

CLUB OF DIRECTORS OF THE SAMARA REGION
Samara regional branch of the public organization "BUSINESS RUSSIA"



ПРИ УЧАСТИИ



Invited to the Open Meeting of the Investment Committee of the CDSR
«EXPORTERS SUPPORT AND FOREIGN ECONOMIC DEVELOPMENT
for SAMARA BUSINESS »

24 of April 2018 at 14-00 (Tuesday)

Samara, Molodogvardeyskaya st, 172 (office «FINAM»)

Thanks to recent changes in the economy, Russian enterprises have raised their competitiveness and acquired significant export potential. The Investment Committee's program includes three blocks of topical issues of regional business:

1. Real measures to support exports and programs of the Russian Export Center

Non-raw export is a strategic direction for the country, one of the tools for building a strong and sustainable economy. The backbone of the national system of export support and development should be the REC, which provides Russian exporters with financial and non-financial support measures.

2. Internationalization of Samara business: real opportunities

The internationalization of products and solutions is seen as an additional competitive advantage - a growth point through access to new competencies and networks, an excellent opportunity for diversified business development.

3. Marketing in foreign markets

Practical aspects of international marketing. Analysis of foreign markets. How to do without expenses.

A constructive dialogue of stakeholders is envisaged, as well as individual meetings in the "one-on-one" format, to discuss real projects assessing the potential for entering the European market.

Greeting word: Ilmetov Aleksey Ivanovich - Head of the Department of Investment, Innovation Policy and Foreign Economic Relations

Invited experts:

Representatives of business, banking, investment and scientific community, Delovaya Rossiya, Russian Export Center (REC), Gedokorp, Moscow Stock Exchange, Investment Bank Finam.

Programm and speakers:

Zakharov Aleksey, Chairman of the Samara regional branch of "Business Russia", a member of the General Council

Temirbulatov Timur, The manager of the REC on the basis of the Samara regional branch of "Delovaya Rossiya", Managing Partner of the "Temirbulatov and Partners";

Services for exporters of the Russian Export Center:

- *Credit and guarantee support, Export Credits, High-Tech Export Credit Support Program*
- *Searching for a foreign buyer and escorting the negotiation process to the stage of concluding an export transaction*
- *Ensuring participation in international congress and exhibition events and business missions. Compensation of costs for logistics, certification, patenting*

Romanov Mikhail,

Senior partner of Swiss Center Samara <http://swisscentersamara.com>

- *What you need to know about the internationalization of business. Examples of Russian companies that successfully opened business in Switzerland*
- *Strategic partnership between the Canton of Neuchâtel and the Samara Region. The activities of the Swiss Center in Samara.*
- *International cooperation in the field of high technologies, educational projects and internships.*

Dobrusin Aleksey,

General Director of Gedocorp www.gedocorp.ru

Member of the Guild of Marketers, Member of the Council of the Samara branch of "Delovaya Rossiya "

- *Practical aspects of international marketing. Analysis of foreign markets. How to do without costs.*
- *What criteria are important in analyzing a foreign market, how to do analysis without engaging the agency, what to look for first*
- *How to correctly interpret the data in 1 evening*

Moderator of the event:

Larionov Anton Valerievich, Managing Director of the Samara representative of JSC "FINAM", Investment Community of Business Angels "Samara Investment Park

Time and place:

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We are grateful to you for forwarding this information to our partners and companies that may be interested in internationalization, or to provide us with their coordinates. Thank you!
