2015 International Business Summit Concept

*«**We actively promote the experience of Nizhny Novgorod Region** using various formats of foreign economic relations. Regional forums are one of creative and effective forms of interaction with Russian and foreign business communities».*

*«…I think that such forums are a ticket to success in **developing our country and attracting innovations and technology not only to Moscow and St Petersburg, but also to Russian regions**».*

Sergey Lavrov, Russian Foreign Minister.

I. GENERAL PROVISIONS

The 4th International Business Summit ("Business Summit") - For the benefit of Russia's future business needs to be integrated with administrative resources and education system's potential

Dates: 9-11 September 2015

Venue: Nizhegorodskaya Yarmarka, Nizhny Novgorod, Russia

Organizers:
- Nizhny Novgorod Regional Government
- All-Russian CJSC Nizhegorodskaya Yarmarka

Supported by:

- Ministry of Foreign Affairs of the Russian Federation
- Chamber of Commerce and Industry of the Russian Federation
- Russian Union of Industrialists and Entrepreneurs
- Business Rights Commissioner in Nizhny Novgorod Region
- "Delovaya Rossiya", All-Russian public organisation
- Russian Foundry Association
- Assembly of the Peoples of Russia, All-Russian public organization
- Russian Presidential Academy of National Economy and Public Administration (RANEPA)

Business Summit co-organizers including the following state authorities and organizations:

- Ministry of Industry and Trade of the Russian Federation
- Ministry of Economic Development of the Russian Federation
- Agency for Strategic Initiatives to Promote New Projects

Official website: www.ibs-nn.ru

Call Center: +7 800 250 88 27 (toll-free)

2014 International Business Summit Summary:

- 55 Russian regions
- 50 foreign countries
- Business missions and ambassadors from 21 foreign countries
- > 6,000 business delegates
- Rub 70 bln. worth-of agreements signed
- 67 Congress events
- Russia's Future exposition area of 5,192 m²
- 4,000 school, college and university students

2015 Business Summit Framework:

I. Congress
II. Russia's Future, 20th Exhibition of R&D, Industrial and Investment Potential (supported by the Russian Chamber of Commerce and Industry and the Russian Union of Industrialists and Entrepreneurs)
III. Communication platform

Key Theme:

Russia: Together into the Future!

Core idea: *For the benefit of Russia's future business needs to be integrated with administrative resources and education system's potential*

Future lies in integration, i.e. cooperation in all industries and sectors of the economy as well as in all areas of public life – and this idea is obvious both nationally and globally.

Now, in this challenging time, it crucial to understand that stability and growth can only be enhanced and secured once resources and achievements, new ideas and technologies as well as efforts in all the areas, including international relations, politics, economy, R&D and science, etc., are integrated.

This idea is the core of the 2015 Business Summit which suggests all its delegates representing business, state authorities, R&D centers and mass media, should get united to find ways to solve general problems.

The Business Summit has proved to be a unique platform which enjoys the confidence of its participants and delegates and which focuses to present Russian regions, their capabilities and opportunities to Russian and foreign businesses and organizations as well as their willingness to develop cooperation with them.

Now when the economic and political situation is volatile the Business Summit is a must as it acts both as a unifying force and a strong and robust framework for *specific sectors and specific projects*.

In terms of business interests the Business Summits aims to bring together businesses and engage state authorities in removing the barriers which can hinder the implementation of commercial projects, while in terms of politics it aims to build the image of Russia and its regions as an international business destination. The Summit's education-related events focus to commercialize new R&D ideas and technologies to help increase labor productivity.

Mission:

Integrate resources for the country's future and build the image of Russia as a strong, stable, sustainable and independent country open to cooperation.

Main Goal:

Bring together businesses as well as business ideas and resources required to implement them, bring the interests of the businesses to potential Russian and foreign Business Summit participants and delegates and build mission- and project-tailored business missions.

UNIQUE FRAMEWORK:

The Business Summit is unique as it offers new approaches to arrange communication of various groups and delegates.

Almost all similar business forums and summits in Russia have got a traditional structure with exhibition and congress events. This structure is not perfect as its two core parts are disintegrated: e.g. congress events cover mostly "global" economic issues and attract high-profile speakers while the exhibition is just an opportunity for a company to briefly represent their business. The exhibitors, of course, can take part in the Summit's business events, however due to agenda limits they do not always have a chance to present their specific projects and area of interests as well communicate their problems and challenges. Therefore participating companies are not often able to meet their primary goal and find new partners during large exhibition and congress events.

The Business Summit, with 'business' being the core word in it, aims to help its participants set up new business contacts and thus ensure sustainable development of the national economy.

The 2015 Business Summit's Concept - Russia: Together into the Future! – focuses on integration and cooperation and aims to consolidate the interests of all stakeholders, help the participants find new business partners and initiate new business contacts and projects using available administrative resources.

The Business Summit is a unique business platform as it integrates exhibitions and congress events and each exhibitor can make an amazing

exhibition stand as well as get a unique opportunity to tell about their projects, the business partners they search, and the challenges and problems they face.

The idea of integration of business community needs, education environment's potential and administrative resources gets implemented as each and every exhibitor's project will be analyzed to find potential business partners using the cooperation network of the regional state authorities.

There will be a project catalog drafted with projects listed under various categories, including 'imports', 'exports', 'investment', 'commercial real estate', 'innovation' and 'tourism', which will be disseminated across embassies and trade representative offices, as well as offices of the Russian Chamber of Commerce and the Russian Union of Industrialists and Entrepreneurs.

So foreign businesses will be offered specific projects of the exhibiting companies while foreign business missions will be tailored and their agenda will be drafted with account of the pre-defined area of interests and will have its goals and objectives.

Business Summit exhibitors will get a unique opportunity to promote their projects globally and hold pre-planned negotiations.

Besides all the exhibitors will be offered to write about the most challenging issues they face when implementing their projects and do it well before the Business Summit starts as these issues will be taken into account and get on the agenda of the congress events. Having the Agency for Strategic Initiatives as one of the Business Summit co-organizers can ensure the barriers which can emerge during project implementation will be removed.

The Project Catalog will be the outcome document of the 2015 Business Summit – it will be used to find business partners through the network of embassy and trade representative offices during the next 12 months.

This framework fits perfectly to fully implement the idea of positioning the Business Summit as a large-scale communication platform where new business relations can emerge.

II. CONGRESS PROGRAM

PROGRAM PILLAR 1: ECONOMY. POLITICS AND BUSINESS.

Economy

Situations, which can cause economic destabilization across many countries and therefore globally, get more frequent these days. The main goal of the national government is to be ready to settle issues and problems which can occur in challenging times.

A country can quickly restore its core industries, maintain its growth and development only if it has got an inherent strength and a great potential.

With the sanctions imposed and imports restricted one of the key challenges the national economy faces is import substitution industrialization to reduce its foreign dependency as well as increase in Russian goods exports.

Politics: International, Interreligious and Cross-Cultural Cooperation

Nowadays many problems which used to be individual and inherent to a specific country have grown to be global. Lots of developed countries are no more mono-ethnic – in the 21st century they have become multi-cultural. Despite global destabilization trends it is obvious that peaceful way to settle international and inter-ethnic tensions and challenging situations is the only possible method – otherwise there's no future for either one country or all the countries across the globe.

Cooperation to mutual benefit in various areas, including economy, industry, investment and innovation as well as safety, security and development of inter-ethnic, cross-cultural and interstate cooperation has a great impact on improving well-being in each country all over the world.

Russia has a long and rich history if inter-ethnic relations and that is a great advantage of any multinational state. We have been building good relations across various nations, religions and cultures for centuries and we've learnt to live together in peace and harmony and with respect to each other. Once you understand it you get a strong basis for a strong national potential to be used domestically and in foreign policy when cooperating with other countries in global politics.

Volga Federal Region is an area which can boast having a centuries-long harmonious interaction of various ethnic and religious communities who take joint actions and responsibility for stability in the region. That is what makes up the historic image of the multinational Volga region which in a way outlines Russia and its character. Nizhny Novgorod is one of the largest multinational Russian cities, for many centuries it was a destination for merchants from all over the world who came to trade their goods here. Every year the city hosted the famous Nizhny Novgorod Fair and that is where and how cultures and traditions of various ethnic group and nations converged.

This is one of the reasons why the Business Summit enjoys great attention of international communities. E.g. in 2014 50 foreign countries sent their delegates to the Business Summit, including 21 ambassadors and foreign business missions interested to develop partnerships with Russia.

Current economic and political situation makes the Business Summit a unique platform to discuss various issues related to developing foreign economic relations in the present context. This, in its turn, will help build a good image of Russia and its regions as an international business destination.

Besides, having young people as Business Summit participants aims to attract attention of next generations to current problems and challenges and build a foundation to democratic principles as opposed to radical.

Business: SME Support and Assistance

"***We have to do everything to make sure our businesspeople can achieve their full potential. It is of vital importance for the country and its development, for all***

of its regions and for Russian companies to take their rightful place both domestically and globally", - said Russian President Vladimir Putin at the State Council meeting on April 7th, 2015 to discuss measures on SME development being one of the key conditions to renovate the country and its economy.

SME development is only possible if there is a good environment in each and every region of the country, including organizational and legislative framework to support business activities and transparent tools and methods to implement it.

As for SME support and assistance, it should include various aspects: financial assistance, e.g. soft loans and credits as well as guarantees on easy terms, legal support, e.g. easy-to-understand procedure to register as a legal entity, technical support, e.g. easy access to infrastructure resources with no bureaucratic barriers imposed. Besides, it is very important to support small and mid-size companies through their integration with large businesses to meet their common targets and challenges.

As Vladimir Putin says, "these targets have to be reached together with businesses, with the media, political parties and public unions". That is exactly what the 2015 Business Summit offers to its participants as it will bring together all the stakeholders to discuss challenging issues related to developing business in Russia.

PROGRAM PILLAR 2: REGIONAL DEVELOPMENT: INFRASTRUCTURE. INVESTMENT. TOURISM.

Regional Development to Ensure the Future of the United Country

Unity is society, unity in politics, unity in business – once you get to understand the meaning of these notions great opportunities to use the huge potential of Russia are open to you.

Russia is a unique country and it is unique in all its regions, the history of the nations and ethnic groups living here and their culture, its natural resources and huge competition-winning industrial and economic potential.

Despite the tough and challenging economic situation many regions are ready to start sharing their best practices in implementing business projects which were a success thanks to various effective management and development tools.

Representatives of federal state authorities as well as business delegations representing Russian regions and headed by their governors are invited to take part in both the Congress and the Exhibition of the 2015 International Business Summit where all the participants will be offered an opportunity to discuss core issues on successful project implementation and best practices to be used to deal with the economic crisis and its impact and ensure further development.

This idea does not contradict with the international format of the event as a country can only be attractive as a potential business partner for international business communities if it is economically strong and sustainable.

Infrastructure

Regional infrastructure development is the foundation for the country's domestic development. It includes modernization of transport infrastructure and the system of residential support and consumer services. Infrastructure development issues get more urgent as the country and the region are getting ready to host the 2018 FIFA World Cup.

It is obvious that while building new facilities for this large world-class sporting event we develop a new environment for all of us as well as for next generations. So the future prosperity of some Russian regions depends on area planning and infrastructure development methods and tools. During the Business Summit the 2018 FIFA World Cup host cities will have an opportunity to discuss these issues and share their views and good practices.

Tourism

Russia covers one-seventh of the world's land surface. There are 26 UNESCO heritage sites here. In the most beautiful areas of Russia there are tourist-recreational special economic zones with a good environment to develop tourist businesses there. The country's touristic potential is huge, though undiscovered yet.

Tourism, both domestic and inbound, is gaining more attention now. The reasons for that are limited access to outbound tourism and the upcoming 2018 FIFA World Cup involving the issues related to hotel and tourism infrastructure modernization.

PROGRAM PILLAR 3: INNOVATIONS. HUMAN CAPITAL. PROMOTION. MASS MEDIA.

Innovations as a Backbone for Russia's Economic Modernization

The country's innovative development requires such basics as a good mental working environment and opportunities to grow and develop.

Moving away from a resource-based economy we are destined to come to the innovative one, where the brain resources are the most valued as they secure the country's future. If we get to understand it today we will be able to prevent brain drain and necessity to buy high-priced R&D ideas and projects of the Russian researchers working for foreign companies.

Human Capital

Employment is an issue of great importance now when the economic crisis is on. Another urgent issue is availability of qualified labor – so there should be new and updated professional training programs as they are the basis for new ideas to emerge and as a result improve life quality. Developing human capital from individual to national level is an issue of great importance to be discussed by representatives of business communities and higher education institutions.

Promotion and Mass Media.

Mass media are working to promptly provide the latest information, thus all groups of potential customers and partners can get to know about new and

available goods and services; and that is one of the key tools used to build, develop and promote your business.

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Business Summit Program: to be structured in accordance with the Business Summit Architecture given below in Addendum 1.

Key Events:

- Plenary session: *«Russia: Together into the Future! »*
- BRICS Expert Council
- Media Forum
- 12th International Foundry Congress, BRICS Foundry Forum and 2015 International Foundry Exhibition
- Congress of the Peoples of Russia, including "SMIrotvorets-Povolzhye" ("Best media peacemaker in Volga regions") All-Russian Media Contest for best coverage of inter-ethnic and ethno-confessional interaction.
- Innovative Education as a Driver of Russia's Technological Breakthrough, 3rd Educational and Industrial Forum
- Russian Capital to Russian Innovations, 13th Fair of Startups
- 2015 WorldSkills Russia in Nizhny Novgorod region, 2nd Regional Blue-Collar Championship
- High Technologies of Nuclear Industry. Youth in Innovative Process, 10th Youth Scientific and Technical Conference
- Domostroy EXPO Investment Construction Forum
- International Advertising Forum
- Workshops and business training activities
- Case study sessions
- Cultural and entertainment programme
- Walking and coach tours

III. EXHIBITION PROGRAM

In 2015 the Business Summit focuses on action rather than demonstration to achieve the mission and the goals of the event: the exhibition to be an absolutely useful, efficient and effective tool for all the Business Summit participants as it is built in full conformity with their needs.

Exhibition Pillars:

1. Imports
2. Exports
3. Investment
4. Commercial real estate
5. Innovations
6. Tourism

IV. PARTICIPATION FRAMEWORK

Today's economic situation is challenging, so it is evident that this year we should move from words and general ideas to action and performance.

The Business Summit organizers are ready and willing to take into account the exhibitors' interests and communicate them to potential foreign partners well before the event actually starts to ensure both the Business Summit and the Exhibition prove to be effective and fruitful.

We offer the following framework for Business Summit participants: a company files an application to be an exhibitor during the Business Summit and gives details of its project. This information will be officially sent to embassies and trade representatives offices to find matching proposals made by companies and organizations. Foreign business missions will also be tailored to take into account business interests of the stakeholders while their agenda will include meetings with Russian companies interested to set up partnerships.

So the Business Summit will prove to be an effective tool to promote specific projects and ideas while the Exhibition will prove to be a platform to set up true business contacts.

V. KEY PARTICIPANTS

- Representatives of federal and regional state authorities, both legislative and executive, as well as of municipalities;
- Foreign delegations and business missions (including public officials and businesspeople);
- Business communities (SME, industrial companies);
- Business unions and associations;
- Research and educational institutions;
- Representatives of innovation-related companies and organizations (hi-tech and software developers, innovative engineers);
- Financial institutions and venture capital funds;
- Mass media.

BENEFITS:

- **For Russian and foreign business communities:** set up true business contacts to promote new projects, remove existing barriers, settle HR issues and commercialize innovative goods to set up new high-performance manufacturing facilities.
- **For state authorities:** develop regional economies through new business projects, provide support to businesses by removing existing barriers, and attract new investors to Russia and its regions.
- **Research and educational institutions:** define business needs and interests to tailor educational programs as it will help increase labor productivity and improve employment opportunities.
- **For representatives of innovation-related companies and organizations**: commercialize innovations and R&D projects.

VI. COMMUNICATION PLATFORM

As one of the key goals of the Business Summit is to ensure effective business communication among its delegates and participants we focus to efficiently organize communication opportunities.

That is why we set up a two-level communication platform:

- Website-based e-communication platform (ibs-nn.ru): each registered Business Summit participant can get to its personal account, contact another participant and schedule a meeting –*e-communication opportunity*;
- Business Summit on-site business-connect desk and B2B communication areas –*live communication opportunity*.

Golden Khokhloma, a VIP area for B2B communication

Addendum 1
to the 2015 International Business Summit Concept

BUSINESS SUMMIT ARCHITECTURE

DAY 1 – September 9, 2015

<table>
<tr><td colspan="2">ECONOMY AND BUSINESS</td></tr>
<tr><td>Proposed topics for discussion:
• Foreign investment in Russian regions
• Russia as viewed by foreign investors: opportunities or threats
• Russia’s export potential on the world stage
• Business in Russia: moving towards the East
• Import dependency. Import substitution opportunities
• Customs and tariff regulation as one the key tools of the state trade policy
• PPP as a tool during the investment decline
• SME development: legal and financial issues</td><td rowspan="2">Expositions of:
– Industrial companies with investment proposals;
– Companies with investment projects;
– Municipalities with projects and investment sites;
– Domestic manufacturers;
– SMEs;
– Financial institutions offering business consulting services.</td></tr>
<tr><td>Events:
• 12th Foundry Congress (9-11 September)
• New market gaps for business, R&D and technology cooperation between regional and foreign companies. Roundtable discussion
• Youth social entrepreneurship. Roundtable discussion
• Presentations on large industrial companies and their development
• Business breakfast</td></tr>
<tr><td>Congress</td><td>Exhibition</td></tr>
<tr><td colspan="2">POLITICS: INTERNATIONAL COOPERATION</td></tr>
<tr><td>Proposed topics for discussion:
• Interstate cooperation. Core values and priorities
• Mass media and international cooperation in the areas of security and against international terrorism
• History of international cooperation
• Unity and integrity of a multi-ethnic country
• Cross-cultural dialog and interreligious cooperation
• Prospects of cross-cultural interaction</td><td>Expositions of:
– Russian MFA;
– Foreign partners and Nizhny Novgorod region;
– Business missions</td></tr>
</table>

when developing international cooperation • Good practice: Nizhny Novgorod as a multicultural Volga region	
Events: • **Plenary session: «*Russia: Together into the Future!*»** • BRICS Expert Council • Congress of the Peoples of Russia, including "SMIrotvorets-Povolzhye" (Best media peacemaker in Volga regions) All-Russian Media Contest for best coverage of inter-ethnic and ethno-confessional interaction • Media Forum • Specialist conferences, briefings and roundtable discussions • Business breakfast	

Day 2 – September 10, 2015

Congress	**Exhibition**
REGIONAL DEVELOPMENT: INFRASTRUCTURE AND INVESTMENT	
Proposed topics for discussion: • Large world-class projects and their impact on regional development • Progress in preparing to host the 2018 FIFA World Cup • Regional hotel infrastructure development • Modern transport infrastructure • HSR projects in Russia and their impact on social and economic development of Russian regions • Public-private partnership • Social infrastructure development • Creating a good social environment for foreign investors • Best international practices on EXPO organization • Regional economy: from recovery to development	– Expositions of Nizhny Novgorod-2018 infrastructure project as well as infrastructure projects of other 2018 FIFA World Cup host cities – Domostroy EXPO exposition – Commercial real estate
Events: • *Briefing given by heads of federal state authorities on 2018 FIFA World Cup progress in host regions.* • Domostroy EXPO Investment Construction Forum • Specialist conferences, briefings and roundtable discussions • Developing IT parks in the current context, roundtable discussion	
REGIONAL DEVELOPMENT: TOURISM	
Proposed topics for discussion: • Domestic tourism – undiscovered potential of Russian regions • National rankings of investment environment in Russian	– 'Tourist Potential of Russian Regions' Exposition

regions • Tourist potential • Making Russian regions more tourist-attractive	
Events: • Specialist conferences, briefings and roundtable discussions • *Presentation of the Republic of Crimea and Sochi*	

Day 3 – September 11, 2015

Congress	**Exhibition**
INNOVATIONS	
Proposed topics for discussion: • To develop innovations is to invest in the future • State support to innovative startups • Intellectual property: security and protection tools • Mental labor market challenges and ways to solve them • Ideas of the future. Breaking the barriers.	– 'Russian Capital to Russian Innovations' Exposition
Events: • Innovative Education as a Driver of Russia's Technological Breakthrough, 3rd Educational and Industrial Forum • High Technologies of Nuclear Industry. Young People in Innovative Process, 10th Youth Scientific and Technical Conference • Generation SIGMA, Best Innovative Project Competition	
HUMAN CAPITAL	
Proposed topics for discussion: • Universities in professional training and retraining programs • It's all about the people • Job rankings: most in-demand jobs during the economic crisis • Blue-collar jobs: building a good image and reputation	– 2015 WorldSkills Russia in Nizhny Novgorod region, 2nd Regional Blue-Collar Championship – Expositions of colleges and universities
Events: • Education and Industrial Forum and Employer HR Forum. Plenary session. • Regional HR Forum	
PROMOTION AND MASS MEDIA	
Proposed topics for discussion: • Promotion and its key role in business development • Exhibition and trade fair activities as a strong promotion tool • Media, information and their influence	Media Forum exposition
Events: • Media Forum • International Advertising Forum • Specialist conferences, briefings and roundtable discussions	