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CERBA Canada Eurasia Russia
Business Association

КААРЕ - Канадская деловая ассоциация в России и Евразии
AACRE - Association d'affaires Canada Russie Eurasie

Sponsorship Kit

The Canada-Russia Business Council (CRBC) Event *A Joint Initiative by CERBA and the RSPP*

June 22-23, 2009
Moscow, Russia

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Overview

The Canada Eurasia Russia Business Association (CERBA) currently has a network of four offices located in Moscow, Toronto, Montreal and Calgary, and a membership base of over 200 corporations and individuals in a wide range of sectors.

The core CERBA Services and Benefits include:

- Events, Conferences and Trade Missions
- Networking and Promotion
- Corporate Logistics
- Market Intelligence and Information Dissemination
- Government Relations, Lobbying, and Advocacy

With its membership CERBA brings together most of the major Canadian companies with interests in Russia. It has offices in Calgary, Toronto, Montreal and Moscow. For a complete listing of CERBA past and future events throughout all locations, and for complete information about our services, please visit our website: www.cerbanet.org

CERBA Mandate

- Promote, enhance and support trade, investment and good relations between Canada, Russia and Eurasia
- Strive to become the Premier Business Association promoting and supporting trade, investment interests and good relations between Canada, Eurasia and Russia
- Advocate and lobby on behalf of CERBA members to the Canadian and Eurasian/Russian national governments on issues of importance to members
- Serve as a forum for the exchange of information and views among business and government representatives in the countries of Canada, Eurasia and Russia
- Facilitate business development through the provision of services including business assistance, dissemination of information and networking
- Partner with relevant organizations in furthering the common interest of members and involved community

The Achievements

CERBA has been very successful in organizing interactive events, such as the following:

- **Organizing business program components of the following official visits:**
 - Russian Minister Dmitry Kozak visit to Vancouver, Canada, February 2009
 - Canadian Minister of Agriculture Gerry Ritz visit to Russia, June 2008
 - Quebec Minister Raymond Bachand visit to Russia, September 2008
 - Russian Prime-Minister Victor Zubkov visit to Canada, November 2007
- **Canada Russia Business Council (CRBC) – 2007:** Attended by over 300 people
- **A Canadian Pavilion at the Oil & Gas International Exhibition, MIOGE – 2007, 2009**
- **A Canadian Pavilion at the KIOGE Exhibition in Almaty, Kazakhstan – 2007, 2008**
- **Inaugural Session of the Canada Russia Business Council (CRBC) – 2005:** Attended by over 200 people
- **Russia, Kazakhstan, Ukraine: Global Energy Matters (GEM) – 2005, 2006:** Attended by over 150 participants

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- **Kazakhstan: the Crown Jewel of Central Asia – June 2003:** Attended by His Excellency Nursultan Nazarbayev, the President of the Republic of Kazakhstan; 300 participants
- **Russian Oil & Gas Days – November 2003:** Attended by 15 Russian delegates and 140 participants

Background of the Canada Russia Business Council (CRBC)

On December 17, 2004, the CERBA and the Russian Union of Industrialists and Entrepreneurs (RSPP) signed a joint agreement establishing the Canada Russia Business Council (CRBC). The CRBC is committed to building, strengthening and promoting long-term co-operation between business entities in Canada and Russia. The impetus for formation of the council arose from Canadian Prime Minister Paul Martin's meeting with Russian President Vladimir Putin on October 12, 2004 at which both leaders expressed a commitment to the nurturing and development of long-term business ties between business interests of Canada and Russia. CERBA from the Canadian side and RSPP from the Russian side were charged with establishing a permanent framework for such cooperation.

The CRBC was created in 2005 by the Canada Eurasia Russia Business Council (CERBA) and the Russian Union of Industrialists and Entrepreneurs (RUIE) and held its first general meeting in October 2005 in Moscow. The work of the CRBC has been carried out through the establishment of active committees with the participation of Canadian and Russian industry leaders, each focusing on an individual sector of the bilateral trade and investment relationship. In addition, the Council is mandated to assist in the resolution of any trade disputes and will work towards the reduction or elimination of trade and investment barriers. There were four original CRBC committees: Energy, Mining & Metallurgy, Transportation & Aerospace, and IT and Telecommunications, which are co-chaired by both Canadian and Russian companies. Two more committees were launched at a later time – Agro-Business and Finance. The main objective of the CRBC and its committees is to facilitate business-to-business contacts and to bring issues of concern to the attention of respective governments.

The CRBC is committed to building, strengthening and promoting long-term co-operation between business entities in Canada and the Russian Federation. The work of the CRBC is carried out by the active committees with the participation of Canadian and Russian industry leaders, each focusing on an individual sector of the bilateral trade and investment relationship. This event will include committees meetings.

CERBA's Russian partner for this initiative is the **Russian Union of Industrialist and Entrepreneurs (RSPP)**, which unites approximately 1,000 members from the Russian private companies and state-owned enterprises. Some of the major RSPP members are LUKoil, Rosneft, Gazprom, Golden Telecom, Rusal, Sistema, Base Element, Itera, Ingosstrakh, MDM Bank, Severstal, Aeroflot, Tatneft, and Alfa Bank.

2009 Canada Russia Business Summit

The **2009 Canada-Russia Business Summit** will promote business-to-business dialogue through a meeting of the Canada-Russia Business Council (CRBC) co-chaired by CERBA and RSPP, and will include a full session of the Canada-Russia Intergovernmental Economic Commission (IEC). In addition concurrent sectional sessions will be held the morning of June 22d to provide a further opportunity for companies and officials to discuss specific issues and opportunities.

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The CRBC committees will meet as part of the Summit - Mining, Energy, Transportation and Aerospace, Construction, Agriculture, Finance and Agro-Business. The meetings of these committees will most likely take place jointly with the respective IEC committees.

Platinum Sponsor

Sponsorship offers:

- Unparalleled exposure
- Access to information
- Industry-specific contacts with leading members of the private & government community

If you would like to enjoy these sponsorship benefits, please contact:

Olga Mazurova
Tel: +7 495 937 8404
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olga@cerbanet.org

Member Level: \$6,000 CAN

Non-Member Level: \$8,000 CAN

The sponsorship offers the following benefits:

- Official introduction & recognition by the Conference Moderator
- Preferred seating at the Head Table
- Display of the Sponsor's logo during the conference
- Access to pre-conference individual meetings with both private & public sector delegates
- Free Conference Admission for three representatives
- Personal introduction to the key Russian and Canadian government representatives
- Preferences over non-sponsors for individual meetings with foreign delegates
- Sponsor promotional materials in the conference packages
- Recognition of sponsorship in the official event program
- Prominent company identification (corporate logo) on CERBA website and all marketing materials
- Profile in the CERBA Newsletter (*post event recognition*)

Gold Sponsor

Sponsorship offers:

- Unparalleled exposure
- Access to information
- Industry-specific contacts with leading members of the private & government community

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olga@cerbanet.org

Member Level: \$4,000 CAN

Non-Member Level: \$5,000 CAN

The sponsorship offers the following benefits:

- Official introduction and recognition by the Conference Moderator
- Preferred seating at the Head Table
- Preferences over non-sponsors for individual meetings with members of the official and business delegations
- Two representatives free of charge
- Sponsor promotional materials in the conference packages
- Recognition of sponsorship in the official event program
- Prominent company identification (corporate logo) as a Gold Sponsor on CERBA Website and all marketing materials
- Brief Company profile in the CERBA Newsletter (*post event recognition*)
- One weekly advertisement in the electronic CERBA Updates – reaching an audience of 4,000 contacts in a variety of sectors (*post event recognition*)

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Silver Sponsor

Sponsorship offers:

- Unparalleled exposure
- Access to information
- Industry-specific contacts with leading members of the private & government community

If you would like to enjoy these sponsorship benefits, please contact:

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 olga@cerbanet.org

Member Level: \$2,000 CAN

Non-Member Level: \$2,500 CAN

The sponsorship offers the following benefits:

- Introduction by the Conference Moderator
- Preferences over non-sponsors for individual meetings with members of the official and business delegations
- One representative free of charge
- Sponsor promotional materials in the conference packages
- Recognition of sponsorship in the official event program
- Recognition on CERBA web site and all marketing materials

Member Level:	Non Member Level:
<input type="checkbox"/> Platinum Sponsor - \$6,000	<input type="checkbox"/> Platinum Sponsor - \$8,000
<input type="checkbox"/> Gold Sponsor - \$4,000	<input type="checkbox"/> Gold Sponsor - \$5,000
<input type="checkbox"/> Silver Sponsor - \$2,000	<input type="checkbox"/> Silver Sponsor - \$2,500

Company:	
Your Name:	
Title:	
Phone:	
Fax:	
Email:	

Please complete this form and Mail or Fax it to the contact information under Option 1 below.

Our sponsors:



OPTION 1
Cheque Payments

Please make cheque payable to:
“CERBA”

Please mail to:

- | | |
|--|--|
| <p><input type="checkbox"/> Frank Kense
Regional Director,
C/o Tri Ocean, Natchiq
Eng.
1400, 727 – 7th Ave.
Calgary, Alberta
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Tel + 1 (403) 218-4822
Fax + 1 (403) 218-8727
frank@cerbanet.org</p> | <p><input type="checkbox"/> Natalia Gorelik
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Regional Director
Tel + 1 (514) 486-0641
Fax + 1 (514) 486-1472
brendan@cerbanet.org</p> |

OPTION 2
Wire Transfer Payments

“CERBA”

HSBC Bank Canada
777 8th Avenue SW
Calgary, Alberta, Canada T2P 3R5
Transit # 10029
Bank # 016
Account # (CAD) 029363497001
Account # (USD) 029363497070

For Wires From Outside Canada / US

Swift Code # HKBCCATT

After you have completed the wire transfer, please mail or fax a proof of wire transfer to the address under Option 1

OPTION 3
Credit Card Payments
Please fax to 1 (403) 218-8727



Name on Credit Card:

Mailing Address:
*(*NB this must be the exact and complete address that the credit card statement is sent to)*

Telephone Number:

Credit Card Number:

Expiration Date (mm/yy):

3-4 Digit Code Printed on the Back of the Card

Amount to be charged to Credit Card:

Our sponsors:

