

“North East firms should be reaping greater rewards from burgeoning Russian economy,” says market expert

THE managing director of Jump2Russia, a dynamic business development agency that helps companies wanting to expand into Russia and Eastern Europe, says that North East businesses could “significantly boost the North East economy if they look beyond the former Iron Curtain to do business.”

Alex Mironov, who employs seven linguists, market researchers and business development staff at his Newcastle based company, says that the region’s businesses from sectors ranging from IT to DIY should act now to seize the many opportunities available.

Alex, who helps UK businesses to research the region’s burgeoning market, identify sound business opportunities and business premises or factory space and also promote his clients’ products and services, has previously assisted companies like Carlsberg and Cisco systems to develop their operations in Russia and Eastern Europe. He has recently signed up large multi-national businesses such as Darlington based Vortex Valves, which has bases in Canada, the US, Latin America and the Far East, which are seeking to gain a foothold in Russia.



He explained: “The North East is a hugely vibrant and growing economy that has much to gain by doing business in Russia and Eastern Europe. The enthusiasm among some of the region’s firms is already very evident. At the recent Steppe into Russia seminar at The Baltic in Gateshead, organised by UK Trade and Investment, the enthusiasm was marked. The business people I spoke to were excited about the opportunities available in this dynamic and rapidly expanding economy, and I firmly believe that many more businesses from all types of sectors could benefit.”

He added: “At present very high growth areas include telecoms, health care and IT and there are strong growth areas in many other sectors such as the supply of office space and hotel accommodation, DIY and country homes or *kotedzh*. With such products and services, there would also be a demand for high quality practitioners from the knowledge sector including advertising, marketing or architecture. I know personally of many North East companies that could benefit enormously by making that *jump to Russia*. This in turn would naturally serve to enrich the North East economy.”

As further evidence of the ‘Russian-UK renaissance’, Sir Norman Foster was recently chosen to design a new city-island in St Petersburg, providing 7.6 hectares of mixed use cultural developments in the heart of the city.

“Russia is really starting to boom,” explained Alex, “and I firmly believe this region should be enjoying an even bigger slice of the action.”

Alex would be pleased to speak to any North East based businesses thinking of making a move into the emerging economies of Eastern Europe or Russia.

PHOTO CAPTION

L to R: Evgeny Polyakov, Head of the Russian British Business Centre meets Alex Mironov of Jump2Russia at the recent Steppe into Russia event, held at The Baltic in Gateshead.