

Press release

**Microsoft Business Forum 2008—
Running business in a time of change**

Moscow, November 14, 2008: How to run a business in a crisis time was the main focus at the Microsoft Business Forum 2008 that took place in Moscow, November 14. Crisis brings significant change, companies will need to adopt quickly, so no wonder that conference participants represented by decision makers from the leading Russian and international companies, were interested most in the reorganization topic.



Nadezhda Larina

Measures to address the crisis are the first thing to start the reorganization with, said Nadezhda Larina, Principal at Roland Berger Strategy Consultants in her speech at the Microsoft Business Forum. These measures will significantly influence the business sustainability and profitability under the global financial crisis conditions. According to Nadezhda Larina, typical measures to address the crisis will not help, as it is difficult to find new credit resources, negotiations with suppliers and customers to reschedule the payments has lower chance of success, etc. The complex approach should be considered—measures need to include strategic, as well as operational and financial aspects. Only then deepening crisis will bring new possibilities along with challenges.



Olga Sagirova

The conference program also featured a workshop from Roland Berger Strategy Consultants leading experts on "Implementing measures to address the crisis and restructure the company: quick action measures and structural business repositioning." Olga Sagirova, Partner, and Svetlana Shcherbinina, Project Manager, acquainted Forum's delegates with the latest findings based on real projects examples for retail sector, and Nadezhda Larina based on the projects for metallurgy companies.



Svetlana Shcherbinina

About us

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

For further information please contact:

*Yana Malysheva
PR and Marketing Manager
Roland Berger Strategy Consultants
Tel.: +7 495 721 1951
Fax: +7 495 7211954
E-mail: Yana_Malysheva@rolandberger.com
www.rolandberger.ru*