



RUSSIAN SMALL AND MEDIUM-SIZED ENTERPRISES FORUM PROGRAMME

June 5, 2019

Programme accurate as at 20.05.2019

10:00–11:30

Russian Small and Medium-Sized Enterprises Forum

Pavilion G
Conference Hall G1

Youth Track

Creating an Ecosystem for Development of Youth Entrepreneurship

The Federal Project 'Promotion of Entrepreneurship' focuses particularly on supporting entrepreneurial activity of young people, including school pupils and students. It is the work with young people that has the greatest potential for development of small and medium-sized businesses in the country. Creating a favourable environment for novice entrepreneurs to receive the support they need is one of the most important conditions for fulfilling the set tasks.

Key topics

- Essential elements of an ecosystem for development of youth entrepreneurship
- Creation of communities as the main instrument for developing entrepreneurship
- Mentorship and business coaching for young entrepreneurs
- Effective tools for young entrepreneur acceleration
- School entrepreneurship as a factor in long-term development.

10:00–11:30

Russian Small and Medium-Sized Enterprises Forum

Pavilion G
Conference Hall G2

Training Track

Outsourcing: A Partnership Tool for Business and Government

The development of services and business processes outsourcing has helped create a big enough niche for small and medium-sized businesses. Today, outsourcing of accounting, IT, consulting and other services is familiar to everyone. Outsourcing can develop rapidly in such areas as healthcare, housing and communal services, logistics, construction, hotel and restaurant business and in many other industries. Increased procurement availability for SMEs allows businesses to provide operational and other support not only to other companies but also to state-funded organizations. The ultimate goal of outsourcing is to step up the business efficiency, allowing companies to use freed-up financial and human resources for developing new areas. Outsourcing is a recognized tool for boosting labour efficiency.

Key topics

- Regions start and win: municipal services outsourcing for small and medium-sized businesses
- Outsourcing: a useful tool or threat of the state and business losing control?
- Who is baffled by the development of outsourcing? And does it have many potential allies?
- Outsourcing development in Russia: to promote or leave alone?

10:00–11:30

Russian Small and Medium-Sized Enterprises Forum

Pavilion G
Conference Hall G3

Investment Track

Battle: Small Business and the Financial Market: Barriers and Bottlenecks

Availability of credit to small businesses remains a pressing problem for the banking system and the economy as a whole. Drivers of the SME lending segment in 2018 were low loan rates and government support programmes. Within the scope of the federal project 'Expansion of access for SMEs to financial resources, including preferential financing', the programmes for preferential lending for SMEs were restarted. Budgetary funds are being allocated for subsidizing interest rates and the list of authorized banks is being extended. Does information about the benefits available reach entrepreneurs? And what do they really need? Despite the large quantity of public funds and programmes currently in operation, their targeting and efficiency in using resources is not always evident. The Entrepreneurs team and the Financiers team will discuss availability of small business financing, the scope and spread of state support programmes for SMEs. The discussion will touch upon the acute issues of account blocking and blacklisting, as well as the effectiveness of support programmes.

Key topics

- Blacklists and blocking: how to increase the transparency of blacklisting processes and reduce losses from account blocking?
- Loans available to SMEs: can the rate be low and can SME lending grow rapidly?
- Effectiveness of support programmes: is business aware of the forms of support? Do SMEs receive funds or is it just being talked about?



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Conference Hall G4

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International Track

Interaction between Big and Small Businesses in Industry

One of the conditions for dynamic development of any economic system is effective collaboration in the production sphere between big, systemically important companies and small and medium-sized businesses, which are often international. The former provide orders and demand, research funding and market access, while the latter are able to respond quickly to changes, be flexible and provide better quality. This is particularly important in industries where innovation is becoming a determining factor for success. Harmonious relations between these two segments of the economy are required for economic growth and value creation, but are not always achieved. The experience of Italy and other European countries is among the most successful in the world. Ways of solving the problems of collaboration between big and small businesses, existing difficulties and prospects will be discussed by the heads of major technology companies of Italy and Russia and their partners among small and medium-sized enterprises. SME Corporation will present its expertise in this segment in Russia.

10:00–10:30

Pavilion G
Conference Hall G6

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Master Class on How to Determine the Export Potential of Your Business and Choose a Market

10:45–11:15

Pavilion G
Conference Hall G6

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Master Class on How to Customise a Website

11:30–12:00

Pavilion G
Conference Hall G6

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Master Class on E-commerce

12:00–13:30

Pavilion G
Conference Hall G1

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Youth Track

Investment Fair

The Investment Fair is a flagship project of the Committee for Development of Youth Entrepreneurship, which unites entrepreneurs, investors and government officials. As part of this section, eight investment projects will be defended before investors. The project is expected to be launched in eight federal districts before the end of 2019. The mechanics for implementing the project will be demonstrated. The project has already attracted 250 million roubles in private investment and created more than 200 jobs. Advice and training have been provided on over 1,500 other projects, and more than 30 entrepreneurs have found investors.

12:00–13:30

Pavilion G
Conference Hall G2

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Training Track

Mentor Lounge

Mentor Lounge is a unique new networking format. Major businessmen and industry experts meet with entrepreneurs, share experience, knowledge and proven business tools. The Mentor session will result in case studies or business analysis, problem solving and establishing new contacts.

12:00–13:30

Pavilion G
Conference Hall G3

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Investment Track

Small Business in the Urban Economy

Small and medium-sized enterprises are the foundation and backbone of an urban economy. They generate added value, tax revenue, and new jobs. Bringing together the most effective types of support for entrepreneurs could serve as an important step forward in developing the SME sector in towns and cities. These include financial support, material support, information, consultations, services provided by the Business Navigator, and others.



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Access to information is crucial for entrepreneurs, particularly with regards the following:

- opportunities for business development via franchising
- comprehensive urban construction projects
- opportunities to become involved in procurement processes run by large companies in partnership with the public sector
- training programmes, etc.

These objectives can be achieved using an out-of-the-box approach, and making all tools and services available at a single point.

What is the most effective way of boosting the SME sector in smaller towns and cities? What can be done to simplify the process of starting a regular business? Could experienced entrepreneurs with a successful track record in business development replicate their experience across smaller towns and cities via a franchising model?

12:00–13:30

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Pavilion G
Conference Hall G4

International Track

Digital Trade in Russia: Key Challenges, Constraints and Growth Points

The e-commerce sector is developing rapidly and, despite the economic slowdown and declining purchasing power, has been growing fast over the last few years. The volume of the online retail market exceeded 1.5 trillion roubles in 2018. At the same time, there remain a number of systemic problems hampering business development of bona fide participants on the Russian market.

Key topics

- Is it possible to create a single online environment for exporters at public expense to support domestic producers?
- What prevents Russian consumer goods being exported to foreign markets?
- Will Russian goods be able to compete on foreign markets?
- What effective 'protection measures' for local players are used abroad?
- What are the prospects for regulating cross-border online commerce?
- How can Russian online stores be prevented from moving to the jurisdiction of border countries? How can a reduction in investments in the domestic infrastructure, refusals to pay customs duties and VAT be prevented?

14:00–16:00

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Export Acceleration. Steps on the Way to Export

An export accelerator is an integrated system comprised of educational, financial and non-financial measures aimed at supporting and accelerating the development of companies' exports, including those which have no previous experience in export sales. The increasing demand for Russian business is not just down to the ambitious goals set by the country's leaders. The volume of non-commodity and non-energy exports have reached 250 billion US dollars. Shares of SME exporters in non-energy exports has risen to 10%. Other countries have gained experience by having their own producers export. What's clear is that the highly competitive nature of global markets is only possible where there are effective state support measures, including those which are tailored to the category of export products, the size of an export company, the supply location and many other factors. Acceleration programmes are developed by considering the cases and real-life experience of leading international experts in the field of exports, giving programme participants knowledge of the beginning-to-end supply and maintenance of a company, from training in export skills to concluding export contracts. An accelerator offers a tailored solution to each participant in the programme, providing a multi-pronged approach in order to meet their needs.

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Pavilion G
Conference Hall G1

Youth Track

A New Generation of Entrepreneurs

Fewer and fewer people do business guided by the old principles. Times are changing, the economy is changing and, as a result, entrepreneurs are changing too. Client experience is coming to the fore. The new economy is opening up fundamentally new opportunities for the most active members of society. Money is no longer a privilege of the elected. An entrepreneur from a small town is able to attract the attention of a huge audience of clients and work with them. Access to specialists and technologies is so open that today you can be in Moscow and your team can work around the world. It is time for new opportunities.

Key topics

- How can a new generation of entrepreneurs transform the country's economy?
- How do entrepreneurs of Generation Y think?
- How can entrepreneurial activity in the country be boosted and a new entrepreneurial ecosystem created?



14:30–16:00

Pavilion G
Conference Hall G2

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Training Track

History of Business Breakthroughs: Life Hacks from Pre-revolutionary Entrepreneurs

A huge contribution to development of the economy, industry and agriculture, as well as science, education, culture and the social sphere, has been made by relevant business solutions and life hacks of pre-revolutionary entrepreneurs, which are an unused resource for developing and promoting business in today's Russia. Participants will share information that cannot be found in business textbooks and offers inspiring creative solutions for developing their own business.

Key topics

- The federal project 'Promotion of Entrepreneurship' offers a fundamentally different view of an entrepreneur through the legacy of outstanding Russian businessmen
- What contribution did pre-revolutionary entrepreneurs make to Russia's development? New industries, export products, innovations and startups: facts and figures
- Business success based on Russian historical experience: is it possible? Life hacks from pre-revolutionary entrepreneurs in Russia: descendants of entrepreneurs reveal business secrets of their outstanding predecessors.

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Investment Track

Innovations that Change the World. Who invests in technology start-ups?

Cybersport, delivery services, transport, artificial intelligence, logistics, fintech, foodtech, telecom, streaming services, offline and online retail – today these areas are rapidly developing and actively attracting capital. Most often, a fast-growing startup is backed by big investments.

Key topics

- How do innovative projects attract investments?
- What is the difference between investment in the local technology market and the global one?
- Venture investment

14:30–16:00

Pavilion G
Conference Hall G4

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International Track

Global Value Chains

In today's world, development of value chains has become a global phenomenon. The session will include an exchange of views on the measures governments should take to maximize the benefits of global value chains.

Key topics

- Regulation of the customs value of goods imported into Russia will be considered
- What is the role of small and medium-sized enterprises in creating and developing value chains?
- What issues are relevant for businesses in the context of value chain development?
- How can the 'Made in Russia' brand be obtained and what advantages does it give?
- What are the success stories of involving SMEs in value chain development?