

J2R heads through Vortex to crack pact

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A COMPANY which aims to help businesses crack the markets of the old Warsaw Pact countries is planning an expansion drive after landing a new contract.

Jump2Russia, launched in Newcastle in June, helps companies wanting to do business in the still emerging economies of Eastern Europe and Russia.

It plans to expand its multi-lingual North-East team from seven to at least 25 in the next five years after experiencing a growing interest in the region.

Founder Alex Mironov has 12 years' experience advising blue-chip companies from Carlsberg Group to Cisco Systems on doing business in emerging economies.

His aim has been to help greater numbers of UK, and particularly expanding North-East, businesses with market research, telesales and a variety of field activities.

It recently secured a contract with global engineering company Vortex Valves which has its European base in Darlington and Alex has his sights set on further growth.

The opportunity for growth in the banking sector is particularly extensive, as



EXPANSION DRIVE: Alex Mironov with Dominika and Piotr Dudziak of his J2R team.

around 90% of people don't yet have mortgages, said Alex.

He said: "Vortex has been one of our recent major contract wins and as a globally recognised business in their field, we were called upon to help with their plans to expand into Poland.

"With our expertise in this area, we help

companies source their potential business partners and customers.

"The language and cultural aspects are vital in that respect and companies of all sizes are realising that they must employ experts to help them make the jump in these markets. Many companies have mainly looked to Oriental countries, most

commonly China, for their manufacturing requirements, however many are now seeing that emerging Europe could be a better bet for them.

"Advantages include lower shipment costs, faster delivery and clearer and more European lines of communication and management control."

Jon Naylor, managing director of Vortex, said: "After a detailed review of the market potential throughout Europe The Vortex Corporation invested heavily in 2006/07, establishing its European offices in the North-East of England. Our research confirmed that Eastern Europe held the greatest potential for growth for our line of business.

"What also became apparent however is that insider knowledge of these emerging markets was essential for success. Alex and his team with their professionalism, multi-lingual skills and business expertise offer Vortex the perfect route to market in the shortest possible timescales."

MADE IN THE NORTH-EAST