

MANAGER 2010

Alexander Sharanov - Manager 2010

Based on the results of the Company operation in 2010, the title of The Manager 2010 was awarded to Alexander Sharanov, Deputy Technical Director, VSP Moscow, Head of Field Instruments and Control Equipment Department.

In the course of 2010 the company has carried out a lot of work within the area managed by Alexander aiming at strengthening and extending VSP standing in the market.

Considerable efforts were made in terms of marketing, pricing policy in relation to all product lines (Mobrey, Eurotherm, SSD) was re-considered, a lot of work to optimize logistics was made.

Implementation of the plans for development of this department throughout 2010 resulted in VSP winning most of tenders in which we participated. A number of major projects were carried out with our partners. Sales target for Instruments and Control Equipment product lines was fully met.

Alexander's professional approach and expertise equal to the task, and the results reached by the Company allowed



Alexander Sharanov, Deputy Technical Director VSP, Moscow

with no hesitation to choose the VSP Manager of the Year 2010.

We congratulate Alexander on high results and on this occasion .

VSP Managers of the Year:

- 2009
Svetlana Anoskina, Logistics Department Manager
- 2008
Sergey Kosik, General Director VSP-Ukraine
- 2007
Oleg Shakhov, Sales Manager
- 2006
Roman Terekhin, Senior Sales Manager
- 2005
Marina Smirnova, Senior Logistic Manager
- 2004
Sergey Sidorov, Sales Manager

VSP New Training Program



In September 2010 VSP has launched a long-term comprehensive Program for Advanced Professional Training and Development of personnel.

Solutions and technologies represented and marketed by VSP make us accountable to our customers and partners. In the capacity of distributors for internationally recognized manufacturers we are obliged to meet market expectations and requirements as to the level of services offered.

The Program has a clear aim – to support and improve professional skills and knowledge of our specialists.

The Program provides for several stages/steps of training. Each level is defined for various groups of specialists. For example, the first level will be attended not only by technical specialists, but by logistics and marketing personnel as well.

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The most advanced and comprehensive third stage of the Program calls for high level of technical knowledge and is tailored for sales personnel and technical support engineers.

It was a fortunate coincidence of the plans of VSP and Parker's Moscow Office. In October, 2010 VSP technical personnel participated in an annual training for distributors. Roman Terekhin and Ruslan Khatmullin from Moscow office of VSP, Dmitry Kornienko from VSP Kiev office had a good possibility to acquire some new knowledge on a wide spectrum of Parker products, as well as to discuss concrete questions with Parker specialists.

Our internal training based on Moscow office facilities and covering all the lines of VSP activities is in full swing. Vladimir Frolov, Alexander Sharanov, Roman Terekhin who are heading their respective areas, are conducting technical seminars on a regular basis.

MTL have launched a whole series of web-seminars, taking place every Friday, and VSP specialists are happy to participate in them.

As a climax for Advanced Professional Training and Development Program, within 2011 there are three business trips planned to the UK. Various groups of VSP specialists will take a course of training at the facilities of our principles.

We truly believe that one of the main competitive advantages of VSP in the market lies with competence of the personnel.

VSP Participate in Tenders



In the 4th quarter of 2010 VSP have taken part in 12 tenders to supply equipment which we represent.

The tenders were organized by major Russian oil companies (enterprises of Lukoil Group, Rosneft Group, SurgutNeftegas), and by companies in processing industries (Fosagro, Cherepovetsky Azot). Besides, VSP was invited by Belorussian companies to bid for their projects as well.

Our company won most of the tenders.

- 4 tenders won for MTL product lines
- 3 tenders won for Mobrey products
- 3 tenders won for Parker product lines

We would like to point out especially that 3 years running VSP has been nominated the winner of annual tenders run by KINEF – one of the largest oil refineries in Russia and Europe - for procurement of Parker instrumentation fittings.

VSP Participate in the VII International Flow Measurement Conference



The first all-Russian conference was organized by SibNefteavtomatika in 2003. Engineering-and-production company SibNefteavtomatika is our long-term partner

and customer. Our company has been invited to participate in the VII all-Russian conference which was held in Tyumen, 28-29 October 2010.

The already traditional conference is focusing on experts from different countries, developers and manufacturers of flow metering equipment, specialists in metrology, as well as oil and gas operators, water, and power supply companies. The main theme of the VII conference was to provide for scientific guidelines and discussions on metrological problems in oil production industry.

Alexander Sharanov, Dr. Sc., Deputy Technical Director, VSP Moscow, was delegated to the conference.

At the conference Alexander Sharanov had a number of meetings and discussions with the Russian Institute of Flow Metering (VNIIR, Kazan). For over 15 years experts from VNIIR have been conducting checking and verification of metering equipment supplied by VSP: Mobrey viscosity and density meters. This year cooperation with laboratories of the Institute was especially intense due to considerable increase in VSP sales of Mobrey products.

Participation in such an event enables our specialists to be well in the picture of the latest scientific-and-technical achievements, allows to be more focused on customer requirements to the equipment.

VSP Participate in the Exhibitions



Within the VSP Program of Regional Development we have participated in three exhibitions for the last four months:

- KIOGE 2010
- Perm Oil. Gas. Chemistry -2010
- Oil and Gas 2010 in Kiev

KIOGE is Central Asia's largest and most influential trade event for the oil and gas industry. There were meetings held at the exhibition with our long standing partners: Zeinet, Yokogawa RK, Emerson RK, TREI-Kazakhstan, Tyan-Shan Engineering (former Automatika). The agreements reached at the exhibition allowed for signing of a large contract for supply of MTL IS equipment for Atyrau Oil Refinery.

In Perm we participated in the event together with the company Ural-Test. There were many representatives of one of our major customers in Perm Region, the company Lukoil-PermNefteorgsyntez attending the exhibition.

At the exhibition in Kiev our colleagues from VSP-Ukraine – Sergey Kosik (General Director) and Olga Trusova (Marketing Manager) were actively involved in activities. Meetings with representatives of our customer Honeywell Ukraine were held during the event. Besides, there were a number of discussions and meetings carried out with our old customers and prospective ones: SibnefteAvtomatika, InvestgasAvtomatika, GazpromMash, Aplisens Group, KTS Engineering, Pridneprovsky Pilot Mechanical Plant. There was a working meeting with our partner Parker Hannifin Ukraine as well. According to the director of Parker Hannifin Ukraine, VSP Ukraine is one of the two biggest distributors for Parker in the Ukrainian market.

VSP Moscow Working Visit to the UK



Ivan Perepelyatnik, General Director of VSP Moscow, and Marina Smirnova, Senior Financial and Commercial Manager (VSP Moscow) had a number of meetings with our partners in the UK in the period of 19th - 24th October.

At the meetings with the principles, colleagues from the UK and Moscow offices of VSP jointly covered and summarized on the results for the three quarters of 2010; discussed plans for the rest of 2010, and main targets for 2011. Some concrete issues were agreed related to financial interaction between VSP and the principles.

At the meeting with the management of MTL Instruments some principle decisions were reached which are being implemented in the present time.

The issues were related to VSP policy for 2011 covering sales, product marketing and defining approach to pricing under stringent competition in our markets.

During a meeting at Mobrey Ltd. (Slough) with the representative of the company Mr. Tony Wright, plans and marketing policy of the company for 2011 was discussed.

Close partnership, day-to-day contacts and open discussions of crucial issues and problems with our long-term partners in the UK allows our customers to be assured of stability and reliability of VSP in the capacity of the distributor in the markets of Russia, Kazakhstan, Belarus, and Ukraine.

Brian Watson Visit to Russia



In November Brian Watson (MTL) came on a working visit to Russia. During the visit a number of important meetings were held.

Representatives of VSP and MTL visited Honeywell office in Moscow. Projects under way and issues of strategic importance were covered. We would expect that agreements reached would allow implementing ambitious plans of VSP and MTL throughout 2011 to further strengthen our position in the market.

While in Moscow there was also a meeting with a major consumer of MTL intrinsic safety products – the RosNeft Company. The parties discussed prospects of development of co-operation and some issues related to current projects of RosNeft.

During a working visit to Ufa discussions were held with a company which is part of a BashNefteKhim Group. The company has a lot of success in working with Foundation Fieldbus technology in applications for tank farms and other plants. Discussions covered FF applications in current and prospective projects. There was also a meeting with a project design organization BashgiproNefteKhim – a leading design institute for Ufa Region.

Though the schedule of the visit of Brian Watson to Russia was extremely tight, the parties were fully satisfied with the results of the working week. All the tasks were fulfilled and efficient results achieved.

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