



Trudos

Synergy

# About Us

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Our relationship with many of our clients often starts with a request for advice on upcoming projects or existing orders, within Russia, Central Eurasia and the Caspian region, that may be causing some unexpected challenges.

For some however, a far closer relationship is required, whether as a management partner, a business development partner or holding a licence or agency for their products or services, within this part of the world.

**Trudos Synergy** offers a far more integrated service, for those clients that require it. The ability to devote the time and resources, short or long term, and the flexibility to be able to adapt our services to different customer and markets demands immediately, as and when required.

With dedicated Brand Managers, we provide a level of service that is as individual as our clients. And operating a non-competitive client base means we can give each of our clients the attention necessary.



## Brand Partners

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Having advised many companies regarding their business activities within Russia, Central Eurasia and the Caspian as a consultancy, our relationship with some has developed into a more integrated partnership. Whether that be as daily management of their own business partners, promotion, expansion and protection of their brands, or direct regional representation—we are proud to consider these to be Brand Partners.

Perhaps because of the region in which we are most active, namely Russia, the Caspian and Europe, it is of little surprise that the sectors the majority of our Brand Partners work in is Oil and Gas, Retail and Technology.

However, what all our Brand Partners have in common is they manufacture products or provide services we consider to be ideally suited to their customers needs, and to the marketplace in which they operate. And all are market leaders in their respective industries.

# Oil & Gas

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With the ongoing reliance the world has on Oil & Gas, Russia, and the Caspian have grown in importance for those that are its biggest customers, and its biggest producers. Indeed, Azerbaijan was the original oil boom state supplying a staggering 50% of the world demand at the turn of the 20th century. Today it is others that dominate the industry, specifically Russia, the Middle East and North America, with many of the world's leading oil and gas companies operating globally for many decades.

Our Brand Partners in this sector offer a complete cross section of products and services, from drilling equipment to pipeline and structural inspection, from consumables to offshore and subsea asset integrity management.

Each has been chosen because of their world leading technologies and their impeccable reputations within the industry, ensuring their customers receive the very best available.





## Retail

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With such wealth derived from Oil & Gas, it is no wonder that many of the world's top retailers choose to locate some of their most impressive stores in this region's major cities. Indeed, some now choose these cities to launch new ranges, to what is an increasingly affluent and demanding clientele. A clientele that understands and appreciates the exceptional quality these brands offer, having had access to many of them whilst visiting other cities around the world, and now demand them in their own.

Our Brand Partners are among the most exclusive of these brands and offer their products from some of the world's most famous stores as well as regionally in Moscow, St. Petersburg, Baku, Almaty and Astana—and in Europe in Vienna, Prague, Zurich, Riga, Monte Carlo, Berlin and Stockholm. As our Retail Brand Partners grow so do the sectors in which they operate, providing a range of products that reflect their customer's individual lifestyle choices.

# Technology

Technology is one of our three core business sectors within Russia and Central Eurasia, with many of our Brand Partners see this market offering real potential for their technologies, for both business and personal use.

Indeed, it is technology that has driven much of the development of the regional economies, whether within the Oil & Gas industry, on which so much of this region is dependant, or modernisation of their infrastructure, engineering and telecoms industries.

The need to react with flexibility to changing industrial and commercial forces has produced a growth of businesses adopting the most advanced technologies. Our Brand Partners participate in, and often stimulate, ever more advanced technologies changing but the nature of the way industry functions within this dynamic region of the world.





# Markets

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Since the break up of the Soviet Union in 1991, its former states have moved at varying speed to economies driven by regional and international markets. Because of its size and vast reserves of the world's most sought-after natural resources, it is no surprise that the Russian economy dominates this part of the world. However, it is not alone in this and both Kazakhstan and Azerbaijan produce and export significant quantities of oil, destined for the European and Chinese markets.

From the wealth generated by the sale of both Oil & Gas, these three economies have now become the most important within the Eurasian and Caspian region, and consequently are those that we are most active in. Turkmenistan is also opening up to the world, and with its huge reserves of Natural Gas, is set to become an important regional influence in the coming years, providing major gas supplies north into Russia, east to China, south through the TAPI pipeline, connecting as far as the Arabian Gulf and west via Azerbaijan and into Europe.



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