



Association
of European
Businesses



AEB GR ACADEMY

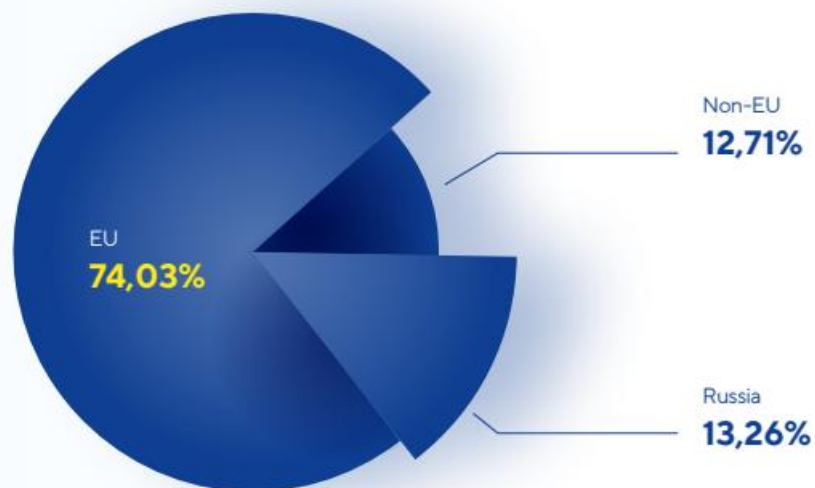
Advancing Business to Government Dialogue



LEVERAGING UNIQUE AEB GR ASSETS



Association
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100+

regular events
per year

350+

committee meetings
per year

35

represented
countries

349

MEMBERS

6 500+

community
members

15 000+

mentions
in media

80+

committees
and working
groups

10+

periodic
publications



INTRODUCTION TO AEB GR ACADEMY



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Our Expertise is Your Advantage

For already 30 years, the Association of European Businesses (AEB) has been advocating for foreign investors in Russia. Over 350 international and Russian companies rely on the AEB to engage with government authorities and navigate Government Relations (GR) challenges.

With decades of GR expertise, a network of top industry specialists, and in-depth analysis of regulatory changes, the AEB stands as one of the most effective platforms for protecting business interests.

AEB's GR Impact

- 6,500+ business professionals united under the AEB community
- 80+ industry committees and working groups
- 400+ annual GR touchpoints with government officials (RU, EAEU, EU)
- Representation of business interests at key Russian and international economic forums

Leverage our experience—strengthen your influence!



KEY FACTS ABOUT THE AEB GR ACADEMY



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Why? Our goals:

- GR is everywhere
- develop both AEB and AEB member GR skills & capabilities
- contribute to professionalization of GR function (old vs new)
- enhance AEB value offer and member loyalty
- develop new income stream
- create network of professionals

For Whom? Our target audience:

- company executives & business owners
- public affairs & GR specialists
- investor relations professionals
- HR managers
- anyone seeking to master GR skills

What for? Our training benefits:

- identify and prioritize key industry challenges
- build successful alliances, aligning internal teams to advance sector interests
- leverage industry associations for collective advocacy
- plan and execute impactful GR campaigns
- apply proven GR methodologies shared by AEB experts
- analyze real-world GR case studies—what worked and what did not
- be part of a unique professional network of GR professionals



CORE MODULES AND TRAINING AREAS



Fundamentals Track

- two-day training modules
- basic / advanced skills
- 25 participants
- paid



Deep Dive Track

- half/full-day trainings
- topical focus / skills
- up to 25 participants
- paid



Master Class Track

- 2-3 h trainings
- topical focus
- unlimited participants
- for free

TRAINING SCHEDULE



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January	Highlights of 2024. Political and socio-economic trends for 2025	Master Class
January	Navigating Changes: FY24 GR overview and FY25 outlook	Master Class
March	GR Basic Module I	Fundamentals
April	The Art of Participation: Preparing for Major Economic Forums	Deep Dive
April	Tax & Customs Legislation: GR Tools to Mitigate Risks & Use Opportunities	Deep Dive
June	Negotiating with Government Officials: Getting Results without Power	Master Class
July	Measuring Success: KPIs for GR Departments	Master Class
August	Regulatory Initiatives in the Union State: Key GR aspects for business	Deep Dive
September	GR Conference	
September	BRICS in Focus: Navigating the Dynamics of Emerging Economies	Deep Dive
October	GR Basic Module II	Fundamentals
October	Legislative Foresight: Anticipating Impacts of Draft Regulations	Deep Dive
October	The Official Letter Playbook: Rules, Structure & Strategy	Deep Dive
November	AI & Public Policy: The New Era of Strategic Advocacy	Master Class



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**313 trained
professionals
FY25 ytd**

**RUB 2,3 m
income ytd, (vs
RUB 5 m FY25b)**