



Kommunikation Ost-West **(East-West Communications)**

Kommunikation Ost-West is one of Switzerland's important promoters for business relations between Central and Eastern Europe. Founded in 1997, KOW serves its clients, mostly companies and institutions from Switzerland, Central and Eastern Europe, with a unique blend of professional experience:

- Expert knowledge of detailed prerequisites for foreign business with the following key regions
 - Russia and the other CIS States
 - South East Europe (SEE)
- Familiarity with these economies from regular stays abroad of KOW management and staff members, as well as from daily business contacts with partners in the country markets.
- At least two Eastern European languages that are part of commercial correspondence and contacts with our business partners in East Europe (EE): Russian and Serbian-Croatian. In addition, by our broad network of professional translators and interpreters throughout all EE countries, we cover every single EE language on a level that prepares to always meet or even exceed our clients expectations.

KOW's general manager, Mrs. Regula Spalinger, is a certified manager of foreign business from the EVA (Europäischer Verband für Aussenwirtschaft / European Association of External Economy). She finished her studies of Slavonic languages at Zurich, Zagreb and St. Petersburg Universities with graduation in Zurich in 1994.

Kommunikation Ost-West is a member of Transparency International and is committed to a sustainable way of business in the interest of its clients.

To learn more about our individual services in foreign trade with the EE states, see back page. We also invite you to visit our homepage on

www.ostwest.ch

or simply — just contact us.

Kommunikation Ost-West / East-West Communications

Our Services for Business Relations between Eastern and Central Europe

- **Export / Import Promotion for Companies with or from the Key Markets: Russia / the CIS, South East Europe and Central Europe.**
 - **Branch Specific Information and Market Research**
 - **Marketing Studies** in cooperation with leading market research institutes in the target countries
 - **Identification and Liaising of Prospective Business Partners**
 - **Foundation of Rep. Offices, Subsidiaries, Joint Ventures, and Distribution Systems abroad.** By case supported by chosen partners with proven track record (sectorial experts, business lawyers etc. in Eastern or Central Europe)
 - **Search of Qualified Personnel for Specific Eastern European Regions**
 - **Export Related Secretarial Services** in Russian, Croatian / Serbian and English
- **Expert Translations for All Eastern European Languages.**

By own experienced and attuned KOW translators team of language professionals. Reliable, optimized timing together with a customer-friendly handling of the project in all respects is our trade mark.

Special tasks often require special knowledge and experience: we provide as well DTP, translation directly in Quark X-Press or InDesign, multilingual translations or localization.
- **Interpreting Services Eastern European Languages.**

In Switzerland and abroad. We may find you the right interpreter not only for Russian, Romanian or Hungarian, but even for the smaller Eastern European languages that come along with development of your business.
- **(Co-)Organization of Business Seminars. Trainings.**

For groups of experts in Switzerland and Eastern Europe, in cooperation with partner institutions. Intercultural Trainings.

For further services, please ask.

It will be our pleasure to assist you wherever your needs arise.