



**ICBA**

**INTERNATIONAL CENTER**  
of Business Assistance



**ICBA**

We are the center for the implementation of  
initiatives between business communities  
of different states and regions

# PRACTICAL SIGNIFICANCE OF THE SOLUTION

Any business participant knows that getting results depends directly on well-formed business relations.



## BUILDING OF MODERN BUSINESS RELATIONS INVOLVES:

- Quick and accurate determination of the target audience.
- Creation of the most informative relations directly with interested parties.
- Protection from “junk” information of useless contacts.



## INTERNATIONAL CENTER OF BUSINESS ASSISTANCE (ICBA) KNOWS:

- How to create the most effective business relations in a short time.
- How to use the developed extensive connections in the business communities and government organizations in different countries to the benefit of the tasks in hand.
- How to use an individual approach (Individual Business Solutions IBS) for the most effective interaction.

## DILEMMA

The time has come when it is not easy to find in a huge amount of information the one that is necessary for the development and implementation of the task.

It is not easy to find in a variety of interested parties the ones that may become partners in the future.

Information resources for the building of B2B relations, in most cases, do not take into account a modern demand for individualization of relations, offering, in fact, simple bulletin boards.

As a result, the necessary establishment of business relations turns into a difficult procedure of processing a huge amount of information of varying degrees of relevance.

In such circumstances, there is a significant loss of effectiveness in networking, especially at the initial stage, which is fundamental for further development.

### AT THE SAME TIME:

- CCI, Business Councils of different countries have many years of experience in the interaction of business communities of a large number of countries and regions.
- Well-organized and promising political, economic and legal relations have been established.
- Work of Business Councils has shown that now there is a demand of the business communities to moderate their mutual interests by uniting around a coordination structure.



Such a structure is the International Center of Business Assistance (ICBA), in its turn, based on close interaction with Business Councils, structural units of the Chamber of Commerce and Industry of the Russian Federation.

Competence of participants, experience of partners, preliminary analysis of ideas and projects enables to consider the International Center of Business Assistance (ICBA) a real accelerator of business relations.



## SOLUTION METHODS

As often happens, the Nature itself has run us to systematize the established business relations, to moderate the mutual interest of their participants.

Observing how complex the world is and how amazingly accurate all its aspects are interacting, we have created the idea of the ICBA Universe.

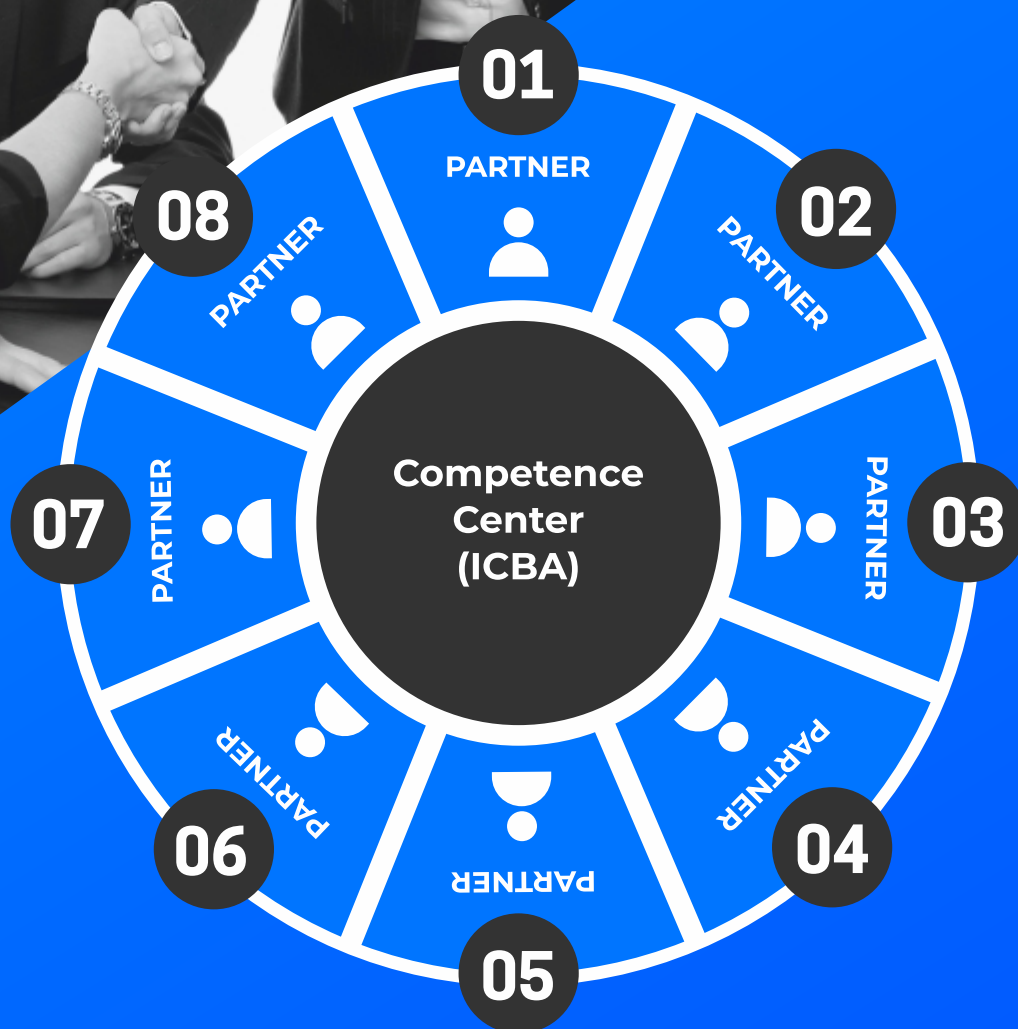
This Universe may seem complicated at first, but the developed system of internal relations involves a fairly easy and effective interaction.

This Universe enables to build internal business relations quickly and easily with the maximum impact for their participants.

This Universe builds direct and effective business relations that are not subject to the destructive influence of structures pursuing purely political and clan interests, thus driving entire countries into depressed economies.

Any ideas, from trading activities and investment projects to implementation of technology and complex IT solutions, within the ICBA Universe, are scaled much faster.

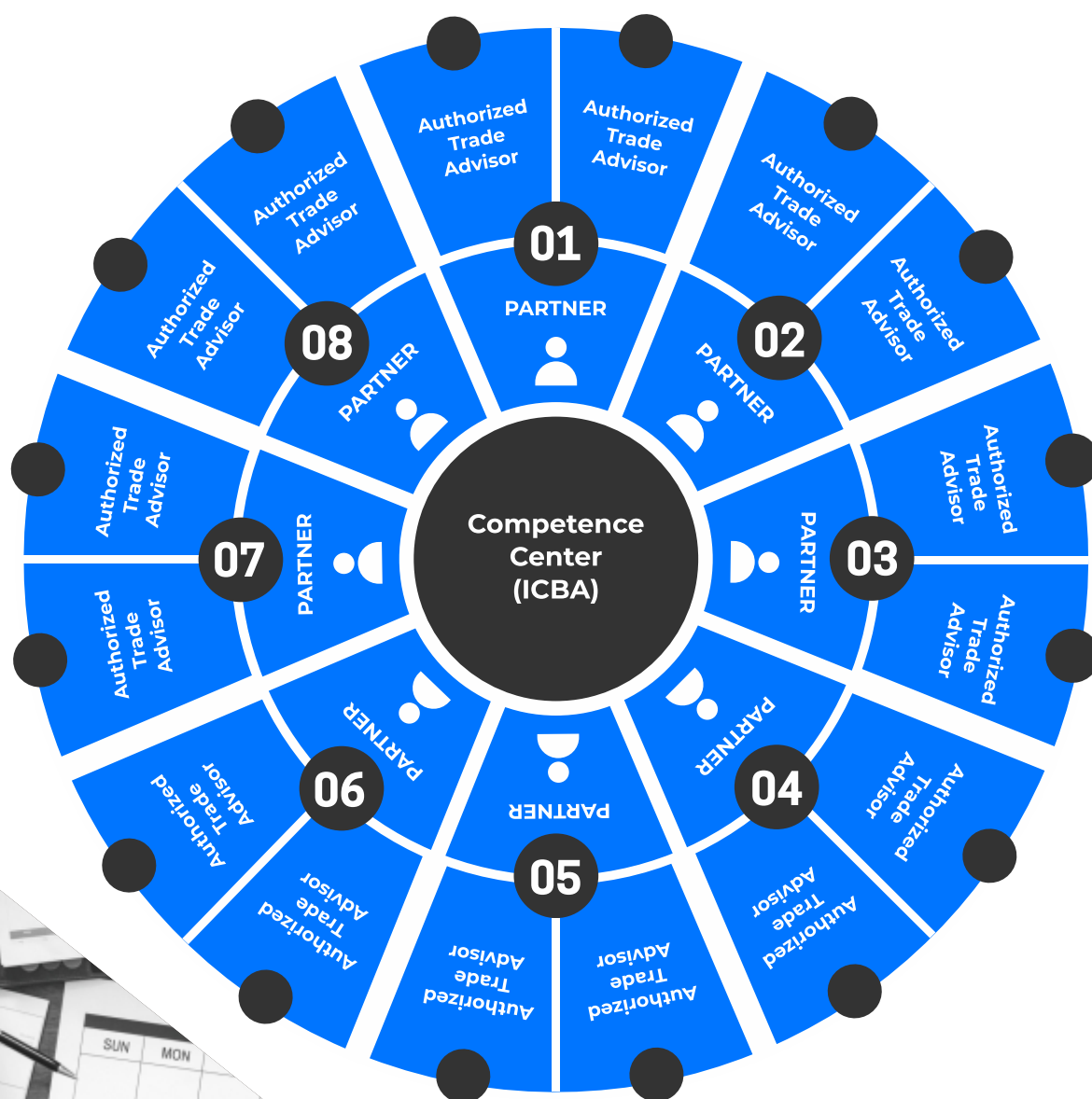




Within the Universe, there are PARTNERS that are different business communities and government structures having both very large powers and extensive business experience. Their knowledge and experience can be used to assess the initial development of an idea or relations.

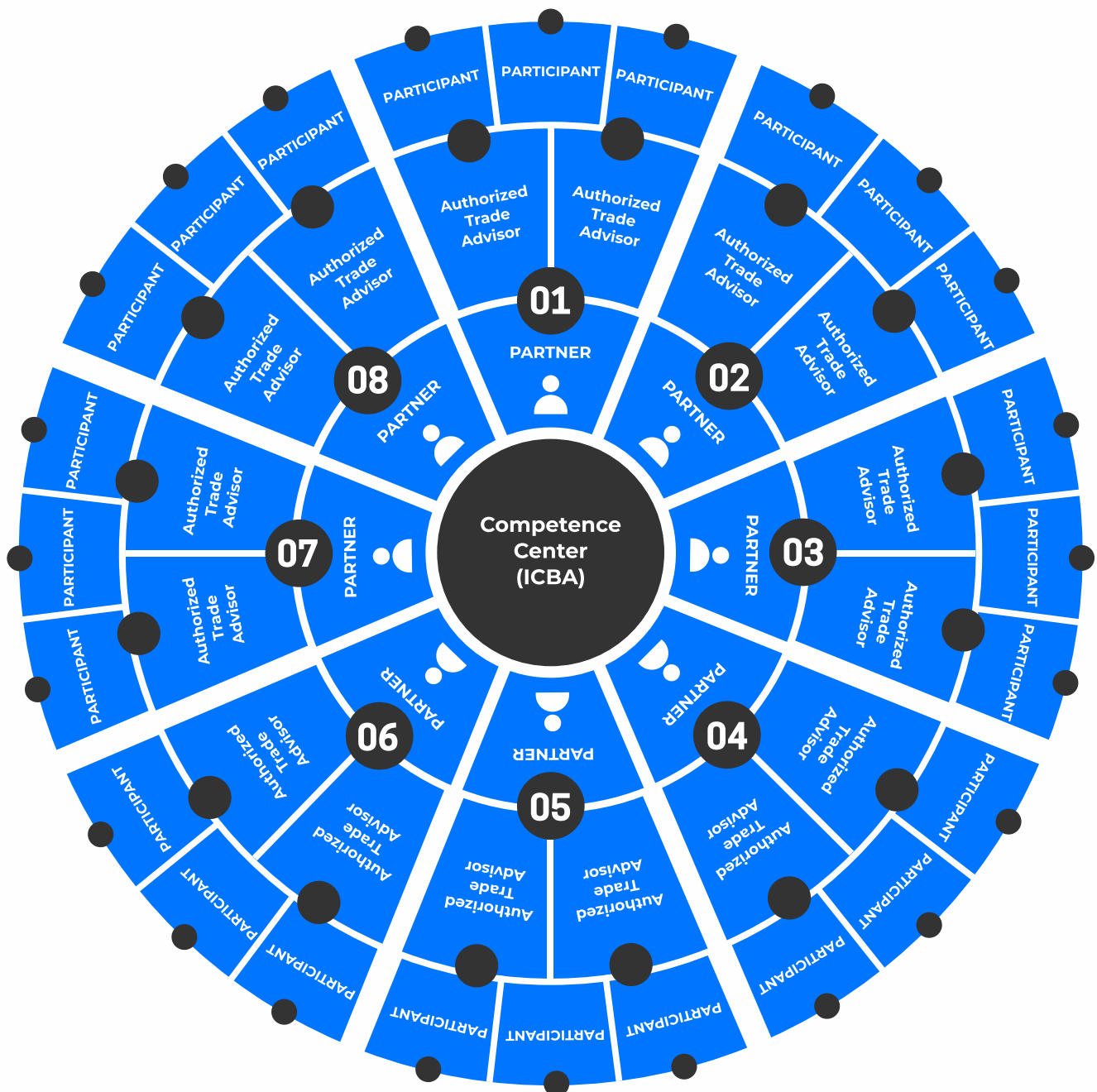
To expand the coverage of interests of the ICBS Universe subjects, there are Authorized Trade Advisors (ATA), which in their essence, represent country subdivisions/representatives of the ICBA.

ATA, in particular, ensure the execution of commercial transactions that appear as a result of the work of the entire "ICBA Universe". Direct communication of ATA with Business Councils enables to close on itself business focus groups the most prepared for the implementation of mutually beneficial transactions, and ATA also act as providers of the ICBA idea directly in the territories of their location.



The task of ATA is to act with a large coverage of territories, countries and even continents, for the benefit of all subjects of the ICBA Universe.

The ICBA Universe would be incomplete without PARTICIPANTS. The ICBA PARTICIPANTS are entrepreneurs and interested parties that need to develop and scale their business interests with as many reliable partners as possible.



All subjects of the ICBA Universe may interact with each other to implement their interests. At the same time, the coordinating and moderating function remains exclusively within the competence of the ICBA.

Naturally, the management and coordination of such a complex system of the ICBA Universe requires certain costs. These costs are compensated by the work of the ICBA Universe itself both through the presence in the universe, in its information field on a paid basis and through deductions from the transactions made on the ICBA platform.



## TECHNICAL ASPECTS

The idea of the ICBA Universe is implemented on the information resource of the same name - [www.icba.su](http://www.icba.su), which is an electronic platform on which the life of the ICBA Universe is implemented.

On the one hand, the platform implements elements of a simple B2B algorithm, where any interested party may find interesting profile information on offers of potential buyers and sellers of any goods and/or services.

On the other hand, the platform has algorithms of individual business solutions (Individual Business Solutions IBS) for deeper interaction of the ICBA Universe Participants during the development of a specific project (case).



Cases arriving at the platform from the ICBA Universe Participants are subject to preliminary moderation by specialists in various fields and the ICBA PARTNERS in order to filter out junk information. After that, such cases are published for review by PARTICIPANTS and interested parties.

The platform reserves the right to partially hide information on projects/cases in order to divide access rights thereto between PARTICIPANTS and PARTNERS. The priority is given to the latter.

As the platform is filled with actual cases, PARTICIPANTS and PARTNERS, each member of the ICBA Universe will be able to find a unified business, legal and information space for the implementation of their business plans and ideas.



The platform is based on the FRAMEWORK, which enables to quickly scale and add those functions that will be demanded by the ICBA Universe Participants as it develops.



## LEGAL ASPECTS

A unique feature of the ICBA Universe is that it includes AUTHORIZED TRADE ADVISORS (ATA) and PARTNERS from state organizations that will be able to quickly assess the development of any project/case for its compliance with the country legislation. Understanding of the regulatory requirements of the country already at the stage of project planning will help to provide for all legal formalities in the territories of implementation of projects/cases and trade operations or to delegate their settlement to ATAs.

## EXTERNAL EXPERIENCE

The closest in the meaning set out in the ICBA Universe idea are electronic trading platforms. However, the concept of their work differs significantly from the ICBA Universe, as electronic platforms do not provide an individual approach and are designed mainly for mass connection of a seller and a buyer. Their functionality is limited to a set of simple rules of trade operations and does not provide for the availability or receipt of any expertise from the organizers.



The second by comparison is the model of providing bulletin boards on the principle of “a seller is looking for a buyer” or “a buyer is looking for a seller”. This is a rather outdated, although still existing approach also has a large amount of shortcomings according to modern requirements.

### **BOTH OF THESE APPROACHES DO NOT COPE WITH THE TASKS IN-DEMAND IN THE FOLLOWING AREAS:**

- Investment project solutions.
- Business diplomacy. When business relations are advanced for building, including strong political interactions.
- Business tourism, which carries, first of all, the ability to practically implement the requests of business communities to establish relations according to certain priorities.

At the same time, the ICBA Universe Participants receive all of the above and together therewith an extensive set of additional opportunities to establish working business relations and scale them.

In the ICBA Universe, the strong point is provision of additional competencies through established extensive relations in business communities and government organizations in different countries for the benefit of the tasks in hand.



## EXPECTED RESULT

As the ICBA Universe fills with the ICBA residents and interested parties, stable business relations between its members will be formed. Day by day, functioning of the Universe will be more effective.

The ICBA Universe will gradually become a kind of center in which information will circulate.

This will make the lives of community members much easier, enable to reduce their costs, and ultimately, make their work more effective and fruitful.

## TARGET EFFECT

In its functionality and capabilities, the implemented ICBA Universe will be able to replace dozens and possibly hundreds of other scattered platforms functioning in the RuNet.

At one time, representatives of various industries, located on a large geographical distance from each other will be able to work on one platform. The platform will enable to establish necessary business contacts in the shortest possible time.

All this offers unlimited opportunities for business development, enables to save time and material resources.







# ICBA

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