

Doing Business in Russia

CONFERENCE

Vol. 3: Entering the Russian market: shift from export to local production. Is “Russian made” realistic for Swiss SMEs?

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Friday 6th of October 2017
HEG Arc, Neuchâtel

Description

After two years of economic crisis, the Russian economy is back to growth and Russia is expected to become the 7th largest market in the world by 2030.

This being said, many changes have had a profound impact in terms of market access for Swiss SMEs. Since 2014, the Russian government has been actively stimulating its industry by setting strong incentives for local production/assembling activities (import substitution program among other things) while progressively implementing protectionist measures against foreign companies.

This trend is likely to continue and Swiss SMEs are faced with a tough choice: either localize part of their activities or lose the market to their competitors. In this context, **is it realistic for a Swiss manufacturing SMEs to shift from export to local production?**

An experienced panel of experts will answer this question based on a pragmatic structure: from a global economic and industrial perspective of Russia down to concrete case-studies of Swiss companies successfully operating in this market.

Target audience

Manufacturing companies; Entrepreneurs and investors oriented towards industrial activities and innovative technologies; Consulting companies.

Objectifs

- Get a clear overview of the state of the Russian economy and the transformation it is undergoing in terms of industrial activity;
- Understand how these changes affect access strategies on this market for Swiss businesses;
- Discover concrete examples of development incentives from Russian regions and successful Swiss operations in Russia
- Network and receive informal consultations and feedbacks regarding the Russian market;

Working language

English

Co-organization

Swiss Center Samara

Programme

- 13:00 - 13:30 Registration
- 13:30 - 13:40 Welcome speech
Olivier Kubli, Director of HEG Arc
Sergey Lysikov, Economic Counsellor of the Embassy of Russian Federation to the Swiss Confederation
- 13:40 - 15:00 Global overview of the Russian economy and industrial development
Tadzio Schilling, Associate Director Business Development, EY
- Shift from traditional export models to local production in Russia: a look at the Swiss-Russian trade figures in the past few years
Julie Bächtold, Deputy Head, Swiss Business Hub Moscow
- Swiss Center Samara: an alternative entry door to the Russian market for Swiss SMEs
Nicolas Waefler, Director of Swiss Center Samara
- 15h00 - 15h30 Coffee break
- 15h30 - 17h45 Presentation of Samara Region: business and investment climate, examples of international projects
Alexander Tokar, Deputy executive director of Investment Promotion Agency of the Samara Region
- The industrial parks “Preobrazhenka” and “Tschapaevsk”
Stanislav Remezov, Financial director, “AO Technopark”
- German production in Russia: LTD Robert Bosch Samara
Sergey Bender, Senior Manager Controlling and Finance
- Swiss production in Russia: Fischer Spindle Group in Novossibirsk
Daniel Schmid, CEO, Secretary of Joint Chamber of Commerce Switzerland-CIS/Georgia (JCC)
- Luxembourg production in Russia: Accumalux Group in Samara
Jean Doerner, Counsellor of International Trade, Ministry of Foreign Affairs, Grand-Duchy of Luxembourg
- 18h00 - 18h30 Final Plenary Discussion moderated
Guy Mettan, Director of the Swiss Press Club
- 18h30 - 20h00 Networking cocktail

Location and acces

HEG - Haute école de gestion Arc
Neuchâtel Business School Arc
Campus Arc 1
Espace de l'Europe 21,
2000 Neuchâtel

We invite you to use the public transports.
By foot: 5 min from the main train station CFF Neuchâtel
By car: parking places shown on the plan

Registration

Attached registration form should be sent by October 4th 2017 by:
Online registration : <http://www.ig.he-arc.ch/DBR3/>
Email registration : nina.racine@he-arc.ch

Registration fee

CHF 125.- for the seminar, documentation and coffee breaks.
CHF 100.- for members of JCC
CHF 50.- for students.
Free for members of Swiss Center Samara.

A registration confirmation will be sent to you by email.

Organization

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