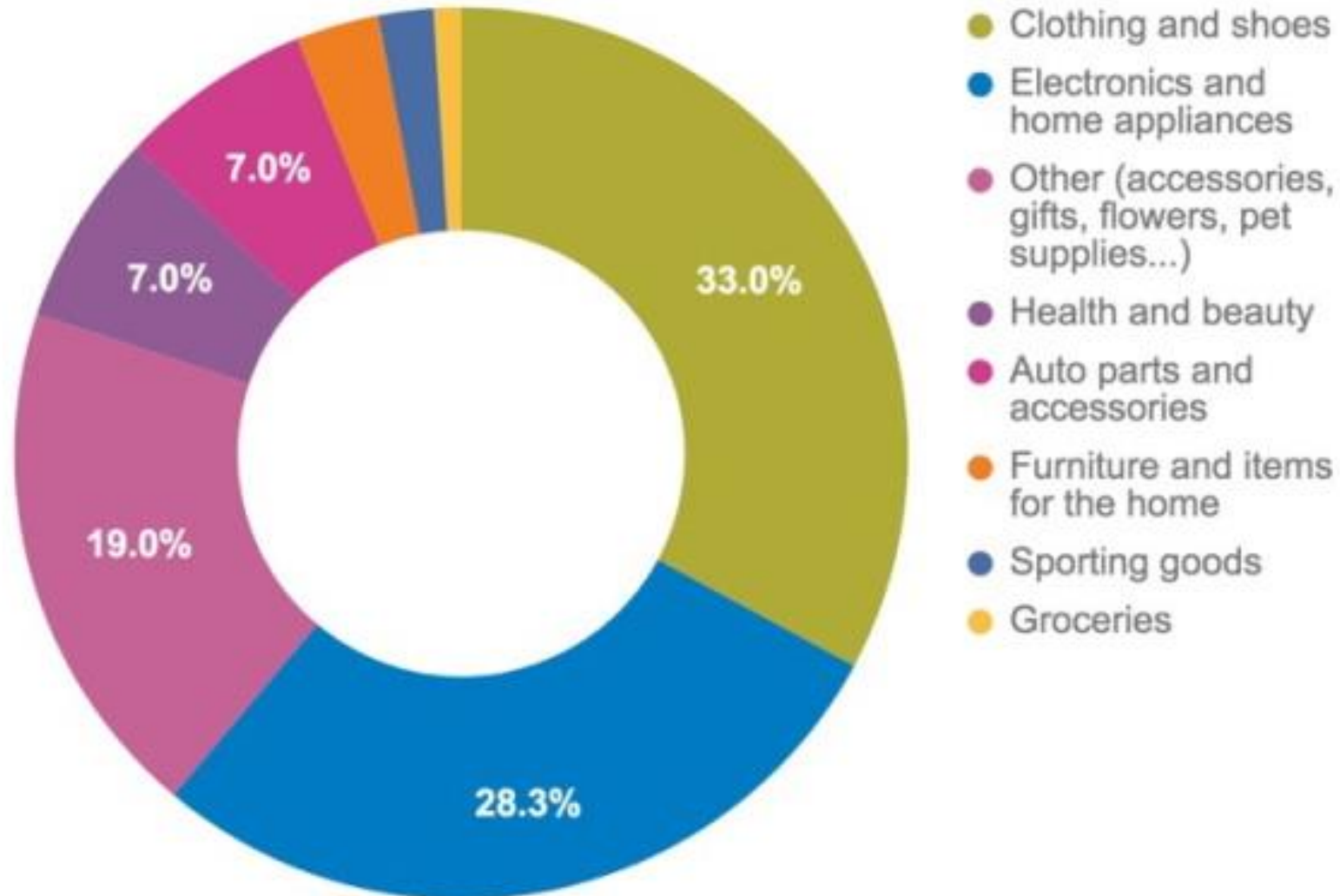
Russian ecommerce revenue: domestic, USD bn



# Percentage of Product Category (by piece)



INNOVEK

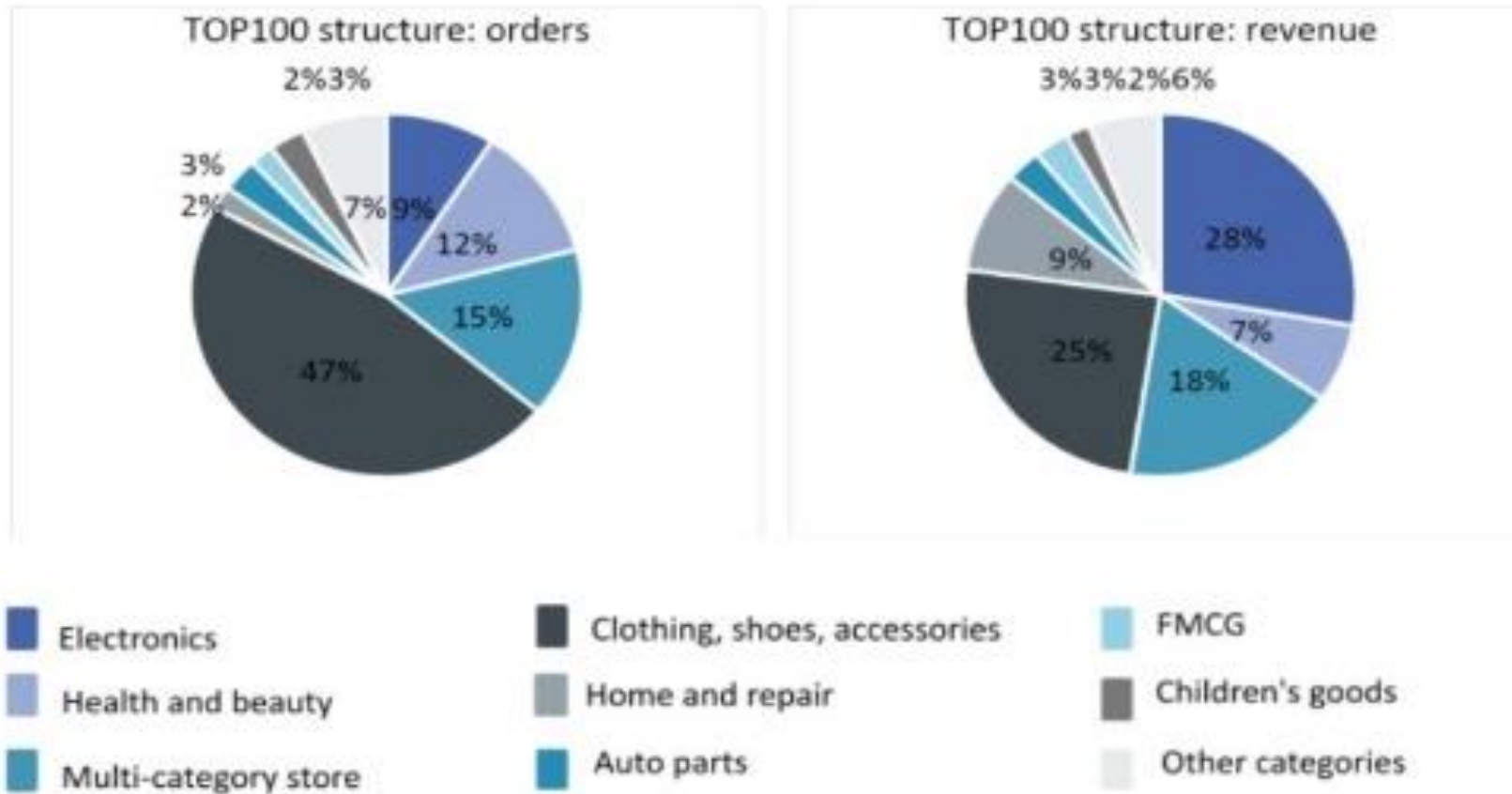




# Percentage of Product Category (by order VS revenue)

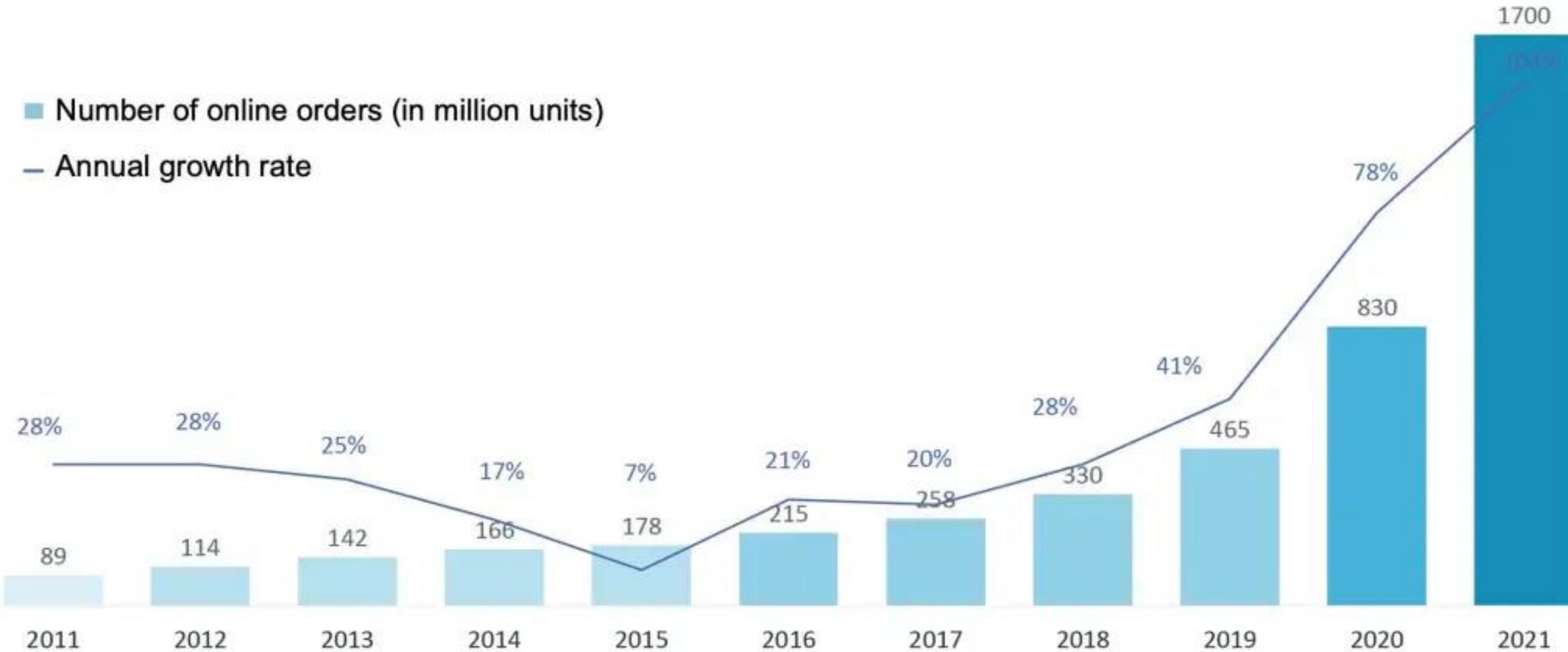


TOP100:





# Growth in Percentage of Online Order



# CHOOSE THE RIGHT PARTNER WITH THE RIGHT CHANNEL

# Top 10 E-Commerce in Russia Market



WILDBERRIES



Yandex Market

lamoda

М.Видео



СИТИЛИНК  
все лучшее для тебя



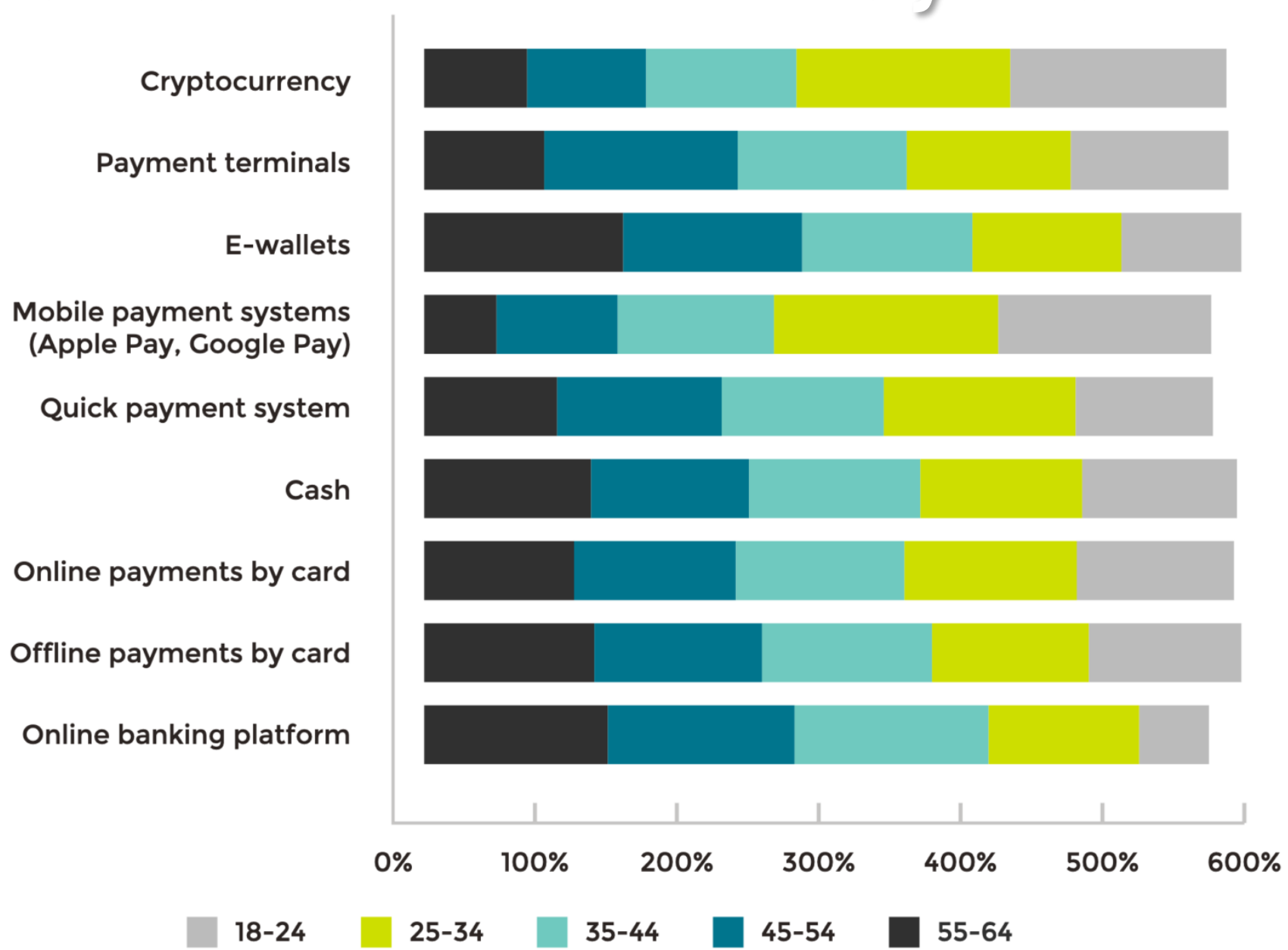
УТКОНОС:  
онлайн-гипермаркет

DNS

OZON

apteka.ru

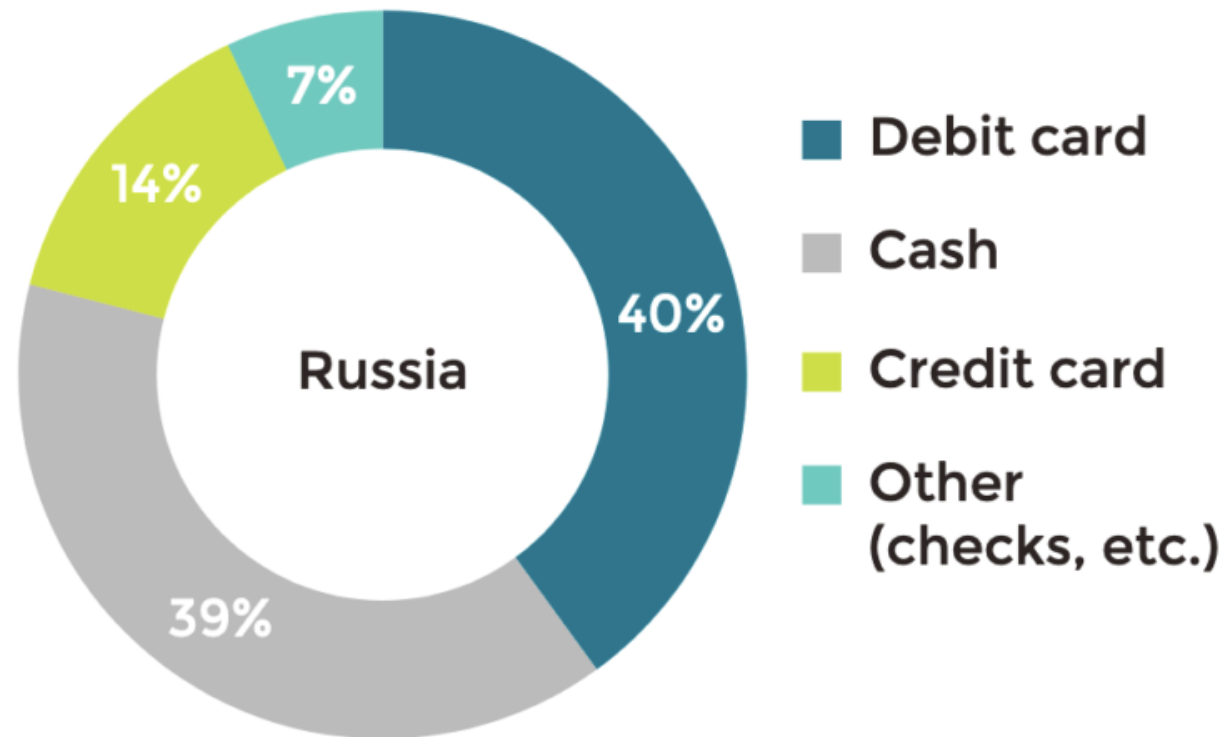
# Method of Online Payment INNOVEK



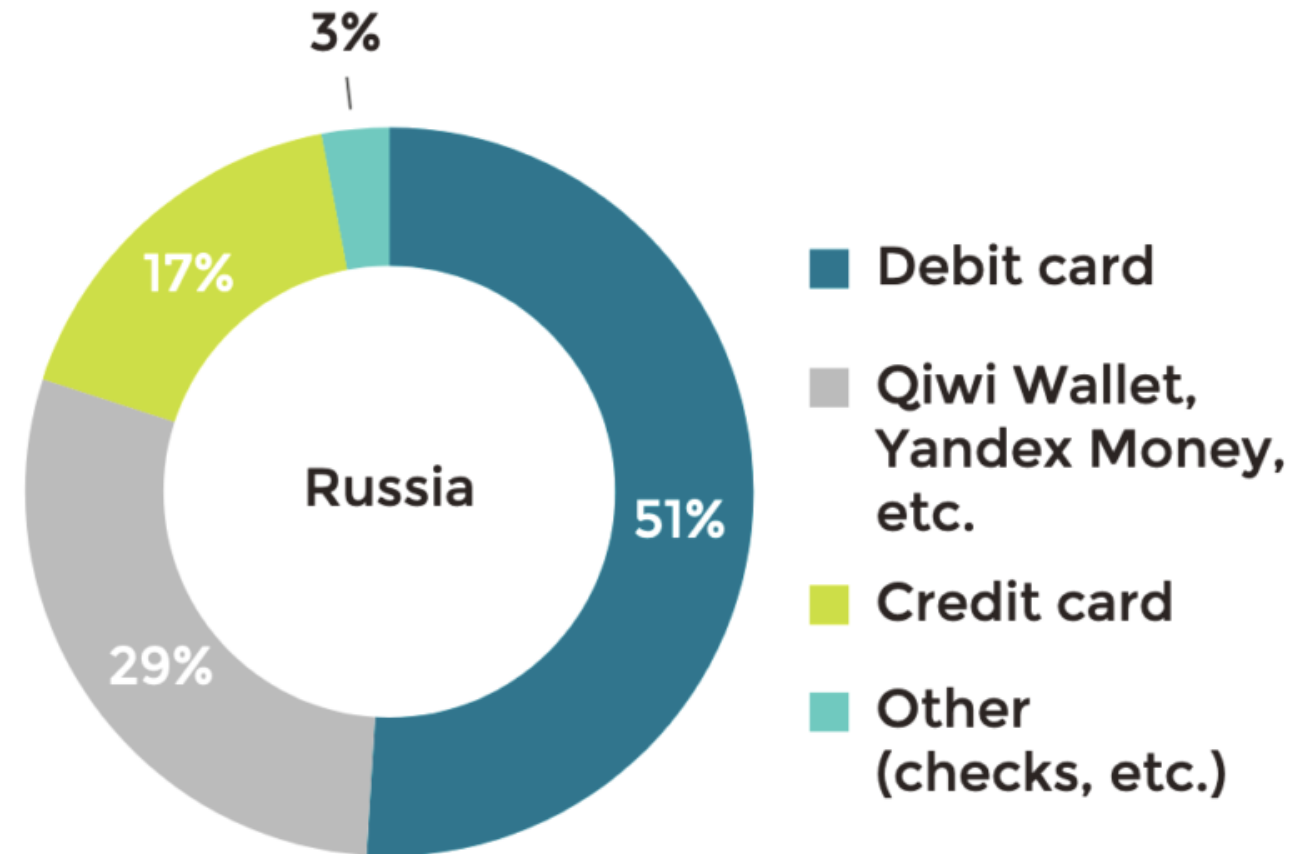
# Method of Payment Offline VS Online



Offline purchases

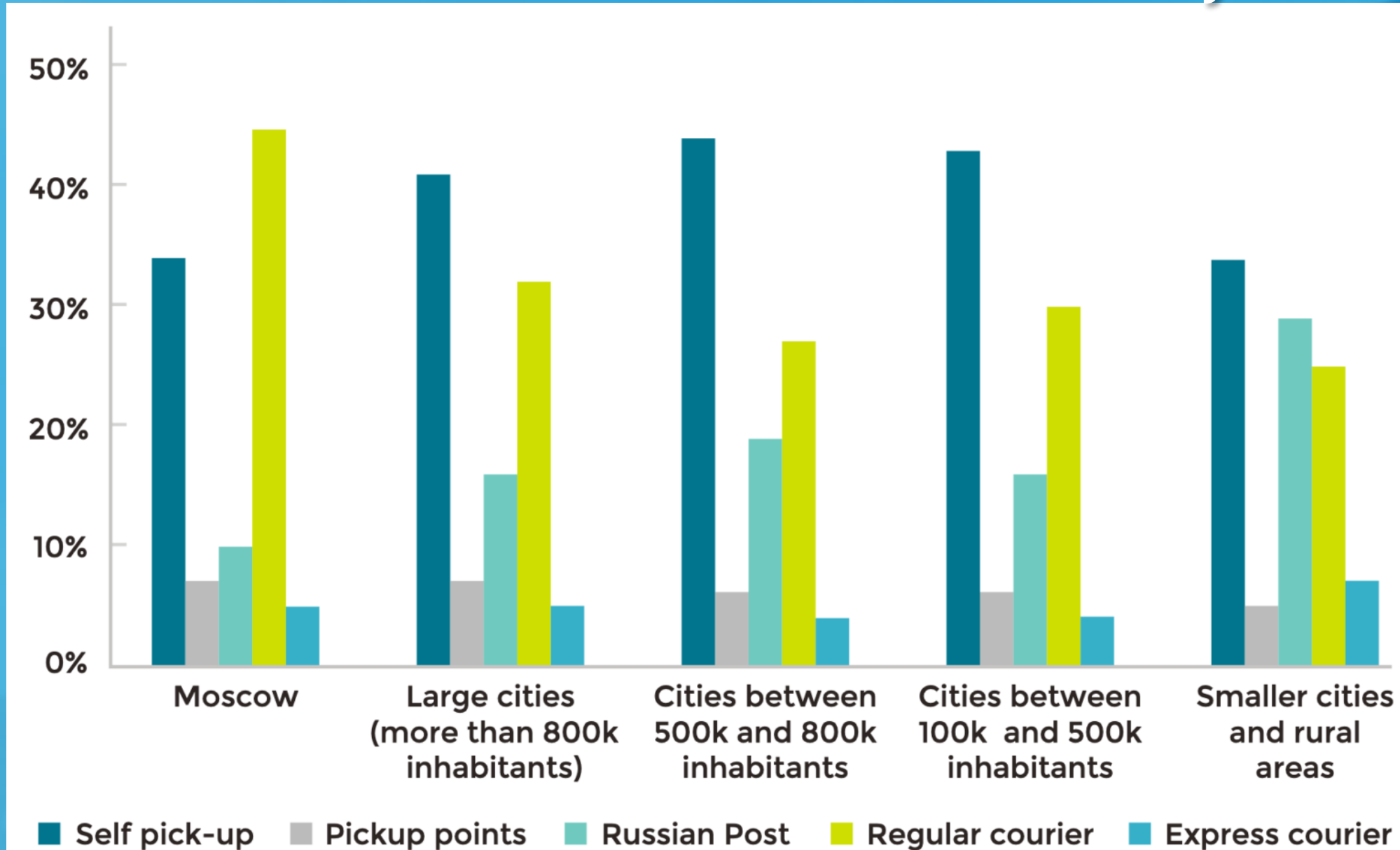


Online purchases





# Mode of E-Commerce Delivery



# TECHNIQUES TO DRAW ATTENTION FROM CUSTOMER

# Top 10 Social Platform in Russia Market (2022)

INNOVEK

	Monthly Reach	Monthly Reach %	Average Daily Reach	Average Daily Reach, %	Avg. min. per day*
Yandex	83,769.6	68.3	42,702.5	34.8	18.0
Google (ru+com)	83,405.0	68.0	37,904.1	30.9	4.0
Youtube.com	81,587.5	66.5	35,455.1	28.9	53.0
Vk.com	70,255.6	57.3	39,751.8	32.4	39.0
Whatsapp.com	69,078.6	56.3	43,902.2	35.8	19.0
Sberbank.ru	66,455.0	54.2	23,041.9	18.8	4.0
Mail.ru	66,127.6	53.9	25,175.5	20.5	7.0
Instagram.com	57,761.5	47.1	26,410.7	21.5	25.0
Odnoklassniki.ru	51,131.0	41.7	22,524.8	18.4	24.0
Aliexpress.com	45,908.0	37.4	11,409.3	9.3	9.0



# Cross Border Trading on Russia

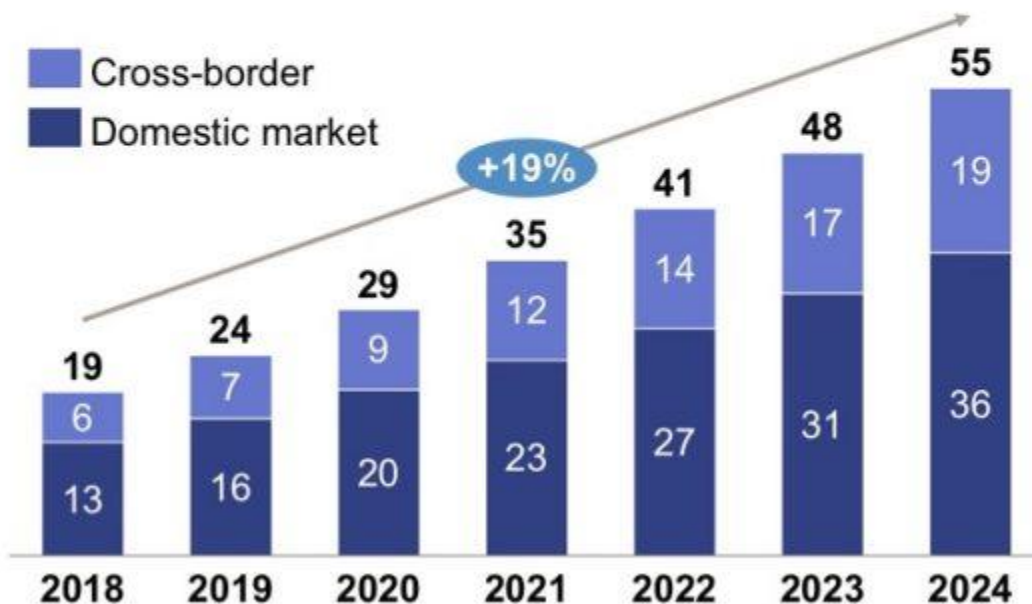




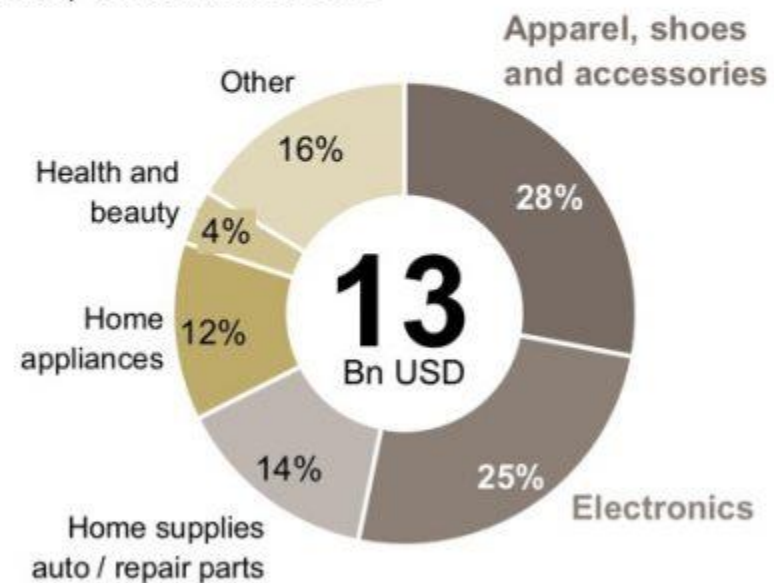
# Cross Border E-Commerce from Russia

## Steady growth for Russian e-commerce market

Russian e-commerce market  
2018 - 2024, billion USD



Russian domestic market by category  
2018, % and billion USD





# MARKETING INVESTMENT IN ONLINE CHANNEL

# Media before and after Pandemic



## TRADITIONAL



Traditional TV ads

39%

Product placement in movies, TV programs

18%

Ads with celebrities

17%

Traditional print ads

15%

Personalized leaflets via letter box

15%



## INNOVATE

27%

Interactive social media ads

26%

Personalized ads via email

20%

Sponsored ads on social media

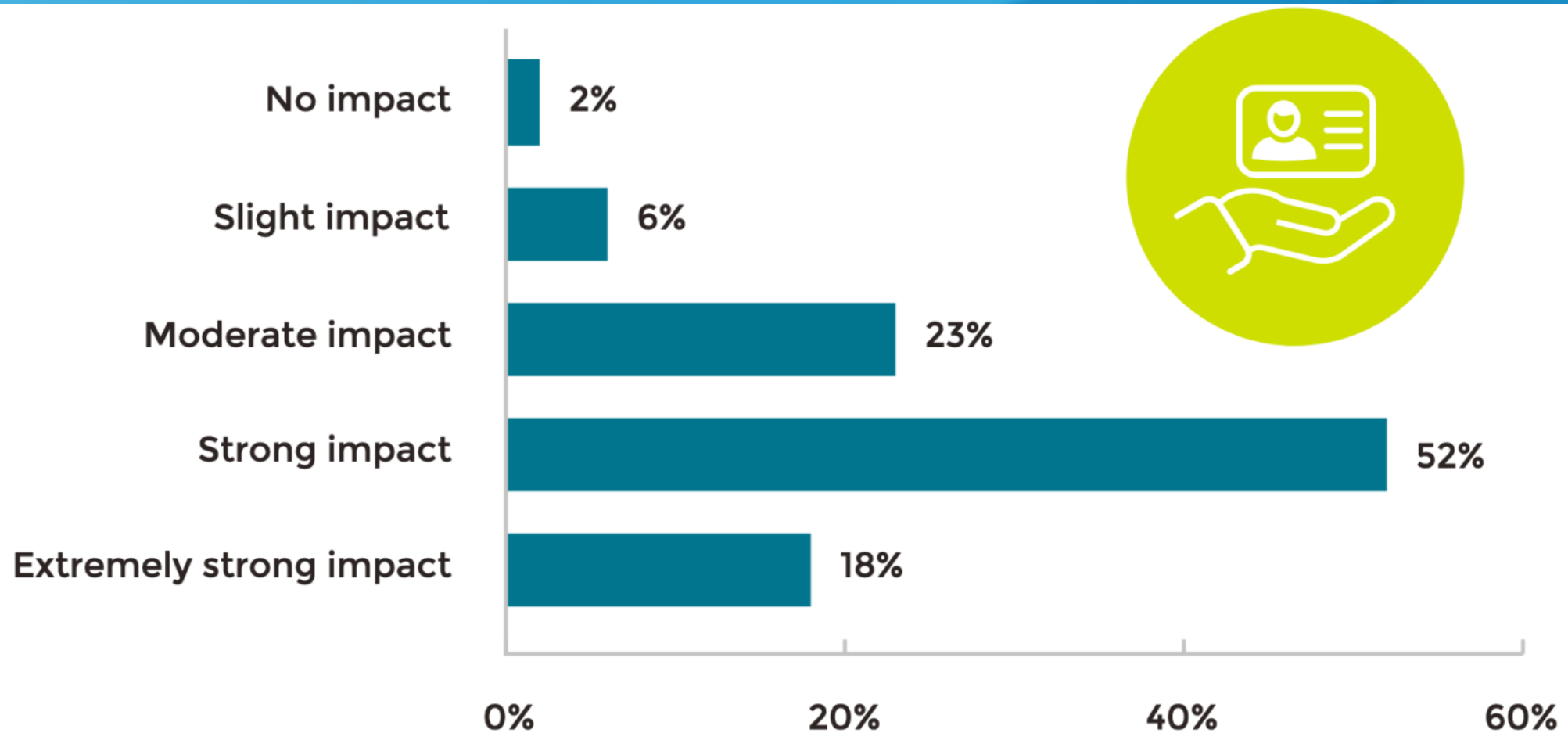
19%

Direct ad to offers for favorite brand

11%

Location-based personalized ads

# Personalized Marketing INNOVEK



# Major Festival need to consider in Marketing Plan

- 7 January: Russian Orthodox Christmas
- 25 January: Tatyana's Day
- January: International Festival of Snow and Ice Sculpture, Krasnoyarsk
- February: Maslenitsa Festival
- 8 March: International Women's Day
- April: Moscow International Film Festival
- March/April: Golden Mask Theater Festival, Moscow
- May-July: White Nights Festival, St Petersburg
- 9 May: Victory Day
- June: Scarlet Sails, St Petersburg
- June: Ivan Kupala Night
- June: Taste of Moscow
- June: Wild Mint Folk Festival
- July: Nashestvie, Moscow
- August: Afisha Picnic, Moscow
- Early November: Day of Accord and Reconciliation, Moscow
- Mid-December to mid-January: Russian Winter Festival
- December/January: New Year



# WHY ONLINE????



**SAVE COST**



**HIGHER  
EXPOSURE**



**ALL TIME**



**BIG BUSINESS**



**WORLDWIDE**



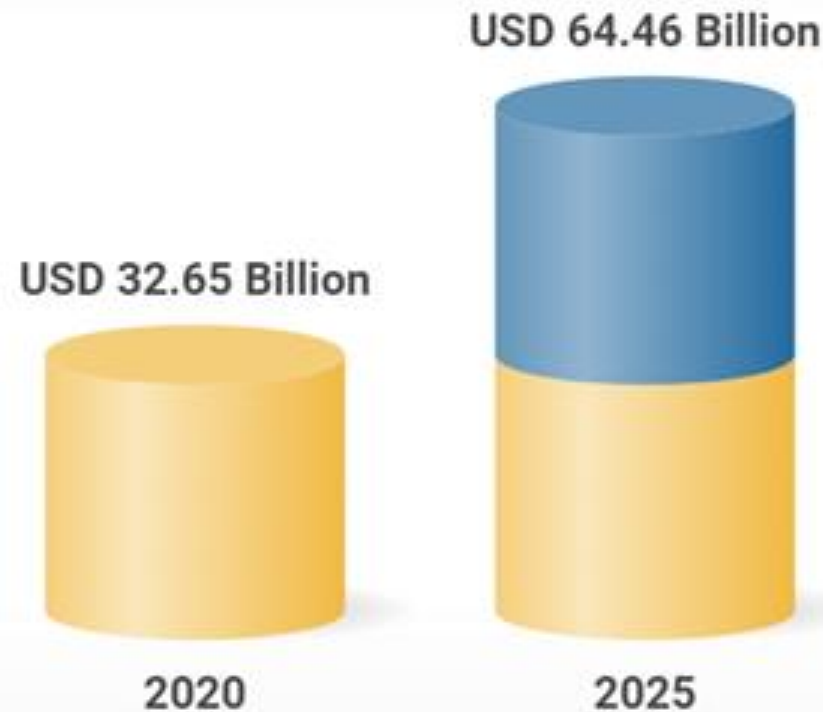
**DATABASE**



# E Commerce Trend in Year 2025 INNOVEK

## Russian Online Retail Market

Market forecast to grow at a CAGR of 14.6%



## Point need to Beware:

- 1) Choose the Right Partner
- 2) Check the Payment Gateway
- 3) Do not provide the exclusive contract
- 4) Personalized your product to specific target group
- 5) Ensure to have Trademark Registration
- 6) Invest the marketing cost in the right media

## Final Say

Selling products in online marketplaces lets you reach customers not only in Russia but Cross-Border of Russia

Let grab this opportunities while they got sanction.



THANK YOU  
Q&A