

Client: Amway

Project: SVA Russia AmCham speech

Date: 09.09.15

Draft: 01

Writer: Jerry Soverinsky

Steve Van Andel is Chairman of Amway. He is very comfortable speaking and prefers detailed outlines rather than long-form copy.

Steve Van Andel Russia AmCham Speech September 2015

***Dohb-ruh-ee oo-truh* and good morning!**

- Thank you, Alex, for that warm introduction.
- It's great to be back in Russia and with you today.

During my work with Amway and as the chairman of the board of the U.S. Chamber of Commerce, I've come to know first-hand the opportunities that a free enterprise system offers people.

- The ability for people to build their own pathway to success.
- To live the lifestyle that they seek.

Those are principles that we embrace at Amway.

- Where we believe that opportunity should know no borders.
- And that success should be limited only by individual desire and motivation.

That's what makes our work with the Chamber so important.

- We're advancing free enterprise.
- Fostering environments where economies can flourish and businesses can succeed.
- And breaking down barriers where they once existed, allowing people to maximize their potential, and reap the rewards of their hard work.

That's a climate with nearly universal appeal, one that crosses geographic and cultural borders

- We conducted a comprehensive survey last year, the Amway Global Entrepreneurship Report
- We spoke with 43,000 people in 38 countries.
- 75% said they like the idea of being an entrepreneur
- Nearly half of people under the age of 35 want to own their own business
- 55% of respondents believe Russia to be entrepreneurship friendly, up sharply — nearly 15% — from just a year ago.

We understood the potential Russia held when we entered the market a decade ago.

- In just ten years, more than 1 million people have created a business with our company, embracing the free enterprise model that we offer
- It is now our 6th biggest market worldwide

Are there challenges? Sure.

- Political unrest has brought about international sanctions
- Russian authorities are imposing new regulations on imports and taxation.
- And government agencies are stepping up the frequency of their inspections, especially for international companies

All of these challenges affect U.S. businesses operating in Russia

- And while there are uncertainties ahead, we can be proactive in promoting our interests

At Amway, we're working to address these challenges head on.

- Fundamental to our approach must be consistency and an enhanced value proposition

| **Client:** Amway

Project: SVA Russia AmCham speech

Date: 09.09.15

Draft: 01

Writer: Jerry Soverinsky

- For instance, at Amway, we offer a small business support initiative to our Russian partners.
- And two years ago, we partnered with the Russian government to launch our Mother Entrepreneur project, which works closely with young mothers, providing them with both educational opportunities and funds to support their business efforts.

We're also focused on attracting and retaining opportunity seekers, especially younger entrepreneurs

- Our research revealed that these younger people are most likely to embrace the free enterprise model
- In fact, in Russia, 81% of those 35 and younger have expressed a positive attitude toward entrepreneurship
- This is no coincidence and reflects a growing optimism among Russians.
- By tapping into this culture — by enhancing our relationships with them — we'll help them become better business leaders

Yes, economic and political conditions present challenges here in Russia, but overall we see great potential.

- People want more control over their lives.
- More people than ever are looking for the kind of opportunity that Amway offers
- They are building businesses, creating jobs for others and in the process, strengthening their communities

Of course, ours is part of a collective effort, where we must all look to the future with optimism while focused on the challenges ahead. Together, we can ...

- Minimize and manage risk ...
- Cultivate and strengthen strong, enduring relationships, both with the public and government officials ...
- And in the process enable people to achieve goals that were not even fathomable a decade or two ago.

Your efforts in Russia are noteworthy and truly making a difference

- Thank you for the opportunity to meet with you today.
- It's always great to reconnect with colleagues, especially when working overseas.
- Alex, I'll turn things back over to you while we open things up for discussion.
- Please feel free to share your stories,
- I'm very interested in learning about your experiences here in Russia.
- *SpaSEEB*A. Thank you.
-