



**COUNTERPARTS**

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Strategy Consultants

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 **GOETHE-INSTITUT**

**Roland Berger Strategy Consultants is supporting the library at St. Petersburg's State University of Economics and Finance**

**St. Petersburg, November 28, 2008: In cooperation with the Goethe-Institut, Roland Berger opened a new library in the St. Petersburg University of Economics and Finance.**



The new Roland Berger Library is a state-of-the-art information and education center. Besides access to contemporary business books in various languages and magazines on management theory and practice, students and teachers now have access to a high-tech room equipped with digital catalogues and Internet-linked computers.

The opening ceremony for the new Roland Berger library took place on November 28, 2008, starting with a brief tour in the premises. Then the University's Rector, Igor Maksimtsev, Partner at Roland Berger Strategy Consultants, Boris Firsov, and the Director of the Goethe-Institut in St. Petersburg, Dr. Ralf Eppeneder, marked the occasion with a few words, followed by a reception for all guests.

Boris Firsov, Partner at Roland Berger, mentioned that the St. Petersburg University of Economics and Finance was not an accidental choice: This university owns one of the oldest economic libraries in Russia, however, due to application of state-of-the-art information technologies and thorough selection of books on economy and management, Roland Berger succeeded in contributing to the library's development.



Boris Firsov, Igor Maksimtsev, Dr. Ralf Eppeneder

Besides, Mr. Firsov expressed his hope that the new library will satisfy the students' urge to knowledge and added that this quality helps people to achieve the objectives set.

Dr. Ralf Eppeneder, the Director of the Goethe-Institute in St. Petersburg, congratulated all guests on the inauguration of the new center and emphasized the importance of the event for the St. Petersburg University of Economics and Finance aimed at educating economic specialists for Russia. According to Dr. Eppeneder, opening of the Roland Berger Library means for the Goethe-Institute an addition and extension to the existing librarian cooperation. "The target group of young academic elite is essential for us and they will be able not only to take advantage of the presented data bases, specific literature and periodicals on the economy on the whole and entrepreneurship in Germany in particular. The students will be granted access to the social market economy philosophy, which was of great importance for development of the democratic civil society in the Federal Republic of Germany," the Goethe-Institute Director said.

The ceremony was attended by Vice-Consul, Head of the economics division of the German Consulate General in St. Petersburg, Artur Brunner. The Chairman of the Committee on Science and Higher Education, Andrey Maksimov, who also took part in the event, congratulated FINEC with the opening of a new library offering excellent selection of books.

The room housing the Roland Berger Library underwent major repairs, received new furniture and now has the latest equipment. Roland Berger Strategy Consultants and the Goethe-Institut specially selected books to enrich the university's collection, taking into consideration that the university's library is one of the oldest libraries in Russia with around 1.5 million books. The selection of periodicals includes the "think: act" magazine, published by Roland Berger Strategy Consultants for its clients and awarded the prestigious "Best in Corporate Publishing" prize three times running. Library visitors can read the articles of well-known politicians, economists and representatives of cultural centers published exclusively in "think: act".

The library was opened as part of the "Counterparts" program, initiated by Roland Berger Strategy Consultants together with the Goethe-Institut to support culture and education projects in Central and Eastern Europe. In the past, as part of the Counterparts initiative, Roland Berger and Goethe-Institut helped Dubrovnik's public library expand its collection of books on Dalmatian history and culture, and create a music library.

Furthermore, since 2007, Roland Berger has been supporting the expansion of the International Cultural Centre (ICC) in Krakow. A year earlier, the strategy consultancy funded the new production of Wolfgang Amadeus Mozart's opera "The Magic Flute". This performance was staged at the Polish National Opera in Warsaw by German director Achim Freyer, who studied under Bertolt Brecht. Already in 2005, Roland Berger made a joint exhibit of German and Croatian artists at the Museum of Contemporary Art Zagreb possible.

Counterparts projects comprise two parts: a cultural event in a country's capital and a library opening in another big city. The cultural event this year was the Festival for Contemporary German Choreography, held from March 27 to April 24 at the Stanislavsky and Nemirovich-Danchenko Moscow Music Theatre and the School of Dramatic Art Theatre. Dr. Walter Jürgen Schmid, German Ambassador to Moscow, was

the festival's patron. The opening of the library in St. Petersburg constituted the second part of this year's Counterparts project.

*Roland Berger Strategy Consultants, founded in 1967, is one of the world's leading strategy consultancies. With 36 offices in 25 countries, we have successful operations in all major international markets. In 2007, we generated approximately EUR 600 million in revenues with more than 2,000 employees. Our strategy consultancy is an independent partnership owned by about 170 Partners.*

**Website of the program:** [www.counter-parts.org](http://www.counter-parts.org)

**Partners:**

Goethe-Institut in St. Petersburg, [www.goethe.de/stpetersburg](http://www.goethe.de/stpetersburg)

St. Petersburg University of Economics and Finance, [www.finec.ru](http://www.finec.ru)

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