SYNOPSIS ON THE TOPIC

Made in Russia

Branded campaign and associated policies to promote exports, generate business and promote understanding of culture.

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ARTICLE 06.09.2018

National and local branding as a regional development tool

The challenges faced by Russia become more complex every year, requiring changes in the conceptual approach to developing economic potential.
ARTICLE
12.08.2018

High-tech exports of Russia
RBC jointly with the Russian Export Center, EXIAR and EXIMBANK OF RUSSIA prepared a specialist supplement to the RBC Daily business newspaper, where they presented optimum alternatives of government support for exporters, and also performed an examination focused at exploring the possibilities of exporting not raw materials, but derived products made from domestic raw materials.

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EXPERT OPINION
22.05.2018

On-the-ground initiatives. How regional leaders plan to develop business

Anton Alikhanov

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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 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.

ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM 2019

An Innovation Economy: Opportunities for Smart Specialization in the Regions

6 June 2019  15:00–16:15

Moderator

Alexander Ivlev
CIS Managing Partner, Deputy Regional Accounts Leader for Central, Eastern and Southeastern Europe & Central Asia, EY

KEY CONCLUSIONS

Specialization based on innovation will unleash the regions’ potential

The main idea is to find a specific feature for each Russian region in order to maximize its potential. Smart specialization is the maximum combination of all factors in the region that would allow to be remarkably more effective in one or another
area of development, and to make it a competitive advantage of the region — Vadim Zhivulin, Deputy Minister of Economic Development of the Russian Federation.

Diversification, aimed at added value, gives an opportunity to change the specialization of regions depending on market conditions and current demand. A region that is dependent on oil or other sector related to extraction and processing of mineral resources will always be an outsider, no matter how big its budget is — Ivan Fedotov, Director, Association of Innovative Regions of Russia (AIRR).

Transition to a new quality of regional and city infrastructure management is instrumental in the country’s development

Regional development is becoming a priority for the development of the country. Growth points in our country are infrastructure development, regional development; it is not accidental the World Economic Forum has prioritized the issue of smart cities and artificial intelligence in managing agglomerations as one of the most important ones — Alexander Ivlev, CIS Managing Partner, Deputy Regional Accounts Leader for Central, Eastern and Southeastern Europe & Central Asia, EY.

The speed of innovation is crucial for the development of the economy

Specialization is the most important factor for Russia’s success, and the speed and scale of technological development is the main challenge today. New technologies create new markets and opportunities for countries, regions and companies. The role that Russia will play in the digital economy mainly depends on its ability to quickly and intelligently adapt, distribute and apply new solutions in the country and its regions — Alexander Klaeger, Chief Operating Officer, Head of Cloud Business for Middle and Eastern Europe, SAP.

Innovations are not just a fashionable option for a company today. Innovation and competition: that is the cornerstone that pushes any successful business forward — Evgeniy Nikitin, Chief Executive Officer, RUSAL.

ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM 2019

Key Principles for Establishing Tourist and Recreational Zones

6 June 2019  11:00–12:15

Moderator

Nikolay Korzhenevsky
Economic Observer, Russia 24 TV Channel
KEY CONCLUSIONS

Tourism industry can significantly contribute to the socio-economic development of the country

According to international statistics, we have 0.49 trips for each citizen. Tourism reflects the quality of life; making tourism affordable for every citizen, so that this figure is at least 1 trip, would mean that the industry is developed. <...> Outbound tourism accounts for over 40 billion dollars, and there is also potential here. Of course, we would like to increase the inbound and outbound tourism by at least 20 billion dollars – Olga Golodets, Deputy Prime Minister of the Russian Federation.

Why do we want to develop domestic tourism? To cure the society of xenophobia. <...> It is an ideological task <...> Tourism development leads to a better social well-being – Mikhail Degtyarev, Chairman of the Committee for Physical Culture, Sport, Tourism, and Youth Affairs, State Duma of the Federal Assembly of the Russian Federation.

Infrastructure is an essential prerequisite for tourism development

Infrastructural restrictions are a serious impediment for investment and tourist inflow <...> We have the Belokurikha resort, a very popular place. As soon as we constructed a road and a drainage, provided water and power supply as part of the tourism programme, a new resort was built, Belokurikha-2, as well as Rodonovaya Truba. <...> For one rouble of state funds there are over three roubles of private investment. Social and economic impact from these investments is one of the best due to its multiplicative effect – Olga Golodets, Deputy Prime Minister of the Russian Federation.
## Speakers and experts

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Wang Ping
Chairman, China Chamber of Tourism

Carsten Bothmann
Vice President, Regional Projects, Volkswagen Truck & Bus GmbH

Pavel Grachev
Chief Executive Officer, Polyus

Petr Ivanov
General Director of Federal Passenger Company

Full list of speakers and experts →
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