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The new image of Russia

MEET business partners Julia Bevzenko and Julia Kuryshcheva (*pictured*). Your first glance will tell you that they care about their image. So much so, in fact, that the two have become the managers of international image consultancy First Impressions' operations in Russia.

First Impressions Russia will be training individuals and employees of Russian companies on today's correct business etiquette and to develop their image awareness.

The two Julias own and run an executive search company and First Impressions managing director Julia Campion approached them after Julia Bevzenko came to the firm's Milton Keynes headquarters for a training course.

Mrs Campion said: "The launch of FI Russia this year is a challenging but exciting

phase of our development and we knew the time was right to expand into this market place once the right partners came along. We were very positive about Julia Bevzenko and knew she had the right credentials to develop a dynamic business.

"While markets may be global these days, countries retain very different attitudes to what is appropriate in terms of how an individual looks, sounds and behaves and an understanding of international business etiquette is critical for business success."

First Impressions, established in 1984, spans the UK, France, Switzerland, Holland, the Far East and Australia. Its work ranges from private consultations to bespoke corporate programmes for blue chip companies. The company supports a worldwide network of more than 200 consultants.



◆ First impression: Julia Bevzenko and Julia Kuryshcheva, heading First Impressions Russia.