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**RUSSIA BRIEFING**

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## Russia Investment Roadmap: the e-Commerce Industry

### Including

- P.04 Understanding Russia's e-Commerce Market
- P.07 Selecting an Investment Vehicle for Russia's e-Commerce Industry
- P.12 Q&A – Choosing the Best e-Commerce Strategy in Russia

In Cooperation with

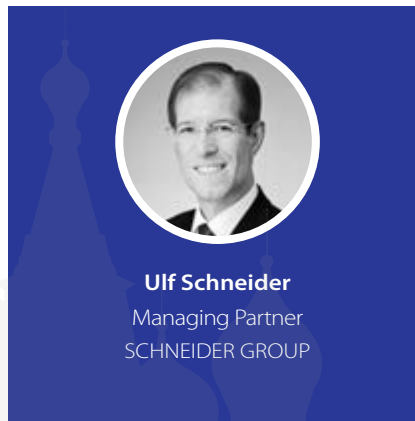
 **SCHNEIDER  
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# Introduction

Dear Reader,

Some time ago I met an elderly Russian women in a remote area of Siberia. My mobile phone had no coverage at that place. She asked me lots of questions about the Republicans and Democrats in the United States. I was impressed! After speaking with her, I quickly realized how connected and well-informed Russians are, even those in remote locations. Russia is a high-tech country, and e-commerce has strong potential as well.

E-Commerce in Russia has been posting double digit growth rates for several years, and this trend is set to continue for both and cross-border e-commerce. This grants good opportunities for Western manufacturers seeking a simple and fast market entry into Russia and its neighboring countries.



In this issue of Russia Briefing you find the relevant guidelines to set up your e-commerce business in Russia. We at SCHNEIDER GROUP can manage all the relevant action steps, starting from the first market analysis for your specific product, solving all customs, legal, tax and statutory reporting matters, implementing the relevant IT-structure with interfaces to your current ERP system and finally also running your e-commerce shop.

Market entry to Russia was never as easy as it is now. SCHNEIDER GROUP can become your one stop partner for e-commerce business to Russia, Ukraine, Belarus and Kazakhstan.

Yours,

**Ulf Schneider**  
Managing Partner  
SCHNEIDER GROUP

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## Reference

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## Russia Investment Roadmap: the e-Commerce Industry

### About SCHNEIDER GROUP

SCHNEIDER GROUP - 500 experts, six countries, your one-stop partner

We at SCHNEIDER GROUP provide our international clients with the back office services they need to expand their business into or within Russia, Kazakhstan, Belarus, Ukraine, Poland and Germany. Our services include market entry support, accounting outsourcing, tax consulting, import, ERP systems (1C, SAP and Microsoft Dynamics NAV) and support in legal matters with focus on migration, labor and corporate law.

SCHNEIDER GROUP is your one stop partner in Russian speaking countries and Poland.

More information on  
[www.schneider-group.com](http://www.schneider-group.com)



### Online Resources from Russia Briefing



[ERP Systems: SAP vs. 1C](#)



[A Guide to IT Nearshoring in Russia, Belarus and Ukraine](#)



[Structuring the General Director Position during Crisis Time](#)



[Sanctions Affecting International Business](#)

### Online Resources on Emerging Asia



[e-Commerce in Asia](#)



[Managing ASEAN Expansion from Singapore](#)



[China Investment Roadmap: the e-Commerce Industry](#)



[Passage to India: Selling to India's Consumer Market](#)



[e-Commerce in Vietnam: Trends, Tax Policies & Regulatory Framework](#)

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This is made easy via our e-commerce solution and your own online-shop.

**Roman Decker**  
Project Manager  
e-Commerce

Use our all-in-one service for your online-shop in Russia and the entire Eurasian Economic Union (EEU). We support you with import, customs clearance and the distribution of your products in the EEU, without the need of registering a company or recruiting staff. Thus, you get an entire and transparent distribution infrastructure, in which we manage the orders as well as client payments, and take care of all logistics processes including delivery to the final client. Receive your individual offer by contacting Roman Decker.

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