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# International Genealogical Center

International Genealogical Center was founded by Artem Maratkanov, an entrepreneur and genealogist, in 2009 in Moscow. The main activities of the International Genealogical Center are in-depth comprehensive research of family history and genealogy, the creation of pedigree books in a unique author's design and handbinding.





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Other most popular services include: creation and design of family trees, restoration and development of family coats of arms/monograms, creation of video presentations and audio books about family history. In 11 years since its foundation, the company has become a major player in the field of genealogy in the markets of Russia, the Commonwealth of Independent States and Eastern Europe, implementing more than 450 large-scale international genealogical projects. The annual turnover is about 150 million rubles.

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## Project history

The idea to start a business providing comprehensive genealogical research services came to Artem after he himself wanted to order the research as a gift to his father. But Artem did not find worthy and understandable offers in the market. It became clear that the market niche is practically not occupied, and there are no worthy players.

From the very first day International Genealogical Center is positioned as a company offering luxury services - great customer service and experience, the most expensive and professional team of experts, a

unique product and high value, fully justified by impeccable quality. In the company's portfolio there are projects made for people in the TOP 5 men's and women's lists of Forbes (Russia), and clients of this level were completely satisfied with the result of cooperation, some are still continuing research.

Today the International Genealogical Center employs more than 120 staff members, and annually there are about 100 large projects in operation. Disclosure rates, that is the percentage of successful searches reaches 85-87%, although in most other companies it does not exceed 35%.

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## Description of work

Each of the International Genealogical Center projects is unique and requires creative and non-standard solutions as well as well as coordinated work of several specialists. In order to collect information and build a tree of one family for seven or more generations, dozens of interviews with relatives are conducted, hundreds of archival documents are examined, and an exclusive design solution for pedigree book design is developed. A team of journalists, genealogists, leading experts in the field of archival search, historians, analysts, writers, designers, etc. is working on the project.

The company pays special attention to the development of new trends

based on the development of modern technologies and science. The International Genealogical Center" became the first and so far the only company in the Russian market to launch the direction of complex services in DNA-Genealogy. This unique tool allows you to significantly expand the study of ancestors, confirm or refute hypotheses that arise in the search process. The client is offered to carry out the test in several laboratories (Russian and foreign), then on the basis of the received results experts of the company carry out the most powerful analytical work shedding light on "white spots" of history of a sort or opening new directions of search.

Another important business line of the company is IT-Genealogy. Based on many years of experience and impeccable understanding of the market, in 2020 International Genealogical Center team created a unique it-service for independent study of the history of the family Famiry ([drevo.famiry.ru](http://drevo.famiry.ru)).

## Export direction

Since International Genealogical Center has several dozens of large-scale and very labor-intensive projects in operation all the time, the company's employees are working at full load, which means that the growth of orders and, consequently, business growth is suspended. This reason, combined with the growing number of requests to Russian archives from abroad, prompted Artem Maratkanov to decide to create a new product to enter foreign markets in the first place.

He is confident that the Family service will enjoy great popularity among emigrants from the USSR and the descendants of those who left our country after the Revolution of 1917. Now the growth of interest of this audience to the history of their families is evident, as Russia and the Commonwealth of Independent States countries are actively declassifying their archives. People have a real chance to

learn the fate of their ancestors, and there is still no chance to come and work with the archive documents themselves.

The Family service just solves this problem at a reasonable price. Moreover, it is absolutely unique and has no analogues in the world, which suggests that the Russian company may become a flagship of the international market of mass genealogical services. At the moment the services of automatic inquiry into archives, bot-interviewer with artificial intelligence, marketplace of experts is available.

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## Social projects

In addition to business projects, the International Genealogical Center conducts public education and public awareness activities aimed at popularizing genealogy and family history. As part of the work of the non-profit Family History Foundation (famiry.ru) in Russian schools there is a Genealogical Dictation, and a service to restore the combat path of the ancestors is available. And the author's course, developed by expert genealogists, will teach the independent composition of the genealogical tree deep into 7 generations (academy.idenry.ru).

### **Facts about the company:**

1. The largest company in the field of genealogy in the markets of Russia, the Commonwealth of Independent States and Eastern Europe, which has implemented more than 450 large-scale genealogical projects.
2. The company has 120 full-time employees, annual turnover of about 150 million rubles.
3. 100 projects annually, among the International Genealogical Center clients there are participants of TOP-5 men's and women's ratings of Forbes (Russia).
4. Created an online service Famiry for independent study of the family history, which has no analogues in the world.




# Contacts



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Brand page

<https://monolith.madeinrussia.ru/en/catalog/3363>

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