

SYNOPSIS ON THE TOPIC

Creativity



Education, policies, practices that stimulate human innovative capability and impact economic, innovative, and technological development of a country.

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09.02.2019

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ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM 2019

Tech at Scale: Staying Ahead of the Game

📅 7 June 2019 ⌚ 12:00–13:15



Moderator

Alexander Sukharevsky

Managing Partner, McKinsey Digital, EEMA

KEY CONCLUSIONS

Russia is in a unique position to develop the tech sector

We have a unique market which doesn't ban global players. We have Google, Facebook, and Alibaba, along with a host of Russian players. It is the kind of situation which no longer exists anywhere else in the world – [Arkady Volozh](#), Co-Founder, Chief Executive Officer, Yandex Group of Companies .

Digitalization is resulting in the disappearance of low-skilled jobs and raising the demand for creative specialists

All routine operations produce a lot of data, and anything that produces a lot of data can be easily automated, right up to driving a car. That is why low-skilled jobs will disappear, along with jobs that create additional inefficiencies – [Arkady Volozh](#), Co-Founder, Chief Executive Officer, Yandex Group of Companies .

The importance of soft skills is coming to the fore. These include the ability to distinguish between primary and secondary objectives, analyse tasks, consider various reasons and consequences, work in a team, and retain an open mind – [Alexey Mordashov](#), Chairman of the Board of Directors, Severstal.

There will soon be a deficit of workers offering creative thinking skills – [Oleg Tinkov](#), Chairman of the Board of Directors, Tinkoff Bank .

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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

KEY CONCLUSIONS

The creative industry is now an important part of the Russian economy

15 years ago, when I started, there was no competition at all. 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 Cherkes-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>Viktor Shalay</u></p>	<p><u>2 events</u></p>
	<p><u>Oleg Zhukov</u> Partner at TM Defence, said.</p>	<p><u>1 quote</u> <u>2 events</u></p>
	<p><u>Yuliana Slashcheva</u> Chairman of the Management Board, Soyuzmultfilm Film Studio</p>	<p><u>7 quotes</u> <u>10 events</u></p>
	<p><u>Alexander Ivlev</u> CIS Managing Partner, Deputy Regional Accounts Leader for Central, Eastern and Southeastern Europe & Central Asia, EY</p>	<p><u>25 quotes</u> <u>26 events</u> <u>4 analytical materials</u></p>
	<p><u>Mikhail Koltunov</u> Director, Russian Centre for Youth Entrepreneurship</p>	<p><u>2 events</u></p>
	<p><u>Igor Korytko</u> Chief Executive Officer, Chairman of the Board, Tube Metallurgical Company (TMK)</p>	<p><u>1 events</u></p>
	<p><u>Alexander Kozlov</u> Minister for the Development of the Russian Far East and Arctic</p>	<p><u>14 quotes</u> <u>25 events</u> <u>5 analytical materials</u></p>
	<p><u>Andrei Sharonov</u> President, Moscow School of Management SKOLKOVO</p>	<p><u>17 quotes</u> <u>36 events</u> <u>1 analytical material</u></p>



Vsevolod Vukolov

Head, Federal Service for Labour and Employment
(Rostrud)

[2 quotes](#)

[11 events](#)

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

The list of topics related to the selected topic

Topics	Analytics	Events	Speakers and experts
Entrepreneurship	<u>5</u>	<u>13</u>	<u>93</u>
Education	<u>4</u>	<u>8</u>	<u>61</u>
Youth policy	<u>3</u>	<u>8</u>	<u>60</u>
SMEs	<u>1</u>	<u>7</u>	<u>54</u>
Digitalization	<u>5</u>	<u>3</u>	<u>33</u>
Culture		<u>7</u>	<u>66</u>
Labor Market	<u>3</u>	<u>4</u>	<u>36</u>
Arts		<u>6</u>	<u>67</u>
Social entrepreneurship		<u>6</u>	<u>24</u>
Regional development		<u>5</u>	<u>44</u>
Standards of living	<u>2</u>	<u>3</u>	<u>28</u>
Media	<u>1</u>	<u>3</u>	<u>42</u>
Startups		<u>4</u>	<u>35</u>
4th Industrial Revolution	<u>3</u>	<u>1</u>	<u>10</u>
Export Promotion		<u>3</u>	<u>50</u>

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