Regional development

Policies and practices aimed at ensuring a balanced economic development of Russia’s broad range of regions.

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ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM 2018

Made in Russia: National and Regional Branding as Tools for Economic Development and Promoting Russia around the World

24 May 2018 16:45—18:00

Moderator

Petr Lidov
Director of Corporate Communications, Sputnik

Moderator

Yuliana Slashcheva
Chairman of the Management Board, Soyuzmultfilm Film Studio

KEY CONCLUSIONS

Work to promote the Made in Russia brand is continuing apace

How do we promote the Made in Russia brand? Both the Roscongress Foundation and the Russian Export Center are focused on doing so. Together with Russia Today, they are showcasing the Made in Russia brand at airports in the run-up to the World Cup. This is the right thing to do – we need to take advantage of such important events. There will be lots of tourists, who will get to see all this and buy souvenirs. We’ve accomplished a great deal of work, especially over the last two years. We have also seen the establishment of the Russian Quality System brand. Three and a half thousand items have undergone the inspection procedure, and a great many of them which comply with superior standards were issued with its mark of quality. Goods with this label show an increase in sales of 30–35%. Thirty million Russians trust the information provided by the Russian Quality System. <...> Until we have
trust in our products and start buying them, nobody will purchase them abroad — Viktor Evtukhov, State Secretary and Deputy Minister of Industry and Trade of the Russian Federation.

**Russian companies are developing their own brands**

The Aurus car was developed in Russian over the course of two years. The project is the culmination of a great deal of work by manufacturers, engineers and scientists; digital twins, digital modelling, digital design and virtual modelling were all employed at the production stage. Every test was passed immediately, at the first attempt. The result is a car that people will be queuing up for, and not only in this country. Our partners in other countries will enthusiastically buy the entire range of these cars — Mikhail Sadchenkov, General Director, National Brand «Made in Russia».

We cannot simply advertise openly on public platforms. That is why we created our own media outlet at Kalashnikov Concern a little over six months ago. We provide information about the company, and have a project called ‘Biathlon from the Inside’. People have shown a great deal of interest in us, both from the sporting profession, and from senior management figures — Ivan Cherezov, Head of Sport Projects, Kalashnikov Concern.

**The Russian regions have been included in efforts to build and promote brands**

We have consciously attempted to incorporate the image of the book as a symbol of culture, and the letter N, which stands for Novgorod and acts as a kind of connecting symbol. It is an old-style Russian decorative script, which operates as a symbol of education and art. They are heraldic symbols. And we have strived to unite all of these in our Novgorod Rus export brand. This brand should form part of the Made in Russia brand. <...>

Our companies have become actively involved in this pilot stage, and currently over 30 companies are part of the Made in Russia brand — Andrey Nikitin, Governor of Novgorod Region.

We have three umbrella brands in the Udmurt Republic. They have been transformed into fully fledged development strategies. The first of these is Made in Udmurtia. It is an open platform for the entrepreneurial community. There are a number of major benefits for entrepreneurs in the region, covering everything from trademark registration to promotion. Tourism is one of the region’s biggest industries. In addition to a strategy, we have the brands Invest in Udmurtia and Recharge in Udmurtia, the latter focusing on tourism and sport — Andrey Barannikov, General Director, SPN Communications.
Speakers and experts

Эдвард Луттвак

Vadim Shvetsov
Director General, PJSC Sollers

Yuliya Urozhaeva
Junior Partner, McKinsey & Company

Nikolay Sabitov
CEO of Nakhodka Fertilizer Plant, CJSC

Руслан Чернобаев

Natalya Litovko
Hief Editor, Strana

Heinrich Schmidt
Head of Life Science, Russia & CIS, Merck

Aleksandr Sharonov
Chairman of the Management Board, NBD-Bank
Full list of speakers and experts
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