



Dear members of SPIBA!

Since December 2015 ZAO "Groupe SEB Vostok " - a full member of the association.

SEB Vostok is a company of Groupe SEB, which operates in the market of small domestic appliances and cookware, as one of the major players in this market in the world. Business development in Russia and the CIS is a very important area for us.

SEB Vostok produces nonstick cookware under TEFAL brand and does distribution of small domestic appliances under the brands - TEFAL, ROWENTA, MOULINEX and KRUPS at the markets of Russia, Belarus, Kazakhstan and other CIS countries. The company is in the market for over twenty years, our strengths - flexibility, innovation, customer-oriented position.

I am a director of a production branch and logistics director CIS, responsible for operational logistics of company SEB Vostok in Russia, Belarus and Kazakhstan.

I started my career in the financial department and passed it from the accountant to the financial and administrative director, then became interesting to try myself in other areas, there was a necessity to do logistics. I am the director of the branch since 2002, working in the company since 1996. I have two high level educations - technical (Master of Engineering, graduated with honor Leningrad State Technical University) and economic (graduated Saint-Petersburg State University of Economics and Finance).

Branch of ZAO "Groupe SEB Vostok" – is a manufacturing one, and production - this is a serious area that requires permanent attention, participation, and assess the feasibility of various processes.

I enjoy the process of development, movement, knowledge and, of course, interaction and communication with people. Always highly valued and appreciated professionals in all areas.

The most valuable for me are the people. For many years, working with a team of professionals in our business, we achieve the best results, do not afraid to make mistakes, to learn and apply new practices. At the end of 2015 the branch was awarded the "Certificate of Trust to employer."

SPIBA attracted me with its orientation to business targets, business problems. Meetings and events organized by SPIBA always contain useful information and constructive atmosphere of business activities facilitates the exchange of views, discussion of current "hot" issues.

I hope I can be useful for SPIBA, as I have a wide experience in different business areas: the launch of new products, technical re-equipment of production, relocation of production on a new platform, an independent audit preparations for an international management system ISO, opening and closing of the bonded warehouse, participate in the implementation of a system of preliminary declaration, participation in tax audits (was the project manager) in St. Petersburg and in Moscow, I was the project manager for the implementation of SAP / R3 system for production (production module), implemented KPI system for the warehouse provider, to evaluate the effectiveness production processes, work of forwarders.

As an expert, as a leader, who has extensive experience in managing people, my role in Operational SPIBA Committee I see the following:

- «voice" business to government representatives, investors and members of the Association,
- practical assessment of the decisions, discussed processes
- improving cooperation between the Parties and the SPIBA Committees, popularization activities of the association,
- increasing importance of appeals to the SPIBA and support association for companies.

Victoria Gourinovich
CIS Logistics Director/Branch Director
ZAO "Groupe SEB Vostok"