



2013 МЕЖДУНАРОДНЫЙ БИЗНЕС-САММИТ
НИЖНИЙ НОВГОРОД

CONCEPT

2013 INTERNATIONAL BUSINESS SUMMIT CONCEPT
(NIZHNY NOVGOROD)

GENERAL INFORMATION

→ VENUES:

- **Nizhny Novgorod** (venues for the Congress: Nizhegorodskaya Yarmarka (Nizhny Novgorod Trade Fair), Ankudinovka IT-Park, Nizhny Novgorod State Technical University, Lobachevsky State University of Nizhny Novgorod).
- enterprises in Nizhny Novgorod and the region (*visits to regional companies where investment projects have been completed with on-site round-table discussions as well as visits to investor-attractive areas in the region*).

→ DATES:

11–12 September 2013

→ ORGANIZERS:

Nizhny Novgorod Regional Government supported by the Russian Government (Russian Ministry of Education, Russian Ministry for Regional Development and Russian Ministry of Economy,

as well as: *Sberbank, Vnesheconombank, FIFA, Rosatom, Agency for Strategic Initiatives, Skolkovo, Russian Civic Chamber; Agency for Export Loan and Investment Insurance, Russian Direct Investment Fund.*

INVESTMENTS IN RUSSIA'S FUTURE

Official website of the Business Summit: ibs-nn.ru

e-mail: ibsnn2013@gmail.ru

Call-center: 8-800-333-02-34 (free)

→ GOALS AND OBJECTIVES:

- develop a sustainable image of Russia as a prosperous country which is developing in an integrated manner and is an attractive destination for global investors.
- attract foreign and Russian investors to develop private projects as well as projects under the public-private partnership scheme.
- share expertise and experience in the area of investments and R&D and innovation activities.

→ TARGET AUDIENCE:

- foreign and Russian companies;
- owners and managers of high-tech companies;
- heads of vocational colleges and universities;
- heads of public and international R&D centers;
- heads of investment funds and financial institutions.



SUMMIT STRUCTURE BASIC LINES:

→ **Cluster-Based Approach to Area Development**

(mechanisms to build cluster models, presentation of regional innovative clusters and their development, successful implementation of regional investment development strategies, developing levers to support business infrastructure).

→ **Education and HR for the New Industrial Economy**

(developing innovative approaches in education, coordinating industrial, R&D, investment and educational communities to train personnel for innovative projects, presenting state-of-the-art features of the regional infrastructure providing effective and efficient support to young professionals, involving available financial resources of industrial, banking, private and institutional investors in education and innovative production)

→ **Getting Ready to Host FIFA 2018 World Cup**

(presentations of infrastructure projects: modifications of road and traffic (subway, cableway, HSL, airport rail link) infrastructure as well as of HoReCa infrastructure)

→ **Individual Programmes for 18 Foreign Business Missions**

(visiting sessions to regional companies that have completed investment projects, industry-specialized round-table discussions, visits to available investment sites)

→ **Youth's Investment Potential**

(«InvestorDemoDay» — presentations of innovative projects and “Startup Search” winners having innovative solutions and projects)

→ **Communication Opportunities**

(“Mass Media and Business in the New Technology World” 2013 Russian Media Congress Opening — setting up an area to share and exchange experience, discuss issues on covering the most urgent issues of the Russian economic life in media, establish business contacts among state authorities, business, R&D and journalist communities (Kommersant's round-table discussions, Rossiyskaya Gazeta on-site editorial office, “Kupol” on-line studio and press room areas) supported by the Russian Union of Journalists, Russian Civic Chamber and Russian Public TV)

→ **Nizhny Novgorod Governor Valery Shantsev and leading Russian and international experts are to call to order and close day 1 of the Business Summit.**

→ **Moderators of panel and round-table discussions are famous media personalities as well as the leading Russian mass media editors-in-chief.**

→ **RBC (RosBusinessConsulting) Holding is the main media sponsor of the Summit; others are Rossiyskaya Gazeta, Kommersant, Vesti-24 and RIA Novosti.**





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INTERNATIONAL BUSINESS SUMMIT, DAY 1, 11 SEPTEMBER 2013

Day 1 of the IBS includes congress events, communication and culture programme:

Congress part

- **International Business Summit Opening Ceremony**
- **Plenary Session** (*key topic of the plenary session TBD*)
- **Sberbank Volga-City Customer Support Center, First Ankudinovka IT-Park Resident, Opening**
- **Workshop on Russia's WTO Membership and Its Aspects as regards Nizhny Novgorod Region: "Changes to Trade Policy Review Mechanism after Russia's WTO Accession: Core Aspects for State Officials"**
(*Organizer — World Trade Center, Nizhny Novgorod*)
- "Business Incubators as a Small Business Development Tool" Russian Conference (*Organizer — Nizhny Novgorod Business Incubator*)
- Annual **Conference** on Advertising (*Organizer — Nizhny Novgorod Chamber of Commerce and Industry*)
- **British-Russian Business Forum** (*Organizer — RBCC*)
- **Urgent Issues in Economics, Management and Innovations International Conference** (*Organizer — Nizhny Novgorod State Technical University*)
- **Luncheon given by Nizhny Novgorod Governor**
- **B2B and face-to-face** communication sites (scheduling to start in July to be published on the official website of the Business Summit)
- **Signing agreements and memorandums on cooperation with Russian and foreign companies and regional authorities to implement investment projects in the region**
- **Nizhny Novgorod Government's Reception** (*venue TBD*)





Communication

There's a presentation area set up for the IBS participants' communication and presentations to potential partners to establish new business contacts to develop projects as well as to inform about the regional potential

A meeting schedule is to be drafted for meetings of the IBS participants with investors and authorities (there's a page on the website to apply for a meeting with a particular IBS participant)

There will be visiting sessions during the IBS organized for informal business communication of the IBS participants.

Culture programme

- **Cable car ride on the highest and longest cableway in Europe** (*Nizhny Novgorod-Bor*).
- **Boat tour on the Volga river along its high bank** (*viewing such sights as the Annunciation Monastery, Prince Alexander Nevsky Cathedral, Strelka and Pechersky Monastery*).
- **Nizhny Novgorod Blockbuster, a bus and walking sightseeing tour to reveal the most memorable moments in the history of Nizhny Novgorod.** Travel through eight centuries in just one day!
- **The Trade Capital of the Russian Empire, a walking tour** — once upon a time, when there were no shopping malls in Russia...
- **Nizhny Novgorod's Old Town, a walking tour revealing the legends and true stories of the old city.**
- **Tours to museums of Nizhny Novgorod.**
- **Handicraft master-classes** (*painting, pottery, Christmas balls, etc.*).





INTERNATIONAL BUSINESS SUMMIT, DAY 2, 12 SEPTEMBER 2013

B2B and face-to-face communication sites during day 2 of the IBS:

→ **Individual programmes for foreign business missions** *(there are officers of the regional Government responsible to develop business programmes for foreign visitors taking into account the interests of both, foreign guests and local companies):*

- The Netherlands
- Belgium
- Luxembourg
- Italy
- Spain
- France
- Norway
- Germany
- China
- Czech Republic
- Poland
- Arab Emirates
- Great Britain
- South Korea
- Azerbaijan
- Armenia
- Belorussia
- Kazakhstan

VISITING SESSIONS FOR FOREIGN BUSINESS MISSION DELEGATES, INCLUDING:

→ VISITS TO REGIONAL COMPANIES WHERE INVESTMENT PROJECTS HAVE BEEN COMPLETED WITH ON-SITE ROUND-TABLE DISCUSSIONS:

Automotive industry — GAZ Group Plant, Adam Smith Conference (topics TBD with Adam Smith Institute) (Nizhny Novgorod),

Shipbuilding industry — Gorodets Dockyard (Gorodets, Nizhny Novgorod region),

Aircraft engineering — Sokol Aircraft Engineering Plant (Nizhny Novgorod),

Petrochemistry — RusVinyl Belgian-Russian joint venture (Kstovo, Nizhny Novgorod region),

→ VISITS TO AVAILABLE INVESTMENT SITES
(THE LIST OF THE SITES TO VISIT TBD),

Bus transfer services to be supplied to delegations (buses with the IBS logos).

Besides all the IBS participants will be offered culture programme.





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The IBS 2013 outcome document to be a resolution to include the following:

- results of the overall event and particular events in the IBS programme;
- recommendations to improve the investment climate and its articular components;
- draft recommendations of the Russian Government and regional state authorities on education, innovations, cluster policy, etc.
- analysis of innovative and investment development of the Russian regions, etc.