



Avenir's expansion to Tver was a well anticipated move

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As the Russian economy is seeing light at dawn after the recession, companies are struggling with the need of adapting their operation to new realities. The past boom characterized Moscow and St. Petersburg as markets of constant growth. This growth led to significant upswing in costs of office rents and labor.

Smart businesses therefore needed to find ways of making the best of all what the vast Russia has to offer. This for example, by moving processing centers and manufacturing to where the cost level is lower and quality of available human resources stronger. This makes sense for individual businesses but is also the way that economic growth and equality spreads all over Russia.

The international law- and consultancy group Avenir and Hellevig, Klein & Usov was the first firm to take the bold step to move the processing of accounting services for Moscow and St. Petersburg clients outside these metropolises by establishing a processing center for accounting and administrative work in the city of Tver. Tver lies 180 km North-West from Moscow and 600 km from St. Petersburg and is conveniently connected by railroad with hourly service. Avenir's Tver office was opened in the spring of 2008 and fully operational by June the same year.

Jon Hellevig, Managing Partner of Avenir: "Tver was an ideal opportunity for us. We reasoned that as we were dealing with global clients who we serve with accounting data to wherever they are located from Scandinavia to the other side of the Atlantic, then why we could not have our own processing center just a few hundred kilometers apart from our downtown Moscow office."

Avenir is extremely happy with locating in Tver, as Hellevig says: "Frankly we can name Tver as the single most important reason for having weathered the economic downturn so well. We had the quality and cost at the right level to begin with and therefore we were spared all of the



crisis restructuring that so many in the business were forced to do. Now we have our team intact and look forward to more growth and the opportunity to serve our clients even better. ”

Hellevig tells that the Tver office means that Avenir can give a superior service to its clients, this due to: lower general costs; loyal and committed employees, streamlined process and improved IT-solutions.

“What has come as a surprise for many is that the distant work actual improves customer service, this because we have been able to allocate more dedicated and professionals to interact on the level with the customer in Moscow and St.Petersburg” Hellevig ads. “Funny as it sounds, but more resources in Tver allows us more resources in Moscow.”

Avenir operates its Moscow and St.Petersburg branches as previously, and has directed the processing of growing volumes to Tver. Avenir also opened office in Yekaterinburg last year and is anticipating growth in Urals. “Yekaterinburg will soon take more volume, as clients are now preparing for the new growth taking place in Russia

Avenir
Hellevig, Klein & Usov

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