

# Case Study

## Tool Supplier Optimizes Participation in Russian Exhibitions



An Italian tool manufacturer participates in several Russian exhibitions each year. Through the exhibition organization, temporary import of demonstration materials are shipped for every event and returned afterwards.

### Starting Situation

By shipping samples from Italy for every individual exhibition, the manufacturer spends a great deal of effort and money for the required logistics activities.

It made much more sense to create a demonstration stock of materials in Russia to be used for exhibitions and, if desired, to be sold locally as well. In order to establish a stock with customs cleared products in Russia, a Russian entity was required.

### Solution

By appointing Hellmann as the Importer of Record, the manufacturer could store any of their products in Russia without further limitations.

By creating two 'exhibition crates' that contain all the products required for local events, the manufacturer could participate in any exhibition in Russia/EAEU without having to import their demonstration equipment.

From our side, we take care of delivering the crates to the exhibition and collecting them back afterwards. We also coordinate the local preparations, sourcing and implementation of exhibition related activities.

### Conclusion

The manufacturer has a cost efficient, flexible and convenient solution to keep demonstration materials in Russia by appointing Hellmann as the Importer of Record. This same setup can be used to sell customs cleared products when desired.

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