

SYNOPSIS ON THE TOPIC

Arts



Policies, practices, human capital, technologies and strategies that are reshaping the sector.

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

Analytics

4 analytical materials

Events

16 sessions

Speakers and experts

111 speakers

Related topics

23 topics

Latest publications in block «Analytics»



ARTICLE

29.10.2019

Russian Fashion Industry: Problems and Prospects

This article is devoted to the problems that prevent the disclosure of potential, as well as prospects for the development of the Russian fashion industry. It is based on the analysis of the discussion «Reform of the Russian fashion industry: economic potential in the domestic and foreign markets», held on June 7, 2019 in the conference hall of the B2 Congress center within the St. Petersburg International Economic Forum

Arts Entrepreneurship

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ARTICLE

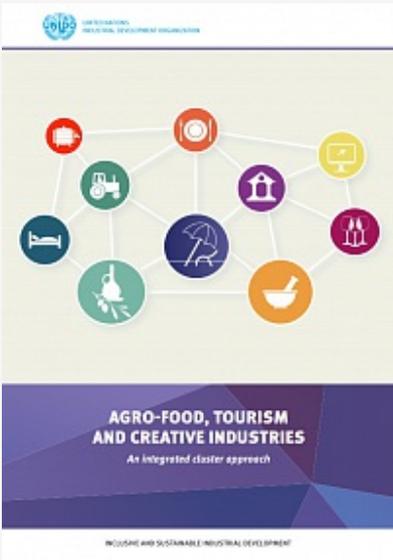
03.06.2019

Society has business in its sights

Until recently, every entrepreneur decided for themselves whether or not to be socially responsible. Yet the situation has changed dramatically over the past couple of years, with Russian businesses expected to be actively involved in the country's social and public agenda. And businesses are ready to meet these expectations.

Arts Culture Regions of Russia

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RESEARCH

12.03.2019

Agro-Food, Tourism and Creative Industries: An Integrated Cluster Approach

The aim of this report prepared by UNIDO is to define a theoretical framework to support an 'integrated cluster' approach involving agri-food, tourism and the creative industries, which could be replicated in different geographical contexts.

Events Arts Industrial clusters Agriculture Tourism

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Latest publications in block «Events»

RUSSIA–AFRICA ECONOMIC FORUM

The Role of Media in Russian–African Relations

📅 23 October 2019 ⌚ 12:30–14:00



Moderator

Mikhail Gusman

Chairman, Russian National Committee of UNESCO's International Programme for the Development of Communication; Vice-President, News Agency World Council (NACO)



Moderator

Khalil Hashimi Idrissi

Managing Director, Maghreb Arab Press (MAP)

KEY CONCLUSIONS

Information cooperation between Russia and the African countries is very promising

Information cooperation is far more efficient and is developing much faster than the economic cooperation. Still, it is not enough. <...> Information cooperation is very promising, and we have whole sets of these programmes," – Alexei Volin, Deputy Minister of Digital Development, Communications and Mass Media of the Russian Federation. "The importance of mass media in modern life and in Russian-African relations is hard to overstate – Mikhail Gusman, Chairman, Russian National Committee of UNESCO's International Programme for the Development of Communication; Vice-President, News Agency World Council (NACO) .

Russian mass media are open to work with their African colleagues

In addition to information exchange, RT is ready to offer African partners news, analytics, and documentaries. <...> Both RT and TASS are always ready to welcome African journalists willing to attend professional training programmes – Alexei Volin, Deputy

Minister of Digital Development, Communications and Mass Media of the Russian Federation.

TV-Novosti, an autonomous non-profit organization aims to work with African information agencies in disseminating RT content in English, French, and Arabic. RT and Sputnik want to take African journalists in for training programmes – Mikhail Bogdanov, Deputy Minister of Foreign Affairs of the Russian Federation; Special Presidential Representative for the Middle East and Africa .

We support establishing direct contacts between the leading media outlets of Africa and Russia to develop professional dialogue, professional training, veritable information exchange, as well as sharing experiences in facing new threats and challenges – Artem Kozhin, Deputy Director, Department of Information and Press, Ministry of Foreign Affairs of the Russian Federation.

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ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM 2019

Creative Economy: Strategies for Promoting High-Tech Exports

📅 7 June 2019 ⌚ 10:00–11:15



Moderator

Julia Prokhorova

Anchor, RBC



Moderator

Andrey Slepnev

Chief Executive Officer, Russian Export Centre (until 31.01.2020)

KEY CONCLUSIONS

The creative industry is now 15 years ago, when I started, there was no competition at all.

an important part of the Russian economy

Today, there is a huge number of brands. I am delighted and proud of how the industry has grown – [Asya Kogel](#), Founder, KOGEL Fashion House.

The project [Kikoriki, – Ed.] was launched 16 years ago. At that time there was essentially no creative industry. Over the years, the situation has changed dramatically. Indeed, following Kikoriki, a whole series of successful projects were launched that performed well on the Russian and international markets – [Ilya Popov](#), President, Russian Animated Film Association .

Over the past 16 years, the potential for the growth of the Russian creative industries has soared. Until recently, there was no concept of the creative industry in Russia – [Ekaterina Cherkas-Zade](#), Director, Universal University.

Creative industry products have significant export potential

The creative industries cannot grow and sell their products only within their own country, as growth potential is very limited and a ceiling is reached very quickly. The creative industries are an export channel. Russian animation, fashion, technological and industrial design, architecture and modern art all have a huge export potential – [Yuliana Slashcheva](#), Chairman of the Management Board, Soyuzmultfilm Film Studio.

When our company started developing VR in Russia 5 years ago, we developed both the software and corresponding hardware, and our headset is still sold around the world. We created the Desirium VR experience 1.5 years ago and launched it on the international arena – [Ilya Flaks](#), General Director, Fibrum.

In terms of the export potential of products developed in Skolkovo, the VR and AR tools under development in the innovation centre allow us to use virtual museums. For example, we have a company called Next Space. And another called NettleBox, which has developed holographic tables for training and creating designs – [Kirill Kaem](#), Senior Vice-President for Innovations, Skolkovo Foundation.

We have actual cases and are now working with foreign partners. We are trying to break into the foreign markets with our Multikubik start-up. It is our pilot project involving a joint Russian-Indian fund – [Oleg Teplov](#), Chief Executive Officer, VEB Innovation.

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ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM 2019

Exporting Culture: Ways to Present the Country's Heritage in the International Arena

📅 6 June 2019 ⌚ 16:45–18:00



Moderator

Nikolay Uskov

Editorial Director, Forbes

KEY CONCLUSIONS

Culture is a powerful tool for influence and networking

We are looking for new promotion means. Without a doubt, culture gives an opportunity to find common ground in the most complex of global relationships or in the most complicated situation – Vladimir Medinsky, Minister of Culture of the Russian Federation.

My Russian colleagues and I have noticed that when political relations deteriorate, when economic contacts and communications are on the low – yet, that is hard to fathom given what is happening around right this moment – but it is during those times when cultural institutions begin to understand the importance of their missions. When intensify our contact networks – Zelfira Tregulova, General Director, The State Tretyakov Gallery.

Culture brings people together. It is a paramount identity element in countries like Russia or Greece, it is extremely important – Georgios Katrougkalos, Minister for Foreign Affairs of the Hellenic Republic.

Culture is a part of diplomacy and you can use it to promote ideas – Fatima Mukhomedzhan, Deputy Director, The Art, Science and Sports Charity Foundation.

Culture is a soft power that keeps working even when partners in the economy or politics have to room to maneuver – Nikolay Uskov, Editorial Director, Forbes.

Culture drives the development of other spheres

Culture becomes an important part of economic development, particularly in the post-industrial area. The entire tourism industry, including business tourism, is closely tied to culture – Alexey Kalachev, Chief Executive Officer, Russia Convention Bureau.

Understanding Russian culture is key to understanding both Russian business and Russian mentality. This understanding of culture leads to mutual understanding in business, it is the

main incentive that helps support Russian culture – [Oleg Zhukov](#), Partner at TM Defence, said..

Russian culture is in high demand around the world

We are in different situations in various industries. Yet our culture, whether at different times it led the world or it did not, has always been acknowledged by the global community – [Olga Golodets](#), Deputy Prime Minister of the Russian Federation.

Time gets in the way. Usually after half a year of Russian Seasons being in operation, the sheer number of those who want to see Russian culture is so great the numbers from the events do not even begin to reflect the amount of curiosity – [Aleksey Lebedev](#), Director, Russian Seasons.

Our animated films have no problem finding an audience abroad. There seems to be a trend of sorts, a demand for Russian creativity. When we travel to international forums people show up in droves and line up to see what else did those Russians have come up with – [Yuliana Slashcheva](#), Chairman of the Management Board, Soyuzmultfilm Film Studio.

We need to stop this phobia of Russians in Europe. The only way to do it is to promote the Russian way of life. There is an alternative: an American way of life but it is coming to an end, nobody wants it anymore: terrible music, despicable behavior – [Gloria von Thurn und Taxis](#), Chief Executive Officer of an Internationally Operating Private Historical Fortune.

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Speakers and experts

	<p><u>Dmitry Aksenov</u> Chairman of the Board of Directors, RDI Group</p>	<p>2 quotes 3 events</p>
	<p><u>Ilya Averbukh</u> Russian Figure Skater, Honored Master of Sports; Founder, Chief Executive Officer, Ilya Averbukh Production Company</p>	<p>1 quote 2 events</p>
	<p><u>Asya Kogel</u> Founder, KOGEL Fashion House</p>	<p>1 quote 1 events</p>
	<p><u>Sergei Kachaev</u> Co-Chairman, Council on Investment Authorized in the Central Federal District</p>	<p>4 quotes 18 events</p>
	<p><u>Zelfira Tregulova</u> General Director, The State Tretyakov Gallery</p>	<p>6 quotes 4 events 1 analytical material</p>
	<p><u>Sergey Selyanov</u> Chairman of Board, Association of Film and Television Producers (AFTP); Head, STV Film Company</p>	<p>1 quote 5 events</p>
	<p><u>Oleg Safonov</u> Head, Federal Agency for Tourism</p>	<p>4 quotes 15 events</p>
	<p><u>Kirill Kaem</u> Senior Vice-President for Innovations, Skolkovo Foundation</p>	<p>21 quote 17 events</p>



Filip Perkon

Founder, Golden Unicorn Film Awards; Director, Perkon Productions

1 events



Svetlana Yachevskaya

Deputy Chairman of the Management Board – Member of the Management Board, State Development Corporation "VEB.RF"

7 quotes

9 events



Александр Курылев

2 events

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

The list of topics related to the selected topic

Topics	Analytics	Events	Speakers and experts
Culture	<u>1</u>	<u>10</u>	<u>50</u>
Creativity		<u>6</u>	<u>67</u>
Tourism	<u>1</u>	<u>3</u>	<u>22</u>
Events	<u>1</u>	<u>2</u>	<u>15</u>
Export Promotion		<u>2</u>	<u>27</u>
Regional development		<u>2</u>	<u>22</u>
Made in Russia		<u>1</u>	<u>14</u>
Cinema		<u>1</u>	<u>12</u>
Digitalization		<u>1</u>	<u>12</u>
Regional Policies		<u>1</u>	<u>12</u>
Media		<u>1</u>	<u>11</u>
Agriculture	<u>1</u>		
Artificial Intelligence, AI	<u>1</u>		
Education	<u>1</u>		
Entrepreneurship	<u>1</u>		

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