

## LIVINGLAB TÖÖTOA KOKKUVÕTE: ALUSMATERJAL EESTI LÖBUSÕIDULA EVADE TURUNDAMISEKS VENEMAAL

Dokument koondab Venemaa ajakirjanike ja paadituru ekspertide hinnangud ja ettepanekud 10. juulil 2017. aastal toimunud töötöast Eesti ekspordi toetamiseks Venemaa turul. Töötuba viidi läbi inglise keeles.

### Eesti lõbusõidulaevade konkurentsieelised

Eesti lõbusõidulaevade konkurentsieelisteks Venemaa turul peeti aluste kõrget kvaliteeti ja laevaehitusettevõtete paindlikkust klientide erisoovide rahuldamisel. Hinnaeelis on Venemaa enda tootjail, välisbrändidest on tuntuimaid Soome ja Poola kaubamärgid.

Vene ajakirjanike ja paadituru ekspertide hinnangud Eesti paaditoodangu konkurentsieelistele Venemaa turul (inglise keeles):

Common opinion of experts: **price** is not an advantage of Estonian boats. Russian manufacturers offer the cheapest price. Estonians can compete with Finns regarding the price. Also, Polish small crafts are cheaper than Estonian.

Most experts place the **quality** of Russian boat production at the lowest level. Estonian boats compete with Finnish ones regarding quality, and in 30% of cases can be successful. Experts also noted that American boat builders offer the best quality – even better than the Finns.

In **flexibility**, Estonians have a real advantage on the Russian market as Finnish, American and Polish manufacturers are not strong in this. Estonian boatyards can be more flexible than Russian ones.

**Brand** recognition is not an advantage of Estonian boats at all. The most recognizable and popular in Russia at the moment are Finnish and Polish brands. Even Russian brands are less popular in Russia than Finnish ones.

Experts also suggested to pay more attention to two aspects, that can give advantages to Estonian boat builders: **knowledge on demand** and **marketing activities**. Currently Estonians are in the middle level on both.

### Turundussoovitused

Töötöas kerkis mitmesuguseid ideid väikelaevatoodangu aktiivseks turundamiseks. Peamiselt soovitati erinevaid Venemaa teabekanaleid (väljaanded, messid, diilerid, veebilehed). Rõhutati ka Eesti maine kujundamist.

Parimad viisid, kuidas Venemaa ajakirjanike ja ekspertide hinnangul võiks Eesti väikelaevaehituse toodangut ekspordida Venemaa turule (inglise keeles):

- Promotion of general brand „Made in Estonia“
- Russian boat-shows, articles in magazines, presentations, Joint Ventures (EST/RUS)
- Story publications by the owners – how they got their dream-boats in Estonia
- Developing of general reputation for Estonian boats
- Promotion boats with unique consumer qualities
- In cooperation with Russian distributors or agents
- Using the best Russian media
- In cooperation with dealers
- Brokerage web-sites
- Russian boat-shows (Moscow, St. Petersburg, Sochi)
- Regular information for Russian media (internet)
- Dealer network
- Boats should be presented and ready for test-drives in Russia. Key regions: St. Petersburg, Moscow, Volga river.
- Marketing: boat-shows, test-drives, internet ads and media-relation
- Place boats in Russia for test-drive
- Brand development and promotion on media channels

## Tootesoovitud

Venemaa turul on suurim nõudlus 5-10meetriste aluste järele: kalapaadid, matkaalused, mootorpaadid, luksuslikud eriprojektid.

Paadid, mis Vene ajakirjanike ja ekspertide hinnangul sobivad Vene turule (inglise keeles):

- Aluminium boats up to 10 m.
- Aluminium and plastic fishing boats with pilot-house (to spend one night inside), trailer-sized
- Highest demand in Russia is for boats between 5 and 10 m. Key advantage – price in combination with good quality. The bigger the boat, the more important is the brand name.
- Fishing boats for Russian rivers – with low draft, low fuel consumption.
- Cruising boats – reliable/safe, not expensive.
- Sailing yachts, wooden boats, exclusive motorboats (mahogany)
- Fishing boats
- Top quality custom luxury boats for experienced owners (experts)
- Light fishing boats
- Any type of motorboats – except rowing boats

## Venemaa erialaajakirjanike kontakte

Ajakirjanike kontaktid ja huvid, millist infot nad väikelaevaehituse ja meretööstuse ettevõtetelt soovivad (inglise keeles):

Ajakirjaniku nimi	Väljaande nimi	Kontaktid	Huvid
Kseniya Shvetsova	itBoat, Moscow	<a href="mailto:ks@itboat.com">ks@itboat.com</a> +79776137603	Activities of association. Exchange experience of working in hard economic situation (under the pressure of economic difficulties). Experience in sales. News about Estonian marinas.
Dmitri Danilov	Yachtworld.ru, St. Petersburg	<a href="mailto:soer@yachtworld.ru">soer@yachtworld.ru</a> +79045127515	Activities of association To be informed of Estonian Maritime industry activity, to know about presentations and be provided with other information. To be invited at seminars and test-drives. News about new boats.
Aleksei Danjaev	Katera i Jachty, St. Petersburg	<a href="mailto:danev@list.ru">danev@list.ru</a> +79213007026	SL Marinas – marinas presentation, news about marinas. Boat builders & engineering offices: new and high technologies. Statistic information about manufactures and their news. Invitation to the exhibitions. To participate at the launch of exclusive and large boat production. On-water boat shows.



Elena Osokina	Kapitan klub, St. Petersburg	<a href="mailto:reklama@captainclub.ru">reklama@captainclub.ru</a>  +79119231550	Activities of association.  Would like to be invited to boat shows and presentations that Association (or members) organizes or take part in.
Anatoli Pokhlebkina	Rybolov Elite, Moscow	<a href="mailto:jess70@mail.ru">jess70@mail.ru</a>  +79035964070	Alunaut, Kasse, Lindvart, Lingalaid, Eysysla, Paadipood: more information about the fishing boats manufactures and production.  To be informed about special fishing boat projects and production.  To be invited at individual fishing press-tour.
Anton Cherkasov-Nisman	Motor Boat & Yachting	<a href="mailto:ac@mby.ru">ac@mby.ru</a>  +79213007500	SL Marinas and boat builders & engineering offices: more information about technical conceptions and overviews. World trends that Estonian shipbuilders accept.  Activities of association.
Natalia Kuznetsova	Rybachte s nami, Moscow	<a href="mailto:reklama@rsn.ru">reklama@rsn.ru</a>  +79035613225	Alunaut, Kasse, Lindvart, Lingalaid, Eysysla, Paadipood: more information about the fishing boats manufactures and production
Vasiliy Senatorov	Yacht Russia	<a href="mailto:senatorov@doublev.ru">senatorov@doublev.ru</a>	Information about new Estonian sailing boats, new Saare Yachts and Diva projects
Andrey Bakharev	Dealer  ( <a href="http://rbmarine-group.ru/">http://rbmarine-group.ru/</a> )	+79272018899 <a href="mailto:bakharev@rbmarine-group.ru">bakharev@rbmarine-group.ru</a>	Lade

## Tegevuskava edasiseks tegevuseks Venemaa turul

Eesti Meretööstuse Liidu liikmed koostasid töötoas räägitu tulemusel Venemaa turule suunatud tegevuskava:

Tegevus	Elluviimise ajakava
Vene ajakirjanike edasised huvid Eesti väikelaevaehituse ja meretööstuse ettevõtete vastu koondatakse edastatakse ettevõtetele	Läbivalt 2017. a IV kvartalist
Eesti Meretööstuse Liidu tegevuste info edastatakse pressireisil osalenud Vene ajakirjanikele	Läbivalt 2017. a IV kvartalist
Eesti Meretööstuse Liidu liikmete messikülastustest teavitatakse ajakirjanikke	Läbivalt 2017. a IV kvartalist
Kontaktreis Venemaale, mis aitab sellele turule siseneda	aprill-oktoober 2018. Eesti Meretööstuse Liidu projekt "Meretööstuse siseturundus", toetus EASi meetmest

### Kokkuvõte

Ekspertide hinnangul on Eesti väikelaevatoodangu edu võti Venemaa turul paindlikkuse ja kvaliteedi kombineerimine kokurentsivõimelise hinnaga. Turundus peab olema aktiivne ja pidev, soovitakse kohalikke diilereid ja messe. Parim on turundada sektoriüleses koostöös.

Perspektiivikaimaks võib pidada 5-10meetriste alumiiniumist kalapaatide müüki, ent ekspordivõimalus on teistelgi alustel.

- At this moment, the advantage of Estonian boat production in Russian market is **the combination of flexibility, good quality and price**.
- Small and medium sized aluminium boats (5-10 m) for fishing have the best potential in Russian target groups, but other boats can also find their ways to Russian customers.
- To present boats on the Russian market Estonian boat builders should provide Russian media (especially – internet media) with regular information about their boats.
- Boatyards should find dealers in Russia and present boats at boat shows in key regions: Moscow, St. Petersburg, Volga river and Black sea/Sochi.
- Boats should be ready for test-drive in Russia, but also there is a good practice to invite Russian media and consumers to Estonia for boat tests.
- The Association has to help the members to promote Estonian boatbuilding, the importance of cooperation and unite sector image building was strongly suggested.