

International and federal partners:



Youth Business Russia (YBR)

History of YBR

Youth Business Russia was established by a partnership of the Russian Branch of the International Business Leaders Forum, the Royal Bank of Scotland, and the British NGO Oxfam, with the support of Youth Business International. The overall management for YBR in Russia is carried out by IBLF's Russian Branch.

The first pilot region in Russia is Kaluga where YBR provides loans with the support of the "Women's Microfinancial Network" (WMN) and OOO SABMiller RUS. The second pilot region is Voronezh where YBR provides loans with the support of Voronezh Regional Fund for Small Business Support. The third pilot region, Vladivostok (Russian Far East), officially joined YBR on 16th November 2010. YBR operates in Vladivostok with the support of FESCO Transportation Group, MARITIME Bank and SABMiller RUS.

Results to date

- 71 business projects have been approved;
- altogether 10,146,000 Rubles (c\$338,000) have been disbursed in loans;
- participants of YBR have created 240 new jobs;
- 125 dependants were supported.

Programme Specific

YBR Programme is being run in **partnership** both on a federal level and regional one. There are nine project partners in Kaluga Region and 18 project partners in Voronezh Region.

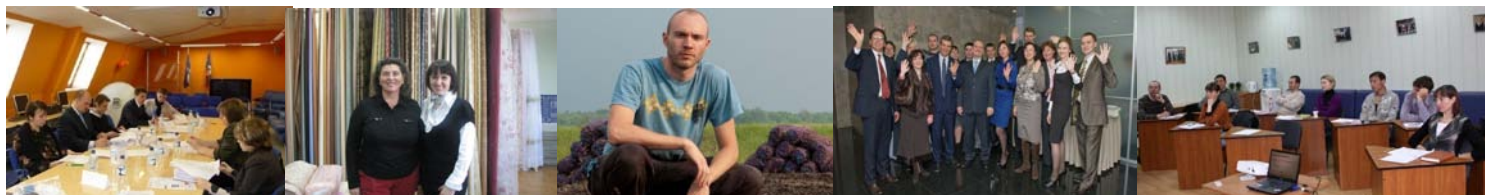
Entrepreneurship in modern Russia has only 20 years of development. That is why YBR **mentors are only experienced entrepreneurs.**

Programme Plans

It is planned to open programmes in two new regions of Russia during the next months with a help of USAID and Oxfam.

"I am delighted that I have joined Youth Business Russia. This programme has helped me to achieve a definite purpose and I am very grateful to all those people who have created it".

Anastasia SHVIDKAYA, 24 years old.
Owner of children's shoe store «Twinkletoes»



Selection Panel

Young entrepreneur with a mentor, drapery design

Young entrepreneur, agribusiness, potato growing

YBR team

Training for young entrepreneurs

Regional Partners:



Voronezh Regional Fund for Small Business Support



Association of Credit Unions Primorsky Region



Photo: Denis Chernykh, YBR participant (left) with his business partner Alexander Matyukhov, with the piece of their work

DENIS CHERNYKH, YBR PARTICIPANT, WOOD CARVING

Initially, wood carving was a hobby for Denis, it brought him emotional satisfaction rather than financial benefits. In January 2010 Denis registered his business as a sole proprietorship. Having joined the Programme in March 2010, he obtained financial support, consultancy, training, and could buy the production equipment needed. As a result, he increased his output and turned his hobby into a good business. However, according to Denis, he could not have achieved this without the excellent mentoring provided by the Programme. Without mentoring he and his partner would not have been able to gain such explosive success. Currently, Denis and Alexander have managed to close profitable agreements with major furniture manufacturers and construction firms who have commissioned wooden decorative components.

YURY SEGAL, MENTOR

Yury is the owner of 25 footwear shops in Voronezh, two retail firms, and he also provides consulting services. He has a Doctorate in electrical engineering. He mentors three groups of entrepreneurs (wood carving, foreign languages teaching, waste recycling).

As we present this Dragon to you, we remember the old Chinese adage:

*If you forget the Dragon, he'll eat you.
If you fight the Dragon, he'll beat you.
But if you ride the Dragon, you will take on his strength and power!*

The distinguishing features of the Dragon are courage, strength, power and single-mindedness of purpose – all the qualities, indeed, of the successful entrepreneur!

But it's more than this. Just as the fiery Dragon defies the laws of gravity and flies high above the clouds, we too, with the help of Youth Business Russia and our mentors, have been developing a fundamentally new concept of business. In our approach, our customers are fully-fledged participants in our commercial vision, and business and society have similar values and goals. The average entrepreneur does business; we “do” business... and life.

We thank you, Your Royal Highness, as well as Youth Business International and the International Business Leaders Forum in Russia, for the YBR programme, for all the support and the inspiration which have made this possible.

Alexander Matyukhov
Denis Chernykh
Yury Segal (Mentor)

“The highlight for me during my last visit to Youth Business Russia was the meeting with Voronezh mentor Yury Segal. He is a wonderful man and was so interesting to talk to. He spoke so highly of his mentees, young entrepreneurs and the Voronezh and Moscow teams and with such dedication to his role as a mentor. This to me is what the YBI Network is about and, after he left, Boris and I turned to each other and agreed this is why we do our jobs!”

Andrew Devenport
CEO, Youth Business International



Photo (from left to right): Yury Segal (YBR mentor), Irina Gorelova (YBR regional coordinator), Denis Chernykh (YBR participant), Boris Tkachenko (Head of the IBLF Branch Office in Russia, YBR Programme Manager), Alexander Matyukhov (partner)



Photo (from left to right): Brook Horowitz (Executive Director for Russia, IBLF), Andrew Devenport (CEO, YBI), Yury Segal (YBR mentor), Boris Tkachenko (Head of the IBLF Branch Office in Russia, YBR Programme Manager)