

Jeroen Ketting – Founder owner of The Lighthouse Group – in Russia since 1994
Swam the Bosphorus
Ran the Baikal Ice Marathon
Climbed Mont Blanc, Elbrus, Kilimanjaro, Aconcagua and others.



ROCKING THE MOUNTAIN

30 Dec 2019 – 16 Jan 2020

	Tue. 7 th	Wed. 8 th	Thu. 9 th	Fri. 10 th	Sat. 11 th
55	80	90	85	65	50
55	85	90	85	85	60
55	85	85	70	50	50
clear/snow	clear/cloudy	clear/snow	clear/cloudy	clear	
-19°C	-21°C	-20°C	-18°C	-15°C	
-34°C	-40°C	-39°C	-35°C	-31°C	
4200	4000	4150	4400	4600	

Winds around 100 km/h
 Arctic temperatures
 40% of oxygen

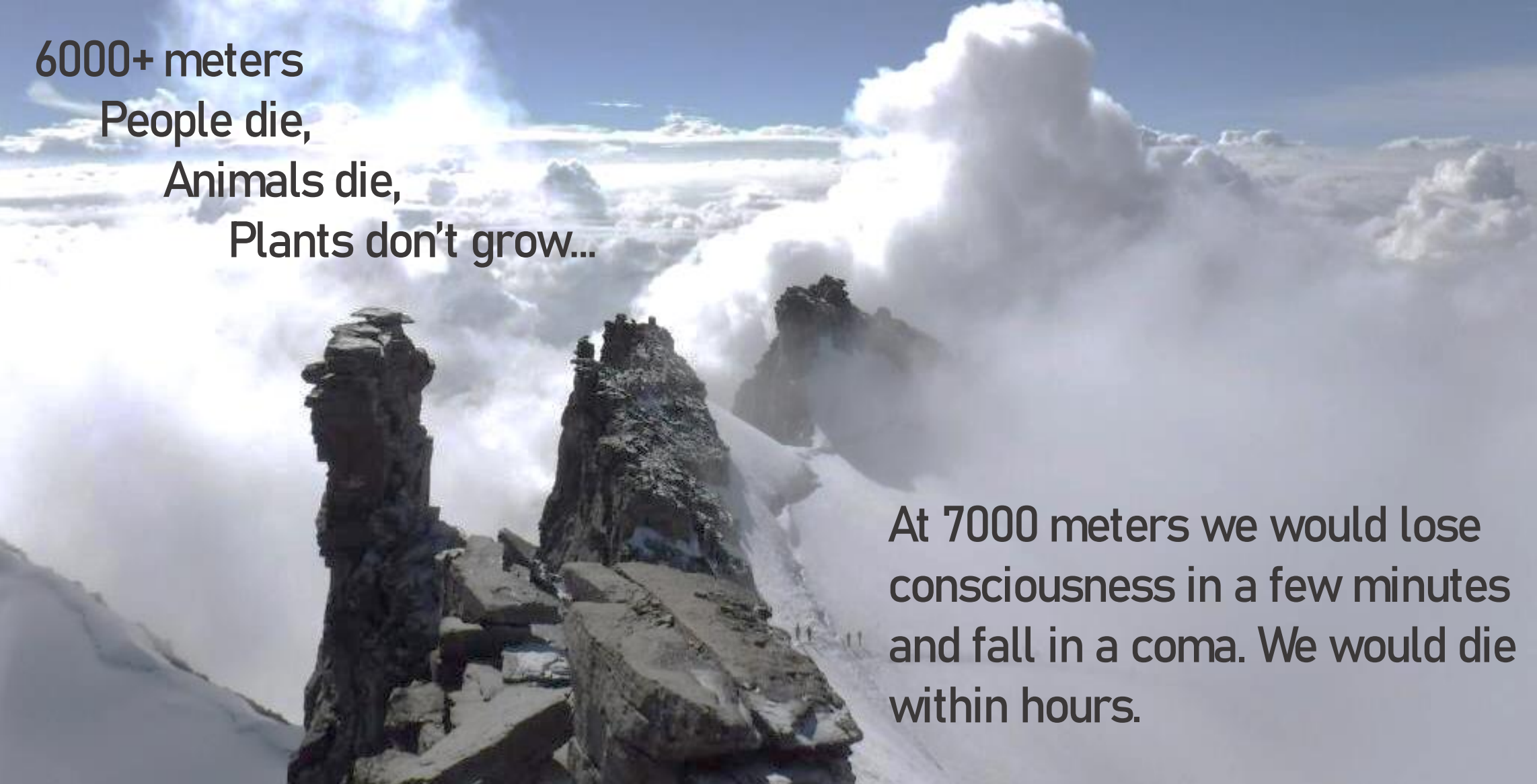


6000+ meters

People die,

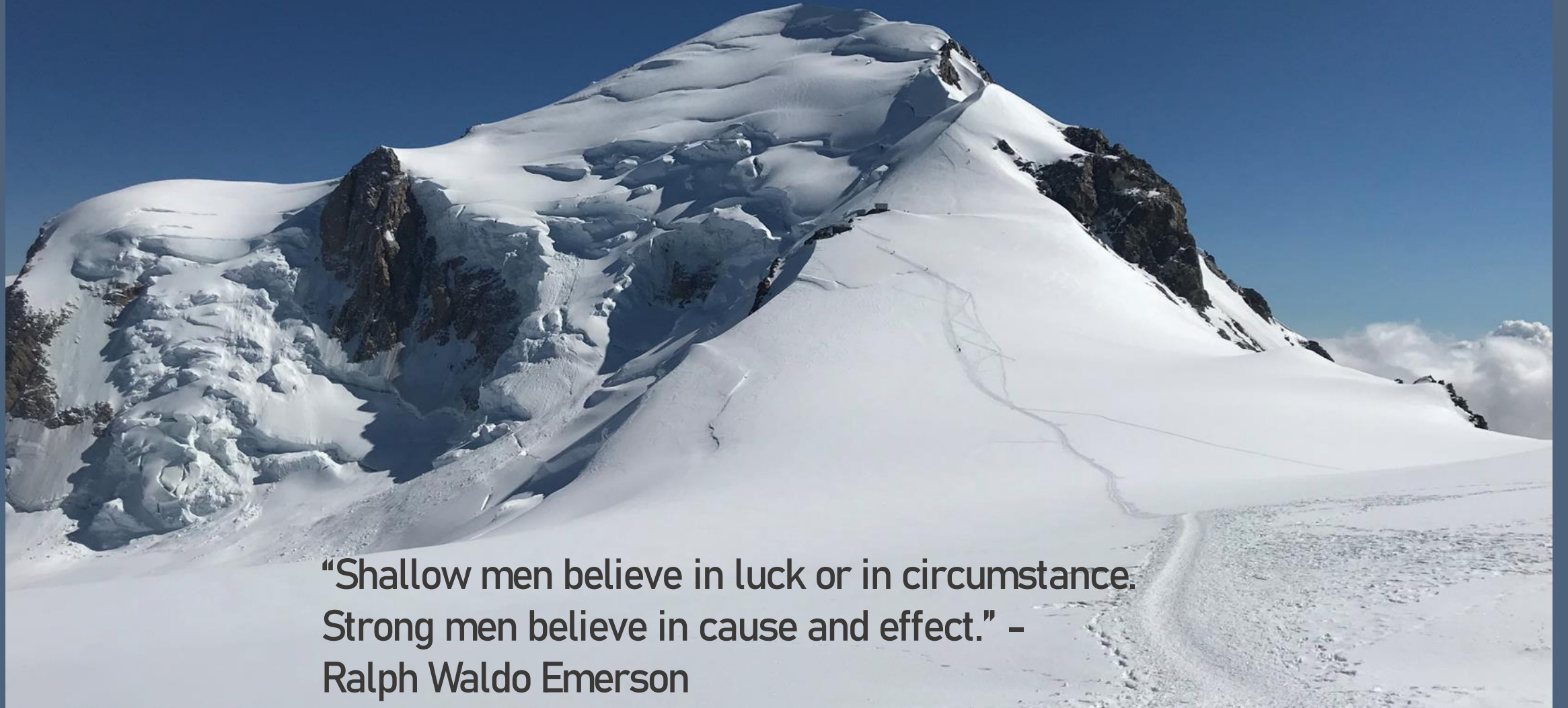
Animals die,

Plants don't grow...

A high-altitude mountain landscape featuring jagged, dark rock formations in the foreground and middle ground. The background is dominated by a vast, white sea of clouds that stretches to the horizon under a clear blue sky. The scene conveys a sense of extreme altitude and harsh environmental conditions.

At 7000 meters we would lose consciousness in a few minutes and fall in a coma. We would die within hours.

Dream > Plan > Prepare > Execute > Get home



“Shallow men believe in luck or in circumstance.
Strong men believe in cause and effect.” -
Ralph Waldo Emerson



Complexity of doing business in Russia
The formal and informal differences of Russia

**We start the journey without being prepared
and we become dependent of luck**

As a result, it becomes a Russian roulette

5th, 11th or 50th

15th

Finland and Denmark

1% and 1.5%

6.6 bln EUR

Products exported: Industrial – Medical – Agri equipment and supplies Vehicles – Plastics – Pharmaceuticals – Maritime Chemicals – Vegetable, fruit, nut food preparations Animal, vegetable fats and oils, cleavage products, Live trees, plants, bulbs, roots, cut flowers, and so on.



5th, 11th or 50th

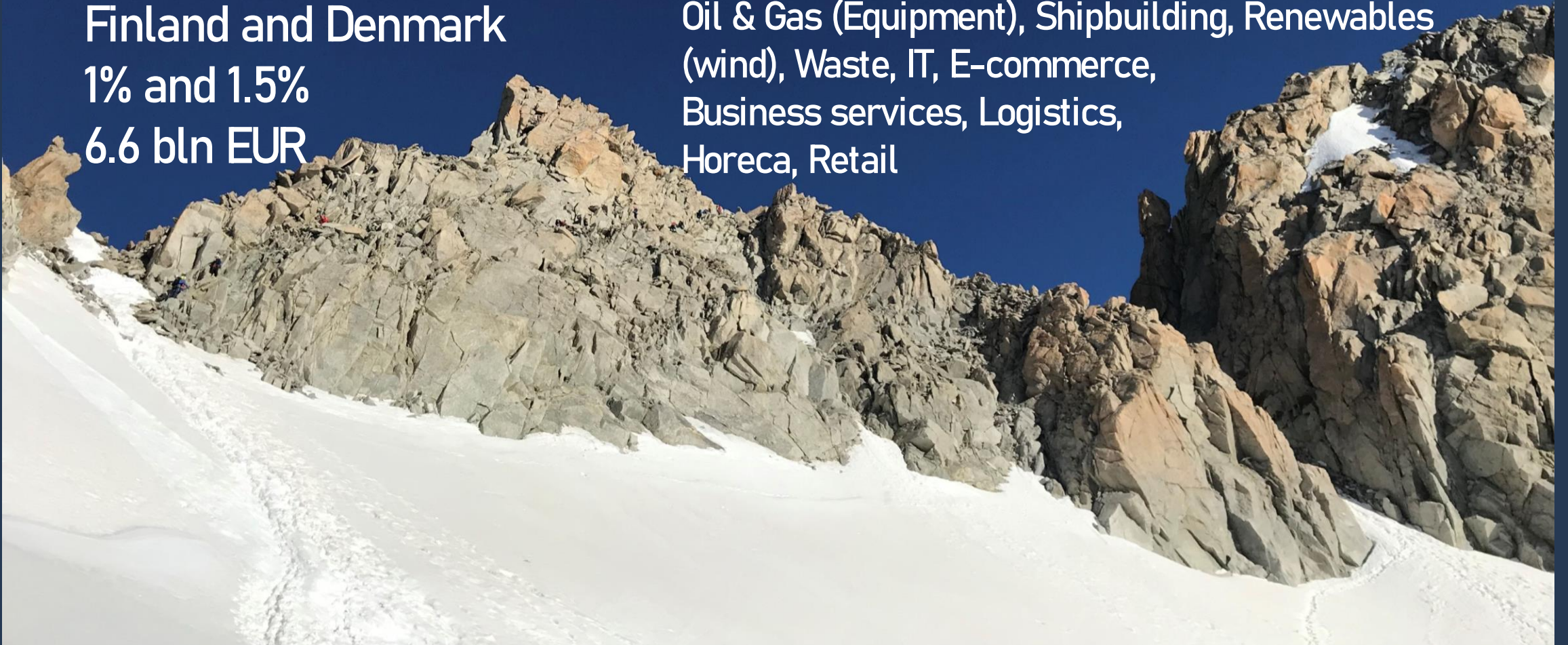
15th

Finland and Denmark

1% and 1.5%

6.6 bln EUR

High potential sectors: Agri, Aquaculture, Food ingredients, Food, Packaging, Pharma, Chemicals, Petrochemicals, Plastics, Building materials, Mining, Oil & Gas (Equipment), Shipbuilding, Renewables (wind), Waste, IT, E-commerce, Business services, Logistics, Horeca, Retail





LIGHTHOUSE

MANAGEMENT SOLUTIONS

ABOUT LIGHTHOUSE MANAGEMENT

Representation, support and troubleshooting
for international businesses in Russia

OUR SERVICES:



Market Entry &
Business
Establishment



Operational
Management



Sales
Solutions



Organizational
& HR Support

LIGHTHOUSE

TECHNOLOGIES

LIGHTHOUSE TECHNOLOGIES

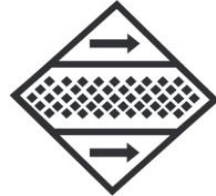
Technical equipment, solutions and maintenance for conveying, feeding and dosing of dry bulk and powders.





Dosing

- Rotary valves
- Slide gates
- Loading spouts
- Screw feeders
- Other components



Conveying

- Diverter valves
- Vortex diverters
- Screw conveyors
- Couplings
- Pipe systems



Storage

- Silo
- Flex-silo
- Containers
- Big-bag



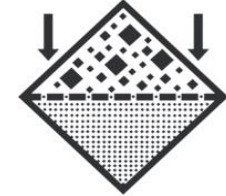
Mixing

- Paddle mixers
- Ribbon mixers



Milling

- Lump breakers



Separation

- Sieving machines

Dry bulk handling and
process engineering

Among our clients are the leading companies across multiple industries such as:



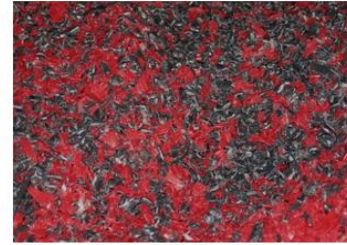
Food & beverages



Pharma



Plastics



Recycling



Chemicals



Energy & biomass



Construction



Mining and metals

A few examples of materials handled by our equipment:

- Sugar
- Flour
- Milk powder
- Coffee/tea
- Pet food chunks
- Plastic granules
- Fertilizers
- Chemical ingredients
- Rubber
- Metal powders
- Cement
- Industrial sand
- Coal
- Rock

language
competition
customs

culture
currency
finance

motivations
legal
standards

price
fiscal
certification

information
sanctions

protectionism
boycott

localization
sentiment

politics



Political trends will continue (for internal and external politics)

Sanctions will stay

Increasing role of the state (which means less room for private enterprise)

Economy will stay relatively stable

Zigzag

Market will be more closed with more specific rules of the game

Localization, technical standards

Bureaucracy



RISK



REWARD



A wide-angle photograph of a majestic mountain range covered in snow. The sky is a clear, pale blue with a few wispy clouds. The sun is low on the horizon, casting a warm, golden glow on the snow and the mountain peaks. In the foreground, a line of small figures, likely hikers, is visible on a snow-covered slope. The overall scene is serene and awe-inspiring.

Dream > Plan > Prepare > Execute > Get home



Dream realistically

Do we have a competitive product?

Do we know the market?

Are we hungry enough for the business?

Are we ready to go local?

Know what you don't know

Do we have a clear strategy?

Can we dedicate enough resources?

Do we have the right team?

Are we capable and willing to take control?

Plan - SMART (Specific, Measurable, Attainable, Relevant, and Time-Bound)

Internal discussion

Research

Check the Risk & Challenges check-list

Understand your industry value chain

Define your value proposition

Identify your risk-reward profile

Get your documentation straight (brochures, website)

Certification

Visits

Support

Strategize

Timing (can we follow up)

Team

Resources

Prepare

Internal discussion
Fill in the blanks - Research
Check the Risks & Challenges

Define your value proposition
Identify your risk-reward profile
Brochures, website
Certification
Visits
Support
Strategize



Execute

Think local, act local:

Come to Russia

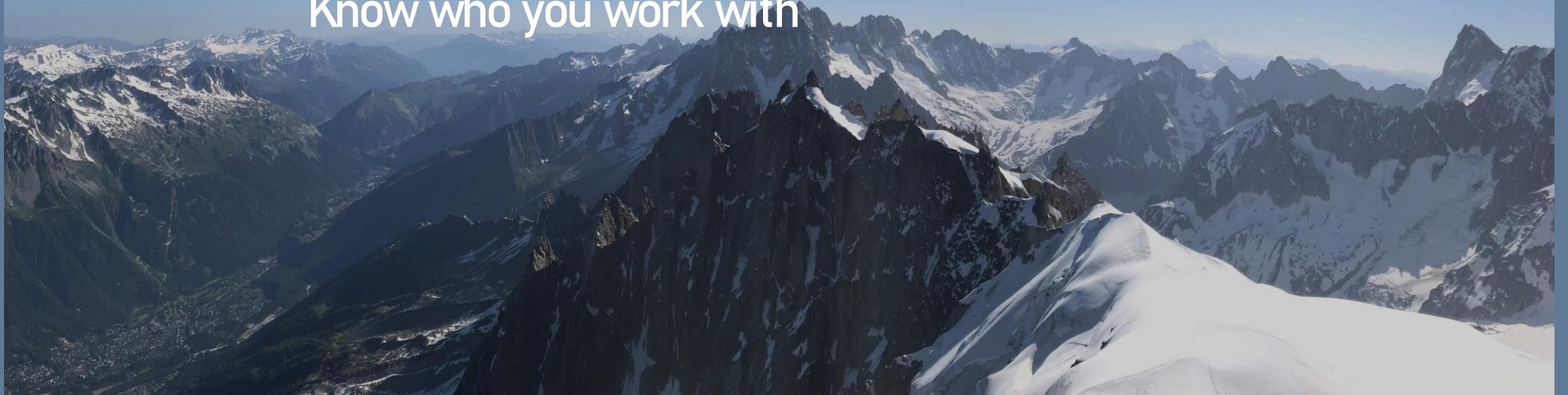
Network, network, network

Be present in Russia to learn the market's culture/rules/trends

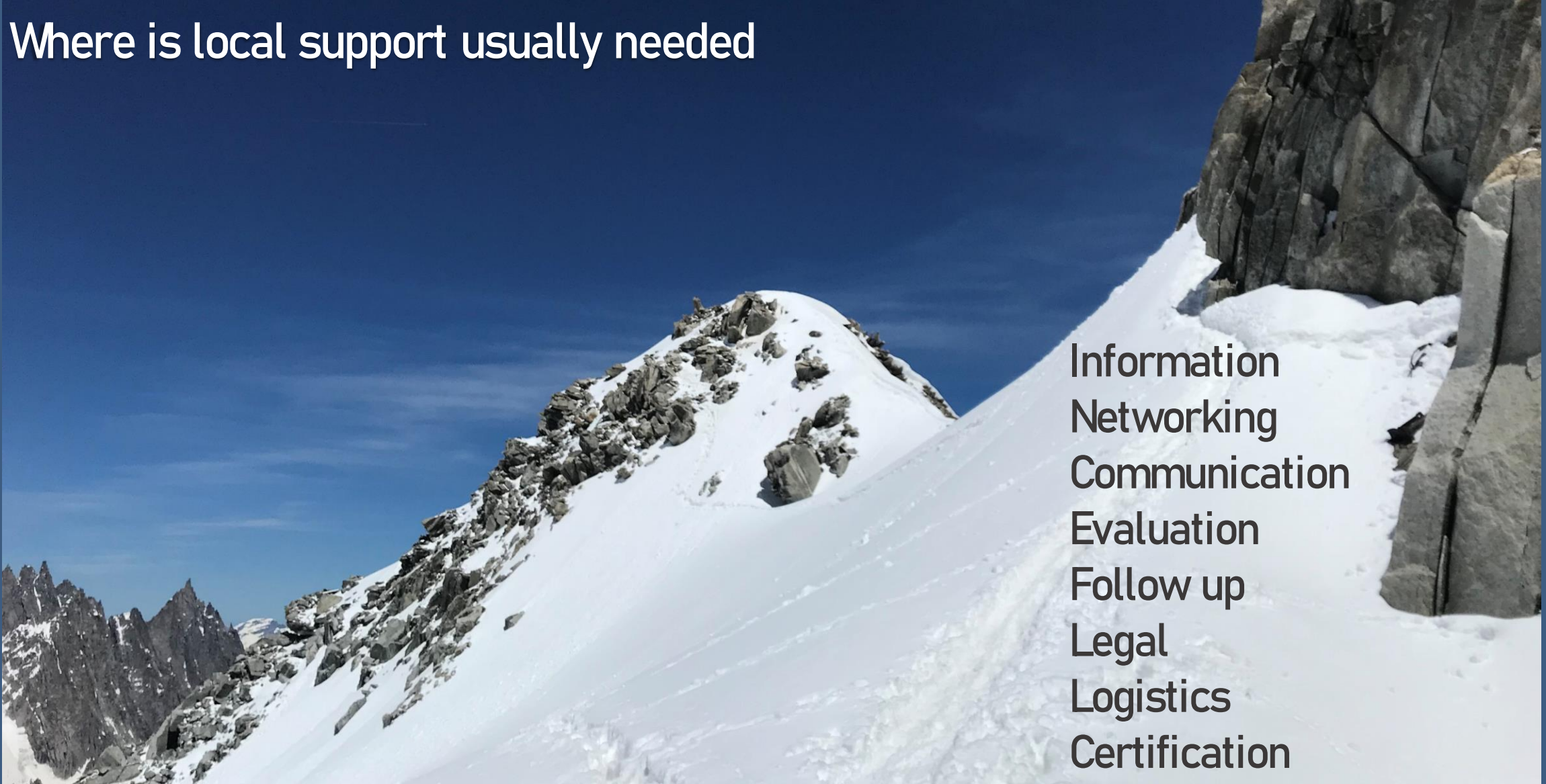
Be open to localize

Cooperate with your local partner

Know who you work with



Where is local support usually needed



Information
Networking
Communication
Evaluation
Follow up
Legal
Logistics
Certification

Attitude



Be pro-active
Don't assume
Understand, accept, respect
Attitude, work, focus
Keep your cool,
take your time,
be consistent

Stages	Activities	Estimated timing
0. Contact existing/previous customers (if any)	0. Investigation with your previous customers (if any) of the reason why sales are not growing / cooperation stopped	1 – 2 weeks
I. Price comparison	1. Price comparison of 5 bestsellers with similar products offered in the Russian market	2 weeks
GO – NO GO DECISION		
II. Lead generation	2. Define your value proposition 3. Adapt your marketing materials for the Russian market 4. Identify the long-list of the Russian distributors and end-clients 5. Contact the identified companies to propose your products and get the initial feedback from the companies 6. Conduct preliminary meetings with the interested short-listed parties 7. Make a strategy for the way forward	4 – 5 weeks
GO – NO GO DECISION		
III. Meetings	8. Arrange meetings with the pre-selected interested companies 9. Conduct the meetings 10. Evaluate the meetings	3 – 4 weeks
GO – NO GO DECISION		
IV. Market entry strategy	11. Create the most efficient market entry strategy 12. Define and plan the next steps	1 week

The cost for a GO / NO-GO



(1200 - 12000 - 20000 EUR)
(price - leads - meetings)

Remember the way home

Follow up
Momentum
Payments (Limit your exposure)



“I'm a great believer in luck,
and I find the harder I work the more I have of it”

Thomas Jefferson

ROCK THE MOUNTAIN

4 Sep 2017 – 28 Jun 2019



LIGHTHOUSE

MANAGEMENT SOLUTIONS

More than 1,500 Western companies over the last 2 decades used Lighthouse as their trusted advisor and benefited from its extensive knowledge and network.



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