



Igor MINTUSOV

“Forming the international image of Russia: Strategy and corporate communications”

The growth of positive opinion is connected with active Russian image politics abroad, that includes government, business and community work. Negative attitude to Russia is explained by the processes of world competition as between countries as big corporations. For the last 10 years the image of Russia has changed radically. In 90-s Russia was considered as economically weak and unpredictable, but now Russia revives the status of great world country. It could be explained by the inside positive changes and Russian behavior on the international scene. Strategic and corporate communicates play a great role in country's position reconstruction.

In 2001-2004 from 5 to 50 million dollars were spent for these purposes. From 2005 the expenses for the image projects is calculated at hundreds of millions. In 2008 the expenses for the image promotion have exceeded 300 million dollars.

A course for forming an image of strong and rich Russia is set by the country's leaders. A large amount of participants is interacting actively in reaching this goal. The control of strategy communications is done by the country leaders. It is done by broadcasting abroad theses of strong, stable, and attractive for investments, economically stable Russia. It makes the base for corporate communications, the tone of which is set by the business-elite. The functions of coordination and analytical ground for the discussion of the most actual questions and making the recommendation in the sphere of promotion the interests of business are done by the Committee of Promotion the Interests of Russian Business Abroad of Russian Manager's Association.

A stable demand for the bad Russia is existing now. According to the lecture “International image of Russia and Russian business-community” done by the Council of external and defense politics, only 17% of all foreign mass media publications could be considered positive and realistic in their behavior to Russia. In 90-s, when Russia was weak in political and economical way, and that fact was used by the criminals, the West considered it as a democratic country. When Russia has begun to develop its economy, save its citizens and borders, improve its technologies that provides national security, - it has begun to illustrated as an aggressor and a criminal country. Negative settings about Russia and Russian companies are the method of competitive work, the banishment of Russia from the vital spaces. Non-loyal attitude to Russian business leads to the fact that the access to the foreign markets is now built by the logic of barriers. And this situation will last until the new world order forms.

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Igor Mintusov was born in Kirov in the Kaluga region, in 1958. In 1980 he graduated from the economic faculty of M.V. Lomonosov Moscow State University. In 1989, together with Ekaterina Egorova he founded the Nikkolo M center of political consulting, one of the largest Russian companies in the political consulting and PR field. Over the last ten years Nikkolo M has remained among the leading consulting agencies of Russia, holding first position in various specialized ratings.

Over a period of nineteen years, Igor Mintusov has supervised over one hundred Russian and foreign election campaigns. At the Russian presidential election of 1996 he was a personal image consultant to the then President of the Russian Federation, Boris Yeltsin. He has successfully worked at parliamentary elections in Poland (1997), the USA congressional election in Florida and Connecticut (1998), parliamentary elections in Latvia (1998) and Slovakia (2002), presidential elections in Mongolia (2001, 2005), Nicaragua (2001) and Lithuania (2002).

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He is a member of the International Association of Political Consultants (IAPC), the International Public Relations Association (IPRA) and the World Association for Public Opinion Research (WAPOR). Since 2002 he has been a member of the Board of Directors of the European Association of Political Consultants (EAPC).

In 2002 he co-edited, with E.V. Egorova-Gantman the volume "Political consulting".

His hobbies include ancient books and geographical maps.