



**RUSSIAN  
EXPORT CENTER**

 **EXIAR**

 **EXIMBANK OF RUSSIA**



**MADE IN RUSSIA**

# **BUSINESS PROGRAMME**

**INTERNATIONAL EXPORT FORUM**

**December 9, 2020, Moscow**

## Plenary session

### The Economic Outlook for the Coming Decade: Challenges and Opportunities for Russian Exporters

10:30–12:30

Big Hall

The beginning of the third decade of the 21st century is set to herald new, unprecedented challenges for the global economy. The COVID-19 pandemic, mounting geopolitical instability in numerous regions across the globe, increasing protectionism in national economies, and a World Trade Organization which is insufficiently effective at regulating international trade are all factors carrying negative implications for the entire world. Principles of state governance and doing business are changing, as are consumer preferences. Trade blocs are disintegrating, along with conventional production chains. And the support mechanisms that used to be in place are now proving to be ineffective. All this is leading to a destabilization of global trade. At the same time, the unfolding situation is opening up new opportunities for countries willing to take their chances, integrate themselves in global value chains, and compete with traditional players. Russia has the potential to make a breakthrough in this area. However, what steps must the government and development institutions first take to unlock this export potential, and what areas of growth require priority support?

Invitees include members of the Russian government, representatives of development institutions, and winners of the Exporter of the Year prize.

## Roundtable

### Export Quest: Moving Online

12:15–13:30

Small Hall

The role of e-commerce has grown exponentially during the pandemic. This has been possible thanks to the convenient, reliable, and accessible platforms available even in the most remote parts of Russia and around the world. The logistics infrastructure has also been crucial in ensuring that goods are successfully delivered to locations across Russia and abroad. In this new world of 2020, online transformation is an inescapable reality for the export sector. When it comes to e-commerce in Russia, Entering the international market is key. Competition in other countries and on foreign platforms abroad may well be more intense, but they provide an opportunity to scale up a business, especially given that the principles governing e-commerce are universal. This roundtable will bring together exporters and experts from various e-commerce platforms. Together, they will discuss the benefits and requirements associated with different online trading channels, from Russian marketplaces, to foreign country-specific platforms.

Strategies for discussion:

- Step 1: Beginning export operations via Russian marketplaces
- Step 2: Developing an online store for international sales
- Step 3: Joining international retail platforms
- Step 4: International delivery services
- Step 5: Joining international B2B platforms
- Step 6: Joining country-specific platforms and promotion

**Moderators:**

**Alexey Murzenok**, Director of Electronic Sales Development, Russian Export Center

**Natalya Shavel**, Export Director, Belyovskaya Confectionery Company

**Panellists:**

**Rocky Hou**, General Manager, Global Gold Supplier Program, Alibaba.com

**Ilya Kretov**, General Manager Global Emerging Markets, eBay

**Tao Sha**, Chief Executive Officer, Epinduo

**Aleksey Skatin**, Deputy Chairman of the Board, Deputy General Director for Electronic Commerce, Russian Post

**Vladimir Tarasov**, Development Director, Ecwid Russia

## Roundtable

### Improving the Export Support Infrastructure: Countering a Slowdown in Global Trade

13:15–14:30

Presidential  
Hall

In the midst of the pandemic, institutions supporting the export sector play a crucial role in providing financial support and information to companies. The ongoing crisis has forced governments around the world to not only increase the amount of support offered, but to broaden the mandate of international export credit agencies. In turn, development institutions have been working to optimize their product line and approaches to operating practices. This roundtable will bring together members of development institutions from around the world and recipients of support. Together, they will discuss what measures have proven to be most effective and in-demand. Invitees include representatives of development institutions and export credit agencies, and leading experts from relevant international organizations.

Topics for discussion:

- How have trends in global trade shifted, and what does next year have in store?
- What players in global trade have come out the best/worst?
- What measures have been taken by export credit agencies and development institutions?
- Which of these have been most effective, both from the point of view of export credit agencies and the recipients of support?
- Can it be said that the main recipients of support have been those in most need of it?
- What changes does next year have in store for the export support infrastructure?

**Moderator:**

**Nikita Gusakov**, Chief Executive Officer, EXIAR; Senior Vice President, Russian Export Center

**Panellists:**

**Daniil Algulyan**, Deputy Chairman, State Development Corporation VEB.RF

**Vinco David**, Secretary General, Berne Union

**Oussama Abdel Rahman Kaissi**, Chief Executive Officer, The Islamic Corporation for the Insurance of Investment and Export Credit (ICIEC) - Islamic Development Bank Group

**Benedict Okey Oramah**, President, Chairman of the Board of Directors, African Export–Import Bank (Afreximbank)

**Charles Robertson**, Global Chief Economist, Renaissance Capital

**Michal Ron**, Chief International Officer, SACE Italy

**Azer Talibov**, Chairman of the Board, Eximbank of Russia

**Shukhrat Vafaev**, Deputy Minister of Investment and Foreign Trade of the Republic of Uzbekistan; Executive Director, Fund for Reconstruction and Development of the Republic of Uzbekistan

## Roundtable

### The Regions Speak. Governors' Master Class. Best Practices

14:00–15:15

Glass Hall

Support for exporters is only as effective as the infrastructure behind it in a particular region. The range of tools at a regional government's disposal, and whether each and every exporter genuinely has full access to all services also have a direct bearing on the effectiveness of support. In addition, the COVID-19 pandemic has led to the emergence of a range of breakthrough solutions for the export sector. How can these be applied and rolled out further? At the same time, as the e-commerce sector continues to grow at a rapid rate, new opportunities are presenting themselves to regional exporters in terms of using online marketplaces.

Topics for discussion:

- What is the role of regional governments in fostering growth in the export sector?
- What has been possible – and not possible – to implement from the Regional Export Standard 2.0.?
- How should a region's export strategy look?

- What sort of regional export team should be put in place?
- What should a regional support toolkit comprise of?
- What should be the role of a region's brand in aiding an exporter?

**Moderator:**

**Andrey Badin**, Deputy Director of the Project Management Department, Government of the Russian Federation

**Panellists:**

**Anton Alikhanov**, Governor of Kaliningrad Region

**Alexander Brechalov**, Head of the Udmurt Republic

**Svetlana Chupsheva**, General Director, Agency for Strategic Initiatives to Promote New Projects

**Rustam Minnikhanov**, President of the Republic of Tatarstan

**Veronika Nikishina**, General Director, Russian Export Center

**Vasily Orlov**, Governor of Amur Region

## Roundtable

### Digitalizing Services and Employing the One-Stop Shop Principle for Exporters

15:15–16:30

Small Hall

Digital trends are shifting: specialized information services are giving way to one stop digital platforms. The UN is helping to build single window platforms supporting import and export activities all over the world. At the end of November 2020, the Russian Export Center launched its One Window information system for exporters in partnership with the Federal Customs Service, the Federal Tax Service, the Ministry of Industry and Trade, the Ministry of Agriculture and other agencies. Major cities and Internet companies are investing in similar projects. During the roundtable, the participants will discuss the opportunities and challenges posed by the creation of single window digital platforms for business.

Topics for discussion:

- How can the impact of digitalizing services be measured? How can we assess the real benefits they bring to government and enterprise?
- Will the services and processes provided change as we transition from paper to electronic documents and information?
- Will government services and commercial digital platforms compete or complement each other?

**Moderator:**

**Alexey Sidoruk**, Director for Development, Digital Economy

**Panellists:**

**Olga Algayerova**, Executive Secretary, United Nations Economic Commission for Europe (UNECE)

**Vladimir Efimov**, Deputy Mayor of the City of Moscow for Economic Policy and Property and Land Relations

**Pavel Gontarev**, Managing Director, Mail.ru Digital Technologies

**Aleksey Mikhailik**, Vice President, Russian Export Center

**Anatoly Popov**, Deputy Chairman of the Executive Board, Sberbank

## Roundtable

### Business of the Future

16:30–17:45

Glass Hall

The market leaders of the coming decade will be those with a competitive edge in terms of the technology, ideas, and innovations coming to the fore right now. How will scientific knowledge and experience, innovative processes, and the involvement of young people in developing new technology

help shape the economy of the next decade? Will it turn out to be a global economy of knowledge, products, and services of the future, which will not be integrated through trade agreements, but rather via global network-based, digital solutions? Or will it be an economy of growing inequality marked by discriminatory access to technology, knowledge, and medicine? Most importantly, what can Russia offer this new economy? What are the country's strengths and weaknesses, and where is investment being made today for the sake of tomorrow? After all, the decisions taken by businesspeople today will define how Russia's business and export sector will look tomorrow.

Topics for discussion:

- What technologies and new solutions will help drive growth, better business processes, and societal development?
- What will the next wave of globalization look like? What opportunities exist for digital businesses operating outside boundaries to act as a counterbalance to trade wars in traditional markets?
- What can be done to develop a blue ocean strategy for innovative businesses, particularly with regard to 5–10-year investments?
- What information can be gleaned in Russia from the experience of global innovation leaders?
- The importance of scientific knowledge for the next generation of businesspeople and innovators. What can be done to train a new cohort of specialists for the next development cycle?
- Health, longevity, and protection from epidemics as the key to sustainable development over the coming decade. What technologies could help fulfil the objectives of the government and commercial sector, and how?

**Moderator:**

**Mikhail Sneg**, Director for Export Policy and Analysis, Russian Export Center

**Panellists:**

**Alexey Fursin**, Head of the Entrepreneurship and Innovation Development Department of Moscow, Moscow City Government

**Kirill Kaem**, Senior Vice-President for Innovations, Skolkovo Foundation

**Eugeny Kuznetsov**, Venture Investor, Chief Executive Officer, Orbita Capital Partners

**Christopher Miller**, Program Leader for Russian Federation, World Bank Group

**Dmitry Morozov**, General Director, BIOCAD

**Dmitry Peskov**, Special Representative of the President of the Russian Federation on Digital and Technological Development

**Olga Uskova**, President, Cognitive Technologies

## Roundtable

### Exporting Impressions and Experiences

17:30–18:45

Small Hall

Impressions and experiences are the main currency of the post-industrial world. And today's society is willing to pay huge sums in pursuit of them. Audiences are craving spectacle, and production companies are doing what they can to keep up with demand. Some of the highest-profile launches in recent years include Apple TV+, Disney+, HBO Max, Peacock from NBCUniversal, and Amazon Prime Video. It is a trend which can also be observed in Russia, with domestic companies launching Okko, Amediateka, Wink, Premier, IVI, KinoPoisk, More.tv, MTS TV, Megogo, Start, and Chill. This roundtable will examine how businesses are transforming, and what they are now focusing on in light of the pandemic, ever-faster digitalization, rising consumer demand, and the increased pace of society. Above all, the experts in attendance will discuss how to develop a successful export in the impression/experience industry today.

Topics for discussion:

- What is the key audience when creating a product in the impression/experience industry?
- How will the impression/experience industry survive in the era of remote working?
- Why have impressions become the main currency of the future?

- Is it worth investing in education in the digital sphere?
- Which industries will prevail in the future, and what should be done to adapt to evolving demand?
- What should be the government's role (if any) in promoting the impression/experience industry?

**Moderator:**

**Alexandra Modestova**, Expert of the Russian and International Television Market and Promotion of Creative Industries in the International Digital Space; General Director, Expocontent

**Panellists:**

**Valery Fedorovich**, Head of 1-2-3 Production, Producer of the Epidemic series, Producer and Director of the Dyatlov Pass series, etc.

**Elena Lysenkova**, Head of the Department of State Tourism Projects and Tourism Safety, Federal Agency for Tourism

**Evgeny Nikishov**, Head of 1-2-3 Production, Producer of the Epidemic series, Producer and Director of the Dyatlov Pass series, etc.

**Maria Salina**, Deputy Director, State Museum of Fine Arts. A.S. Pushkin

**Alexander Shulgin**, Visionary, Investor, Composer

