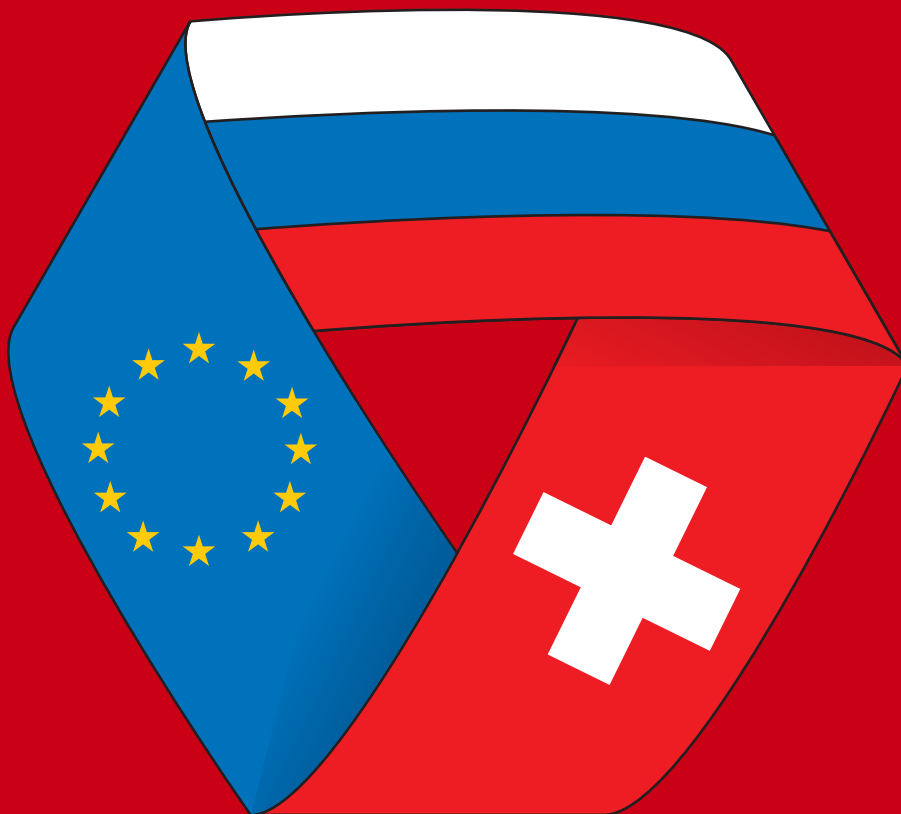


# **Б BUSINESS MIR** **БИЗНЕС МИР**

**THE LINK BETWEEN RUSSIA, EUROPE AND SWITZERLAND**  
**СВЯЗЬ МЕЖДУ РОССИЕЙ, ЕВРОПОЙ И ШВЕЙЦАРИЕЙ**



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## BUSINESS MIR

**Business Mir magazine covers economic stakes between Russia, Europe and Switzerland. It is published in both English and Russian.**

### Readership

Russian, Swiss and European investors, decision-makers, travellers and businessmen. A demanding readership with high purchasing power.

### Contents

In-depth articles on the Russian economy, its business opportunities, its links with Western industries, new markets, the energy sector. Business Mir also presents renowned addresses (hotels, banks, forums, airline companies, restaurants, spas, private clinics, etc.) By providing thorough information in our respective pages we contribute to a better understanding of what is at stake in economic relations between Russia, Europe and Switzerland.

### Designing

Business Mir is designed by the FC Novosti press agency based in Moscow in collaboration with the Swiss press agency Largeur.com based in Geneva. Thanks to both these teams, well informed on their respective markets, Business Mir constitutes one of the best sources of information on the economic ties between Switzerland and Russia.

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Business Mir can be found in a wide range of kiosks in the main European cities such as Geneva, Zürich, Lugano, London, Paris, Rome, Milano, Vienna, Prague and also in Moscow and St. Petersburg.

Business Mir is very active in the European and Swiss business and financial centers. It is distributed to special lists of leading investment and export companies, banks and other financial institutions across Switzerland, Europe and Russia.

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### ADVANTAGES

- ▶ The Russian market, currently thriving, presents Swiss investors and businesses with formidable opportunities.
- ▶ Business Mir is the only magazine destined to Russian businessmen working in Switzerland.
- ▶ Business Mir is the only magazine destined to Swiss businessmen working in Russia.
- ▶ Business Mir publishes rigorous economic information, with a high added value.
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**Magazine on relations between Russia, Switzerland and Europe:  
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### **The Switzerland based Russian and European businessman**

He's been our main reader for almost two years. Increasingly mobile and with growing purchasing power, he represents a highly interesting target audience. He lives and works in Switzerland but speaks neither French nor German. He therefore has little information on his host country. Luckily, he receives Business Mir through the mail every two months. There he can find, in his language, information that concerns him directly, such as the latest news on Swiss-Russian business, useful Swiss addresses, and of course, all economic information necessary to a Russian businessman.

### **The Swiss and European investor dealing with the Russian market**

He's one of the Russian economy's most dynamic partners in the areas of industry, finance, and tourism. He works in Switzerland and is looking for information with a high added value on Russian businesses and economic markets. He uses different sources of specialised information, notably through Internet. Every two months, this investor gets Business Mir via mail directly at his office. The magazine offers him exclusive information, sector-based analysis, and perspectives on the Russian economic context.

### **The Russian tourist passing through Switzerland**

He's glad to find a publication in his mother tongue. In a private airline's waiting room, or in a hotel such as the Beau-Rivage in Geneva or the Grand Hotel du Golf in Crans-Montana, he has several magazines at his disposal. But he ends up choosing Business Mir, as, in addition to the economic information, he'll also find addresses of well-known restaurants and private clinics as well as places to spend his free time. In 2006, over 300,000 Russian tourists visited Switzerland.

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