

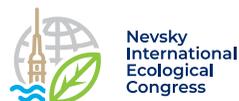


**MEDIA KIT  
FOR ROSCONGRESS  
FOUNDATION  
PUBLICATIONS**

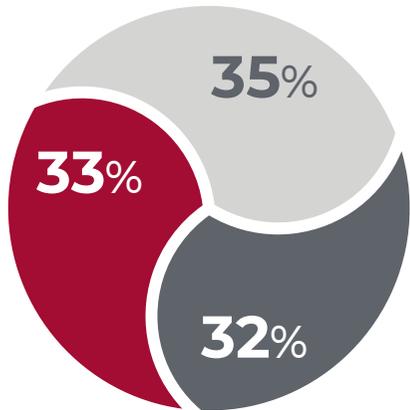


## THE ROSCONGRESS FOUNDATION

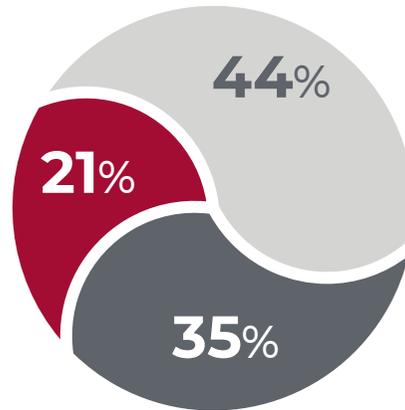
is a socially oriented non-financial development institution and a major organizer of nationwide and international conventions; exhibitions; and business, public, youth, sporting, and cultural events. It was established in pursuance of a decision by the President of the Russian Federation.



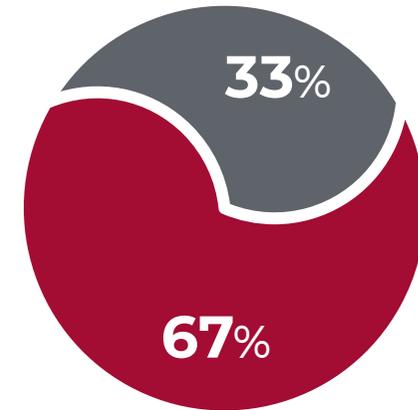
# ROSCONGRESS FORUM AUDIENCES



- MAJOR CORPORATIONS
- MEDIUM-SIZED BUSINESSES
- SMALL BUSINESSES



- TOP MANAGEMENT
- MID-LEVEL MANAGEMENT
- MANAGEMENT



- INTERNATIONAL
- RUSSIAN

Participants from

**208**

countries and territories



**173**

economic partners, including industrialists' unions, financial, trade, and business associations



Over

**5 000**

experts in Russia and abroad



**188**

Russian public organizations, federal and legislative agencies, and federal subjects

from **78** countries worldwide



Over

**15 000**

media representatives

# OFFICIAL ROSCONGRESS PUBLICATIONS

The Roscongress Foundation releases an official magazine for every major forum it holds



## TOPICS

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

## AUDIENCE

Foundation publications are aimed at a unique audience. These are people whose decisions define the future of Russian and international politics, economics, and culture. Our ability to build an effective dialogue with them is clearly demonstrated by our previous partners and advertisers: Aeroflot, Otkritie Bank, Abrau-Dyurso, Kivach Clinic, and many other companies.

## DISTRIBUTION

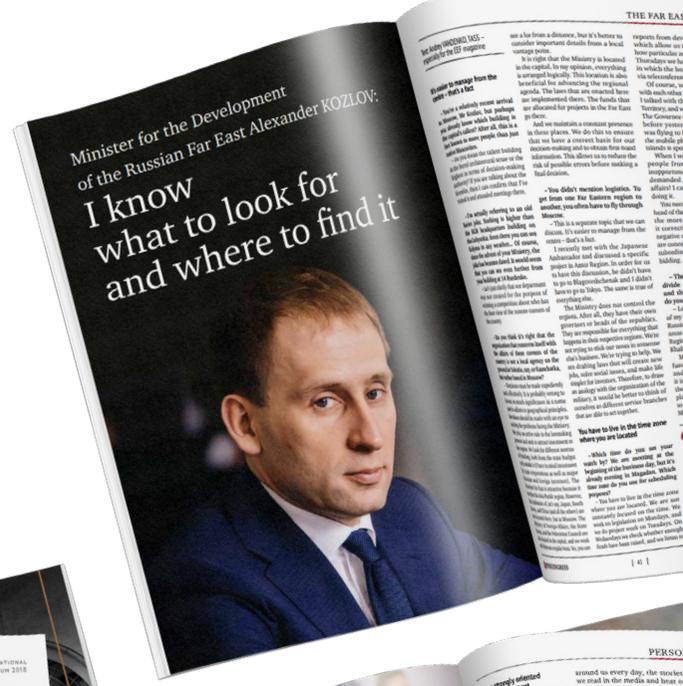
- On board Aeroflot flights
- In comfort and business class cars on Russian Railways and Sapsan high-speed trains (during the St. Petersburg International Economic Forum)
- At information stands in forum venues
- In official forum cars

## TARGETED MAILOUTS

- Senior officials in the Russian Presidential Administration and Government
- Heads of committees and commissions of the lower and upper chambers of the Russian Federal Assembly
- Heads of relevant ministries and government bodies
- Representatives of leading media outlets

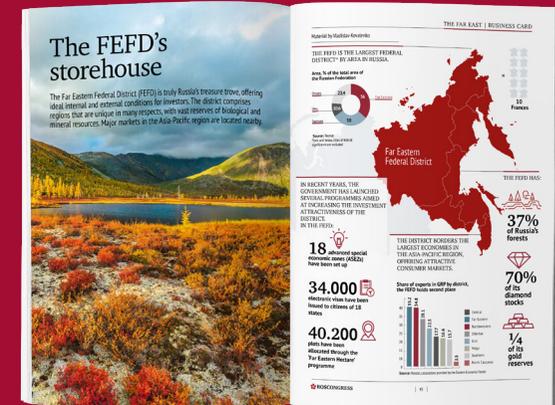
# ROSCONGRESS FOUNDATION PUBLICATION AUTHORS

The Roscongress Foundation is proud to count government officials, prominent members of society, heads of major corporations, respected experts, and opinion leaders among its authors.



# PLACING CONTENT IN ROSCONGRESS PUBLICATIONS

We present information in a format that is attractive to forum audiences



## PLACEMENT OPTIONS:

- **ADVERTISEMENT MODULE** – advertising layout placement

- **NATIVE ADVERTISING** – editorial formats for advertising packages:

**INTERVIEW** – the shortest, most effective route to your target audience.  
Everything that you want to communicate – in your own words, illustrated with striking photographs

**HISTORY** – tell your potential clients, partners, and investors your story

**OP-ED** – showcase your expertise

**CASE STUDY** – demonstrate the ways in which your know-how impacts businesses and the economy

**INFOGRAPHICS** – let the numbers speak for themselves and spark interest in your company

**BUSINESS GAME** – this novel format expands your audience and is truly memorable

**REFERENCE GUIDE** – illustrations, concise information on your business, special offers, and contacts

TELL US WHAT YOU WANT TO ACCOMPLISH  
AND WE WILL WORK TO FIND THE BEST  
FORMAT FOR YOU, OR DEVELOP  
A NEW FORMAT TAILORED  
TO YOUR NEEDS.



**Advanced special economic zones in the Russian Far East: a secret resource for Asian market growth**

Back in December 2013, Russian President Vladimir Putin defined the development of the Russian Far East as a national priority for the 21st century. That was the beginning of the latest chapter in the history of the region, which since the 'Soviet era' has been seen as not just Russia's window onto Asia, but as the key to the formation of the entire Eurasian space.

**Next: Limited INFRASTRUCTURE**

of investors, 37% of them were 20% of annual industrial enterprises, 20% of all, 27% of pop. and 17% of all investments in the Far East of Russia. The region is highly specific in terms of its economic structure, which is determined by its geographical location and the presence of a large number of enterprises in the extractive sector. The region's gross regional product (GRP) is 1.5 trillion rubles, or 1.5% of the total GRP of Russia. The region's population is 1.5 million people, or 1.5% of the total population of Russia. The region's infrastructure is underdeveloped, with a low density of roads, railways, and air transport. The region's infrastructure is a major barrier to its economic development.

**Great investment opportunities and a huge resource base**

As well as its rich natural resources, the Far East has a large number of enterprises in the extractive sector. The region's gross regional product (GRP) is 1.5 trillion rubles, or 1.5% of the total GRP of Russia. The region's population is 1.5 million people, or 1.5% of the total population of Russia. The region's infrastructure is underdeveloped, with a low density of roads, railways, and air transport. The region's infrastructure is a major barrier to its economic development.

**RUB 2,267 billions**

On 26 October 2013, the first meeting of the Government Commission on the Far East was held. At this meeting, the Commission approved a special program for the development of the Far East. The program is aimed at increasing the region's economic growth and improving its infrastructure. The program is divided into three main areas: infrastructure, human resources, and investment. The program is expected to be implemented over the next five years.

**Advanced regional development**

The Far East region is a key area for Russia's economic development. The region's gross regional product (GRP) is 1.5 trillion rubles, or 1.5% of the total GRP of Russia. The region's population is 1.5 million people, or 1.5% of the total population of Russia. The region's infrastructure is underdeveloped, with a low density of roads, railways, and air transport. The region's infrastructure is a major barrier to its economic development.

**Increase in surplus value**

The Far East region is a key area for Russia's economic development. The region's gross regional product (GRP) is 1.5 trillion rubles, or 1.5% of the total GRP of Russia. The region's population is 1.5 million people, or 1.5% of the total population of Russia. The region's infrastructure is underdeveloped, with a low density of roads, railways, and air transport. The region's infrastructure is a major barrier to its economic development.

**THE FAR EAST | SPECIAL ZONE**

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**Infrastructure for investors in the Far East**

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**RUSSIAN VECTOR**

**Yury Isaev, General Director of Deposit Insurance Agency, talks about how to satisfy creditors' claims and return to the economy assets previously taken out of circulation.**



**WHAT IS THE AGENCY AUCTIONING?**

A bank building in Bolshoy Prospekt with a total area of 2,310 square metres.

Rostov Sad - a modern greenhouse complex in Kaluga region which grows various types of flowers, including exclusive varieties of roses.

Skullfishy made models of the sailing ships Armingo, Vespa and Sovereign of the seas 1637 as office adornments.

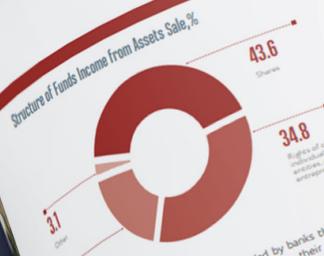
**SMART LIQUIDATION**

**The FEF regions government favourably suggest to from our game w more about Russian F**

**Why did you decide to discuss the issue of liquidated banks' assets at the St. Petersburg International Economic Forum?**

The authority of insolvency administrator was first conferred on the Deposit Insurance Agency by legislation in 2004. The Agency is now the insolvency administrator for over 300 banks and, as part of its work, sells assets with a net value of around 4 trillion rubles. The Agency also sells the property

of a number of banks which were liquidated as part of measures taken to ensure their financial rehabilitation. The main aim of the Agency's work with assets is to create the largest possible settlements to creditors' claims as early as possible. Currently, an average of 4% of creditors' claims are satisfied, whereas in the Agency's early days it was just over 4%. Our efforts have not gone unnoticed: the Agency was acknowledged as the leading



**How do the Agency's figures compare with world practice?**

The figures vary greatly in different countries. In the USA, taking into account the number of assets and liabilities, the liquidation rate is nearly 90%, in Mexico and Indonesia it is about 30%, and in Hungary 10%. Of course, we are not seeing the average claim satisfaction rate we have achieved to fit and are using every opportunity to increase it in the future.

**How does the Agency actually sell assets?**

The Agency sells the property of liquidated banks non-state pension funds and insurance companies, as well as assets acquired during the liquidation of Russian banks. Information concerning all saleable assets is in the public domain and can be accessed by any Internet user. All property being sold by the Agency is posted on its website. Anyone can take part in an auction - all you have to do is to complete a straightforward registration procedure and ob-

**The current situation in the market is quite difficult. Will you be able to sell some of this land?**

Yes, we will. Last year a major Russian agricultural holding company purchased several dozen hectares in Bryansk Region. A project to develop livestock farming and cheesemaking has been launched on land in the Agency (this is exceptionally important in the context of the insolvency programme in Russia) and a modern housing estate has been built on a plot in Novaya Moscow So returning to the economy.

**Do ordinary buyers - private individuals - get involved in the Agency's sales?**

We sell flats, residential buildings, garages, parking spaces, and unfinished construction sites in almost every region in Russia and, of course, in Moscow and St. Petersburg. Individuals buy mainly vehicles, as well as gold coins and ingots. They are also interested in furniture and office equipment. The advantages of buying from the Agency are the transparency and the gradual reduction in the price of the asset during the sales procedure.

**And what are the results of sales in monetary terms?**

In 2017 the insolvency estate sales in liquidation is about 14 billion roubles for sale of property, which is half times more than in the year. And 799 million roubles from the sale of assets. The Agency during the year. I repeat that the Agency as a liquidator is the largest possible sale where we will all our efforts in creation with the convenience of buying at a portability, their money.

**ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM 2018**

We work with regional authorities to find long-term investors to develop modern business projects. The Agency's staff are always open to dialogue and ready to help with the selection of suitable premises.

**What other major assets is the Agency selling?**

We are selling agricultural production equipment (tractors, greenhouses, etc.), controlling house complexes, etc. in four oil and gas companies with licences and brick manufacturing facilities, and modern business centres in Yekaterinburg and Perm.

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# PUBLICATION DETAILS AND PRICE LIST

Magazines are published in Russian and English,  
and meet the highest typographical and design standards

PUBLICATION NAME	PRINT RUN		
St. Petersburg International Economic Forum (SPIEF)	30,000		
Russian Investment Forum in Sochi	11,000		
Eastern Economic Forum (EEF)	21,000		
PLACEMENT	BASIC PRICE in Russian roubles, including VAT		
	SPIEF	RUSSIAN INVESTMENT FORUM	EEF
Double-page spread (except first two)	1,600,000	1,000,000	1,200,000
4 <sup>th</sup> cover	2,800,000	2,310,000	2,650,000
3 <sup>rd</sup> cover	1,950,000	1,600,000	1,900,000
1 line (first half of the magazine)	950,000	630,000	700,000
1 line (second half of the magazine)	800,000	525,000	620,000
½ line	530,000	400,000	450,000

**FORMAT: A4**

**VOLUME: 160 LINES**

**PRINT: FULL COLOUR**

**ADDITIONAL OPPORTUNITIES:**

- Discount on long-term contracts and placement in several publications
- Opportunity to distribute advertising and information materials as an insert
- Promotional information in publication's table of contents – additional 10%
- Placement on a particular line or bloc – additional 10%
- Articles in the SPIEF Official Magazine are in Russian. For publishing in both Russian and English – additional 30%



# CONTACT US TO FIND OUT MORE ABOUT COOPERATION OPPORTUNITIES

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