



INFORMATION

HR professionals in Russia want W. European knowledge and expertise: Rhema Group summoned to Moscow

An economy expanding at about 8% annually and a steady influx of investment and presence by European companies are encouraging businesses in Russia to seek more constructive contact with their professional neighbours in the West.

This month Eurobusiness Advisory, the London-based international trade and business relations promoters, organised their first high profile seminar for Moscow's HR professionals.

Long-established and highly respected as a UK human resources expert, and training and development innovator, Rhema Group was exclusively requested to create and deliver a full two-day seminar programme in the Russian capital on *HR: European Experience*.

Rhema Group MD Jeremy Francis notes: "Russian HR professionals need to be abreast of the HR practices which Western European companies will bring with them as they set up operations in Russia; and in terms of culture they need to be conversant with the rather less formal, hierarchical way that European companies deal with leadership and change management issues."

To meet those objectives his seminar programme covered:

- HR's role in creating future success for an organisation – including HR's role at each stage of the Corporate Success Cycle; the Corporate Life Cycle; and how the success of HR should be measured
- Creating effective strategies for Personnel Management - including
- thinking strategically; the impact of Corporate Strategies on the HR role; and creating and making Strategic Choices
- Recruiting the right people
- Talent Management and Development
- Managing and Measuring Talent Development Processes
- Motivating for Staff Retention
- Developing Leader Managers
- HR and Corporate Communications

Eurobusiness Advisory promotes business relations between CIS, EU and other regions worldwide and helps commercial people fully employ their potential, Strongly supporting the thinking behind Eurobusiness Advisory's activity in the area of organising seminars such as this one, and pointing to the potential benefits for HR professionals, Jeremy Francis adds: "A complementary issue is that European HR professionals need to understand the way business is conducted in Russia. Hence the need for learning and development forums which encourage new thinking, knowledge sharing and cultural exchange, and offering opportunities for beneficial networking.

"I fully endorse these imaginative ways of accelerating interest among well-established and well-resourced HR professionals in Western Europe with their counterparts further East. And a practical demonstration of Rhema Group's commitment to these ideas will be the Spring 2008 launch of the online Rhema Resource Centre, which will offer modern European HR tools and techniques, in any language".

Sergei Tsivkach, Managing Director and Head of Consulting at Eurobusiness Advisory, affirmed the success of the Moscow seminar: "This was an excellent two days for the HR professionals who attended, and they gained great benefit from the experience and knowledge of a UK-based training and development consultancy of Rhema Group's quality - as well as from Jeremy Francis' own expert presentation of that knowledge"

He confirmed that Russians also want to come to London to be trained more widely in European business practices, including quality (ISO 9000) and legal frameworks, corporate finance and governance etc. Hence more conferences are planned for London next year.

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Notes to Editors

The Rhema Group www.rhemagroup.com is a highly respected and well-established UK human resource development company which also operates globally. Founded in 1985 by MD Jeremy Francis, Rhema (a name derived from the Greek for *inspired word*) has won a solid reputation for innovation, quality and reliability of delivery of people development and performance.



Focusing on Talent Development, Management Development, Performance Management, Customer Service and Selling Skills, Rhema provides on a 24/7 basis customised and blended solutions involving business consultancy, assessment/psychometrics, training, coaching, software and E-learning (via internet and client intranets).

Rhema Group includes a roster of talented and experienced UK consultants, and through 25 international partners of best practitioner status in Europe, USA, South Africa, Australia and S.E. Asia, Rhema delivers proprietary products and services globally in a variety of languages – in particular to multinationals looking for high quality, customised and consistent international roll-out of centrally mandated people development programmes and assessments. Clients include Microsoft, Société Générale, Reed Business Information, BOC Group, International Financial Data Systems, Institution of Civil Engineers and leading Dutch vendor lease organisation De Lage Landen.

Eurobusiness Advisory www.euroadvisory.co.uk promotes business relations between CIS, EU and other regions worldwide. They offer assistance in international trade, facilitate professional consulting and organise exclusive CPD courses for top-executives from CIS companies. Clients include major companies from the Russian Federation, Ukraine, Kazakhstan, Belarus and other Eastern European countries: and courses are distinctive in terms of their relevance, comprehensively thought -out content and exclusive selection of speakers.

Clients are blue-chip CIS/EU companies from all major industries, i.e. energy, chemical, financial, legal, etc. The CIS market, with its incontestable leader the Russian Federation, represents an “ocean” of business possibilities and bears great geopolitical weight. This is both contrasted and complemented by the fact that the European market is a well established and regulated facility. Eurobusiness Advisory strives to contribute to their inevitable and mutually beneficial integration process, as a reliable business-partner for clients and cooperating companies. Its main goals are long-term business relations, collective growth, business improvement and creation of global network of responsible partners.

Its combination of consulting services and CPD courses advantageously distinguishes us from companies that offer only executive education. The consulting business keeps the education offering abreast of the latest developments in various fields and allow timely programme updates. A global network of responsible partners helps Eurobusiness Advisory to attract speakers with the most appropriate qualifications and experience.