



Calgary - Montréal - Moscow - Toronto

CERBA Canada Eurasia Russia
Business Association

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

A new era in Canada Eurasia Russia relations has just begun!

CERBA Mandate

- Enhance and support trade, investment and good relations between the countries of 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

Founding Organizations

The process of creating CERBA has been successfully undertaken by four founding organizations as a reflection of the mandate from all members:

- Canada Eurasia Energy & Industry Alliance (CEEIA – Calgary – est. 1989)
- Canada Russia Business Forum (CRBF – Toronto – est. 1997)
- Canadian Business Association in Russia (CBAR – Moscow – est. 1996)
- Quebec Russia Business Association (QRBA – Montreal – est. 2003)

Each organization offers its own unique expertise in all respectable regions as well as encompasses membership spanning through all sectors and industries.

International Network of Offices

To meet the dynamic needs of our members, CERBA has a network of offices across Canada in Calgary, Toronto and Montreal, as well as an office in Moscow. The structure of CERBA allows all founding associations to:

- Combine their uniqueness and expertise spanning across a wide variety of sectors and regions
- Provide all their members with a number of new and enhanced services

Focus Markets

- Primary – Russia, Kazakhstan and Ukraine
- Ad Hoc – Azerbaijan, Uzbekistan, and others as identified by members

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CERBA Membership Services

- CERBA provides a wide range of services to meet the needs of all its members.
- Our members come from a variety of industry sectors, including construction, oil and gas, manufacturing, construction, mining, information technology (IT), environment, banking, logistics, legal, education, and are of all sizes, from large international corporations to small independent start-ups.
- Each member has the opportunity to take advantage of those services that best suit their business needs.
- All services are developed and tailored to address the dynamics of our members.
- Comprehensive & innovative upgrades of CERBA's activities and services are based on the results of the annual members survey as well as an on-going, proactive communication between CERBA and its' members.
- Members select the regional offices at which they require membership services. All regional offices are available for the entire membership.

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www.cerbanet.org

Business Development - Promotion

- **Business development** - facilitation of the search for new business partners and clients
- **Networking** of all members and non-members via e-mail, newsletter, website, and **in person during events**
- **Business promotion** through our "Members Catalogue" – part of CERBA promotional material – hard copy, on-line, CD versions
- **Marketing and PR opportunities** - presentations, sponsorship, event hosting
- **Visas and invitation letters** assistance for Canada and Russia
- Membership **certificates, recognition, and rewards** programs

Event Hosting - Trade Missions

- Highly-rated **business events** featuring **key industry & government experts** – seminars, breakfast briefs, conferences, roundtables, receptions, networking and social events
- High profile rotating **National Conference**
- **One-on-one** meetings with high ranking business and government leaders
- Incoming and outgoing **industry and region specific trade missions**

Information

- **Electronic and hard copy newsletter** with regular features – current business issues, introduction of new members, business tips, current and planned activities and events, market updates
- **Consultation referrals** on trade and investment issues in Eurasia
- One hour **free consultation** on legal and financial/auditing matters
- Industry, country and topic specific **reports**
- On-line up-to-date website-based accessible **database** of all CERBA members
- Dissemination of up-to-date **market related** information via email, website and newsletter
- Trade **leads and referrals**

Government Relations - Lobbying - Advocacy

- **Liaison** with Canadian and Eurasian/Russian government representatives
- **Sector and region specific** committees
- Active input on policy in the Russian Federation through:
 - Canada Russia Intergovernmental Economic Commission (IEC)
 - Canada Russia Business Dialogue
- Support with applications for Canadian **government funding**
 - Access to government funded **internships** and **international projects**

Business Trip Logistics Assistance

- On-the-ground assistance with **meetings**
- Identification of potential **translators**
- **Accommodation and transportation** advice
- Assistance is offered during the **planning, execution and evaluation** stages of the trip

Media and Association Liaison

- **Media** liaison between members and Eurasian & North American media to increase visibility and publicity
- Information and contacts through cooperation with other international **business associations** in North America and Eurasia

Website

- Easy **online registration** for events
- "**Members only**" website section provides exclusive access to our searchable database of contacts, recent business leads, all our past events, and the archive of CERBA's Updates
- Members only section of **past events** including power point presentations, speaker information, and **contact information** of all event participants
- Members only access to the online **company profile management**

Discounts Special Services

- Substantial member and sponsor discounts at **events**
- **Hotels and airlines discounts** in Canada and Russia
- **VIP** service at international airports

Membership Levels

- **Sponsor** – exclusive option with a three year commitment
- **Corporate** – based on annual global revenues in Canadian funds, divided into the following categories:
 - Over \$100 million
 - Between \$20-100 million
 - Under \$20 million, SME, and governments
 - Educational institutions and NGOs
- **Individual** – an option for representatives with personal interest

Sponsorship Level

The sponsorship level is exclusive to one company per represented sector. In addition to all core membership services, all sponsors are also entitled to the following **additional** services:

- **Marketing and PR** opportunities - sponsor information on all promotional and event related materials
- **Executive treatment** at all events
- **Enhanced access** to speakers/delegations
- **Two free admissions** to all events
- **National Advisory Committee** participation
- **Premium placement** in the profile of members'
- **Exclusive approach** to membership services

Individual Members Level

Individual members have access only to the following services:

- Members' discount at events
- Electronic Updates
- Printed newsletters
- Trade missions participation
- Hotels and airlines discounts

Membership Level based on Annual Global Revenues in C\$	Annual Membership Dues in C\$
Sponsorship 3-year Commitment	\$10,000
\$100 million +	\$5,000
Between \$20-\$100 million	\$3,500
Under \$20 million SME & Government	\$2,000
Educational Institutions & Non-profit Organizations	\$1,500
Individual	\$300

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Your Involvement – Sector and Region Specific Committees

CERBA is a strong proponent of dialogue between the private sector and government. Sector and region specific committees are crucial forums to provide input on various issues such as legal and regulatory, business and government practices. The goal of our committees is to improve effective and efficient trade, and to promote the dialogue between Canadian and Eurasian/Russian governments to work towards the elimination of trade and business barriers.

As an international organization comprising of companies varying in size and from a range of sectors, CERBA realizes the importance of keeping all members engaged in a variety of ways across all regions. In this spirit, sector and regions specific committees that are open to all members in their area of particular interest. Committees include but are not limited to the following:

Sectors

- Energy
- Mining
- Construction
- Manufacturing
- Forestry
- Agrifood and Agriculture
- Information Technology & Communications
- Legal & Taxation
- Education

Countries & Regions

- Russia
- Kazakhstan
- Ukraine
- Sakhalin Island
- Khanti-Mansik

Past and Upcoming Events

Each location hosts various seminars and luncheon discussions throughout the year. Each year, all members are presented with an opportunity to participate in a national conference to conclude and highlight the activities and accomplishments of the year. All CERBA events are characterized by pertinent topics and outstanding speakers. Some notable past speakers and relevant topics include:

Speakers at Past Event

- **His Excellency Nursultan Nazarbayev** - President of Kazakhstan (Calgary, Jun 2003)
- **His Excellency Georgii Mamedov** - Ambassador of the Russian Federation (Montreal, Dec 2003)
- **Oleg Georgievich Gordeev** - Russian Deputy Minister of Energy (Calgary, Nov 2003)
- **Igor Yurgens** - Vice-President of the Russian Union of Industrialists and Entrepreneurs (Moscow, Mar 2004)
- **The Honourable Herb Dhaliwal** - Canadian Minister of Natural Resources (Moscow, Sep 2003)

- **The Honorable Lyle Vanclief** - Canadian Minister of Agriculture and Agri-Food (Moscow, Sep 2002)
- **His Excellency Chris Westdal** - Canadian Ambassador to Russia (Moscow, Nov 2003)
- **The Honorable Pierre Pettigrew** - Minister for International Trade (Team Canada) (Moscow, Feb 2002)
- **Noreen Doyle** - First Vice-President, EBRD London (Calgary, Sep 2003)
- **Georgiy Petrov** - Vice-President Russian Federation Chamber of Commerce and Industry (Toronto, Feb 2003)
- **Dr. Abel G. Aganbegyan** - Russian Academy of the National Economy (Toronto, Oct 2003)

Topics of Past Events

- Global Energy Matters – **Russia, Kazakhstan and Ukraine** (Calgary)
- **Russia**: Offshore **software** outsourcing opportunities (Toronto)
- Russian Financial Sector Roundtable (Montreal)
- **Russia**: Confederations, Freedoms, and the Foreign **Investment** Challenge (Toronto)
- Investing in the New **Russia**: the US Perspective (Toronto)
- **Mining** in Russia (Toronto)
- The **Russian Stock Market**: Gloom, Growth, Boom and...? (Moscow)
- **Visas** to Canada: Demystifying the Process (Moscow)
- Exploring Business Opportunities in **Kazakhstan** (Calgary)
- **EBRD** – Growth Opportunities in Ex-Communist States: Are Canadian Investors Missing the Boat? (Calgary)
- **Certification** and Standardization: Fitting Your Business into the Russian Puzzle (Calgary)

To reflect the genuine needs and requirements of our members, CERBA is constantly planning quality events where knowledgeable speakers share their expertise gained in Canada, Eurasia and Russia. As a member oriented organization, we always openly welcome suggestions in regards to topics and speakers at all of our events.



Nursultan A. Nazarbayev
President of Kazakhstan
June 27th, 2003, Calgary, Alberta

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