



INTERNATIONAL
CENTER FOR JOINT
INITIATIVES



RESPONDING TO EXTERNAL CHALLENGES

The global political and economic agenda is increasingly shifting to the East

New opportunities for strong and mutually beneficial cooperation require an effective mediator with unique competencies for a range of large-scale joint projects in Russia, as well as the emerging markets of China, India, the Middle East and South-East Asia



NEW SOLUTION

The **ROSCONGRESS FOUNDATION** made the decision to establish the **International Centre for Joint Initiatives (ICJI)**, a unified platform for identifying solutions and facilitating Russian and international investment projects, as well as developing long-term trade relations between countries

KEY ACTIVITIES

A hand is pointing at a line graph. The graph has a dark background with a light blue line showing an upward trend. The line is divided into three segments by vertical dashed lines. Each segment is labeled with a key activity. The first segment is labeled 'Cross-border business development', the second 'Foreign trade activity (export and import, transaction support)', and the third 'Attracting foreign investment'. The background is dark with a faint image of a person in a suit.

Cross-border
business
development

Foreign trade
activity (export
and import,
transaction
support)

Attracting
foreign
investment

WINDOW OF OPPORTUNITIES

ICJI — a reliable and
**effective mediator with
unique capabilities:**

Direct contact with large
Russian businesses

Direct contact with
authorities and deve-
lopment institutions

Direct contact with inter-
national trade organizations
and business representatives

The availability of effective
tools to address global
challenges

Expertise for strategic
modelling of cross-border
business development

Availability of professional
competences

PRIORITY REGIONS

ICJI

China

India



countries in the
Middle East and
South East Asia

PRIORITY SECTORS

ICJI

Oil and gas
industry

Food
production

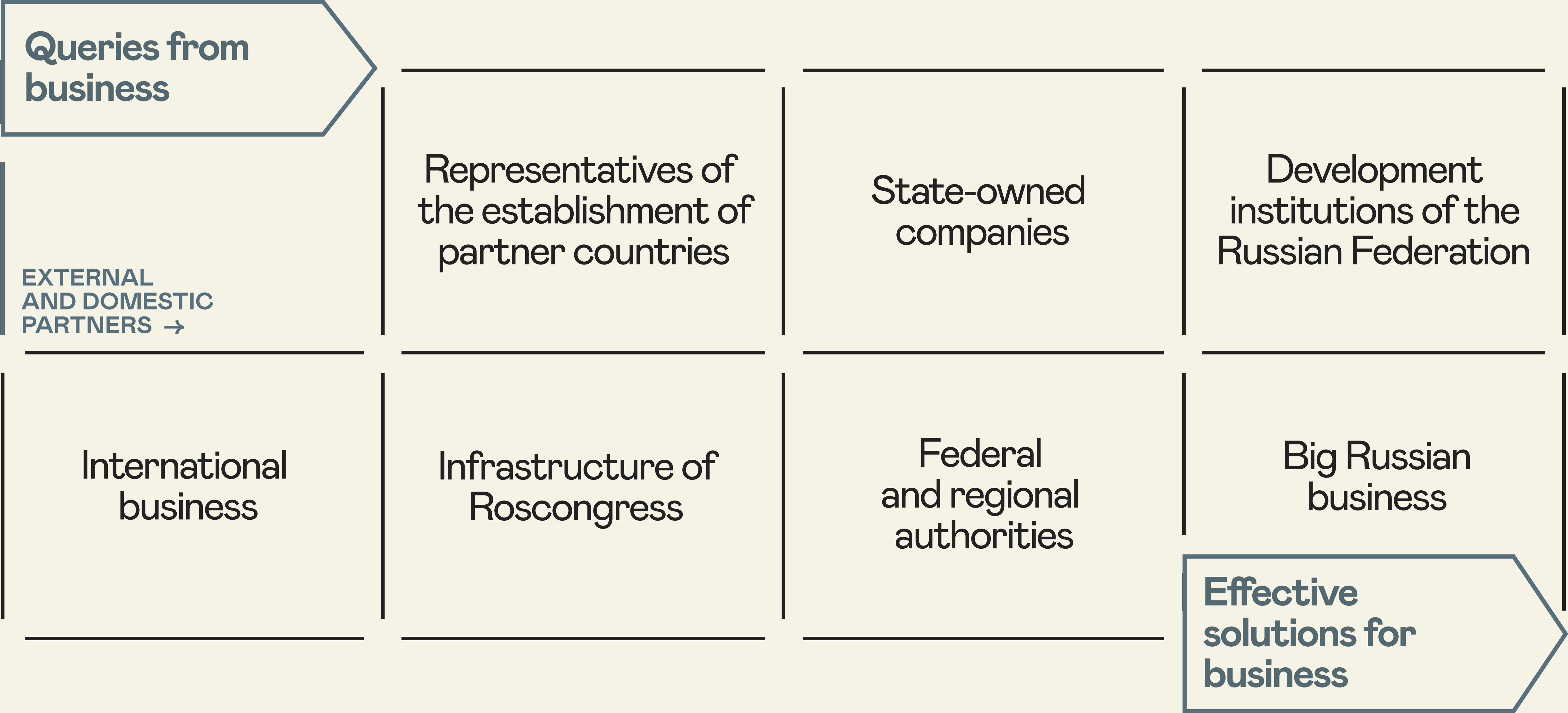
Agriculture

Pharmaceuticals

Engineering

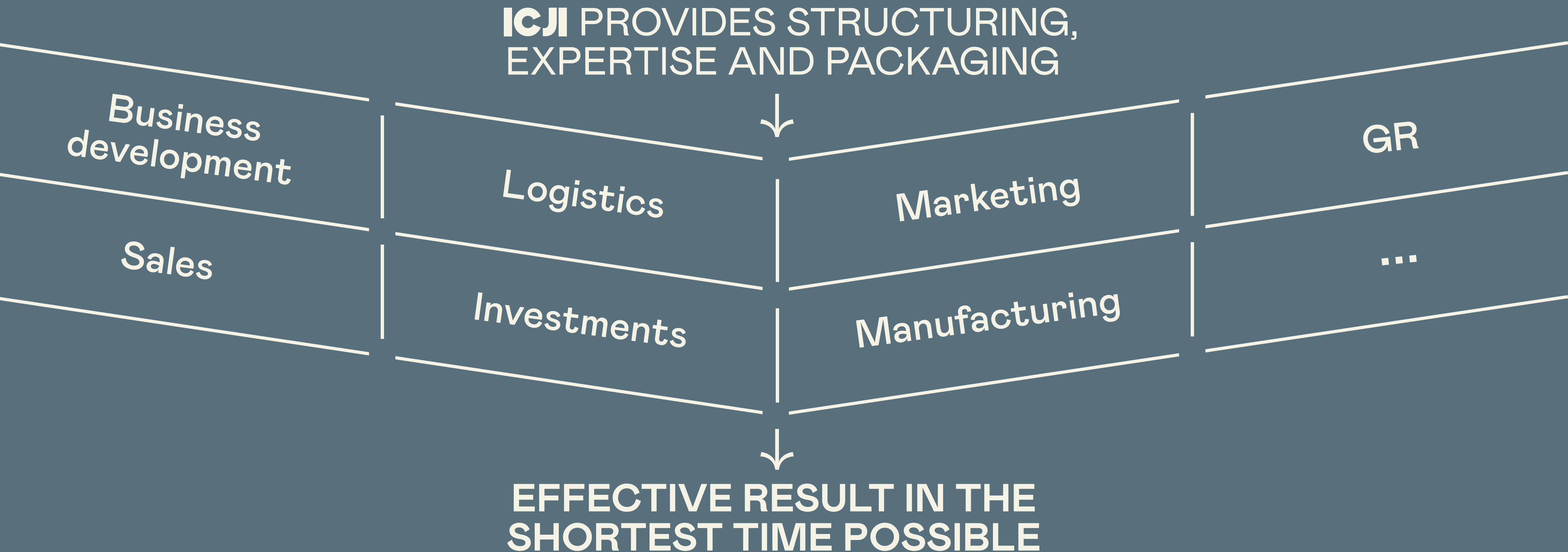
IT technology

MODEL OF WORK

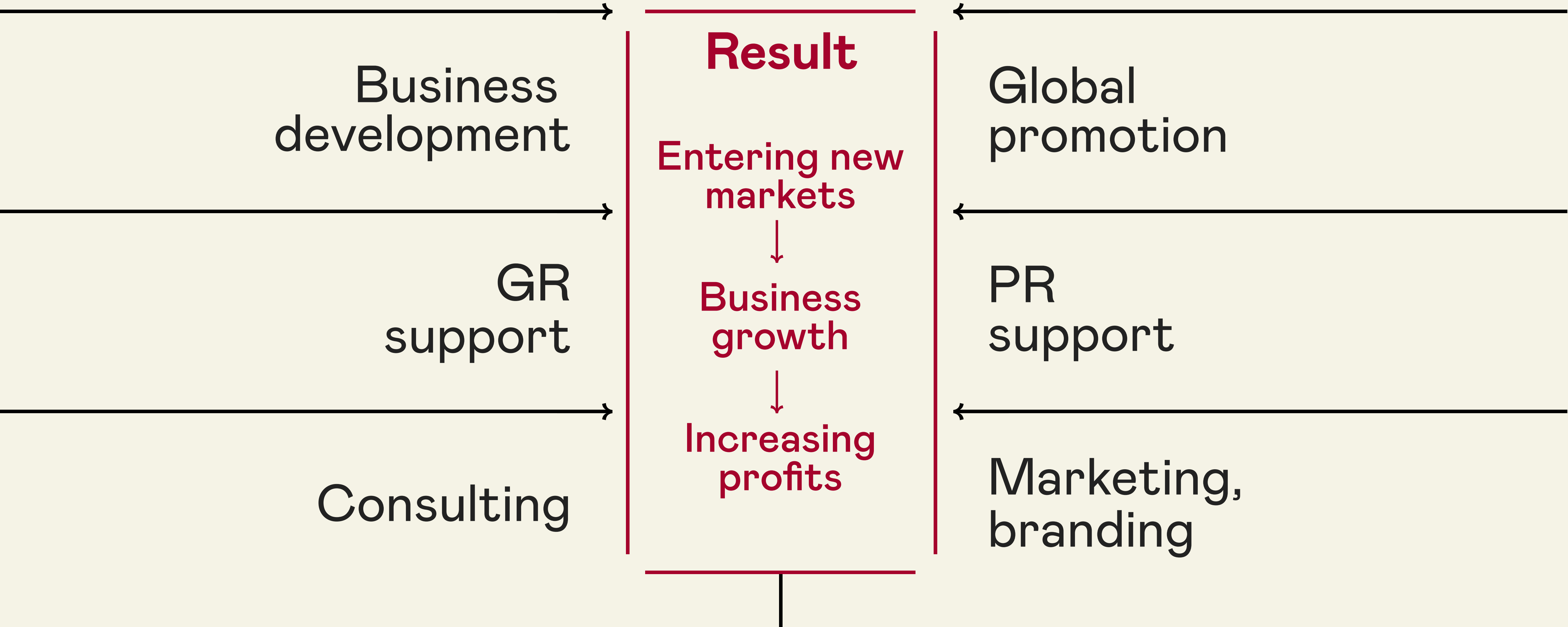


AGGREGATOR OF UNIQUE COMPETENCIES

ICJI



UNIFIED PLATFORM FOR BUSINESS DEVELOPMENT



UNIFIED PLATFORM FOR BUSINESS DEVELOPMENT



BUSINESS DEVELOPMENT

comprehensive support
for entering international
markets

step-by-step implemen-
tation of the international
transaction process

preparation of documents
required for the import
and export of goods

proposal of efficient
financial instruments

search for trustworthy
international partners

setting up new
joint ventures

logistics development

CONSULTING

market research, data
collection and analysis, risk
and benefit assessment

analyzing investment
opportunities and
attracting investments

organization of net-
working events

generation of new business
opportunities, M&A

analysis of funding sources

attracting local, national
and international funding

assistance in preparation
and implementation of
financing agreements

GR SUPPORT

organizing meetings and
facilitating the preparation
of official appeals

gaining publicity through
contacts with the
authorities

assistance in preparing the
company's participation in
tenders organized by the
authorities

GLOBAL PROMOTION

participation in major local
and international events

organization of congress
and exhibition events to
promote to new markets

strengthening demand
through new media

sales promotion

organization of business
missions and road shows

PR SUPPORT

establishing B2C
communications

helping to build and
maintain relationships
with potential investors,
preparation of presen-
tations of investment
projects

positioning the company
in the media, informing
various groups of the
target audience about
its activities, etc.

implementation of digital
communications: internet
projects, social networks

MARKETING AND BRANDING

developing personalized
marketing strategies

branding and product
adaptation to the
marketplace

brand design

brand strength
development for
the Russian market

creating trends for
new products and
services

COOPERATION OPTIONS

Market positioning

preparing a list of potential
buyers of products

preparation of information
and contacts from open
sources

detailed market
overview, estimate
of current product
consumption

development of
a market positioning
strategy

A

Transaction support

arranging contacts
with potential buyers

organization of
introductory talks

organizing and sup-
porting online/offline
meetings with
potential buyers

B_{A+}

Full business support FEA outsourcing

legal support for
agreements/contracts
and transaction support

support and assistance
with logistics/customs/
permits issues

C_{B+}

LIST OF SERVICES FOR RUSSIAN COMPANIES

Export to China
example

Opening a company in Hong Kong and opening an account in Mainland China and/or opening a company in Mainland China and opening an account with banks in Mainland China

1→

Legal and accounting support for doing business in China

2→

Basic market research and initial advice on doing business in China

3→

Opening a company office or a network of company offices in China

4→

Recruitment, including conducting live and remote interviews

5→

Provision of basic GR with the relevant regional authorities (Chamber of Commerce, Department of Commerce, one industry association)

6→

Seeking partners in the region and beyond

7→

Basic promotion in China's social media

8→

Business missions to Chinese regions

9→

CONTACTS



website

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FROM
HANDSHAKE
TO PROSPERITY