

## C. PROMOTIONAL ACTIVITIES

The language of business in Russia is either Russian or English. However, the preferred language for promotional material is Russian.

An agents association for the towel sector does not presently exist.

A local joint stock company - "Expocentr" - arranges major international trade fairs in Moscow each year, publishing the schedules well in advance.

The annual Moscow International Consumer Goods Fair, called "Consumexpo," is held each year in January, and specialized textile goods exhibitions are held twice annually.

*Information on trade fairs and exhibitions is available from:*

1. Expocentr  
1-A Sokolnichesky Val Street,  
Moscow 107113  
Tel: (095) 268-7750, 268-1976  
Fax: (095) 288-9537

## D. SOURCES OF SUPPLY AND CHANNELS OF DISTRIBUTION

*National textile wholesaler:*

1. Rostextiltorg  
3 Profsoyuznaya Street,  
Moscow 117036, Russia.  
Tel: (095) 124-8342  
Fax: (095) 124-5440  
Contact: Ms Svetlana Grigoliya, general director.

*Russian towel manufacturer and possible agent:*

1. Yakovlevsky Lyon  
25 Zavodskoy Proezd,  
Moscow 105043,  
Russia.  
Tel: (095) 367-5583  
Fax: (095) 367-2192  
Contact: Mr. Alexey Potapov, manager, import/export department.