

# NATIONAL DEFENSE

ARMS & MILITARY TECHNOLOGIES

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## RUSSIAN TERMINATOR: A SENSATION

# A BUSINESS CARD FOR RUSSIA'S MILITARY INDUSTRIES



Some eight months ago, at the Farnborough Air Show our magazine interviewed a special guest – **Dr. Andrei MAXIMOV**, head of Maximov Publications Ltd., one of Russia's best known professional information publishers – and it's only bilingual one. For 16 years his company has published directories providing basic contact details for 150,000 political, industrial and business decision-makers in Russia. All the reference books in the series follow the same bilingual (Russian-English) format containing detailed, up-to-date contact information of senior managers and their staff and of leading officials in Russian business and government. The list of Maximov directories includes Civil & Military Industries in Russia, the third edition of which was released in June 2009.

On the occasion of the 10th International Defense Exhibition & Conference we asked Dr. Maximov to update our readers on his company's new information products of interest to the Fair's participants.

Olga SHILOVA

— **What new products have you prepared for IDEX participants and other businesses interesting in developing relations with Russia?**

— Maximov Publications is in the information business. Our mission is to connect key players responsible for the military and civilian defence complex in the Russian Government and industry with their counterparts in the UAE and around the world. To that end we have successfully launched a series of digital (both DVD and USB-enabled) Directories in parallel with our classic printed versions. The digital version of our products has dramatically increased our ability to provide clients with substantial amounts of new high value information.

— **What do you mean by that – isn't the contact information in your print and digital Directories the same?**

— Yes and No! Firstly, the digital Directory is not simply a list of pages, but a database equipped effectively with six search systems. Secondly, the electronic format has allowed us to increase hugely the volume of contact information contained in any one Directory. For instance, our current main title – *State & Business in Russia*, updated each half-year, includes contact details equivalent to six print Directories. This amounts to 75,000 decision-makers working for 20,000 companies and state bodies. Thirdly, digitization enables a lot of additional information to be included: photos and biographical details and more organigrams to illustrate state, industry and corporate management structures. Last but not least, digitization provides us the opportunity to publish a «cluster» of new titles simultaneously. For example, when we produce the main Directory – *State & Business*, there are several other directories released simultaneously to cover different specific industrial sectors. So customers can buy the main Directory, or only a part of it, giving them a choice based on their specific information needs and available budget.

— **The last *Civil & Military Industries in Russia* edition was published in June 2009. Are you going to update it?**

— For sure. We look on this segment of the Russian and international market as a very promising one. The current edition is in high demand, which is understandable, as there is no other competitive source of information for this sector of the Russian economy. Anyway at the moment we are updating the contact information for it as part of our forthcoming *State & Business* Directory. But keep in mind that our 2011 publishing program includes the release – both in digital and print formats of an updated version of *Civil & Military Industries* for the opening day of the Moscow International Aviation and Space Salon (16-21 August, 2011).

— **How do you plan to make this new edition even more valuable for customers?**

— Last year we introduced a new service of great value to both our readers and the companies included in the digital Directory. Apart from the standard informa-

tion provided for all companies and state bodies, companies had the possibility of placing in the Directory additional contact details, photos, biographical data and organigrams relating to their firms. This year we are inviting companies to put their complete corporate presentations inside the Directory. This could consist of a company overview or a products & services catalogue or an investment project description. A lot of companies have their own corporate presentations to distribute at fairs, negotiations and the like which often get filed away. Nobody files let alone throws away our Directories. They are used every day and presentations included in the Directories are looked at again and again. It's worth adding that these corporate materials can be placed in our digital Directory in any format – in PowerPoint or as a PDF, audio- or videofile.

Imagine somebody coming to the Moscow Fair with Maximov's Directory in his briefcase. In a very short

time he would have a clear understanding of the structure of Russian industries; find contact details of CEOs and top managers, together with their assistants and counsellors; be able to look at the photo of a person he'll be meeting and be able to whip through that person's company presentation before the meeting. Now how many products provide you with that much high value information at the point of impact?

Perhaps I can conclude our interview by addressing myself directly to IDEX participants: keeping the world as safe as possible from terrorist networks and their rogue state backers is about ensuring that deterrence is taken seriously by such enemies of all freedom-loving peoples, hence the need to maintain powerful and innovative defence industries. We are proud to play a small role in this important enterprise. I wish you good luck and success at this important international event in Abu Dhabi. ✪



> The information content of one digital Directory is equivalent to six print Directories.