GERMAN-RUSSIAN CHAMBER OF COMMERCE BUILDING RESILIENCE IN TURBULENT TIMES

25years

OVET 1000 members

over

100 employees 3d biggest chamber worldwide

Covid19



location - head office Moscow

branch in St. Petersburg

LAW SERVICES

MARKET ENTRY

NETWORK

EVENTS

RECRUITMENT

NEWSLETTERS
AND PUBLICATIONS

BUILDING RESILIENCE IN TURBULENT TIMES

When the COVID-19 pandemic hit Russia in March 2020, we

started a comprehensive program to ensure an uninterrupted

continuation of the chamber's services for its members and clients

all our activities in Russia were divided into **two main streams**



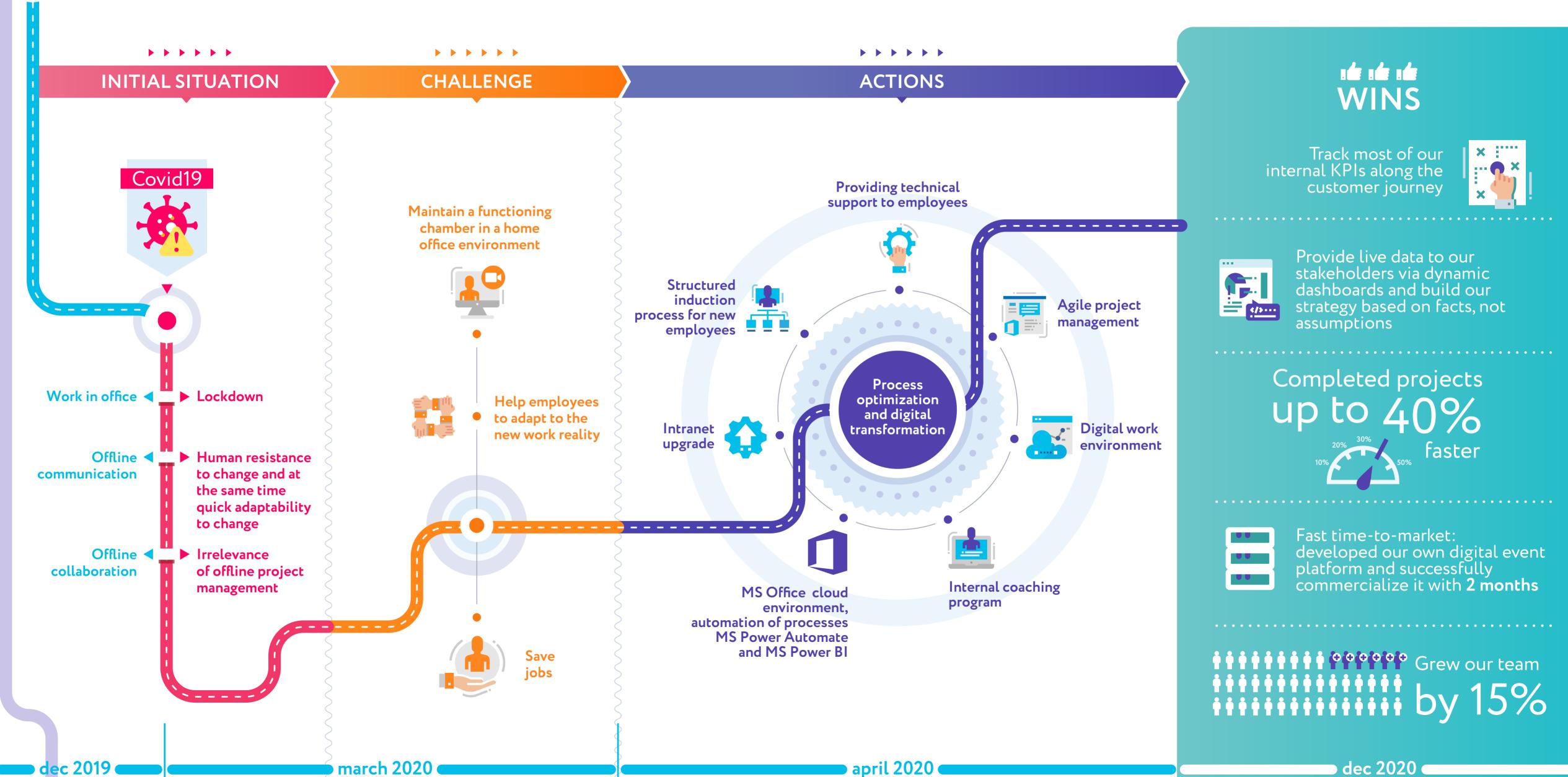
INTERNAL - PROCESS OPTIMIZATION AND DIGITAL TRASFORMATION

EXTERNAL - TRANSFORMATION OF BUSINESS MODEL



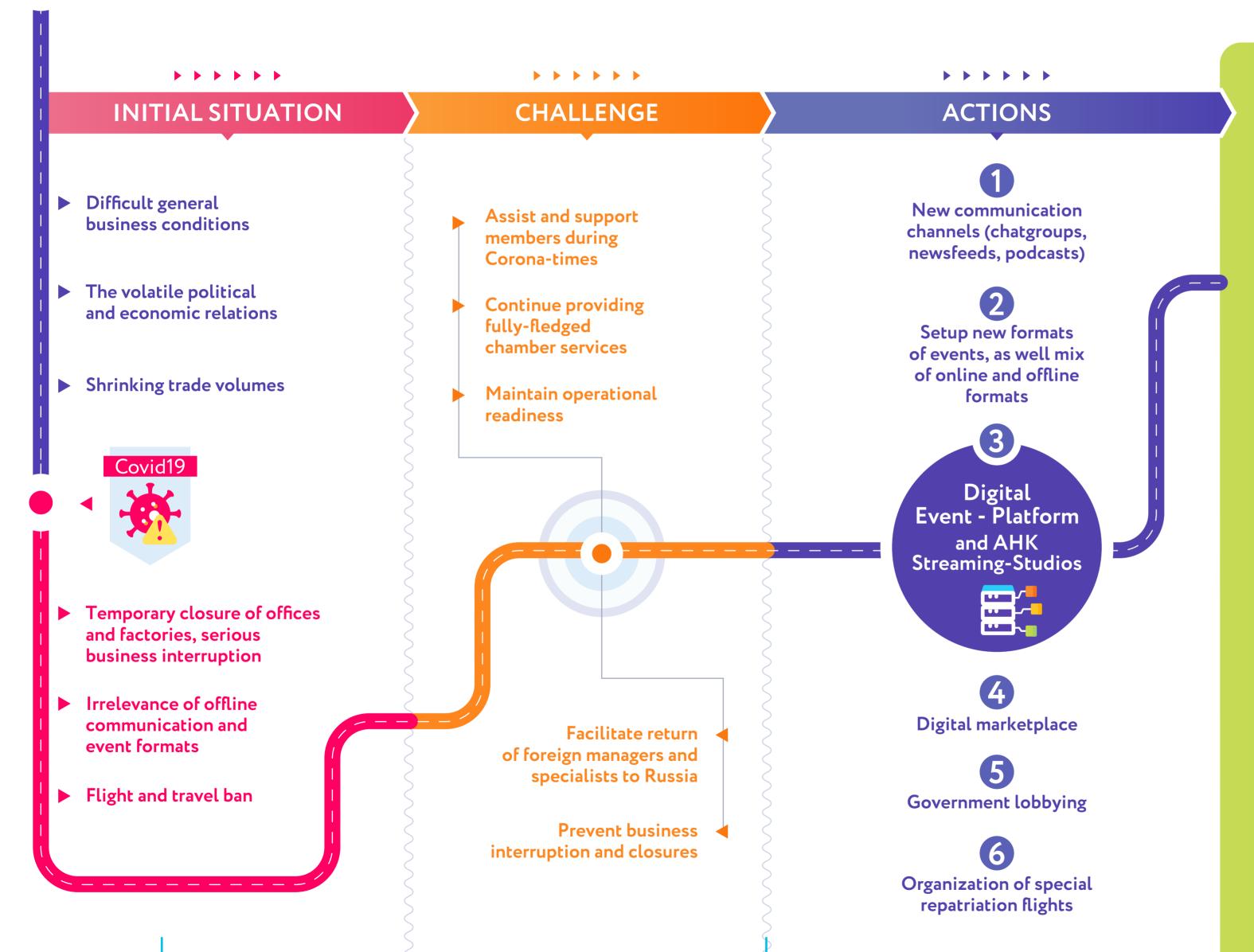
INTERNAL – PROCESS OPTIMIZATION AND DIGITAL TRANSFORMATION





EXTERNAL – TRANSFORMATION OF BUSINESS MODEL





■ dec 2019 (

SUMMING UP

We brought over 1.100 managers, specialists, and their family members back to Russia



Successful commercialization of Digital Event- Platform



Switched all 30 online within days

Maintained at 320+ the number with 23,000+ participants of events

our website visits to 846.000 (2020 vs 2019)

Increased our gross margin by 6,8%

WINS

Reached 1000 members

We maintained financial stability with no need for crisis support funding from our parent

†††††††††† 15% Team growth

Outstanding results of the loyalty survey 95% 0



Sharing best practices with chamber network, helping others to build resilience

Digitization success story published in Microsoft customer portal



march 2020 (april 2020 dec 2020