



SPIEF'23 ПМЭФ'23

 **ROSCONGRESS**
Building Trust

14-17
JUNE
2023

**ST. PETERSBURG
INTERNATIONAL
ECONOMIC
FORUM**

forums.spb.com



ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM

The St. Petersburg International Economic Forum is one of the biggest and most important business events in the world. Over the past 25 years, the Forum has cemented its status as a leading international event focusing on key issues on the global economic agenda. It provides a platform for participants to exchange best practices and expertise in the interests of sustainable development.

SPIEF has been held annually since 1997.

Since 2005, the Forum has been held under the auspices and with the participation of the President of the Russian Federation.

In 2021, SPIEF was the first business event of such magnitude to be held offline since the unavoidable break caused by the COVID-19 pandemic.



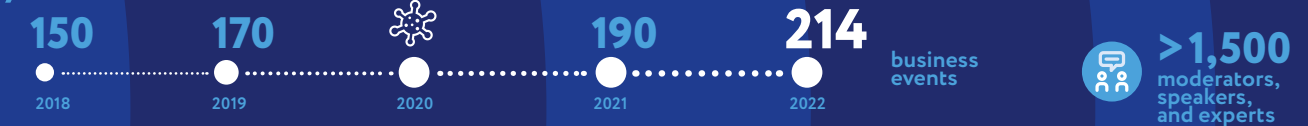


// SPIEF IN FIGURES

/ number of participants



/ number of business events



/ number of agreements signed



*COVID-19 pandemic

**Excluding agreements where the figures were classified as commercial secrets.

// SPIEF 2022 PARTICIPANTS

130

high-ranking foreign officials,

including vice presidents and prime ministers, heads of cities and regions, ministers, heads of parliament, representatives of leading international organizations and associations, and heads of diplomatic corps

1,700

business leaders

>60

representatives of federal government and legislative bodies

85

regions of Russia,

80

of which represented by regional leaders

3,500

media representatives from

33

countries

The largest delegations:



EGYPT

Guest country at SPIEF 2022



Kazakhstan



Turkey



China



USA



UK



India

// ALL BRANCHES OF THE ECONOMY AND THE NON-MANUFACTURING SECTOR

- FINANCIAL AND INSURANCE SERVICES
 - MANUFACTURING
 - INFORMATION TECHNOLOGY
 - HEALTHCARE
 - CONSULTING
 - COMMERCE
 - TELECOMMUNICATIONS
- Construction
 - Logistics and transport
 - Real estate
 - HoReCa and tourism
 - Management and law
 - Agriculture
 - Mineral extraction
 - Conglomerate holding companies

More than 90 economic sectors are represented at the Forum in total.

// A RICH BUSINESS PROGRAMME

A DIVERSE RANGE OF TOPICS:

politics, economics, management, technological development, digitalization, ecology, social and human development

- Panel discussions, roundtables, thematic business breakfasts and TV debates
- Bilateral business dialogue events with foreign partners
- Meetings with representatives of BRICS, the SCO, the Eurasian Economic Union, and ASEAN
- Networking areas organized by Forum partners, business representatives, ministries, government agencies and representatives of Russia's regions

The guest country of SPIEF 2023 will be the **United Arab Emirates**



// ACCESSIBLE ENVIRONMENT FOR SMALL BUSINESS

INDUSTRY AND THEMATIC EVENTS ON THE OPENING AND CLOSING DAYS OF SPIEF:

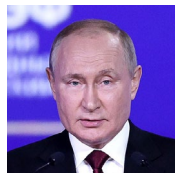
- Russian Small and Medium-Sized Enterprises Forum
- Ensuring Drug Security Russian Pharmaceutical Forum
- Arctic-related events
- Creative Business Forum
- International Youth Economic Forum

Each year, SPIEF creates an **unrivalled space for dialogue and the development of business ties.**

This is an opportunity to find partners to develop your business in Russia and abroad, expand your circle of contacts, and attract the attention of potential investors and leading media outlets.

The SPIEF platform offers small and medium-sized businesses a range of practical tools for effective networking and business development.





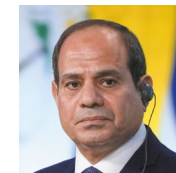
VLADIMIR PUTIN

President of the Russian Federation



KASSYM-JOMART TOKAYEV

President of the Republic of Kazakhstan



ABDEL FATTAH EL-SISI

President of Egypt



XI JINPING

President of the People's Republic of China

“Such major events and forums truly unite and bring people from different countries closer. The ability to meet in person and work together in an atmosphere of mutual trust is, in many respects, what is key to pushing business projects and initiatives forward, and with it, the global economy.

Russia will facilitate these meetings to the greatest extent possible, and similarly facilitate the sharing of experience and the demonstration of groundbreaking accomplishments in science and technology.”

“Over a quarter of a century, the St. Petersburg Forum has earned its status as an authoritative expert platform and has taken its rightful place among the world’s leading discussion venues. [...]

Kazakhstan is guided by the firm understanding that Eurasia is our common home, and the states of our continent should cooperate closely as a single community. We firmly believe that building a peaceful, stable, and economically strong Eurasia will be a powerful factor in sustainable development and inclusive growth on a global scale.

I am confident that this authoritative discussion platform, which brings together top-level experts, has huge potential in identifying productive ideas to normalize the international situation and bring positive trends back to the global economy.”

“Since its first session in 1997, the Forum has grown to become an important venue for the business community and a prominent economic event facilitating the discussion of key issues facing emerging markets and the rest of the world. [...]

This year, the Forum is taking place amidst unprecedented political and economic challenges of a strategic nature. We hope that the Forum will help to search for effective solutions to existing problems and reduce the negative impact and negative consequences of the global economic crisis that has engulfed numerous countries, primarily the economies of developing countries.”

“Today, the international community is more interested than ever in fair, sustainable, and secure development. It is crucial to seize opportunities, address challenges, advance the global development initiative, and build a beautiful future of peace and prosperity together. [...]

Along with Russia and our other partners, we are ready to tap into development prospects and seize growth opportunities in order to make a worthy contribution to intensifying global cooperation for the development and the creation of a community with a common destiny for humankind.”



TAMIM BIN HAMAD AL-THANI
Emir of Qatar



JAIR MESSIAS BOLSONARO
President of Brazil (2019–2022)



ANTÓNIO GUTERRES
Secretary-General of the United Nations



ANTON KOBAYAKOV
Advisor to the President of the Russian Federation,
Executive Secretary of the SPIEF Organizing Committee

“The Forum serves as an example for the international community with regard to advancing initiatives capable of fostering an environment conducive to regional and global economic growth, increased investment, and developing effecting solutions to shared economic issues. The truly international nature of this Forum in St. Petersburg clearly reflects the special role Russia plays in global and regional processes.”

“The St. Petersburg Forum is a kind of geopolitical and geo-economic sounding board for the whole of Eurasia, a strategically important region which is constantly developing and finds itself at the epicentre of major transformations in today’s world.

As for the challenges of ensuring economic recovery in the wake of the pandemic, the Forum very much helps to establish new ties and strengthen old ones, which are fundamental if we are to create a prosperous and stable future.”

“St. Petersburg has witnessed many of the seminal events of the 20th century. And today, the St. Petersburg Forum espouses a 21st century truth – that global challenges require global solutions. No one country or organization can succeed alone. We need political leaders, scientists, philanthropists, and civil society to come together to tackle common threats and pursue shared objectives. That is why we are here.”

“SPIEF is a centre of meaning and information, reflecting a crosssection of the Russian economy’s development and our desire to promote its technological component. SPIEF is a discussion platform where there is a free and uncensored exchange of opinions on all issues on the international agenda, without any dictate.”

// PARTICIPATION FORMATS



SPIEF PARTICIPANT

Participants are able to attend events on the Forum's business programme, visit the exhibition, and hold discussions with business leaders, experts, government officials, and media outlets. They can take advantage of opportunities to find investors, take part in meetings, and participate in events in the cultural and sporting programmes. Regular participants at the Foundation's events also get to be the first to hear about special promotions.



SPIEF PARTNER

The prestigious status of partner is assigned to major companies and recognized members of the professional community. Partners benefit from a range of tools enabling them to promote their projects and initiatives at the Forum venue. They are able to participate in events held as part of the business programme, set up a networking area and thematic lounge zones, and showcase groundbreaking achievements, new technologies and promising developments.



SPIEF EXHIBITOR

Forum exhibitors are able to capitalize on a unique opportunity to publicize themselves at the SPIEF Investment and Business Expo – a special communications platform aimed at showcasing promising investment projects, B2B solutions, and new technology.



// BENEFITS OF PARTNERSHIP



- **Unique business programme participation packages**, plus the option to hold a business event, presentation, or press conference
- **An audience of more than 14,000 people**, including heads of state, members of government, regional leaders from across Russia, and top executives from major Russian and international corporations
- **Partners are able to leverage the Forum's information resources**, receive assistance in organizing press events, and take advantage of professional services provided by accredited photographers and camera operators
- **Partners also have the ability to invite business partners** to the Forum and their own business events, make use of the meeting rooms, and take part in events held as part of the Forum's cultural and sporting programmes
- **A personal manager** is assigned by the Roscongress Foundation to support the company's participation in the Forum

// SPIEF INVESTMENT & BUSINESS EXPO



The SPIEF Investment & Business Expo offers a unparalleled space to engage in constructive dialogue, identify solutions, take concerted action, and share experience with Forum participants.

- Presentations of promising Russian and international projects
- Demonstrations of investment potential, cutting-edge technologies, products, and solutions
- The opportunity to engage in an open dialogue with global business leaders, financial and investment experts, government officials, business representatives, and journalists
- Business sessions and opportunities to share best practice
- More than 100,000 m² of exhibition space

// SPECIAL PROJECTS AND THEMATIC AREAS

GOVERNORS' CLUB

The Governors' Club is a special area offering the chance to hold meetings and informal discussions with regional leaders, ministers, heads of government agencies, and senior officials from Russia and guest countries of the Forum. It also offers a venue to give presentations on the economic, tourism, and cultural opportunities offered by the regions.



INNOVATION SPACE

An IT platform presenting the best developments in science and technology from Russian and international companies. It aims to support and encourage young scientists, inventors, and developers, and facilitate the creation of a new generation of tech entrepreneurs in Russia.



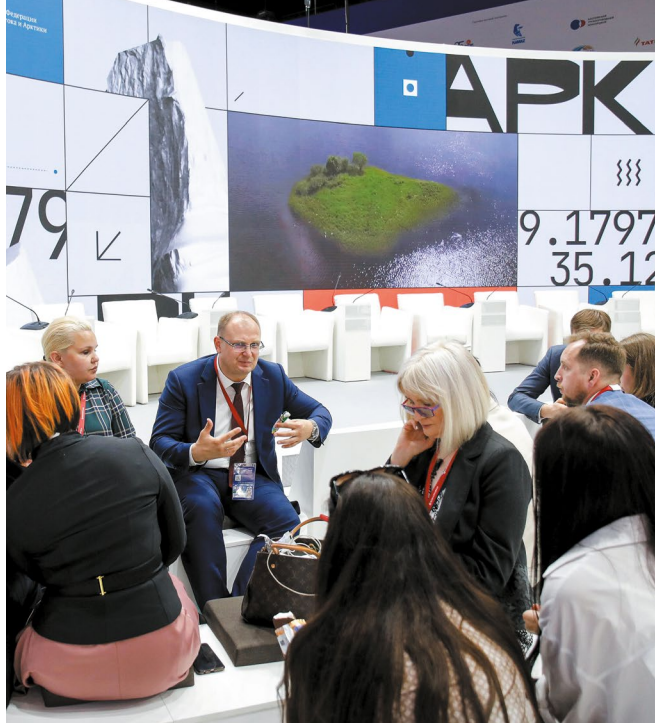
ROSCONGRESS URBAN HUB

On the sidelines of the St. Petersburg International Economic Forum, a new thematic space, the **Roscongress Urban Hub**, is to be unveiled – an international discussion platform on urban development, research, and business cooperation in the field of urbanism.

The platform will bring together leading developers, system integrators, and renowned industry experts, and is intended to become an intellectual hub of groundbreaking ideas for the urban economy.

The platform's aims are:

- to present industry leaders and integrators of the best projects and urban practices in the field, as well as modern solutions from corporations which are shaping the path of urban development;
- to communicate the urban planning, development, and social and economic agenda;
- to outline trends in the next round of digitalization of services, process management, and the technologization of all sectors of urban life.



ARCTIC: TERRITORY OF DIALOGUE

With a host of events and interactive presentations, this venue offers the chance to learn about the Russian Arctic today, and how the region will take shape in the future. Experts will discuss the socioeconomic development and investment opportunities offered by the region, the Northern Sea Route, Arctic tourism and much more. In addition, representatives of indigenous peoples of the Arctic will discuss their culture and efforts to preserve their heritage. An Arctic bar will also be open to Forum guests.



VINOGRAD

VinoGrad is an exclusive area by the Roscongress Foundation dedicated to the wine industry. Throughout the Forum, the VinoGrad area will host wine presentations, tasting sessions, open discussions with industry experts, pitch sessions, and debates as part of its very own business programme.

HEALTHY LIFE AREA

The Healthy Life Area is both a focal point and primary discussion platform for leading figures from the medical and scientific communities. Key players in the healthcare sector have the ability to present groundbreaking technological and innovative projects.

ENSURING DRUG SECURITY RUSSIAN PHARMACEUTICAL FORUM

A consolidated platform created to develop practical expert proposals across a number of segments within the pharmaceutical industry, identify routes for the development of Russia's pharmaceutical future, and draw up development strategies for the drug supply system in the interests of all citizens.





CREATIVE BUSINESS FORUM

The Creative Business Forum is a new event that brings together global leaders in the creative industry, creative visionaries, business figures, and government representatives. Together they will discuss key issues facing the sector.



THE ROSCONGRESS FOUNDATION'S SOCIAL PLATFORM

The Roscongress Foundation's social platform is a strategic initiative aimed at establishing and supporting ongoing dialogue between business, government, and civil society. It also aims to comprehensively promote the social agenda and develop key social projects and initiatives.

THE ROSCONGRESS FOUNDATION'S SOCIAL, YOUTH AND TECHNOLOGICAL INITIATIVES

The programme for the Roscongress Foundation's new thematic area covers issues such as affordable education, mentorships for young people, social inclusion, next-generation technologies and business tools (AR and NFTs), training for strong leaders, and the value of recruiting talented young professionals.



ROSCONGRESS CLUB

An exclusive club for members of the intellectual, business, and political elite offering a VIP service to Roscongress Club card holders. Participants include thought leaders from Russia and around the world. The club also brings together a broad community of business and government representatives. Together, this makes the Roscongress Club of strategic interest to all figures wishing to help shape the political and economic landscapes of Russia and the world.





// UNIQUE OPPORTUNITIES FOR PROMOTION



PRESS EVENTS AND MEDIA SUPPORT

A number of press points are located at the Forum venue. There are also several specially equipped rooms for holding individual interviews with participants. The Forum press event schedule will be posted in the Media section of the official event website. The Roscongress Foundation's professionals are always glad to offer assistance in organizing press events, and providing professional photographers and videographers.



PROTOCOL AND ADMINISTRATIVE SUPPORT FOR AGREEMENT SIGNING CEREMONIES

Holding an agreement signing ceremony at the Forum offers an excellent opportunity for a company to publicize itself and attract the attention of leading media outlets, potential partners, and investors. The support package includes organizing the ceremony at the Forum venue and distributing announcements of the event to accredited journalists at the Forum.



VIDEO SERVICES AT THE FORUM

Showing promotional content on television screens at the Forum venue offers an excellent way for partners to raise their company's profile among the Forum's unique audience. The time and number of screenings will vary depending on the SPIEF business programme.

ADVERTISING OPPORTUNITIES

- Advertising spaces at the Forum venue, airport, and the city's main thoroughfares provide companies with the opportunity to attract additional attention from participants
- A range of advertising options has been developed, including standalone advertising structures, large-scale panels on building facades, banners, and other formats
- Forum partners are offered priority placement of various forms of advertisements at the SPIEF venue

MULTIMEDIA OPTIONS

Companies have the option of broadcasting events on the Forum's business programme live on television screens at their stand. This provides the opportunity to attract attention to the company's stand and further enrich its programme.

AR TECHNOLOGIES FOR BUSINESS

The MARMA augmented reality service allows exhibitors to expand their presentation capabilities. It enables video content to be integrated into an exhibition without any additional equipment or hardware.



OFFICIAL SPIEF MAGAZINE

TOPICS covered by the official magazine reflect the Forum's business agenda, and typically resonate strongly in both the media, and among the public at large.

CONTRIBUTORS to the magazine include leading figures in politics and society, heads of major corporations, and renowned experts and opinion leaders.

AUDIENCE. The publication has a unique target audience, consisting of people whose decisions will affect the political, economic, and cultural futures of Russia and the world. The effectiveness of communicating with these figures is attested by the numerous partners and advertisers at our events.

Advertising in the Forum magazine

- **Modular advertising** – placement of advertisements
- **Native advertising** – advertorials (interview, history, case study, expert column, infographics, company fact sheet)
- **Additional options** include distributing promotional material, placing material in a specific column or section, referencing the material in the table of contents, etc.

// ST. PETERSBURG SEASONS

SPIEF FESTIVAL OF CULTURE

- More than 40 events of various kinds
- The best performances at St. Petersburg's theatres
- A wide-ranging music programme
- Sightseeing tours, and visits to leading museums and exhibition spaces in St. Petersburg and surrounding areas
- Charity events



// SPIEF SPORT WEEK

- More than 20 events across 15+ sporting disciplines
- An extensive programme featuring legendary athletes, coaches, world champions, and Olympic champions
- International tournaments and Roscongress Cup gala matches
- A relaxed atmosphere for informal dialogue
- Discussions of key issues facing the sports industry



// THE ROSCONGRESS FOUNDATION – SPIEF ORGANIZER



The Roscongress Foundation is a socially oriented non-financial development institution and a major organizer of national and international conventions; exhibitions; and business, public, youth, sporting, and cultural events. It was established in pursuance of a decision by the President of the Russian Federation.

The Foundation was established in 2007 with the aim of facilitating the development of Russia's economic potential, promoting its national interests, and strengthening the country's image. One of the roles of the Foundation is to comprehensively evaluate, analyse, and cover issues on the Russian and global economic agendas. It also offers administrative services, provides promotional support for business projects and attracting investment and helps foster social entrepreneurship and charitable initiatives.



Participants from
208
countries and territories



>5,000
experts working
in Russia and abroad



>15,000
media representatives
each year



180
economic partners, including
industrialists' and entrepreneurs'
unions; and financial trade,
and business associations
from



>100
business events held
annually from Montevideo
to Vladivostok

81

countries worldwide

186

Russian public organizations,
federal and legislative bodies,
and regions

// ROSCONGRESS.ORG INFORMATION AND ANALYTICAL SYSTEM

The Roscongress Information and Analytical System is an unparalleled knowledge base created by the foundation.

It offers quick and easy access to all resources related to major business events in Russia that are organized by the Roscongress Foundation.

Features of the interactive knowledge base:

- Descriptions of more than **4,300 sessions** across more than **280 topics** covering global and national development
- Talks, interviews, and insights from more than **15,000 speakers**
- Research studies, articles, analytical digests, and expert opinions.

Unique features:

- Summaries: analytical summaries of key discussions, including overviews of conclusions, objectives, and solutions
- Analytics: a selection of analytical materials dedicated to topics covered by various forums
- Video broadcasts of events on the business programme, and a video archive of previous events
- Search video broadcasts: a feature enabling the user to find the specific part of a session where participants are discussing the topic of interest
- Roscongress blog: interviews with famous people from the worlds of culture, sport and science; fascinating stories about the cities and regions hosting the foundation's events; and business lifestyle articles





// WELCOME TO THE ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM!

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