

2016 International Business Summit Concept

*“Over the years the International **Business Summit** has become a unique platform for **constructive communication between government and business**. It is the venue where new business contacts are set up and new agreements made. [...] The International Business Summit will be a great example showing that our country is open for cooperation, will help improve investment and business climate and solidify our relations with foreign partners”.*

Dmitry Medvedev, Russian Prime Minister.

(Welcome address to the 2015 International Business Summit participants)

1. General provisions

The 5th International Business Summit (“Business Summit”) - For the benefit of Russia’s future business needs to be integrated with administrative resources and education system’s potential

Dates: 21-23 September 2016

Venue: Nizhegorodskaya Yarmarka, Nizhny Novgorod, Russia

Organizers:

- Nizhny Novgorod Regional Government
- All-Russian CJSC Nizhegorodskaya Yarmarka

Potential co-organizers:

- Ministry of Economic Development of the Russian Federation
- Ministry of Industry and Trade of the Russian Federation
- Russian Union of Industrialists and Entrepreneurs
- Chamber of Commerce and Industry of the Russian Federation
- Russian Presidential Academy of National Economy and Public Administration (RANEPA)
- Delovaya Rossiya, All-Russian public organization

Official website: www.ibs-nn.ru

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2015 International Business Summit Summary:

- 48 Russian regions
- 45 foreign countries
- 8,000 business delegates
- 24 investment agreements signed worth of 62 bln. rubles
- 93 Congress events
- Russia’s Future exposition area of over 4,000 m²

- 3,000 school, college and university students

Framework:

1. Congress
 2. Russia's Future, 21st Exhibition of R&D, Industrial and Investment Potential (supported by the Russian Chamber of Commerce and Industry and the Russian Union of Industrialists and Entrepreneurs)
- Franchise expo
1. Communication platform

Key Theme:

Russia: Together into the Future!

Mission:

Create a consistent business environment and develop the economy to secure our country's future; build the image of Russia as a strong, stable, sustainable and independent country open to cooperation.

"We have to do everything to make sure our businesspeople can achieve their full potential. It is of vital importance for the country and its development, for all of its regions and for Russian companies to take their rightful place both domestically and globally", - said Russian President Vladimir Putin at the State Council meeting on April 7th, 2015 to discuss measures on SME development being one of the key conditions to renovate the country and its economy.

1. INTERNATIONAL BUSINESS SUMMIT – A PLATFORM FOR BUSINESS

Core idea: *build effective strategies to develop business and business environment*

The words 'business summit' reflect the core idea of the event as it places a premium on the interests of the business community, it being the driver for economic development.

New challenges caused by, first of all, the current economic situation set new missions for businesses of all sizes – small, mid-size and large – and require prompt and correct actions. Further development of an enterprise or a business, its good performance and stability depend on the decisions made and actions taken by its owner. It's obvious that the business environment stability can be one of the key drivers for the national economic development. However crises with their adverse effects can cause a state of uncertainty for the business thus hindering decision-making, while accurate analysis, expert opinions and forecasts can guarantee correct strategic decisions.

The 5th International Business Summit is going to be an event to gather leading industry experts, economists and public leaders together. Lots of congress event aim to discuss the current situation

and predict its development. With the mission to improve the economic environment it is important to make predictions, however it is yet more crucial to develop **concrete effective measures which will help business owners to adjust to new realities today, keep their business and make steps towards its further development.**

The main unique feature of the International Business Summit is **its output – a list of action-oriented recommendations** both for large business and SMEs.

So the 2016 International Business Summit goes beyond analysis and discussion of various economic situations and their consequences as it aims to get action-oriented recommendations from leading industry experts and financial market players on how to survive in the current economic situation and cope with the crisis adverse effects.

The exhibition is a natural and consistent extension of the Congress and a unique tool to help set up new business contacts.

The International Business Summit aims to bring together businesses and engage state authorities in removing the barriers which can hinder the implementation of commercial projects as well as to build the image of Russia and its regions as an international business destination. The Summit's education-related events focus to commercialize new R&D ideas and technologies to help increase labor productivity.

Goals:

- To draw up development strategies and recommendations for businesses
- To bring together businesses as well as business ideas and resources required to implement them, bring the interests of the businesses to potential Russian and foreign Business Summit participants and delegates and build mission- and project-tailored business missions
- To promote the growth and development of small, mid-size and large businesses by creating a good business environment in each Russian region, which shall include setting up an organizational and legal framework to support business activities and introducing a transparent scheme for its implementation.

The International Business Summit is, first and foremost, a platform for business

As for SME support and assistance, it should include various aspects: financial assistance, e.g. soft loans and credits as well as guarantees on easy terms, legal support, e.g. easy-to-understand procedure to register as a legal entity, technical support, e.g. easy access to infrastructure resources with no bureaucratic barriers imposed. Besides, it is very important to support small and mid-size companies through their integration with large businesses to meet their common targets and challenges.

As Vladimir Putin says, “these targets have to be reached together with businesses, with the media, political parties and public unions”. That is exactly what the 2015 Business Summit offers to its participants as it will bring together all the stakeholders to discuss challenging issues related to developing business in Russia.

International Business Summit as Viewed by the Business

- **Area of interest:** SEARCH FOR NEW PARTNERS (RUSSIAN AND FOREIGN)

Opportunities:

- communications platforms to appoint and hold negotiations
- Exhibition
- B2B sessions

- **Area of interest:** PROMOTE YOUR BUSINESS AND/OR PROJECTS

Opportunities:

- project presentation during the Exhibition using various formats – either as an expo stand or as a presentation at your booth or in a special presentation zone
- advertising opportunities offered by the Business Summit
- project catalog distributed during the year among Russian and foreign companies and investors looking for investment opportunities

- **Area of interest:** RECRUITMENT

Opportunities:

- 2016 Volga FUTURE HR Forum
- career expo
- direct contacts with universities and other educational institutions with an opportunity to launch HR training programmes as part of the Congress events

- **Area of interest:** REMOVE ADMINISTRATIVE BARRIERS, SECURE EFFECTIVE ECONOMIC POLICY, LOWER TAX BURDEN, AMEND CURRENT LEGISLATION

Opportunities:

- G2B session – direct and open communication with the authorities to solve urgent problems
- Plenary Session – latest information on the current government policy as well as expert opinions
- Project catalog which also gives a review of the problems businesses face during their operations and/or project implementation; if such information is given well before the Business Summit it can be included in the agenda of a Congress event

- **Area of interest:** REDUCE COSTS, BOOST EARNINGS IN VOLATILE ECONOMIC SITUATION

Opportunities:

- communication with leading industry experts, analysts and public leaders in the areas of economics and finance during the Plenary Session and other Congress events
- specific recommendations as the output of the Business Summit
- workshops given by best business coaches

- **COMPETITIVE ADVANTAGES**

- largest business event in Volga Federal District
- extension of the Russian United Forum, an event with the history of over 20 years
- B2B and G2B communication platforms with proven performance and new business contacts established
- venue for Russian regions' self-presentation
- best way for foreigners to start doing business in Russia
- IBS being a unique business platform as it integrates exhibitions and congress events, i.e. each exhibitor can make an amazing exhibition stand as well as get a unique opportunity to tell about their projects, the business partners they search, and the challenges and problems they face, all of which will underpin the Congress program; each and every exhibitor's project will be analyzed to find potential business partners using the cooperation network of the regional state authorities. So foreign businesses will be offered specific projects of the exhibiting companies while foreign business missions will be tailored with account of the interests.
- Catalog of projects listed under various categories, including 'imports', 'exports', 'investment', 'commercial real estate', 'innovation' and 'tourism', as an output of the International Business Summit. The catalog to be disseminated in Russia and abroad during the twelve months after the IBS. The catalog to be drafted and published open access well before the event upon getting expo entry applications thus boosting opportunities to promote projects and find partners.

benefits:

- **For Russian and foreign business communities:** set up true business contacts to promote new projects, remove existing barriers, settle HR issues and commercialize innovative goods to set up new high-performance manufacturing facilities; get an opportunity for communication with leading experts and coaches in the areas of economics and business.
- **For state authorities:** develop regional economies through new business projects, provide support to businesses by removing existing barriers, and attract new investors to Russia and its regions.

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- **Research and educational institutions:** define business needs and interests to tailor educational programs as it will help increase labor productivity and improve employment opportunities.
- **For representatives of innovation-related companies and organizations:** commercialize innovations and R&D projects.

1. participation framework

Today's economic situation is challenging, so it is evident that this year we should move from words and general ideas to action and performance.

The Business Summit organizers are ready and willing to take into account the exhibitors' interests and communicate them to potential foreign partners well before the event actually starts to ensure both the Business Summit and the Exhibition prove to be effective and fruitful.

We offer the following framework for Business Summit participants: a company files an application to be an exhibitor during the Business Summit and gives details of its project. This information will be officially sent to embassies and trade representatives offices to find matching proposals made by companies and organizations. Foreign business missions will also be tailored to take into account business interests of the stakeholders while their agenda will include meetings with Russian companies interested to set up partnerships.

So the Business Summit will prove to be an effective tool to promote specific projects and ideas while the Exhibition will prove to be a platform to set up true business contacts.

- **CONGRESS PROGRAM**

In 2016 the focus and emphasis will be on the Congress events arousing special interest among the IBS participants, e.g. the Plenary Session, B2B and G2B sessions, which involve leading industry experts and analysts as well as foreign business missions.

Key Program Pillars and Themes:

Every month the Russian Statistics Agency (Rosstat) makes business activity surveys with 3-4 business top managers among the respondents. Based on the responses provided by them a list of factors hindering business activities is drafted.

Here is a ranking of factors hindering industrial growth based on the survey of March'16:

- economic situation uncertainty;
- low domestic demand;
- high taxes;
- lack of finances;
- high commercial loan interest rate;
- low demand on foreign markets;
- wear-and-tear and lack of machinery;
- lack of qualified personnel;
- low demand on foreign markets.

These challenges will be the basis for the Congress program and agenda in 2016.

Key Events:

- Plenary session: «*Investment in future: Russia*»
- B2B session (aimed to enhance setting up direct business contacts, including contacts with foreign businesses, simultaneous/consecutive translation provided)
- G2B session (aimed to enhance interaction between the business and the government)
- Innovative Education as a Driver of Russia's Technological Breakthrough, 3rd Educational and Industrial Forum
- 2016 WorldSkills Russia in Nizhny Novgorod region, 3rd Regional Blue-Collar Championship
- VolgaFUTURE-2016 HR Forum
- High Technologies of Nuclear Industry. Youth in Innovative Process, 11th Youth Scientific and Technical Conference
- Case study sessions
- **EXHIBITION PROGRAM**

The International Business Summit focuses on action rather than demonstration to achieve the mission and the goals of the event: the exhibition to be an absolutely useful, efficient and effective tool for all the Business Summit participants as it is built in full conformity with their needs.

Exhibition Pillars:

1. Imports
2. Exports
3. Investment
4. Commercial real estate
5. Innovations
6. Tourism

- **Communication Platform**

As one of the key goals of the Business Summit is to ensure effective business communication among its delegates and participants we focus to efficiently organize communication opportunities.

That is why we've set up a two-level communication platform:

- Website-based e-communication platform (ibs-nn.ru): each registered Business Summit participant can get to its personal account, contact another participant and schedule a meeting – *an e-communication opportunity*;
- B2B communication areas – *a live communication opportunity*.

Golden Khokhloma, a VIP area for B2B communication

- **KEY PARTICIPANTS**

- Representatives of federal and regional state authorities, both legislative and executive, as well as of municipalities;
- Foreign delegations and business missions (including public officials and businesspeople);
- Business communities (SME, industrial companies);
- Business unions and associations;
- Research and educational institutions;
- Representatives of innovation-related companies and organizations (hi-tech and software developers, innovative engineers);
- Financial institutions and venture capital funds;
- Mass media.

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