

Swedish-Russian Business Club

18 April 2007

Swedish-Russian Business Club participated in the Globe Forum

April 18-20, the Swedish-Russian Business Club participated in the Globe Forum in Stockholm.

This year the Globe Forum has united the China Forum, India Forum and Eastern European Forum into one event. A special focus was made on different topics and issues related to emerging markets such as: Female Perspective on Booming Markets, Energy & Global Warming, Free Trade & WTO, Branding and Marketing in Global Markets, as well as business opportunities in different countries were presented.

Eastern Europe including Russia was presented as one of the interesting and booming markets. At the workshops and "round tables" devoted to Russia the participants could listen to the topics on the Russian consumer market, presentation of investment opportunities in St-Petersburg by the Government of St-Petersburg, as well as a problem of corruption in Russia was touched upon.

The interest shown for the SRBC exhibition area was big among Russian, Swedish and international companies. We hope that participation in the Globe Forum can bring new members to the Club and new business opportunities for SRBC members!

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