

NEUES PROJEKT FÜR DIE „RUSSISCHE“ STADT HAMBURG

The press conference of the company group dm-LINGUA Sprachinstitut / International Business Center (IBC) / HANSALUX Travel GmbH (HLT) was held on 15 October 2010. The main aim of this event was the presentation of the new IBC's project „luxus-city HAMBURG – guide for business people“ dedicated to the Russian-speaking citizens of Hamburg and visitors of the hanseatic city. Mrs. Kravchuk, a representative of the IBC, reported on this unique and high quality magazine with the initial circulation of 100,000 copies.

Written greetings of the mayor of Hamburg and the Council General of the Russian Federation were followed by general information about the Hamburg City and its economy. The following headings will be presented in the „guide“: Business-Info (everything about business), Hotel (Hamburg's best hotels), Gastro (for gourmets), Shopping (all brands from A to Z), Lifestyle (wellness, sport, health and leisure), Living (agents, the best districts for housing), Service (lawyers, doctors and sophisticated services in the Hanseatic City of Hamburg). Each area is presented in its own colors and have their own map cutouts.

The aim of the project ist effective presentation and updated information about the life, the economy and the services of the Hamburg City for its citizens and visitors. A part of the revenue from this projekt will be used for charitable purposes.

You can get this guide for free in airplanes with the arrival target Hamburg. It is also laid out in the Chambers of Commerce in Moscow, St. Petersburg, Kiev and other CIS cities. By this mean, advertising takes place already abroad.

Large companies have already realized the financial solvency of Russian-speaking customers. Therefore, many stores have Russian-speaking employees. These customers feel more comfortable when they are welcomed and served in a language they understand. Therefore they choose Russian-speaking doctors and lawyers, and go to “Russian” shops, restaurants and clubs.

Due to the large number of requests from advertisers, editorial processing period was extended. In any case, the publication will be released to Christmas and New Year, when demand and supply reach their peak.

At the end, the head of the company group dm-LINGUA Sprachinstitut / International Business Center (IBC) / HANSALUX

Travel GmbH, Mr. David A. Mikaelian informed the journalists and the guests on new goals and possibilities of the International Business Center.



Geschäftsführer der Firmengruppe,
Herr Mikaelian stellt das Magazin vor.

From now on, all companies have an opportunity to rent an exclusive office right in the center of Hamburg and to take advantage of the services of other companies located in the same building.

The design concept was developed by Hadi Teherani, one of the most famous architects of the world. The idea was to create the most modern and presentable business center of Hamburg and northern Germany. IBC offers its customers such services as creating a virtual office platform, monthly accounting and sorting of documents. Usage of secretariat and conference room are included in the rental cost. After moving to the first floor of the office building the company will continue reconstruction in the second floor, after that the total office area will compose about 1,000 square meters.

Another reason for this event was the 10-year anniversary of the company group dm-LINGUA/IBC/HANSALUX Travel (HLT). In the past 10 years it has opened subsidiaries in Berlin, Düsseldorf, Lüneburg, Kaliningrad und Moscow.



Dm-LINGUA Sprachinstitut, the core company of the group, provides translations and interpretation services in more than 90 languages and offers language lessons.

HANSALUX Travel (HLT) is an officially accredited service bureau of the Consulate General of the Russian Federation in Hamburg. The key success factor ist the pricing policy: HTL works directly with the Consulate General and several airline companies and this is the reason for the high quality at low prices. HLT covers a range of consular services, such as: identity card replacement, modification of first name and surname, registration of child data in the ID, citizenship issues, as well as proxies authentication in the Consulate. Visa services embrace Russia, Ukraine, Kazakhstan, Israel and other countries. HLM offers low prices for all air tickets to all countries of the world, as well as special prices for the railroad, ferry and buses to Ukraine, Kazakhstan, Belarus, Armenia, and bus tours through Europe with Russian-speaking tour guides.

The customers can get all these services in the HTL office or book it on-line on www.hansalux.com. ■■■