

SYNOPSIS ON THE TOPIC

E-Commerce



Strategies, policies and practices centered on the trade of goods and services as marketed via Internet platforms.

On the Roscongress Information and Analytical System on the chosen topic you will find:

Analytics

6 analytical materials

Events

31 sessions

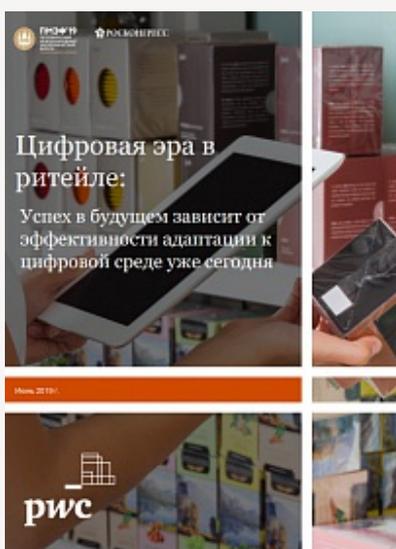
Speakers and experts

211 speakers

Related topics

44 topics

Latest publications in block «Analytics»



RESEARCH

15.07.2019

Digital era in retail: Future success depends on the ability to adjust to digitized environment now

PwC, the knowledge partner of St. Petersburg International Economic Forum, has done a study of digitization in retail which was presented at the Technology and Leadership in Digital Retail session of the forum.

Retail trade

Consumer Sentiment

Digitalization

E-Commerce

[Read more →](#)



ДОКЛАД
О РАЗВИТИИ
ЦИФРОВОЙ (ИНТЕРНЕТ) ТОРГОВЛИ
ЕАЭС

2019

RESEARCH

30.04.2019

Report on the development of digital (online) trade in the EAEU

A team of experts from the Eurasian Economic Commission have analyzed the problems and challenges currently faced by Eurasian digital commerce participants when trading on the domestic market and on the markets of third countries and have formulated a set of measures to stimulate the development of digital (online) trade.

EAEU

Digitalization

E-Commerce

[Read more](#) →

March 2019

CREDIT SUISSE

Research Institute

Emerging Consumer Survey 2019



Thought leadership from Credit Suisse and the world's foremost experts

RESEARCH

25.03.2019

Emerging Consumer Survey 2019

The ninth edition of the Emerging Consumer Survey, Credit Suisse Research Institute's annual study, analyzes market demand and consumer sentiment across eight emerging economies and reveals the highest levels of confidence among consumers concerning the prospects of these markets.

BRICS

Consumer Sentiment

E-Commerce

[Read more](#) →

Latest publications in block «Events»

THE EASTERN ECONOMIC FORUM - 2019

The Digital Transformation of International Trade: E-commerce and Beyond

📅 5 September 2019

🕒 09:30–11:00



Moderator

Andrey Slepnev

Chief Executive Officer, Russian Export Centre

KEY CONCLUSIONS

Digitalizing trade is a crucial tool for increasing Russian exports

From the perspective of trade, it appears to me that there is no more important task right now than building a common digital economic space for our Eurasian Economic Union – Maxim Akimov, Deputy Prime Minister of the Russian Federation.

Our non-commodity exports are growing at around 30% per year, with current volumes standing at roughly USD 750 million. We see potential for this market to grow to at least ten times that figure, and I believe we are capable of significantly increasing the rate of export in our country – Nikolai Podguzov, Deputy Minister of Economic Development of the Russian Federation.

Developing e-commerce will set the rules for international trade more broadly

At present, a little over 10% of retail trade around the world is conducted online. It is expected that over the next three years the figure will rise to over 20%. <...> There is no self-contained e-commerce sector – all commerce has become electronic. <...> It is precisely these rules in the digital space that will now set the terms of international trade – Paul Kadochnikov, Vice Rector for Research, Russian Foreign Trade Academy of the Ministry of Economic Development of the Russian Federation .

The leaders in online sales and the digital transformation of trade are the developing markets. This is such a huge trend. We can see where the future is being made in this respect – Andrey Slepnev, Chief Executive Officer, Russian Export Centre

Digitalization becoming a key factor in business competitiveness

As for our retail, <...> everything that can be digitalized – we are talking not only about online trading, but also the adoption of digital technologies and new platforms in offline trading – all of this will come to pass, starting with warehouse automation. <...> The implementation of virtual reality begins with staff training, <...> predictive analytics are being used, <...> the use of biometric data <...> Our trade understands all of this, and that there is no escaping it – it is competition, and it is a competitive advantage – Viktor Evtukhov, State Secretary and Deputy Minister of Industry and Trade of the Russian Federation.

If value for the customer could previously be found in a single company, this is not the case anymore. Value for the customer is found in a system, in a certain ecosystem, which includes former competitors. <...> Digitalization of e-commerce, the creation of marketplaces – this is actually a solution to the fundamental problems that the financial sector is currently facing – Boris Kim, Chairman of the Board of Directors, Qiwi.

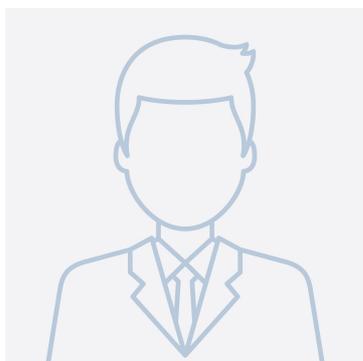
The move towards digitalization has, of course, allowed us to improve quality and promotion. There is now a trend for personalization in marketing, with the aim of improving customer experience <...> Closer collaboration with regard to data, with the aim of simply getting to know our customers better. <...> We have significantly improved our customer satisfaction indicators thanks to digitalization – Marc Carena, Director General, McDonald’s in Russia.

[Read more](#) →

ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM 2019

Identifying Effective Strategies for the Chinese Consumer Market

📅 7 June 2019 ⌚ 17:00–18:15



Moderator

Zengxin Li

Global News Editor, Editorial Member, Caixin Media

KEY CONCLUSIONS

Chinese consumer market is attractive for other countries

It is obvious that everybody is looking at China trying to gain access to this market. <...> [Trade turnover between Russia and China, – Ed.] reached USD 100 billion. <...> We have a goal to reach USD 200 billion by 2024 – Timur Maksimov, Deputy Minister of Economic Development of the Russian Federation.

[China] is the largest e-commerce market. Its growth rate exceeds 20%. <...> This year, it is going to continue expanding – Raymund Chao, Chairman for Asia Pacific and Greater China, PwC.

Specific aspects of the Chinese market need to be taken into account

Chinese consumer market is complicated. <...> It is different from what we are used to in the West. <...> The consumption pattern [in China, – Ed.] is changing, the market is expanding, people are growing rich. <...> People try to consume more, to diversify consumption and focus on specific sectors. On luxury items, [for example] – Timur Maksimov, Deputy Minister of Economic Development of the Russian Federation.

We need to understand the characteristics of consumption in China, preferences of the Chinese; take into account growing expenses of the middle class. Chinese consumers are focused on the lifestyle and corresponding products and services. They are looking for convenience, they are picky. A unique feature of the Chinese consumer market is that 50% of Chinese consumers buy online, 86% pay using mobile devices – Raymund Chao, Chairman for Asia Pacific and Greater China, PwC.

The most interesting trend is e-commerce strengthening. <...> According to some forecasts, by 2020 nearly 100% of trade transactions [in China] will be made using various mobile platforms. <...> An interesting feature of the Chinese market is that there are 40 million small and medium-sized enterprises. Russian market is, of course, much smaller – Dmitriy Krasnyukov, Chief Operating Officer, SAP CIS .

Russia can fill certain niches on the Chinese market

Let us consider production niches. For example, agriculture. The consumption is massive. <...> Last year export of agricultural produce from Russia to China increased by 25%. <...> The second one is pharmaceuticals. <...> The population [of China, – Ed.] is growing old, so pharmaceuticals are in high demand, and the pharma market is expanding. The next thing is 'green' products – industrial production that boosts energy saving and reduces emissions. <...> Everything related to the 'green' economy forms a huge niche on the Chinese market. As for services, they are still undervalued in our relations with China. The complete services turnover is just 6 billion. There is a huge potential here. <...> It is tourism, business trips, medicine, education – Timur Maksimov, Deputy Minister of Economic Development of the Russian Federation.

The Chinese population is growing old. <...> Despite the success of Chinese producers, the main share of hi-tech expensive medicaments still comes from abroad. China buys American and European medications that are hi-tech, expensive, cutting edge. <...> Now we are successfully winning our own market back from international pharmaceutical companies – Dmitry Morozov, General Director, BIOCAD.

We know that Russia boasts a very high level of education, and now China is very focused on education. <...> We show a lot of Hollywood and Bollywood movies in China. <...> But in my opinion, Russian films should also be screened in China. It is a huge niche – Xiaojun Yang, President, 9F Group.

China can offset Russian losses caused by Western sanctions

In the context of European and US sanctions, China can contribute to satisfying many demands – [Xiaojun Yang](#), President, 9F Group.

[Read more](#) →

ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM 2019

Digital Future: What's in Store for Us?

📅 7 June 2019 ⌚ 17:00–18:15



Moderator

Vadim Kovalev

First Deputy Executive Director, Russian Managers Association

KEY CONCLUSIONS

Digital technologies change all aspects of human life

The way we communicate changes. We barely talk to people next to us. We use phone to talk to people who are far away. So, it means communication will completely change – [Ozcan Saritas](#), Editor-in-Chief, Foresight.

Russia's seemingly most archaic and conventional economy segments – such as oil industry – are going through major change. For example, St. Petersburg has Gazpromneft's digital transformation centre, where our colleagues are making incredible breakthroughs in making this segment digital and progressive – [Vadim Kovalev](#), First Deputy Executive Director, Russian Managers Association.

Artificial intelligence is dramatically changing the whole financial segment. The areas where we apply artificial intelligence showcase improvement of at least 30%: it is either cost reduction or revenue increase; this is significant – [Alexander Vedyakhin](#), First Deputy Chairman of the Executive Board, Sberbank.

Digitalization sets new challenges for the humanity

Cutting-edge digital technologies penetrate all aspects of a society's life, even the ones where yesterday such technologies seemed unapplicable because they needed to earn trust. Digitalization provides breakthrough opportunities, but challenges are also string – [Vadim Kovalev](#), First Deputy Executive Director, Russian Managers Association.

Digital technologies offer a new level of complexity, they penetrate all segments of the economy, all aspects of human life, that is why we get lots of new conditions that require a

different toolset – [Leonid Gokhberg](#), First Vice Rector, Director of the Institute for Statistical Studies and Economics of Knowledge, National Research University Higher School of Economics .

[Read more](#) →

Speakers and experts

	<p><u>Alexander Kalinin</u> President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses Opora Russia</p>	<p><u>24 quotes</u> <u>42 events</u></p>
	<p><u>Alexey Likhachev</u> Chief Executive Officer, State Atomic Energy Corporation ROSATOM</p>	<p><u>17 quotes</u> <u>23 events</u> <u>2 analytical materials</u></p>
	<p><u>Peter Hoffmann</u> Network Development Director, PwC's Accelerator</p>	<p><u>3 quotes</u> <u>1 events</u></p>
	<p><u>Alla Bakina</u> Director, National Payment System Department, Bank of Russia</p>	<p><u>5 events</u></p>
	<p><u>Maxim Protasov</u> Head of the Russian Quality System (Roskaschestvo)</p>	<p><u>16 quotes</u> <u>19 events</u> <u>1 analytical material</u></p>
	<p><u>Шелль Мортен Йонсен</u></p>	<p><u>2 events</u></p>
	<p><u>Nikolai Legkodimov</u> Partner, Head of Emerging Technologies in Risk Consulting, KPMG in Russia and the CIS</p>	<p><u>2 quotes</u> <u>6 events</u></p>
	<p><u>Petr Lidov-Petrovskiy</u> Director of Communications and Public Relations, International Information Agency "Rossiya Segodnya"</p>	<p><u>2 events</u></p>

**Alexey Rybnikov**

President, Chairman of the Board of Directors, Saint-Petersburg International Mercantile Exchange

[5 quotes](#)

[3 events](#)

**Aleksey Kozhevnikov**

Senior Vice President, Russian Export Center

[6 quotes](#)

[14 events](#)

**Питер Бооне**

[2 events](#)

[Full list of speakers and experts](#) →

The list of topics related to the selected topic

Topics	Analytics	Events	Speakers and experts
Digitalization	<u>4</u>	<u>13</u>	<u>97</u>
Consumer Sentiment	<u>3</u>	<u>9</u>	<u>62</u>
International Trade		<u>9</u>	<u>41</u>
SMEs	<u>1</u>	<u>6</u>	<u>37</u>
Entrepreneurship		<u>6</u>	<u>30</u>
Export Promotion		<u>5</u>	<u>39</u>
IT industry		<u>5</u>	<u>33</u>
Far East		<u>3</u>	<u>34</u>
Transit Potential		<u>3</u>	<u>30</u>
Retail trade	<u>2</u>	<u>1</u>	<u>15</u>
BRICS	<u>2</u>	<u>1</u>	<u>9</u>
Development Institutions and support mechanisms		<u>2</u>	<u>27</u>
The National Project "International Cooperation and Exports"		<u>2</u>	<u>22</u>
Transport and logistics		<u>2</u>	<u>20</u>
Economic Inequality		<u>2</u>	<u>16</u>

[Full list of the related topics](#) →