



RUSSIAN
EXPORT CENTER

 EXIAR

 EXIMBANK OF RUSSIA

CONCEPT OF MADE IN RUSSIA 2021 FORUM



**Made
in Russia**

FORUM CONCEPT



Date:

December 10, 2021



Format of the event:

Mixed

- **plenary session** designed as TED-style talks and discussions with front-line participants and online voting (optional)
- the event is aimed at exporters rather than government officials
- **at venue:** speakers, participants of the plenary session, hushed meetings (private functions), business missions, laureates of the Exporter of the Year 2021 contest, and exhibitors are taking part in person
- foreign speakers, webinar and Q&A sessions with participants, most of the viewers are expected to participate online



Venue:

Moscow, WTC Congress Center



Streaming platform:

Streaming will be launched on the Made in Russia tab on the REC website and social media accounts



Audience:

up to 500 people at the site



Languages of the Forum:

Russian, English

MADE IN RUSSIA 2021 FORUM

PROGRAMME STRUCTURE

Governmental programme

Meeting between Exporters and Members of the Russian Government

Plenary session
On the verge of 2030. What needs to be done?

Awards ceremony of the all Russian Exporter of the Year contest

Export forum of Russian Union of Industrialists and Entrepreneurs (RUIE)
Creating a new reality: new markets, partners and support mechanisms from government and business

Public expert council on the *International cooperation and exports* National project meeting

Governors' strategic session
Export as an outlook of the future

The best projects of 2021 presented by regional management teams

Educational programme

Webinar
Regulatory aspects of export through e-commerce

Webinar on state support measures

Masterclass: mini MBA programme
Export standard for SMEs. Marketing & Sales in export

Webinar
Showcase of the Export Professionals platform (B2B marketplace)

Webinar
Benefits and challenges of export support digitalization

Masterclass-tournament on negotiations between Exporters and Importers

Webinar
International Commercial Arbitration Court and Maritime Arbitration Commission under the Russian CCI as a mechanism for protecting the rights of Russian exporters

● Open, broadcasted ● Key sessions, by list admission, broadcasted

● Educational, pre-registration

● Enclosed, by list admission

MADE IN RUSSIA 2021 FORUM

PROGRAMME STRUCTURE

BUSINESS PROGRAMME

Session
10 years of export financing: lessons and prospects

Session
Broadening of logistic corridors as a way to business sustainability

Session
Infrastructure projects as a driver of hi-tech export growth

Session
Export of hi-tech and innovative solutions: opportunities of the interstate programme on innovative cooperation of the CIS countries until 2030

Session
High standards and best practices: decarbonization and technology transfer as a key to production of export-oriented products

Session
What Russia is ready to offer the world in terms of e-commerce

Russia - Middle East business dialog

Session
Africa: how to increase export of Russian NRE products-under the new conditions

Serbian, Turkish, Chinese, UAE, African and several European countries business missions meetings (business meetings zone and online)

EXHIBITION

An exposition of export-oriented products of companies from industrial, IT, agro-industrial and other sectors will be presented at the Forum site.

Considering the fact that 2021 has been declared the year of science and technology in Russia, the concept of the exposition involves science-intensive, technological, innovative solutions from various industries such as mechanical engineering, industrial equipment, medicine, electronics, IT. More than 40 companies will present prototypes and samples of their products, software and digital solutions, and also will be able to interactively demonstrate their functionality.



BUSINESS MISSION EVENTS

Within the framework of the business missions, the Russian Union of Industrialists and Entrepreneurs, the Chamber of Commerce and Industry of the Russian Federation, bilateral Business Councils will hold meetings and business negotiations with foreign regulators, REC representatives, and market experts (both offline and online). The meetings will touch upon the current trade cooperation, including workshops on entering foreign markets. Foreign buyers, distributors, representatives of retail chains, business associations, e-trading platforms, etc., as well as participants in business missions from the EU, the Middle East and CIS countries will attend the events.



BUSINESS PROGRAM OF THE MADE IN RUSSIA 2021 INTERNATIONAL EXPORT FORUM

December 10, 2021, Moscow
PROGRAM DRAFT

GOVERNMENTAL PROGRAMME

PLENARY SESSION ON THE VERGE OF 2030. WHAT NEEDS TO BE DONE?

Time: tbd

Hall:
Congress Hall

Goal of the session

Comparing the vision of key experts and representatives of export-oriented companies from different industries on the opportunity of Russian export development, its place in the global market, and the evolution of the export support ecosystem.

Target audience:

Russian entrepreneurs, current and future exporters, foreign entrepreneurs (potential partners of Russian exporters), development organizations, federal and regional authorities responsible for the implementation of the goals stated in the International Cooperation and Export national project.

Format:

Offline (TED-style talks and discussions with front-line participants) and online streaming.

Brief description:

Throughout the past few years there have been various events that significantly transformed the global economy and world trade. Now everyone has to face new challenges. What will the Russian export opportunities look like in the future? What aspects should be brought to a spotlight, and what topics should be left aside? What needs to be done to ensure that 2030 shoots the moon?

AWARDS CEREMONY OF THE ALL-RUSSIAN EXPORTER OF THE YEAR CONTEST

Time: tbd

Hall:
Congress Hall

Goal of the event:

Solemn ceremony of awarding the laureates and diploma winners of the All-Russian Exporter of the Year contest.

Target audience:

Russian exporters, development organizations, federal and regional authorities.

Format:

Offline, online streaming

Brief description:

The Exporter of the Year Award was established by the Russian Government and held by the Russian Export Center to recognize the merits and successes of Russian exporters on the international market. The Competition Committee includes representatives of relevant ministries, development institutions, and major business communities. On October 8, 2021, the Federal Contest Committee has selected 13 winners of the All-Russian Exporter of the Year contest. The award ceremony will take place on December 10, 2021, as part of the Made in Russia forum.

EXPORT FORUM OF RUSSIAN UNION OF INDUSTRIALISTS AND ENTREPRENEURS
(RUIE)
CREATING A NEW REALITY: NEW MARKETS, PARTNERS AND SUPPORT
MECHANISMS BY GOVERNMENT AND BUSINESS

Time: tbd

Hall:
Congress Hall

Goal of the session:

Identifying priority objectives aimed at promoting Russian agricultural products to foreign markets, including international logistics, agricultural engineering, agricultural chemistry and shaping, a common vision among exporters, development institutions, and specialized departments.

Target audience:

Entrepreneurs from the agro-industrial complex, agricultural engineering sector, banks and financial institutions, development organizations, the Ministry of Industry and Trade of the Russian Federation, the Ministry of Agriculture of the Russian Federation, the Ministry of Transport of the Russian Federation, the Federal Customs Service of the Russian Federation.

Format:

Panel session, offline with video conferencing option, online streaming.

Brief description:

The COVID-19 pandemic has revealed the fragility of the global economic system. At the end of 2020, the world economy weakened by 4.3; which is 2.5 times higher than during the 2009 crisis. The forecasted growth for 2021 of 4.7%-6% will not fully compensate for the losses.

The agro-industrial sector as one of the most steadily growing offers opportunities for outstripping growth. Over the past 6 years, Russia has shown the strongest growth rates among the 20 largest exporters of food and agricultural commodities. In 2021, Russia continues to increase the export of the agro-industrial complex. As of August 22, 2021, exports increased to \$19.2 billion, or by 18% compared to the same period last year.

The export of agricultural machinery has been on the surge for the third year in a row, renewing record highs. In 2020, supplies of agricultural machinery abroad increased by 30% (up to 15.9 billion rubles). This elevation was underpinned by the growth of agricultural production in the world which increased despite and even thanks to the pandemic.

Similar factors support the growth of exports of mineral fertilizers and plant protection products. During 2016-2020, the production of pesticides in Russia increased 1.8 times and reached 131 thousand tons.

International transport corridors, and in particular, the North-South project, are important for the growth of agricultural exports. *Green corridors* should be made as digital as possible and smoothly integrate information systems of member states and states. At the same time, it is important to take into account the prospects for the spread of new technologies, unmanned vehicles, and highways.

What steps should specialized regulators, development institutions, and entrepreneurs promptly take to make the most effective use of the opening possibilities?

MEETING

PUBLIC EXPERT COUNCIL ON THE *INTERNATIONAL COOPERATION AND EXPORTS* NATIONAL PROJECT

Time: tbd

Hall:
Congress Hall

Goal of the session:

Restarting the work of the public and business council in a new format, presenting the analysis of the national project and shaping a list of new priority initiatives to achieve the national goal of export growth, which will be promoted by the council.

Target audience:

Russian exporters, development organizations, federal and regional authorities, responsible for the achievement of the indicators of the international cooperation and export national project.

Format:

Round table, offline meeting with video conferencing option, online streaming.

Brief description:

The Public Expert Council is actively involved in fine-tuning possible changes to the national project, monitoring its implementation, as well as assessing the achievement of the results of the national project. Being halfway through the national project (2018-2024), it is important and relevant to discuss its first results with the public and experts. It is also important to understand whether Russian business has experienced the effect from multiple support measures, delivered as part of the export activities development. Furthermore, the public and business council will present new priority initiatives.

GOVERNORS' STRATEGIC SESSION
EXPORT AS AN OUTLOOK OF THE FUTURE

Time: tbd

Hall:
Valdai Hall

Goal of the session:

Discussing the impact of export on the economic development of the regions of Russia, identifying points of export growth, exchanging of best *practices*, and elaboration of procedures of actions at the regional and federal levels for the development of export within the federal subjects of the Russian Federation. Proposals for making the mandatory decisions at the regional and federal levels to ensuring the development of export activities in the Russian regions are also to be discussed.

Target audience:

Senior officials from the constituent entities of the Russian Federation.

Format:

Offline, by invitation.

Time: tbd

Hall:
Valdai Hall

Goal of the session:

Presenting the results of approbation of the REC methodological approach and standards for the development of a regional export development program for a constituent entity of the Russian Federation in the context of the implementation of the Regional Export Standard 2.0. as an example of successful and scalable synergy between the federal center and the constituent entities of the Russian Federation, for the development of the export potential development programs by regions.

Target audience:

Senior officials of key federal authorities, development institutions that are involved in the elaboration of the export potential development programs, senior officials of the constituent entities of the Russian Federation, representatives of regional executive authorities and export support infrastructure.

Format:

Offline with video conferencing option, by invitation.

The regional teams will present their export potential development programs within a 3-minute pitch with a brief feedback discussion. Then the members of the best regional management teams will be solemnly awarded with diplomas.

Brief description:

As part of the implementation of the Systemic Measures for the Development of International Cooperation and Export federal project, the REC Export School has launched a pilot training program for regional management teams from 15 regions in 2021.

As a result of participation in the educational program the teams have had to create the drafts of the export potential development programs for the Russia regions under the REC methodology and templates for their further approval at the regional level.

Currently the teams will have to submit the developed programs to the representatives of the Government of Russia, heads of the respective Russia regions, development institutions. The programs will have to include target indicators up to the year 2024, unique solutions, activities, created as part of training and included in the draft regional program, and an action plan for the following steps.

BUSINESS PROGRAMME

SESSION

WHAT RUSSIA IS READY TO OFFER THE WORLD IN TERMS OF E-COMMERCE

Time: tbd

Hall: tbd

Goal of the session:

Presenting Russia's potential in the global e-commerce market: from goods and sellers to trading platforms; attracting key foreign e-commerce platforms to enhance cooperation with the Russian market.

Target audience:

Existing exporters who supply goods using e-commerce channels, representatives of companies that are just planning to enter foreign markets via e-commerce channels, federal and regional authorities, foreign e-commerce platforms interested in Russian suppliers.

Format:

Panel discussion with mixed audience (some speakers will be at the site, some speakers will join via video conference), online streaming.

Brief description:

It seems that online retail giants, like China and the US, have already taken over the global markets. And still, there is enormous potential for new market players until there is not a single person in the world left without a smartphone. This statement is justified by the statistics, according to which, in 2020, Russia entered the top five countries in terms of online retail growth with a 54% runup according to the eMarketer. Retail exports from Russia exceeded \$1 billion. How does Russia meet the global challenge of trade digitalization and what are we ready to offer to the world in the field of e-commerce?

SESSION

INFRASTRUCTURE PROJECTS AS A DRIVER OF HI-TECH EXPORT GROWTH

Time: tbd

Hall: tbd

Goal of the session:

Formulating requirements for the development of a universal support tool to finance large EPC projects that will increase the export of engineering products and services.

Target audience:

EPC contractors, equipment manufacturers, Russian and foreign development institutions and financial institutions which are the potential participants of infrastructure projects, specialized authorities.

Format:

Panel discussion, offline with video conferencing option, online streaming.

Brief description:

Nowadays, EPC projects ensure a significant share of the export of hi-tech industrial equipment and engineering services. At the same time, Russian contractors are forced to compete in foreign markets not only in terms of quality of equipment and services but also in terms of raised financing.

Meanwhile, the development of hi-tech commodity export requires the promotion of related services associated with the creation of industrial facilities.

What role do Russian EPC contractors play in promoting hi-tech exported products? How to make the driver of the export of industrial equipment out of the service export? How to support an EPC project at all stages of its operational lifetime (from the development to supply of equipment and rendering of services)? What parts of the world and which industries are the most wanting of Russian EPC contractors? What regulatory barriers hold back the export opportunities of the industry? What forms of financing are the most demanding in the implementation of comprehensive infrastructure projects, and what improvements are needed to be done to increase their efficiency?

SESSION

10 YEARS OF EXPORT FINANCING: LESSONS AND PROSPECTS

Time: tbd

Hall:
Press Hall

Goal of the session:

Forming a shared vision of the future of the export support system, taking into account the map of promising sales markets and the needs of Russian exporters, representatives of foreign partners, and financing banks.

Target audience:

Russian and foreign banks and financial institutions, representatives of Russian exporters.

Format:

Panel discussion, offline with video conferencing option, online streaming.

Brief description:

In 2021, EXIAR JSC celebrates its 10th anniversary. During this time, EXIAR has come a long way and created an effective infrastructure to support non-resource non-energy export, including a wide partner network in Russia and abroad, which made it possible to achieve high KPIs.

Over the years, EXIAR has supported national export activities that delivered about \$90 billion. In 2020, the volume of export supported by EXIAR amounted to 12% of national non-energy exports. Over the past 5 years, the number of supported exporters has tripled, and the geography of support expands every year.

It is necessary to determine the priorities of Russian business and promising sales markets to choose the right development headline.

The discussion is divided into two blocks:

1. Export growth strategies for Russian business
2. Conditions for increasing the volume of export

SESSION

BROADENING OF LOGISTIC CORRIDORS AS A WAY TO BUSINESS SUSTAINABILITY

Time: tbd

Hall:
Congress Hall

Goal of the session:

Informing export-oriented companies of existing comprehensive solutions for priority agrological routes. Building the cooperation among national railways to increase the turnover of the participating countries, including in transit traffic to third countries. Using financial instruments of the REC Group to develop transport and logistics infrastructure, which ensures the maintenance of export cargo flows, as well as the production and export of new models of transport facilities.

Target audience:

Representatives of ministries and departments of Russia, Azerbaijan, Kazakhstan, Kyrgyzstan and Uzbekistan; representatives of national railways, business councils, logistics companies; representatives of trade missions, Russian companies; representatives of Russian export-oriented companies.

Brief description:

Russian Export Center raises cooperation in the field of logistics in the CIS countries to a whole new level. With this background, joint practical work with neighboring countries on the organization *green corridors* to supply products takes on particular importance.

Using mechanisms for fast and price-competitive delivery of products within the framework of the development of corridors will intensify the activity of conscientious participants in foreign economic activity from the CIS countries, logistics operators, and infrastructure owners.

- Implementation of logistics projects (development and modernization of the National Railways).
- Improvement of food transportation technologies and phytosanitary control.
- Participation of the customs services of the CIS countries within the framework of global projects to facilitate cross-border deals.

Topics for discussion at the session:

- Success story of the Agroexpress project in Uzbekistan: Presentation of the joint project of REC, RZD Logistics, and Uzagrologistics Centers on the organization of the Moscow-Tashkent agrological corridor. Scaling the Agroexpress project to Azerbaijan.
- Launching scaled proven logistics projects in Kyrgyzstan.
- Logistics is a key link within the CIS countries.

- REC presents special financial programs as a driver of logistics projects.
- Driver of creation of new hi-tech products: production and delivery of made in Russia refrigerated containers.

Additional sessions for discussing problematic issues and finding solutions.

Time: tbd

Hall:
Congress Hall
REC

Goal of the session:

Revealing prospects for work in the UAE and the KSA regions, including key export directions for Russian exporters. Informing of the work basics in the regional markets and activation of foreign economic projects, taking into account support tools from the REC Group and Business Councils.

Target audience:

Representatives of Ministries and departments, business councils of countries, buyers and distributors, specialized public associations and unions; representatives of retail chains and e-commerce platforms, foreign regulators, investors; representatives of Russian export-oriented companies.

Brief description:

The UAE and the KSA are among the most important foreign economic partners of the Russian Federation. Transparency of mutual trade and a consistent political dialogue create unique conditions for increasing a wide range of NRE products export. At the same time, it is important to understand what difficulties and barriers potential Russian exporters may face with when starting to work with these markets.

During the session, Russian and foreign experts in the field of the UAE and Saudi Arabian markets will conduct educational workshops and counsel the Russian exporting companies on topics of interest.

There will be 3 workshops of 30 minutes each that will be held with specialists and market experts. There will be Q&A session after each workshop.

Topics for discussion at the session:

1. Procedure for entering the UAE and the KSA markets, and interaction with Arab partners.
2. Working with retail chains in the UAE and Saudi Arabia.
3. Certification and legal support in the UAE and Saudi Arabia.

SESSION

HIGH STANDARDS AND BEST PRACTICES: DECARBONIZATION AND TECHNOLOGY TRANSFER AS A KEY TO PRODUCTION OF EXPORT-ORIENTED PRODUCTS

Time: tbd

Hall:
Press Hall

Goal of the session:

Analyzing the experience of producing *green* products as well as technology transfer projects and its export to third markets, and the use of European best practices by export-oriented enterprises in Russia.

Target audience:

Russian and European business associations, exporters from large companies and SMEs

Format:

Panel discussion, with mixed audience (some speakers will be at the site, some speakers will join via video conference), online streaming

Brief description:

Currently, localized production increasingly focuses on export. At the same time, such projects face new challenges in terms of the requirements of the world community for environmental friendliness. Decarbonization is becoming one of the key areas for maintaining competitiveness.

Exemplify this, by 2030, the European Union decided to reduce the carbon footprint from cars on its territory to 55% compared to this year, and, by 2035, it should be reduced by 100%.

Foreign companies localizing production in Russia not only ensure the flow of technologies and highly qualified specialists to the country, but also set high standards and demonstrate the best examples of an active production policy to protect the environment.

How will the key success factors of projects for the localization of export-oriented industries change with the *green* trends?

SESSION

AFRICA: HOW TO INCREASE EXPORT OF RUSSIAN NRE PRODUCTS UNDER THE NEW CONDITIONS

Time: tbd

Hall:
Baikal Hall

Goal of the session:

Identifying the key aspects of investing in the African economies for the Russian companies, as well as the methods of further development of cooperation with African partners on the medium and long-term perspective, taking into account the most pressing problems hindering the expanding of export activities in this region.

Target audience:

Export-oriented companies, experts, representatives of government bodies, development institutions, business associations.

Format:

Round table, with mixed audience (some speakers will be at the site, some speakers will join via video conference), online streaming.

Brief description:

Preparations for the next Russia-Africa Summit and Economic Forum in 2022 are gaining momentum. The Forum will become a significant step towards establishing favorable conditions for the development of trade and economic relations between Russia and the countries of the African region. Amid the new realities, it is important to determine a strategy for further cooperation with Africa to maintain the upward trend in Russian NRE exports, which still remains unstable.

During the event, representatives of government authorities and development institutions will answer the main questions regarding the legislation improvement and measures of support aimed at creating conditions for boosting the gross volume of Russian exports to the African markets.

SESSION

EXPORT OF HI-TECH AND INNOVATIVE SOLUTIONS: OPPORTUNITIES OF THE INTERSTATE PROGRAM ON INNOVATIVE COOPERATION OF THE CIS COUNTRIES UNTIL 2030

Time: tbd

Hall: tbd

THE CONCEPT OF THE SESSION IS UNDER DEVELOPMENT

EDUCATIONAL PART OF THE PROGRAM

MASTERCLASS-TOURNAMENT ON NEGOTIATIONS BETWEEN EXPORTERS AND IMPORTERS

Time: tbd

Hall: online

The goal of the masterclass:

Developing practical skills in negotiating with foreign partners, with the respect to cross-cultural particularities and forming students' interest in working in the field of export.

Target audience:

Undergraduate and graduate students in foreign economic activity of federal and regional universities, new exporters.

Format:

Online, negotiation tournament of 3 rounds under the play-off system (8-4-2)

Brief description:

REC will conduct a masterclass on negotiations for students of specialized universities in the form of a team tournament under the play-off system. In each round, the teams will receive case studies and instructions, hold *exporter vs importer* rounds, and then receive feedback from experts and the jury. As the teams move up the tournament table, the case studies will become more complicated.

Preliminary **agenda** for the workshop:

10:30 - 11:00 - Introductory mini-lecture on the negotiations and cross-cultural interaction with foreign partners.

11:00 - 12:00 - Round 1. 8 teams.

12:10 - 13:10 - Round 2. 4 teams.

13:30 - 14:30 - Round 3. 2 teams.

14:30 - 14:50 – Wrap-up, announcement of the winners.

MASTERCLASS: MINI MBA PROGRAMME
EXPORT STANDARD FOR SMES. MARKETING & SALES IN EXPORT

Time: tbd

Hall:
online

The goal of the masterclass:

Developing skills using Marketing & Sales tools for exporters: how to create quotes, collect information on foreign buyers and competitors, elaborate approaches to foreign buyers, choose and use promotion tools.

Target audience:

Exporters and foreign trade specialists from export-oriented companies.

Format:

Online, 50:50 theory and practice (business games and case studies) in topical unit of the masterclass

Brief description:

Marketing & Sales in export is an applied tool for enterprises, which directly facilitates contracting and the volume of products exported.

Preliminary agenda for the workshop:

10.00 – 10.30 – Welcome speech and presentation on educational programs of the REC Export School, including the *Export Standard* program.

10.30 - 11.30 - Topic 1: Value Proposition for B2B Segment.

11:35 - 12:35 - Topic 2: Business intelligence in export.

13:30 - 14:30 - Topic 3: Segmentation of foreign buyers.

14:35 - 15:35 - Topic 4: Best promotion practices.

15:35 - 15:45 - Q&A.

WEBINAR

SHOWCASE OF THE *EXPORT PROFESSIONALS* PLATFORM (B2B MARKETPLACE)

Time: tbd

Hall: Pechora

Goal of the webinar:

Demonstrating the services that exporters can obtain on the *Export Professionals* platform such as e-commerce, searching for foreign partners, organization of logistics and legal support of export deals.

Target audience:

New exporters, SME exporters, employees of foreign trade departments of export-oriented companies.

Format:

A series of presentations with a Q&A session, online streaming.

Brief description:

Recognized service providers will present their best practices to address the most common issues and problems that exporters face when planning and implementing foreign trade activities.

E-commerce: creating an account on e-commerce platforms or an online store for those who does not obtain special skills, a foreign legal entity, a warehouse or large budgets; solving the problem with a lack of relevant queries when entering a b2b site; solving the problem with a lack of orders having online store and purchased traffic.

Legal support: difficulties related to cross-border issues, applicability of foreign law, peculiarities of export of certain types of goods, works, and services.

Searching for a partner: aspects of bringing Russian products to foreign markets (Germany/the EU); searching for a target foreign company and establishing contacts with decision-making buyers; determining a strategy for finding a potential buyer and the necessary resources.

Logistic support: planning logistics for delivering goods to buyers, assessing logistics costs when planning export deliveries and determining a complete list of required services; typical problems with multiloads and other important factors that must be taken into consideration during transportation.

WEBINAR ON STATE SUPPORT MEASURES

Time: tbd

Hall: tbd

The goal of the webinar:

Detailed discussion on the current export support measures, the aspects of their implementation, as well as requirements made for the users and the suggested reporting forms; improving awareness of exporters and solving frequently asked questions.

Target audience:

New and experienced exporters, employees of foreign trade departments of export-oriented companies from industry and agro-industrial complex, representatives of specialized business associations.

Format:

A series of presentations with a Q&A session, online streaming.

Brief description:

The REC Group, as an agent of the Government of Russia, actively participates in export support. It is one of the main participants in the International Cooperation and Export national project, as well as a co-executor of a number of activities under the Industrial Export and Export of Agricultural Products federal projects.

REC is constantly enhancing its portfolio of support measures for exporters. For example, in 2020, 4 support measures were launched: certification of agricultural products (GR 1816), patenting (GR 1368), certification of industrial products (GR 1007), certification of cinematography and IT products (GR 1596).

In 2021, the process of finalizing the program portfolio continued. The following programs were launched: compensation model for exhibitions (GR 2316), rebate (GR 1420), buyback guarantee for agricultural engineering products (GR 1269), after-sales service (GR 900), compensation for R&D and homologation of industrial products (GR 931); certification of industrial products, including pharmaceutical ones, was restarted in a new format (GR 687).

At the webinar, REC experts will talk about the specifics of applying existing and new measures.

WEBINAR

BENEFITS AND CHALLENGES OF EXPORT SUPPORT DIGITALIZATION

Time: tbd

Hall: tbd

The goal of the webinar:

Formulating key benefits and challenges of digitalization of export support tools from the standpoint of all participants: export support centers, *My Export* platform developers, and exporters.

Target audience:

Exporters, employees of export support centers.

Format:

Discussion, online streaming

Brief description:

The *My Export* digital platform has been operating since November 2020. Since then about 3,500 exporters have registered on the platform to use its services. Nevertheless the launch *My Export* platform implies the registration of all Russian exporters which coincides with the task set by the Government of Russia.

The Russian Export Center is constantly receiving feedback from exporters and its partners, including regional export support centers. But there is also a need for multilateral discussion regarding the benefits and challenges that users of the export support ecosystem are facing.

WEBINAR REGULATORY ASPECTS OF EXPORT THROUGH E-COMMERCE

Time: tbd
(90 min)

Hall: tbd

The goal of the webinar:

Informing Russian exporters of the key regulatory changes that have happened during this year and the regulatory aspects of exporting goods and services through online channels, including 0% VAT for retail export, return of goods, new EU VAT regulations, use of bonded warehouses, use of foreign payment systems.

Target audience:

Exporters who supply goods via e-commerce channels, companies that are just planning to enter foreign markets via e-commerce channels.

Format:

A series of presentations with a Q&A session, online streaming.

Brief description:

E-commerce is the most relevant way to develop and expand export activities. The digitalization of foreign trade makes it possible to simplify processes associated with the export cycle, including applicable rules and regulatory environment. However, there are some regulatory aspects that exporters need to pay attention to and understand to efficiently facilitate online export transactions.

WEBINAR

INTERNATIONAL COMMERCIAL ARBITRATION COURT AND MARITIME ARBITRATION COMMISSION UNDER THE RUSSIAN CCI AS A MECHANISM FOR PROTECTING THE RIGHTS OF RUSSIAN EXPORTERS

Time: tbd

Hall: Irtysk

The goal of the webinar:

Demonstration of the advantages of resolving disputes in the ICAC and the MAC in comparison with leading foreign arbitration centers, including the Arbitration Institute of the Stockholm Chamber of Commerce, the London International Arbitration Court, the London Maritime Arbitrators Association to companies that are currently exporting or planning to export their production.

Target audience:

Export-oriented companies.

Format:

Webinar, online streaming.

Brief description:

The International Commercial Arbitration Court (ICAC) and the Maritime Arbitration Commission (MAC) are the arbitration institutions that permanently act under the Russian Chamber of Commerce and Industry.

Their experience in resolving arbitration disputes and a recognized international reputation are of particular importance in the context of import substitution, the growing sanctions pressure on Russia, and the emerging trend of moving Russian disputes from foreign jurisdictions. Addressing the ICAC and the IAC will reliably protect local entrepreneurs and Russian investments abroad, including those countries with which Russia does not have legal assistance agreements.

Resolution of disputes in the ICAC and the MAC will help Russian business to avoid administrative sanctions that might interfere with the arbitration procedure that are applicable in arbitration institutions of the EU, the USA, and the UK.