

PROGRAMME

XI INTERNATIONAL INVESTMENT PROGRAMME SOCHI 2012

20 to 23 September 2012, Sochi

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| <u>20 September 2012</u> | |
| 20.00 | Reception for Forum participants given by the Chairpersons of the Forum Organising Committee |
| <u>21 September 2012</u> | |
| 09.00 – 11.00 | Savings Bank of Russia business breakfast |
| 11.00 – 12.00 | Tour of the Exhibitions |
| 12.00 – 14.00 <i>Zimnii Teatr</i> | <u>Plenary Session</u> <u>Competitiveness: A Question of Development or a Question of Survival?</u> |
| | <p>The world economy, in spite of the crisis phenomena in many countries, and to a significant extent influenced by them, is changing rapidly, presenting countries and companies with an increasing number of challenges and goals. At the same time there are radical changes in competitive models and those factors that define the global competitiveness of territories and businesses.</p> <p>Innovation technologies and human capital are taking on ever more significance in competitive practices. It is no longer geographical position and natural resources that play a key role in global competition between countries, but the quality of the urban environment and infrastructure, access to capital, the institutional environment and the efficiency of the state .</p> <p>How do these factors influence the competitive practices of economies? What are the current trends in these areas? What should be done today to avoid becoming an outsider?</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |
| 14.00 – 14.30 | Coffee breaks |
| 14.30 – 16.00 | <i>Events running simultaneously:</i> |
| | Innovation and Technology |
| | <u>Round Table</u> Competition between the State and Private Capital for Successful Startups |
| | Developing innovation activity is a priority for state policy in many countries around the world, and Russia is taking an active part in this race for innovation, having taken eighth place in 2011 globally for volume of state expenditure on |

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| | <p>research and development. Venture funds using state resources and state corporations generate a significant demand for innovation startups. At the same time the level of innovation activity in the business sector remains low: only one quarter of domestic expenditure goes on innovation, and these investments are primarily directed to low risk projects. Private venture capital is active enough, but frequently loses out to state resources as a result of tighter money and more exacting requirements of projects.</p> <p>Is competition between the state and private capital for successful startups necessary? How can this competition be made a positive factor in developing the Russian innovation ecosystem?</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |
| | <p>Institutions</p> |
| | <p><u>Panel Discussion</u></p> <p>How can the Russian Institutional Environment be Adapted to the Needs of Investors?</p> |
| | <p>The quality of the institutional environment determines the volume of transaction expenditures for companies and to a great extent affects the efficiency of the functioning of the economy as a whole. Published international indices record Russia's noticeable lag in the quality of key institutions both in comparison with leading world economies and with developing countries. Russia is losing out in the competition for investors due to higher expenditures on starting and running a business, corruption, legal risks, and the poor quality of state services.</p> <p>How can this lag be overcome and how can the Russian institutional environment be adapted to the needs of overseas investors? The main objective for discussion participants is to determine ways of improving the quality of institutions in Russia.</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |
| | <p>Cities</p> |
| | <p><u>Panel Discussion</u></p> <p>Models for Urban Spatial Development: Expansion versus Densification</p> |
| | <p>The general increase in urbanisation is constantly forcing cities to rise to ever more challenges, the most important of which is creating comfortable places to live for an ever increasing number of people. The solution to this question of shortage of space could be either developing more and more areas or optimising land use within existing urban boundaries, changing the activities of central areas of cities in accordance with new requirements, revitalising industrial zones, and harmoniously adding modern buildings and spaces to historical developments.</p> <p>Until now Russian cities have most often chosen the first option. Is this the best way and what are its advantages and disadvantages? What lessons can Russian cities learn for the accumulated experience of other countries? What should be</p> |

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| | <p>done to introduce best practice in town planning in Russia?</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |
| | <p>Human Capital</p> |
| | <p><u>Round Table</u></p> <p>The Fight for Human Capital: Retaining Your Own and Attracting Others'</p> |
| | <p>Since the beginning of the 1990s several hundred thousand highly qualified specialists have left Russia, and this drain, although not in such large numbers, is still continuing today. Along with direct emigration there is a range of processes leading to a similar result: for example, workers from the scientific sphere moving to other areas of the economy unrelated to research, and the leakage of ideas (creation of intellectual property by Russian experts in Russia, but in the interests of overseas employers). For Russia, which has declared innovative development of the economy to be a priority, a key task is to reverse the brain drain.</p> <p>There are many examples around the world of successful experiences in carrying out state level policies for retaining and recovering intellectual capital. Participants in the round table will discuss the key factors affecting these processes and what measures should first be taken.</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |
| | <p>Finances</p> |
| | <p><u>Round Table</u></p> <p>Developing International Financial Centres in Conditions of Global Instability</p> |
| | <p>The development of a modern financial world is accompanied by periods of global instability and crises which on a par with risks for entire continents and the world economy create opportunities for new leader countries: new capitals and financial centres are appearing on the map of the world economy.</p> <p>What steps are being taken by the world's leading countries to ensure the competitiveness of their financial systems and how successful are these efforts in the current conditions of global instability? What changes is the world financial architecture undergoing and what is the role of the Moscow financial centre in the functioning of the economy of the future?</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |
| | <p>Infrastructure</p> |
| | <p><u>Round Table</u></p> <p>Investment in Infrastructure as an Anti-Recession Instrument</p> |
| | <p>Usually a world recession is accompanied by a reduction in investment, lowered outputs and growths in unemployment and budget deficits. Expenditure on infrastructure in Russia was also sequestered during the crisis period and thus</p> |

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| | <p>actual and planned spending on road building since 2009 has been reduced by more than 4%.</p> <p>At the same time there are well-known instances in world practice where in order to support growth in the economy during periods of recession state financing for infrastructure projects has been significantly increased. In this way more than three million unemployed Americans were hired thanks to investment in infrastructure during the Great Depression in the USA. In China as part of a two year plan to support the economy in 2009-2010 a large share of resources was directed at infrastructure construction, in particular high speed roads. As a result growth in the Chinese economy, according to Goldman Sachs, was 8.3% compared to a fall in the US economy of 2% and in the Russian economy of 7.8%.</p> <p>Should serious consideration be given to increasing investment in infrastructure to stimulate growth? Given the existing level of corruption will investment in infrastructure have a serious effect on the Russian economy? What types of infrastructure projects are suitable for effective executive of such a policy?</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |
| | The State |
| | <p><u>Presentation</u></p> <p>REGIONAL MODULE: OPEN REGION</p> |
| | <p>By April 2012 the working group on setting up a system of open government in Russia had drawn up concrete proposals whose execution will fundamentally change the relationship between society and authority in our country and ensure the involvement of interested persons in government processes.</p> <p>Thirteen Russian regions will now become pilot territories for appraisal and promotion of the proposed instruments and initiatives. Many of them have already taken their first steps and all the other regions are interested in and value their experience. No less interesting are future plans for adopting a system of open government at regional level and whether similar approaches will be used in other regions and at Federal level depends to a large extent on the success of their execution.</p> <p>Representatives from several pilot regions will present their conceptions and plans for introducing the open government initiative and talk about preliminary results in this area.</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |
| 16.30 – 18.00 | <i>Events running simultaneously:</i> |
| | Cities |
| | <p><u>Case Study</u></p> <p>Secrets of Success of Competitive Cities</p> |
| | In the modern world territories are forced to constantly compete against each other for finance and human resources, residents and tourists. In a dynamically |

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| | <p>changing economy new leaders emerge and to maintain the position gained it is necessary to work hard. What are the secrets of competitiveness of cities in these harsh conditions?</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |
| | <p>Human Capital</p> |
| | <p><u>Panel discussion</u></p> <p>STATE SERVICE: STAFF POTENTIAL AND SOCIAL LIFTS</p> |
| | <p>The effectiveness of the work of government authorities, state services and organisations to a large extent depends on the people working in them. In the government services sphere the shortage of specialists with the necessary professional qualities and motivation to do government work effectively has over recent years become a permanent problem that is undermining effect to reform state management systems and improve the quality of state services provided to the general public and organisations.</p> <p>Today resolving personnel problems in the sphere of state services is receiving great attention, including at the level of leading state figures. The working group for drawing up the open government system has drawn up a large file of proposals, and many of these are already being realised at Federal and regional levels. There are also other attempts to create new 'social lifts' such as the Agency for Strategic Initiatives, the staff reserve of the President of Russia and various initiatives by leading political parties.</p> <p>Are the 'social lifts' that have been created sufficiently effective? What efforts should be made so that the state can compete successfully with business for human capital and so that those running the country will be the best professionals?</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |
| | <p>Finances</p> |
| | <p><u>Panel Discussion</u></p> <p>Access to Capital in a Turbulent World</p> |
| | <p>The competitiveness of any economy to a large extent is determined by the efficiency of use of available financial resources and opportunities for access to capital. In conditions of instability and crises there is a shortage of this resource, placing the normal functioning of banks and companies under threat and forcing monetary authorities to take extreme measures to support liquidity.</p> <p>In the difficult conditions of financial turbulence how can the economy be provided with the necessary margin of safety and the fast pace of economic growth maintained? What steps is the state taking to ensure national companies and banks have access to capital? Are there universal answers guaranteeing financial stability in the event of economic perturbation?</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |

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| | Infrastructure |
| | <p><u>Debate</u></p> <p>Infrastructure Projects: Is there a Demand for PPP Instruments?</p> |
| | <p>PPP instruments have been developed as a method of cooperation between the state and private company in projects where significant risks for business are combined with the pressing economic and social importance of the project. Despite all the advantages of these instruments for both parties and their application in a sufficiently wide range of projects their use in Russia is so far very limited. The most actively used mechanism for financing infrastructure PPP projects up to 2009, the Investment Fund of the Russian Federation, is currently frozen. There is insufficient legislative basis to use many generally accepted PPP instruments such as government infrastructure bonds, life cycle contracts, state guarantees, etc.</p> <p>Is there a real demand nowadays in Russia for new PPP instruments? What corrections need to be made to Russian legislation in this area? What type of PPP projects should the state be focussing on?</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |
| | The State |
| | <p><u>Round Table</u></p> <p>The Open Ministry and Anti-Corruption Measures</p> |
| | <p>Open government is a system that is new to Russia of interaction between the people and the authorities that proposes the use of a whole range of instruments and mechanisms to ensure the transparency of the activities of government authorities to citizens, control of expenditure of public finances, and real participation by the population in the governance of the country. By no means least in the list of problems which the introduction of an open government system is supposed to resolve is the fight against corruption, which has become a serious issue in our country.</p> <p>At the level of Federal organs of executive power spheres of active interaction with the general public could be participation by the public and interested organisations in evaluating the solutions and legislative projects developed, openness in setting and using budgets, use of state electronic services and consultation assistance, assessment of the overall effectiveness of the work of Ministries and Departments, open recruitment procedures for vacant positions, including high level positions .</p> <p>Are Russian government authorities ready for a radical increase in transparency of their activities? What mechanisms need to be introduced at the level of Ministries and Departments in the Russian Federation to make them as effective as possible? What mechanisms will be effectual in the fight against corruption?</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |
| 16.30 – 18.00 | <i>Events running simultaneously:</i> |

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| | Human Capital |
| | <u>Panel Discussion</u> Universities as a Driver of Competitiveness in Territories |
| | <p>In today's economy one important resource providing competitive advantages is knowledge, and the most valuable asset is mechanisms that produce this resource. Leading universities remain the main centres for generating knowledge and in the same way to a large extent determine the competitiveness of the territory in which they are located. The territory will become more attractive for both residents, who will have the best opportunities in education and development, and for investors, who will have access to innovations and trained personnel.</p> <p>How can the potential of existing universities be unlocked? Which niches on the world education market can Russian higher educational institutions lay claim to? What steps do regions and the Federal centre have to take for the quickest results?</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |
| | Institutions |
| | <u>Round Table</u> Inter-Regional Competition and New Performance Indicators Moderator: To be confirmed Invited participants: List of participants to be confirmed |
| 16.30 – 18.00 | Presentations by subjects of the Russian Federation and company projects (separate timetable) |
| 20.00 | Reception for Forum participants given by Alexander Tkachev, Governor of Krasnodar Region |

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| <u>22 September 2012</u> | |
| 10.00 – 11.30 <i>Zimnii Teatr</i> | <u>Plenary Session</u> <u>World-Changing Economic Trends</u> |
| | <p>In today's global economy the competitiveness of countries to a large extent depends on their involvement in the processes changing the landscape in the most important sectors, and on the ability to react appropriately to key economic trends. The changes taking place affect not only the picture within particular sectors, but also their significance and prospects in the world economy.</p> <p>The prospects for development of such sectors as energy production and foodstuffs is determined to a large extent by the existing global challenges that humanity faces. The significance of other sectors such as IT, tourism and engineering are determined more by fast growth rates and the effect on the</p> |

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| | <p>development of territorial and national economies. For Russia this sector is also a priority. Moreover, for a country that is to host a whole range of major international sporting events (World Student Games in 2013, the Winter Olympic Games in 2014, the Football World Cup in 2018) one of the most important questions in the economic agenda is the economics of sport.</p> <p>The plenary session participants will discuss what factors and trends are having the greatest effect on changes in the global economic landscape, Russia's place in that landscape, and how key sectors will develop.</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |
| 12.00 – 13.30 | <i>Events running simultaneously:</i> |
| | Energy Production |
| | <u>Round Table</u> Energy Efficiency in the Economy: Stimuli and Technologies |
| | <p>The Russian state has declared an active policy in the fight for energy efficiency in the economy. However, in most cases the measures taken have so far been limited to cosmetic campaigns to reduce consumption and no decisions have been taken capable of having a genuinely significant long term effect: introduction and use of modern (green) standards in construction, stimulating creation of small energy production, and using modern methods of producing and transmitting energy.</p> <p>What goals will be set in organising an energy efficient economy? Will economic stimuli be enough to improve energy efficiency? Is the legislation in this area sufficiently developed? What other legislative and management steps need to be taken by the state? What can business do right now?</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |
| | Information Technology |
| | <u>Panel Discussion</u> The Economy of Social Networks and New Media |
| | <p>Internet media and social networks are gradually becoming a significant sector in the economy. For example, the result of the Facebook IPO was almost 100 billion dollars.</p> <p>In Russia there are also successful social networks and Internet projects. In April 2012 the Yandex.ru Internet portal passed the Pervii television channel in Russia by daily traffic. The Yandex IPO raised \$8 billion and that of Mail.ru Group \$5.71 billion.</p> <p>What are the prospects for this new sector? How attractive is investment in it? Can Russian players become important players on the international market? What effect do social networks have on the Russian economy?</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |

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| | Food Production |
| | <p><u>Panel Discussion</u></p> <p>Russia on the World Food Production Market: Technologies, Challenges and Prospects</p> |
| | <p>Over recent decades agricultural markets have undergone a huge transformation: the structure of consumption of goods is changing, world production and consumption centres are shifting, and there are extensive changes in technological processes. Today foodstuffs markets are showing a particularly unstable climate: against a background of natural and social cataclysms the problem of providing foodstuffs to given regions is becoming especially acute. At the same time there is overproduction of food products in many developed countries.</p> <p>Russian companies have only recently begun actively participating on the world foodstuffs market - this participation will become especially intense following entry to the WTO - and ever more forcefully is coming up against the problems of competitiveness and the other challenges of the global economy. This session will include discussion of possible courses for development of the world foodstuffs market, Russia's place and role in it, the competitiveness of the Russian agribusiness sector, and the efficacy of support systems and possible steps to improve them.</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |
| | Tourism |
| | <p><u>Round Table</u></p> <p>Russia: Exporter of Tourist Services</p> |
| | <p>Russia has huge tourist potential especially with regard to natural and cultural-historical resources, but loses out disastrously in the other factors that are important for developing tourism, which is reflected in international specialist ratings. Existing tourist products do not make it possible to attract large numbers of overseas tourists to the country or to retain Russian tourists, and as a result imports of tourist services exceed exports by almost ten times. To what extent does the Russian tourist sector meet the expectations of overseas tourists? What is needed to change the existing state of affairs? What are the prospects for Russia on the world tourism market?</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |
| | Sport |
| | <p><u>Case Study</u></p> <p>Sporting Megaprojects of the Summer: Euro 2012 (Ukraine and Poland) and London 2012 (Olympic Games)</p> |
| | <p>The experience of Ukraine, Poland and London, without doubt, will add significantly to the bank of knowledge regarding the economics and management of sporting megaprojects. The first results can already be seen: the successes and failures, the innovative solutions, the extent to which the</p> |

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| | <p>expectations of the organisers and principal interested parties were met, and the economic effect. For Russia these lessons are particularly pertinent in the light of the major sporting events to be held in our country in the years immediately ahead.</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |
| | <p>Engineering and R&D</p> |
| | <p><u>Panel Discussion</u></p> <p>Global Division of Labour in Engineering: Specialisation and Cooperation</p> |
| | <p>With the enhancement of the role played by innovation technology in the economy and the increasing complexity of engineering problems, high class engineering support for projects is becoming ever more essential. Two strategies can be clearly seen in the actions of the most successful engineering services companies: amalgamation into major holdings providing full cycle services from designing facilities to their operation; and division into comparatively small companies with a narrow specialisation. In Russia the market for engineering services is at an early stage of development: old institutions are finding it hard to adapt to market conditions, engineering holdings are being formed and specialist departments are being created within major industrial corporations. What is the most likely way to develop the sector? What is the place of the Russian players on the world engineering market? In which spheres do domestic companies retain their advantage, and in which is importing technology unavoidable? The discussion will provide answers to these questions.</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |
| 14.30 – 16.00 | <p><i>Events running simultaneously:</i></p> |
| | <p>Energy Production</p> |
| | <p><u>Panel Discussion</u></p> <p>Russian Energy Production: Privatisation versus Integration</p> |
| | <p>Reform of electricity energy production in Russia, begun 10 years ago, has made it possible to attract private investment in creating and renewing capacities, ensure competition, and improve the efficiency of the sector. A new round of privatisation of energy production concerns is expected, but ideas of consolidating energy production assets into major vertically integrated holdings are also strong.</p> <p>What goals will the new energy production reform set? Will the reform make it possible to improve the efficiency of the sector? Will competition on the generating market increase? Will tariffs for connection to power supplies be lowered? Will further privatisation make it possible to attract new experience and technology?</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |

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| | Information Technology |
| | <p><u>Round Table</u></p> <p>The Russian IT Industry: the Secret of Success</p> |
| | <p>The programming industry is one of the fastest growing in the world and the Russian market is growing faster than that overseas: 35% as opposed to 25%. Russian IT companies are included in the leading world specialist ratings: the 2011 Global Services 100, Deloitte Technology Fast 500 EMEA, and Global 100 Software Leaders among others.</p> <p>What is the secret for success of the leaders on the Russian IT market, and how can the advantages of rapid growth in this sector be used to develop the Russian economy as a whole? What restrictions to companies in this sector experience? Are expansionary or protectionist measures by the state needed in this sector?</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |
| | Food Production |
| | <p><u>Round Table</u></p> <p>Foreign Investment in the Agribusiness Sector in Russia</p> |
| | <p>Foreign investors have long since and consistently been involved in the Russian food industry, bringing with them technology, new expertise and access to the financial resources of their parent companies. At the same time the primary sector - agriculture, fishing and fisheries - remain underfinanced due to comparatively high risks, low profitability and legislative restrictions.</p> <p>How can the Russian agricultural sector be made into a sector that is competitive on overseas capital markets and attractive to foreign business? How can qualified investors be attracted into Russian agriculture and such developing fields as aquaculture and mariculture? What are the prospects for further growth in foreign investment in processing of agricultural products?</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |
| | Tourism |
| | <p><u>Case Study</u></p> <p>How to Make an Attractive Tourist Product?</p> |
| | <p>Natural beauty or cultural sites do not always guarantee a territory a constant flow of tourists, while other places, apparently unremarkable, are actively engaged on the tourist market thanks to creative thinking and intelligent promotion. How can a tourist product be created which will open up the potential of a territory and be attractive to visitors, including those from overseas?</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |
| | Sport |

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| | <u>Panel Discussion</u> Elite Sport as Big Business |
| | <p>Sport today is not just the joy of winning and new records, but also a major, constantly growing sector in the economy. Traditional sources of income for the sports industry are ticket sales, broadcasting rights, souvenirs and sponsorship. At the same time, according to information from PricewaterhouseCoopers, the traditional domination of income from ticket sales is gradually becoming less important and new economic realities are forcing sports managers to re-examine management techniques. Is the Russian sports sector capable of becoming profitable within traditional management models? To what extent is the country prepared to accept the new challenges which it has already come up against in developing the sports industry?</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |
| | Engineering and R&D |
| | <u>Round Table</u> Developing Engineering as a Factor in Global Competitiveness |
| | <p>The constantly accelerating progress in developing technology means that within the next 10 to 20 years we will see fundamental changes following from the creation of new industries and markets and redistribution of forces in the world economy. The recent trend for new industrialisation in developed countries is one such phenomenon. It is clear that the scientific-technical and engineering potential of countries in such conditions will be one of the leading factors in competitiveness. The engineering sphere will play the most important role in developing this potential.</p> <p>Over recent decades some countries have been able to make a breakthrough in developing the engineering and R&D field which has become an important driving force in transforming their economies and improving their competitiveness. State regulation of the sector, technological standards, a personnel training system, and economic stimuli for businesses - which factors are most significant in developing engineering? What can be done to ensure that this sector is successful in our country and assists in carrying out Russian strategic priorities?</p> <p>Moderator: To be confirmed</p> <p>Invited participants: List of participants to be confirmed</p> |
| 12.00 – 13.00 | Coffee break |
| 13.00 – 15.00 | Presentations by subjects of the Russian Federation and company projects (separate timetable) |
| 20.00 | Reception for Forum participants given by the Mayor of the city of Sochi |