



In the field of strategic communications, EMC principals have the longest legacy of involvement in Russia and the other countries of the region, with an unparalleled record of high-stakes, high-profile commercial and government representations.

Our founder has provided twenty years' continuous support to leading U.S. and Russian law firms and corporate general counsel on a gamut of precedent-setting assignments for U.S. and European commercial clients, major Russian and other Eurasian businesses and government bodies, as well as multilateral financial institutions and bilateral donors operating in the region.

Its business concept having originated within a leading Washington, D.C. international law firm as a non-legal consulting adjunct, EMC possesses acute understanding of lawyers' professional needs and a refined ability to be responsive to the dictates of the practice of international law.

The deep knowledge and regional cultural appreciation we offer were forged through on-the-ground engagement over several phases of market development that immersed us in the specifics that constitute the unique reality of doing business in Russia, Ukraine and Central Asia.

Service Offering

LITIGATION SUPPORT

EMC has assisted lawyers managing litigation in Russian, U.S. and UK courts, involving commercial and political matters in highly complex, fast-moving situations. Our activities, integrated with legal strategies, have involved a wide range of communications disciplines, including media management, government relations, investor relations and corporate/CEO positioning to facilitate legal solutions.

CRISIS PREPAREDNESS AND MANAGEMENT

Business crises are commonplace in Russia and surrounding markets. EMC helps legal teams audit risks in their clients' undertakings and establish preemptive strategies or manage events when they occur. We mount communications campaigns to overcome forcible takeover attempts and other hostile actions that threaten investors' assets and property rights. We conduct our efforts both in-country and externally to obtain the quickest and most sustainable resolutions.

COMPLIANCE

Gaps in business ethics and still-developing institutions are characteristic of the region. EMC supports legal teams in their efforts to build protective barriers for clients and achieve a discipline of adherence to relevant local and other applicable anti-corruption laws. We assist in training for FCPA compliance and in investigations, applying external and internal communications tools.

TRANSACTIONS

EMC has teamed with international law firms to support joint ventures, mergers and acquisitions and various investment deals, applying a broad palette of communications tools, from public and government relations to research and marketing to partner background and other aspects of due diligence. We have been involved on the side of U.S. clients, Russian corporate entities and European investors in industries including oil and gas, manufacturing, metals, consumer goods and publishing.

OUTWARD INVESTMENT

Recognizing the development of outward investment from the region into Europe and the U.S., EMC has developed an integrated package of communications products to support investors and their legal counsel. We are driven by the principal importance of winning support for investments from the full span of relevant stakeholders in the target countries. We provide assistance in identifying investment opportunities suitable for clients' business goals.

STRATEGIC BUSINESS INFORMATION

Russia, Ukraine and Central Asia remain a region where information critically important for legal management of transactions and commercial disputes is still elusive. Cultural resistance to freely sharing information, and sometimes the simple absence of necessary data, complicate legal work. EMC applies methodologies developed over two decades of hands-on involvement in numerous commercial situations in the region to derive the crucial information and understanding law firms require to achieve success for their clients.