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The paper "Bilateral Trade between the Netherlands and the Russian Federation" is a worthy example of a business essay. The current financial crisis has created turmoil in almost all major economies of the world. Many corporations have been forced to go bankrupt and the volume of business at the international level has also decreased. A similar situation exists in the case of the bilateral trade between the Netherlands and the Russian Federation, which has called for the need to induce a fresh set of development initiatives, strategies, and perspectives to revive the once-thriving business between the two nations. In order to help contribute to this process, I was given the opportunity to work with the Netherlands and the Russian Federation chambers of commerce to help provide new insights into how trade could be enhanced between these two nations. The two-month-long internship began from the 10th June 2009 and lasted until 10th August 2009 in the city of Nizhny Novgorod in the Russian Federation.

The primary goals of the internship included an analysis of the relationship between trust and reciprocity and applying it in the context of the business partnership between the Netherlands and Russia. On a general note, the onset of the financial crisis was found to have induced an uncertain situation in international trade and business thus suffered as a result. The analysis has also deduced that reciprocity is one of the best ways to establish mutual trust and benefit and is the best tool to strengthen the relationship among trading partners. However, the bilateral trade relationship between the two nations was found to have been based on robust ground and has proven to have withstood the test of time.

During the course of the internship, the trends discovered seem to indicate that the bilateral relationship between the two nations continue to progress

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forward and are centered around trust and the exchange mechanism that has existed between the two countries. In this context, any cultural difference or conflict does not seem to degrade the relationship at any level. There is no doubt that the different business environments in these countries, the different administrative boundaries, the differences in the political structure and the different religious affiliations play a huge role in determining the level of trust. Further, the strategic interests of nations can also play a huge role in the initiatives of both countries.

The analysis of the trade relationship between these two countries, apart from requiring the need to strengthen on the basis of trust and reciprocity, also need to be revitalized in terms of commerce as such an effort will help in easing the tensions and ensure a thriving business relationship between these two countries that have been experiencing tensions on and off and yet working towards overcoming all such obstacles. This forms the basis of the 'reanimation' strategy, which was developed as the best-suited strategy in this regard.

The business relationship between the Netherlands and Russia has been found to be on the right track and there is a need to evolve more constructive ventures that encourage the active involvement of private sector firms of both the countries. There are several examples in the Russian context where this has been possible in the past. Russia and the United States have witnessed over 5 decades of the Cold war, which was shrouded in mystery, distrust, and animosity that virtually divided the world. However, in the new era, both countries have resolved to leave their differences behind and work collectively to establish mutual trust and friendship.

Further, Russia has also resolved many of its differences with the culturally

different China, through mutual sharing of knowledge and ideas thereby helping both gains an understanding of the other from several perspectives. This understanding helps the people and organizations involved to think along with different scenarios and induce a sense of tolerance and respect for other cultures and countries. The business relationship between the Netherlands and Russia is encouraged to adopt a similar approach in a bid to strengthen the ties.

Finally, the internship has also helped analyze the issue in terms of commerce as an effective tool to strengthen bilateral trade. Irrespective of the countries involved, it has been found that every country has utilized commerce to promote peace and ensure steady progress in the relationship and this has also helped in times of conflict by enabling countries to reanimate or reconstruct their bond through a commercial relationship. Increased commerce drives the demand and raises the standard of living thereby leading to a stable political scenario within the country. It is this wide range of benefits provided by the 'reanimation' strategy that must be made use of in strengthening any bilateral form of trade and commerce.