Antwerp and Saint-Petersburg: 60 years of partnership and new horizons of cooperation
• How to survive in Russia? Tips & Tricks
• Ahlers: 25 successful years in Russia
  • How we escaped from the commodity magnet
How to survive in Russia?

Tips & Tricks
• Contracts
• Stamps
• Signature
• Impact on people/overhead
Russia is expensive

The country of monopolies/duopolies and oligarchs

- Monopoly on base materials like concrete, steel...
- Pseudo competition for other sectors...

+ 30%

+ 100%
Russian labor market

- New person needed? Resignation period of 2 weeks
- Social passive: From 2 to max. 5 months, independent of seniority or function
- High expectations on salary/One of the most money motivated people in the world
- Limited knowledge of foreign languages
- Need for ‘public’ transport
  - Impact on shift system
- Sales people: seldom and expensive, but they do exist!
- Specialist, but limited management experience
A country where...

- **People** decide, not procedures, nor structures, nor rules
- **Hierarchy** – the boss decides
- **Process driven**, less result driven
- People are very **proud**
- There is ‘still’ a high focus on **consumption**
- Country’s income is still mainly based on **natural resources**
- There are considerable **arrears** (infrastructure, production, customer service...)
- Long **discussions** on items with impossible arguments
  
  Suddenly they agree/decide - No idea why and on which base
  
  They are just sick and tired of the discussion
• Counter-action
• To stimulate local production (substitution/localization)
• High priority for Russian (tax) government
• Investment for long time?
• Quality – To be compared with what?
• New oligarchs
Which way to go?
Which way it will go?
Ahlers started a shipping agency in the port of Antwerp.

Presence in twenty countries.

950 employees worldwide.

Third generation Ahlers-Leysen.

Ahlers headquarters in Antwerp.

What can we do for you today?
Ahlers

1 company, 4 specializations

Ahlers Supply Chain Solutions

Ahlers Projects

Ahlers Logistics

Ahlers Maritime & Agencies

EUROPE, CIS & ASIA

Worldwide door-to-door services from straightforward to complex transportations.

OWN WAREHOUSE IN EUROPE & CIS

Warehousing & specialized value added logistics

EUROPE, ASIA & AFRICA

Crewing, training & Maritime services
Port & Liner Agencies
Ahlers in Russia

- Headquarter in St. Petersburg
- Offices in Moscow & Novorossiysk
- Own A class whs (44,000 m²) in St. Petersburg
- Warehouse operations in Chelyabinsk, Novosibirsk and Moscow
- Full 3PL services, incl. extensive VAL activities
- Licensed customs broker since 1997
- International Forwarding: multimodal solutions
- Specialist in Projects & Machinery

+300 people
Project shipments
Ahlers Cargo Monitoring & Security System

Safe & Secure route to market
• Limitations of physical guarding
  • Attempts to attack trucks
  • Opening trailer doors during driving
  • Cargo theft at parking places

• Crisis motivating people for crime
• Excise taxes are rising

• Product availability is crucial
• Insurance premiums are ‘exploding’

Total quantity of crimes committed on roads, highways outside big cities including cargo thefts in Russia
Security becomes a priority topic

- Requested by top 4 tobacco companies to set-up Russian Security Association
This is your key to the Russian market
Supply chains becomes service chains

Ahlers’ Rusimport

WH S-Petersburg
WH Moscow
WH Cheliabinsk
Direct Deliveries

Agreement on price & conditions

Distributor 1
Distributor 2
Distributor X

Retail Chain 1
Retail Chain 2
Retail Chain X

Retail
Restaurants
etc

A transparent and compliant Supply chain solution

Includes the possibility for sales of customs cleared products
Without the need to have your own entity

Sales USD/EUR

Sales RUR

Supplier

Allowing to attract additional customers and increase control over the local activities, based on which we Facilitate Suppliers’ success in the Russian / CIS market

While Supplier remain in the driver seat and define the rules of the game
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