



V INTERNATIONAL CONFERENCE «FOREIGN ECONOMIC ACTIVITIES AS FACTOR FOR EFFICIENT DEVELOPMENT OF SMALL AND MEDIUM ENTERPRISES IN THE RUSSIAN FEDERATION REGIONS»

November 30 - December 01, 2017 Rostov upon Don
Rostov State Music Theater, 134, Bolshaya Sadovaya Str.,
Congress-hotel «Don – Plaza», 115, Bolshaya Sadovaya Str.

CONFERENCE CONCEPT

The present Concept for preparation and organization of the International Conference «Foreign economic activities as the factor for efficient development of small and medium enterprises in the Russian Federation regions» (hereinafter – Conference) defines the objectives, tasks and procedures of its implementation.

Economic sanctions applied by various countries towards Russia have caused from one side significant slowdown of many foreign markets activity volume, however, on the other side opened new opportunities and directions for foreign economic activities as well as stimulated Russian business to explore new opportunities and niches on the local markets. As a results many small and medium enterprises including innovative and hi-tech companies started to consider such new markets (Asian Pacific region, Latin America, etc.) as a serious alternative for strategic development of their business.

Such a development is also supported by the state program aimed at stimulation of foreign economic activities of SMEs. By the moment of political controversies a lot had been already done under that program in order to improve export potential of the Russian enterprises, to develop state regulation mechanisms, to diminish administrative barriers, to set national and regional infrastructure organizations for support and development of export activities.

However, at present the activities in the field of development of export potential of the Russian SMEs require implementation of serious steps on the regional level, improvement of cooperation and coordination of all the institutions involved into SME export stimulation and promotion process and best use of all the instruments and support mechanisms offered by the relevant stakeholders.

That is why the Conference agenda includes such topics for discussion as stimulation of export activities of SMEs that have good export potential and competitive products, first steps to enter foreign markets, access to long-term financial resources for starting and operating exporters, promotion and positioning of the Russian products on the global markets in general, role of various development institutions and infrastructure organizations.

The national brand of the Russian Federation is the leading factor to define – under the existing multi-level system of international cooperation – investment attractiveness of the Russian companies and to promote successfully Russian export goods and products on the global markets.

At the same time successful involvement of the Russian regions in the international cooperation process, efficient marketing and promotion of territories, localization of export activities and promotion of SME for the global markets – all these factors set the background for direct cooperation of the Russian regions with potential partners from the international states.

In such a case the RF regions get loyal foreign partners, secure administrative resource for speeding up the cooperation, stimulate regional SME interaction with international business in the field of trading and technology transfer, promotion of innovative and investment assets / projects of the territory, involvement of guarantee mechanisms and other risk minimization instruments.

Foreign economic activities could also catalyze business and event tourism in the RF regions that would further lead to the development of healthy competitive and attractive investment environment in the regions through pro-active position of the regional authorities and business community.

The Conference has already become well known as the key event in the context of popularization of the regional export potential and its regular implementation enables the organizers to improve its format, to update topics for discussion, to define the most efficient activity forms and methods as well as to discuss and to try new communications standards. Thus participation in the Conference provides regional authorities and infrastructure organizations with exclusive professional resource to exchange best practices in the field of export stimulation and development.

Also the Conference becomes the right place to demonstrate the most efficient and result oriented approaches for implementation and support of export activities in the RF regions; such exchange of the best practices will allow decreasing transactional costs slowing down export on the regional level.

Organizers of the Conference:

- Ministry for Economic Development of the Russian Federation;
- Government of the Rostov region;
- Ministry for Economic Development of the Rostov region;
- Russian Union of Innovation and Technology Centers;
- Association of Agencies for SME Support «Razvitie».

Co-organizers of the Conference:

- Foundation for Assistance to Small Innovative Enterprises;
- Export Support Centre of the Rostov region.

Operators of the Conference:

- Russian Agency for Support of Small & Medium Business;
- Private Entrepreneur Yulia Kruchanova.

The Conference is organized with support and participation of the Russian Export Center, SME Corporation, American Chamber of Commerce in Russia, Deutsch – Russische Auslandshandelskammer, Consortium Enterprise Europe Network – Russia.

Information partners of the Conference:

- Information Portal “Exporters of Russia”;
- Magazine “ProBusiness”
- International experts network “Souzconsult”.

Date and Venue of the Conference:

- Date: November 30 - December 1, 2017;
- Venue: plenary session - Rostov State Music Theater, 134, Bolshaya Sadovaya Str.,
sections - Congress-hotel «Don – Plaza», 115, Bolshaya Sadovaya Str.

The Conference objectives:

- popularization and improvement of efficiency of foreign economic activities of SME through synchronization of interests and resources for business development on the international markets available on the regional level.

- stimulation of foreign economic activities of the Russian SMEs through improvement of support provided on the regional level;
- systematic development of coordination and cooperation of the relevant development institutions, infrastructure organizations, international mechanisms and programmes («export lift»).

The Conference tasks:

- search for effective and efficient solutions as well as elaboration of recommendations of the state and municipal authorities aimed to improvement of the SME support infrastructure that stimulates investment attraction, implementation of innovations and promotion to foreign markets;
- definition of the priority directions / mechanisms / instruments / state support initiatives and measures on the federal and regional levels to improve competitiveness of SME on the inter-regional and international markets;
- elaboration of proposals to improve competitiveness of the Russian SME and stimulate their activities in the field of foreign economic activities;
- definition of the best practices, approaches, standards for events organization aimed at support and promotion of SME export activities by the relevant infrastructure institutions;
- provision for efficient targeted communication process for all the Conference participants within all the declared work formats.

Participants of the Conference:

- competitive small and medium enterprises from the Rostov region and other regions of Russia;
- federal, regional and municipal authorities;
- leading development institutions and relevant infrastructure organizations (centres for coordination of support to export-oriented SMEs, cluster development centres, etc.);
- the Russian and international public organizations and unions of entrepreneurs;
- representatives of the embassies and of the international institutions that support SMEs, trade representatives of Russian in the foreign states;
- international experts and entrepreneurs having specific proposals for business cooperation or developed investment projects and interested to find potential partners;
- big Russian and international companies interested in developing cooperation with SMEs.

Number of participants – not less than 350 people.

Format of the Conference:

During the Conference a plenary session as well as working sections and round tables, training programme and B2B meetings are planned to be organized:

- plenary meeting;
- section «Open dialogue with exporters»;
- section «Southern Russia on the global markets: good practice and opportunities»;
- section «The RF Ministry for Economic Development – instruments & opportunities for international cooperation development»;
- section «Protection of exporters' rights»;
- section «Stimulation of SME export activities – regional guarantee organizations practice under the National guarantee system»;

- section «Opportunities for export – oriented SME to build into the global supply chains»;
- section «Foreign business in Russia: current challenges & development prospects»;
- section «Globalization of innovations»;
- section «Investments for SME export development: presentation of projects»;
- closed section «Export support infrastructure – 2017 results & development prospects»;
- training course by the Russian Export Center for export beginners;
- seminar «How to do business in & with Germany. Specifics of market entry»;
- section «Incoming and internal tourism: foreign economic activities practice for regional stakeholders»;
- seminar on foreign economic activities aspects;
- section by the Rostov foresight club;
- B2B meetings;
- exhibition.

Working languages of the Conference – Russian and English.

Participants of the Conference:

It is expected that the Conference will host representatives from small, medium enterprises, executive and legislative authorities of Russia, development institutions, SME support structures, associations of entrepreneurs, regional CCIs, international organizations, mass media means (not less than 350 people).

To form the list of participants of the Conference, the Management Board will disseminate a special information letter to the federal executive and legislative authorities, regions of the Russian Federation, associations of entrepreneurs, regional CCIs, business CEOs and international organizations.

Selection of the Conference speakers will be done through careful examination of the existing successful practical experience of the participants and their proposals for support and development of the Russian SMEs into the process of the Russian economy modernization, implementation of innovations, promotion of hi-tech products onto the international markets as well as measures for support on the national, regional and municipal levels.

All those who would like to take part in the Conference have to register according to the established procedure and approved formats.

Applications for participation in the Conference are accepted from private persons and legal entities. In case of speaking at the Conference the participants have to present the filled-in registration form with his / her CV, PowerPoint presentation or speech in Word format.

The list of Conference speakers will be formed by the Management Board on the basis of the following criteria:

- availability of practical positive experience;
- urgency of the topic proposed for presentation;
- validity of the proposals and recommendations.

All registration forms presented by the potential participants are accepted by the Management Board of the Conference not later than November 16, 2017.

All the documents and decisions elaborated during the Conference will be published in the Internet on the sites of the organizers and co-organizers.

Further on, the Management Board of the Conference will send an official confirmation and invitation for the approved participants / speakers.

Representatives of different ministries and agencies, international organizations and mass-media means are also invited for participation in the Conference.

Participation in the Conference is free of charge.

Travelling and accommodation are at the cost of participants.

Programme and procedures of the Conference:

The programme of the Conference is to be elaborated on the basis of the proposals put forward by the working groups and Management Board and then is approved by the Management Board not later than one month before the Conference.

Plenary session procedures: reports – up to 15 minutes, speeches / presentations – up to 10 minutes.

Sections' procedures: reports – up to 10 minutes, speeches / presentations – up to 7 minutes.

Financial provision of the Conference:

The main financial source of the Conference preparation and organization is the means provided by the Conference organizers and sponsors. The Management Board of the Conference is developing a special Sponsor's package.

Information support of the Conference:

Information support of the Conference is done in the following way:

- placement of information in mass-media means;
- placement of information on the following web-sites: www.siora.ru, www.ved.gov.ru, www.rusexporter.ru, <http://mineconomikiro.ru/>, <http://expertsouth.ru>
- sending e-mails and letters;
- organization of press conferences.

Management Board of the Conference

The functions of the Management Board of the Conference are executed by the Russian Agency for Support of Small and Medium Business / Association of Agencies for SME Support "Razvitie".

The functions also include implementation of everyday tasks related to preparation of the Conference. Financing of the Management Board activities is done from the raised funds and sponsors' means.

Final documents of the Conference

The Conference participants will elaborate Resolution and Recommendations aimed at stimulation of efficient integration of the Russian SME sector into the global economic environment and improvement of the SME's competitiveness on internal and international markets of hi-tech innovative products as well as development of foreign economic activities by the regions of the Russian Federation.

Resolution and Recommendations of the Conference will be presented to different ministries and agencies, Federal Assembly of the Russian Federation, regional and municipal authorities, regional CCIs, associations of entrepreneurs, international organizations and also will be placed on the organizers' web-sites and mass-media means.