



## arvato digital services examines e-commerce in Russia



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*Presentation at the "insight e-commerce" networking conference from 4–5 November*

Philipp Klapper, head of the e-commerce department at arvato digital services, will give a presentation at the "insight e-commerce" networking conference in Jena, Germany, on November 5, 2008. The topic of the presentation is "e-commerce in Russia – Prerequisites and Trends."

The Russian market is the most dynamically growing market for retail and mail-order business within the CIS markets. For more than 10 years, arvato has been active in Russia as a service provider in the mail-order industry. Through steady growth, it has also been continuously expanding its range of services.

The goal of the presentation is to illustrate the infrastructure conditions for successful e-commerce business in Russia.

It deals first with the trends and business environment for e-commerce in the Russian market: What sells? Who buys? What are the current challenges?

It then shows ways for Western companies to establish themselves in this growth market step by step. In line with the general development of the market, the service model is becoming increasingly important compared to the distributor model. In this context, the handling of e-commerce business via distributors versus handling by service providers is a question of business strategy. Both models are discussed in order to provide perspectives on which approach is preferable in which situation.

### **About arvato digital services:**

We at arvato digital services provide a comprehensive range of services and solutions to our business partners in the IT/high-tech, games, video, and audio industries. Our customers all over the world benefit from our 8,000 employees and our five decades of experience. Our global footprint includes 18 countries on five continents.

arvato digital services is a leading provider of integrated solutions that include every step of the value chain, from replication, fulfillment,

distribution/supply chain management, and financial services to electronic software distribution. This entire process chain is supported by end-to-end IT systems. Our solutions create value for our customers and ensure that they are well-equipped for the challenges of their markets.

Together with arvato print, arvato systems and arvato services, we are a part of arvato AG, the internationally networked media and communication service provider. arvato AG is a division of Bertelsmann AG, headquartered in Gütersloh, Germany.

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