



MINCHENKO
CONSULTING



Future of Eastern Europe

Companies of the holding:



PR-agency «New Image». Since 1993



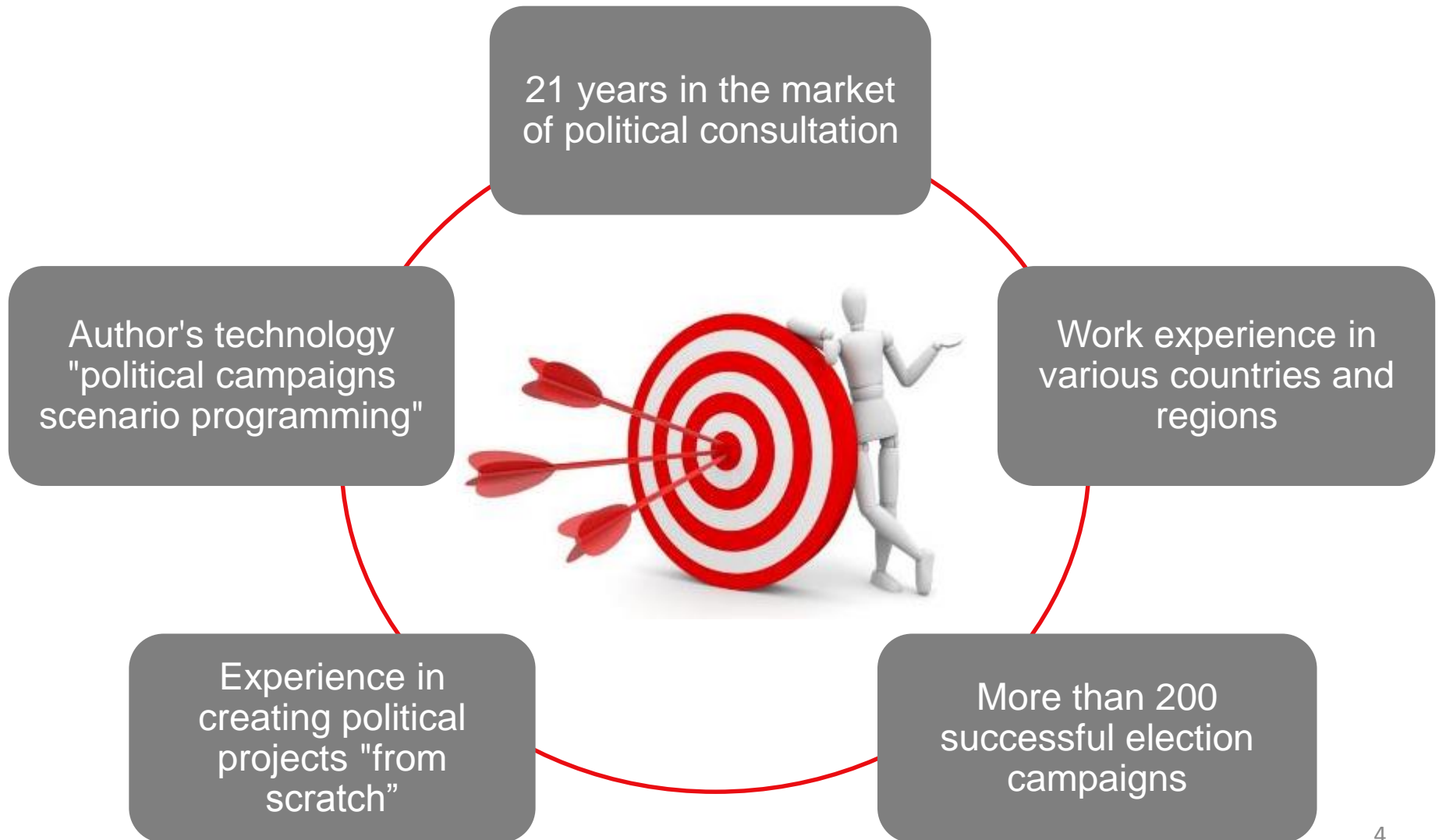
International Institute for Political
Expertise (IIPE). Since 2003



Government Relations agency
«Minchenko GR Consulting». Since
2007

Our projects geography

- Belarus;
 - Georgia;
 - European Union;
 - Kazakhstan;
 - Kyrgyzstan;
 - Moldova;
 - USA;
 - Uzbekistan;
 - Ukraine;
 - Turkmenistan;
 - Regions of Russian Federation: Republic of Bashkortostan, Sakha, Tatarstan, Udmurtia, Khakassia, Krasnoyarsk, Perm, Primorye, Amur, Arkhangelsk, Volgograd, Irkutsk, Kirov, Kurgan, Leningrad, Magadan, Moscow, Novgorod, Orenburg, Pskov, Samara, Sverdlovsk, Tver, Tyumen, Nizhni Novgorod, Chelyabinsk, the Yamal- Nenets autonomous region, the Chukotka autonomous region, the Khanty-Mansi autonomous region, Saint-Petersburg and Moscow..
- 





- Graduate of Chelyabinsk State University in History (1993), Russian Academy of State Service in Political Psychology (1997);
- In 1993 began career as a political consultant;
- Board member of Russian Association of political consultants. Member of IAPC (International Association of Political Consultants);
- Rated TOP-10 & TOP-20 among Russian political consultants (according to “Vedomosti” newspaper & “Obschaya Gazeta”);
- First place for Minchenko consulting in the rank of major players in Russian political consulting (according to “Kompaniya” magazine, 2011);
- First place in popularity among political analysts rated by Russian journalists (survey of Znak.com, 2013);
- Moscow State University, Faculty of World Politics, Lecturer;
- Author of 2 books.

Congratulations
on the 70th
anniversary of the
allied victory over
the German Nazi
regime!



Greater Europe (from The Atlantic to
Vladivostok) didn't work



Europe



1. US pressure;

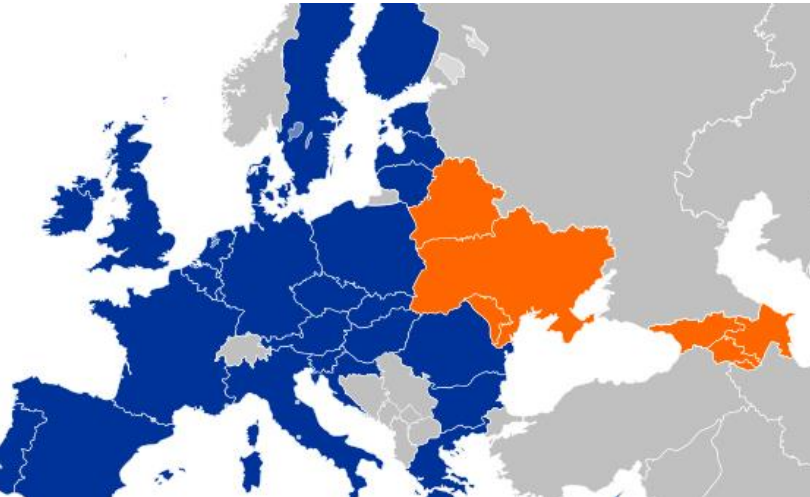
2. Too much attention to the economy issues and personal contacts on high level;

3. Ignoring ideology & civil society;

4. Growing nationalism in post-soviet countries.

1. NATO's expansion;
2. Energy supplies;
3. Colored revolutions.





1. EU enlargement creates new (and non-geographical) Eastern Europe – post-soviet countries in Eastern Europe;
2. Eastern partnership failed but created multi-speed Eastern Europe;
3. Priorities for the European Union in the long-term integration: Moldova and Georgia (mostly agricultural economies with low income)

1. Less democracy;
2. More political motivated violence;
3. Militarization of societies;
4. Militarization of mass media discourse.



The fight for the «right» history



- ❑ New national projects building;
- ❑ The Soviet occupation frame;
- ❑ The image of the victim;
- ❑ The theme of «genocide».

Such processes are often accompanied by criminal prosecution for certain political beliefs and increasing political censorship.

Any official who served during the presidency of Yanukovich could face violence without trial.



Regional trends of concern. Elections in Ukraine

Examples of political motivated violence
during last Presidential elections in the
Ukraine:



Candidate Oleg Tsarev was attacked and beaten by unknown April 15, 2014 in Kiev after left channel CTV building. Few days earlier he was attacked in the city of Nikolaev.

Candidate Mikhail Dobkin was blocked in a plane after his arrival to the city of Kherson in order to stop him from meeting with electorate.

Communist candidate Petr Simonenko was attacked after TV debates in the central television in Kiev. Group of about 30 masked men enforced him to escape and throw (fruitlessly) Molotov-cocktail into his car.

Clash of the clans - revenge is inevitable

Kyrgyzstan

President Akayev overthrown by a coalition of southern clans in 2005

In 2010 coalition of northern clans overthrew Bakiyev

Georgia

2003 – The end of the old soviet nomenclature led by President Shevardnadze

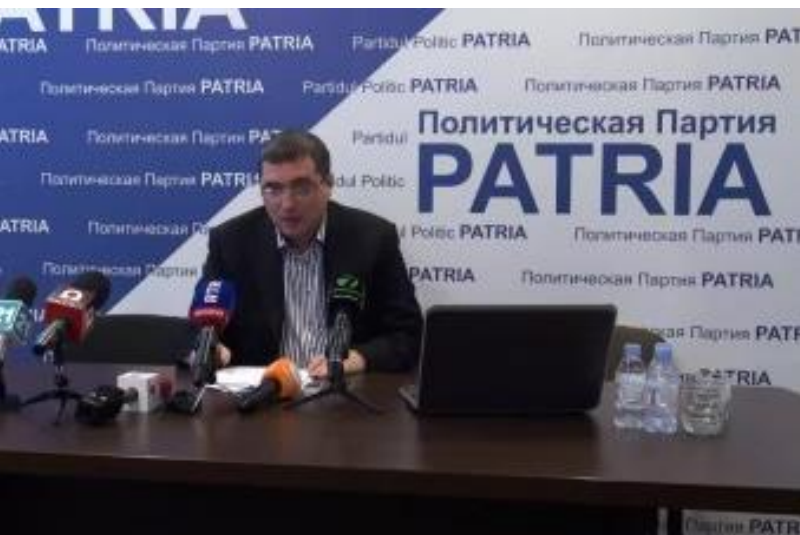
2012 - Traditionalists, led by businessmen B. Ivanishvili and Georgian Patriarch Ilia the 2-nd overcame Saakashvili

Ukraine

There is a long term struggle between two clans of Eastern Ukraine (Donetsk and Dnepropetrovsk) and Western Ukrainian ideological group

2014 - the elite of Dnepropetrovsk is winning. When we will see a revenge? Or civilized divorce will follow?

Regional trends of concern. Elections in Moldova



The Moldavian party «Patria» (Homeland) and its leader Renato Usatiy was barred from participating in 2014 parliamentary elections two days before the voting. For the first time in the history of modern Moldova party was banned prior to the national elections. Officially the party was accused of foreign financing.

On the eve of elections, the Renato Usatiy party rating fluctuated at 12%.

1. Liberal empire;
2. Energy super power.

Didn't work.



The Republic of Armenia,
Belarus, Kazakhstan and
the Russian Federation.

Kyrgyzstan is a candidate
for a Eurasian Economic
Union.

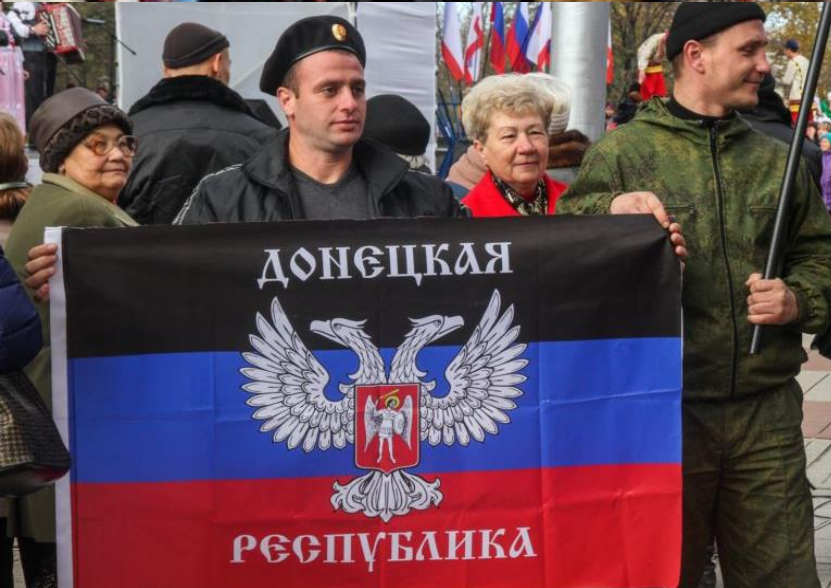
183 millions of consumers.



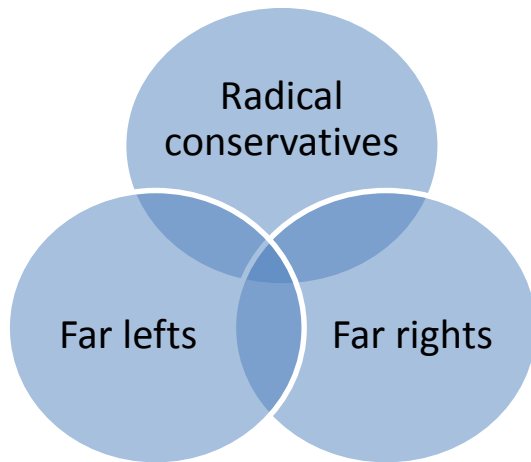
Russian world

VS

Eurasianism



Russian disputable bets in the EU



Germany-France-Italy
vs US & Great Britain
(on Ukrainian issue)

PIGS

Little Empires.
Poland - interests in
Ukraine & Belarus,
Romania - interests in
Moldova & Ukraine





1. Atlantists

American protectorate,
deindustrialization,

transnational corporations and
corrupt Ukrainian bureaucracy
as a major players

Prime minister Yatsenyuk

2. National business

Bridge between the EU & Russia,
industrial oligarchs as a major
players

*President Poroshenko,
businessman Dmitry Firtash*





3. National-socialists

war against Russia

Yarosh, Tyagnibok





4. Pro-Russians

Donetsk & Luhansk peoples
Republics

union with Russia

Zaharchenko



1. Few more years of civil war;

2. Degrading economy;

3. Social protest;

4. Unstable government;

5. No even clue on the EU membership.

1. Divided society;
2. Romanian expansion;
3. Transnistria issue.



Stable BUT Authoritarian Belarus

1. Industrial country;
2. Developing high-tech;
3. Balancing between Russia, EU, China;
4. Lukashenko is no longer seen as **"the last dictator in Europe"**? Is he an "honest broker"?



1. Instability in a region of Broader Middle East;
2. ISIS & radical islamism. Pressure on Central Asia;
3. Iran's rising;
4. Potential conflicts in Transcaucasia.





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