



# SPIEFXXV

ST. PETERSBURG  
INTERNATIONAL  
ECONOMIC  
FORUM

15-18 JUNE

 **ROSCONGRESS**  
Building Trust

SP

EF-2022  
FORUMSPB • COM



## ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM

The St. Petersburg International Economic Forum is a leading international platform for the discussion of key issues on the global economic agenda and the exchange of best practices and key competences to ensure sustainable development.

The **key objective** of the Forum is to serve as a practical tool for developing business through mutually beneficial dialogue between Russia and the international community.

SPIEF has been held annually since 1997.

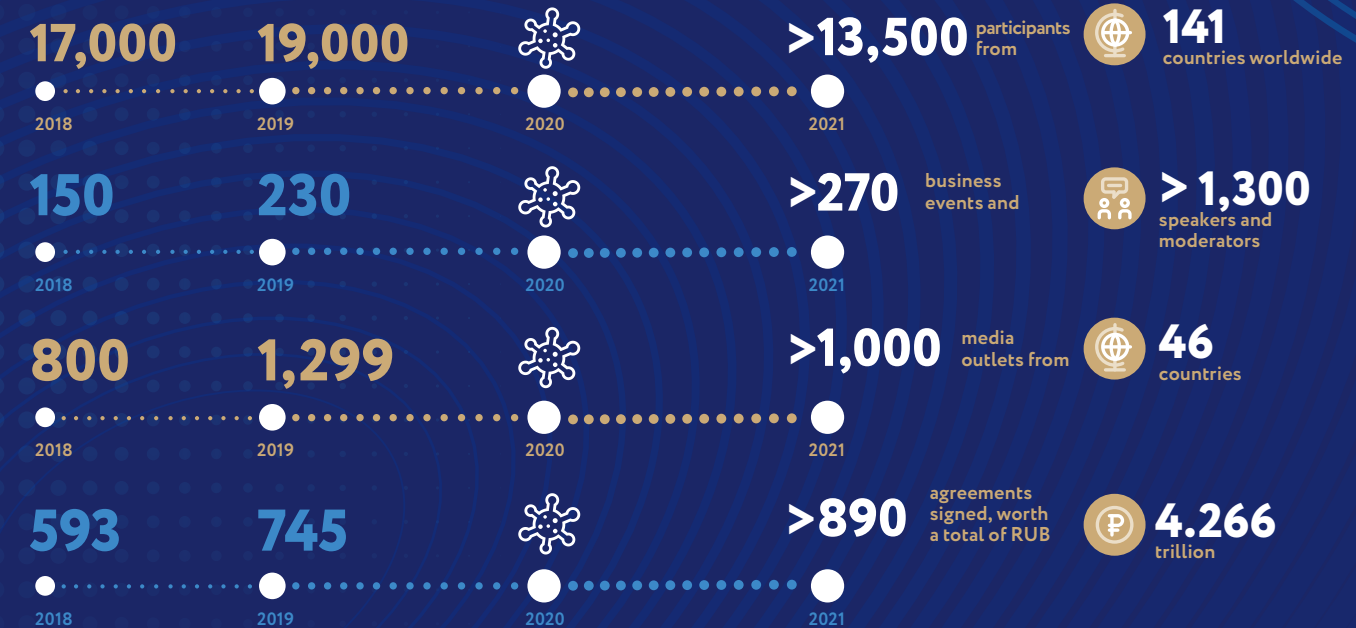
Since 2005, the Forum has been held under the auspices and with the participation of the President of the Russian Federation.







## // SPIEF IN NEW REALITY







## // COVID-19 SAFETY MEASURES

An unprecedented set of public health and epidemiological requirements are in place for SPIEF.

**One of the main outcomes of SPIEF 2021 was the establishment of a set of safety standards for major global events during the pandemic.**

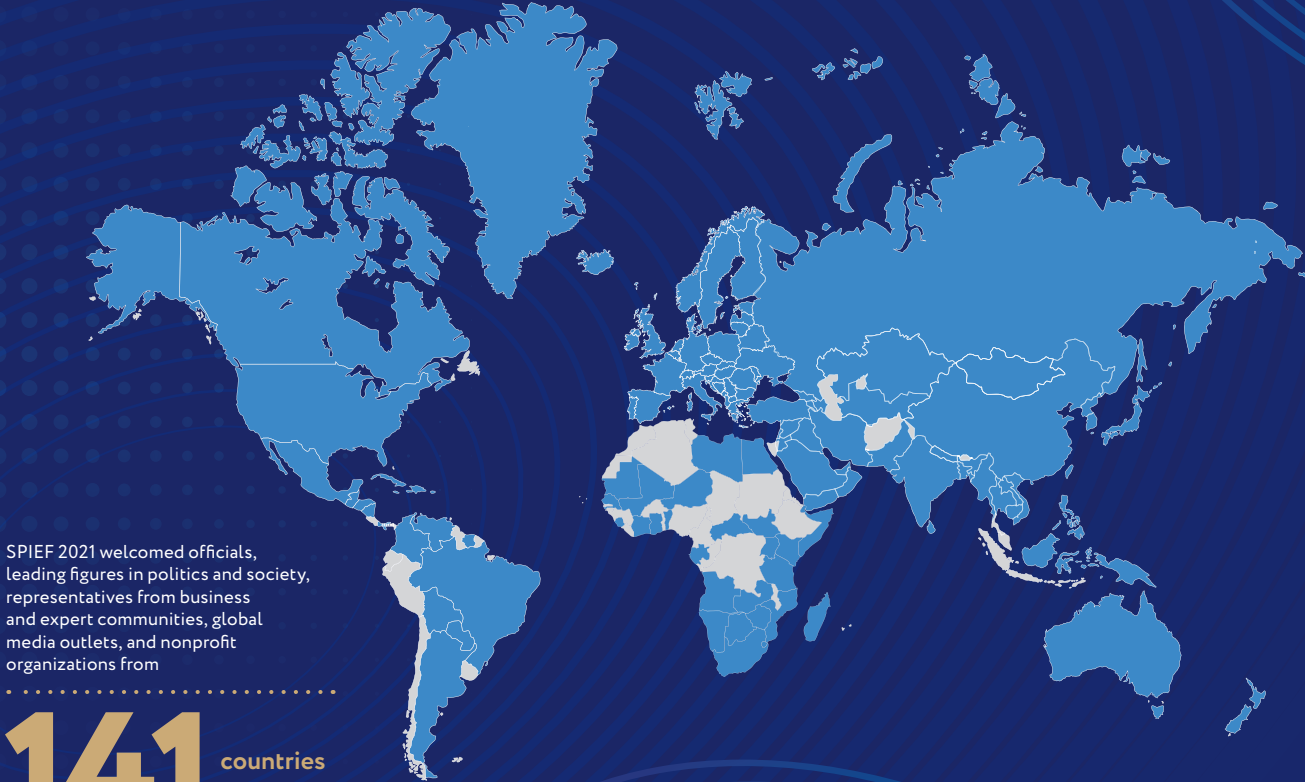
These standards were developed in cooperation with Rospotrebnadzor and the World Health Organization.

- All participants and staff had to present a negative PCR test for COVID-19 to access the Forum. In total, more than 50,000 coronavirus tests were taken in the period leading up to and during SPIEF 2021.
- Remote temperature monitors are in operation at the Forum venue.
- The premises are systematically cleaned with disinfectant, while air recirculation and air purifying devices are used.
- The use of personal protective equipment is strictly monitored.





// COUNTRIES REPRESENTED AT SPIEF 2021



SPIEF 2021 welcomed officials,  
leading figures in politics and society,  
representatives from business  
and expert communities, global  
media outlets, and nonprofit  
organizations from

141 countries  
across  
the globe

## // SPIEF 2021 PARTICIPANTS

### OFFICIAL DELEGATIONS

» **43** foreign ministers

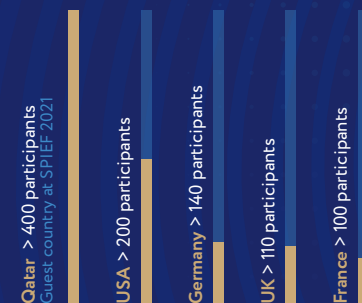
» **84** heads of foreign diplomatic corps

### BUSINESS COMMUNITY



**30%** represented by their top executives

### THE LARGEST DELEGATIONS



Leading companies from the Forbes list represented by top-level executives: TotalEnergies SE, Siemens AG, SAP SE, Linde Plc, Qatar National Bank QPSC, Schneider Electric SE, Societe Generale SA, Engie SA, ABB Ltd, BP Plc, OMV AG, Glencore plc, Schlumberger Ltd, Telefonaktiebolaget LM Ericsson AB, Fortum Corporation, Baker Hughes Company, Knorr-Bremse AG, RMB Advisory Group LLC, and Pirelli & C SpA.

The Forum featured the participation of heads of leading international organizations and associations, such as the World Economic Forum, Red Cross, CIS, International Energy Forum, World Coal Association, Eurasian Economic Commission, Black Sea Trade and Development Bank, Collective Security Treaty Organization, Gas Exporting Countries Forum, World Energy Council, UNICEF and the Arctic Economic Council.

The Director General of the **World Health Organization** Tedros Adhanom Ghebreyesus joined the Forum online.

## // INDUSTRIES REPRESENTED

● FINANCIAL AND INSURANCE SERVICES

● SCIENCE AND EDUCATION

● MANUFACTURING

● HEALTHCARE

● INFORMATION TECHNOLOGY

● COMMERCE

● CONSULTING

● MEDIA

● Real estate

● Construction

● HoReCa and tourism

● Telecommunications

● Agriculture

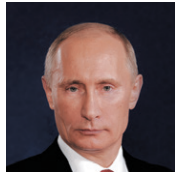
● Logistics and transport

● Mineral extraction

● Conglomerate holding companies

More than 100 economic sectors are represented at the Forum in total.





**VLADIMIR PUTIN**

President of the Russian Federation

“The very fact that this massive forum is being held is certainly a positive sign. This once again shows that partner-like ties and contacts between entrepreneurs, investors and experts are gradually becoming customary and normal once again. We are also witnessing the same positive global economic trends. [...] One can already safely say that the global economy is returning to normal.”



**TAMIM BIN HAMAD  
AL-THANI**

Emir of Qatar

“This edition of SPIEF is taking place in the midst of unprecedented challenges facing the economy. [...] This only serves to increase the importance of the Forum, which has become a key international economic event. It also 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 effective 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.”



**JAIR MESSIAS BOLSONARO**

President of Brazil

“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.”



**SEBASTIAN KURZ**

Federal Chancellor of Austria

“In the last six months, our world has changed dramatically because of the pandemic and because of the crisis that has hit our economies. For that reason, it is a very good sign that this event is able to take place again in St. Petersburg. It is very important that we take a positive view of our future. [...]”

While Austria is a small country, we are part of a common system. Together with other countries we are fighting against the pandemic and against climate change. If need be, we will fight to ensure that welfare and high living standard prevail all over the world. However harsh the crisis may be, we are moving forward and will work together in many spheres of life for the purpose of cooperation.”



**ALBERTO FERNÁNDEZ**

President of Argentina

“It is a great personal honour to be participating in this meeting organized as part of the St. Petersburg International Economic Forum. It presents a great opportunity for all of us to reflect on the state of the world when the pandemic began. [...]”

Over the course of the pandemic, we have seen that it is not possible to pull through alone, that we need help from our friends and that if we work together to achieve a better future, we are much more likely to succeed.”



**FÉLIX TSHISEKEDI**

President of the Democratic  
Republic of the Congo,  
Chairperson of the African Union

“First of all, I would like to thank the President of the Russian Federation, Vladimir Putin, for involving Africa through the Democratic Republic of Congo in this most important forum, aimed at promoting dialogue on global economic challenges. [...]”

The world we live in is increasingly becoming akin to a unified global village. For the last 16 months, humanity has been united in fighting the coronavirus pandemic. This experience shows that we can only move forward through combined efforts. Humanity is expecting joint efforts from world leaders in the fight against political, socio-economic and public health challenges.”

## // PARTICIPATION FORMATS



### SPIEF PARTICIPANT

Participant status provides its holder with the opportunity to attend the Forum business programme events and visit the exhibition space, hold meetings with business leaders, experts, government officials, and the media, find investors, take part in the cultural and sporting programmes. Moreover, members of the list of regular Foundation event participants are the first to hear about promotions.



### SPIEF PARTNER

The prestigious status of partner is assigned to successful companies and renowned members of the business community. Partner status opens up extensive opportunities for promoting your company at the St. Petersburg International Economic Forum venue.



### SPIEF EXHIBITOR

Forum exhibitor status is a unique opportunity to hold meetings with investors and present your company to the Forum audience at a special communications venue for potential investment projects, b2b solutions and technologies.





## // BENEFITS OF PARTNERSHIP



- **Unique formats for participation** in the business programme, the opportunity to organize a business event, presentation or press conference at the Forum
- **An audience at SPIEF of over 13,500 people**, including members of the government, heads of Russian regions, and top executives of leading Russian and international corporations
- **Support with the Forum's information resources**, assistance with the organization of press events, services of professional camera operators accredited at the Forum
- **An opportunity to invite business partners** to the Forum and company business events, use the meeting rooms, take part in the cultural and sporting programmes of the Forum
- **A personal manager service** provided by the Roscongress Foundation to assist the company at the Forum

## // SPIEF INVESTMENT & BUSINESS EXPO



The SPIEF Investment & Business Expo is a unique space for building a constructive dialogue, searching for solutions, consolidating efforts and fostering exchange of experience among Forum participants.

The Expo includes a Business Priority special presentation area.

- Presentations of promising Russian and international projects
- Demonstration of investment potential, latest technologies, products, and solutions
- An open dialogue with the leaders of global corporations, financial and investment experts, representatives of government authorities, business, and the media
- Business sessions, opportunities to share best practice



## // SPECIAL PROJECTS AND THEMATIC AREAS

### INNOVATION SPACE

An IT platform presenting the best developments in science and technology from Russian and international companies. The project supports young scientists, inventors and developers, seeking to boost their motivation and foster a new generation of tech entrepreneurs in Russia.



### INVEST IN RUSSIA SPACE

A space created by the Roscongress Foundation in partnership with the RC-Investments Fund, uniting the interests of investment and venture funds, development institutes, banks, industry players, large businesses, and Russian and international companies with an interest in implementing business projects.



### BUSINESS PRIORITY

A new presentation platform offering guests additional opportunities for cooperation, business sessions on various topics, engaging presentations about investment projects and a chance to share best practices.



### GOVERNORS' CLUB

A special venue for business meetings and informal discussion among heads of federal subjects, ministries and government departments, and senior officials from Russia and guest countries of the Forum. The venue also provides members with the opportunity to present the economic, tourism and cultural opportunities of the regions.



## CREATIVE BUSINESS FORUM

The Creative Business Forum is a new event format bringing together global creative industry leaders, creative visionaries, business representatives and government officials to discuss the key issues facing the creative economy.



## INNOSOCIUM FOUNDATION SOCIAL PLATFORM

A strategic initiative of the Roscongress Foundation aimed at sustaining dialogue between business, government and civil society, setting out to promote the social agenda in a substantial fashion and develop socially significant projects and initiatives.



## 'HEALTHY LIFE' AREA

A point of attraction and the main discussion platform for leading representatives of the medical and scientific community, where key players in the healthcare sector present breakthrough technological and innovative projects.



## POINT JUNIOR

A discussion and communication platform bringing together Russian and international school pupils, providing them with the opportunity to receive mentor support from prominent global business leaders, politicians and public figures.



## ROSCONGRESS CLUB

A private club for the intellectual, business, and political elite and a privileged service for Roscongress Club card holders. The involvement of Russian and global opinion leaders, together with a wide circle of representatives drawn from the worlds of business and government, makes the Roscongress Club a meaningful platform that is of strategic interest to all those wishing to influence the political and economic landscape in Russia and worldwide.



## ROSCONGRESS FASHION & STYLE

A unique venue for discussions on beauty, fashion, art and lifestyle, with a programme that covers a wide range of business, cultural and socially significant events, keeping participants informed about the present state of affairs.



## // UNIQUE OPPORTUNITIES FOR PROMOTION



### UNIQUE OPPORTUNITIES FOR PROMOTIONAL PRESS EVENTS AND MEDIA SUPPORT

The Forum venue has designated press points and separate, fully equipped rooms for individual interviews with participants. The Forum press event schedule will be posted in the Media section of the official event website. Roscongress specialists are always willing to help organize press events and to provide professional photographers and camera operators.



### PROTOCOL AND ADMINISTRATIVE SUPPORT FOR SIGNING CEREMONIES

Agreement signing ceremonies at the Forum are an excellent opportunity to make your presence known and attract the attention of high-profile media channels, potential partners and investors. Support includes assistance with organizing an agreement signing ceremony at the Forum and email announcements sent to the Forum's database of accredited media representatives.



### VIDEO SERVICES AT THE FORUM

Placing Partner video content on the Forum's TV panels is an excellent way of promoting your company among the Forum's unique audience. The time and number of screenings are adjusted according to the Forum's business programme.



## ADVERTISING OPPORTUNITIES

- Placing advertising at the Forum venue, in the airport, and on the city's main roads will increase the visibility of your company among Forum participants
- The Roscongress Foundation has designed various placement formats, including freestanding advertising hoardings, large-scale panels on facades, hanging banners, and other media
- Forum partners enjoy priority placement of advertising and information at the Forum venue

## MULTIMEDIA OPPORTUNITIES

Adding television screens to your stand for live broadcasting of Forum business programme events can help to attract an audience to your company's stand, fully enriching its programme.

## AR TECHNOLOGIES FOR BUSINESS

The augmented reality (AR) service allows exhibitors to expand the presentation capabilities of their stands and integrate video content into exhibitions without the need to install technical equipment.



## THE OFFICIAL SPIEF MAGAZINE

**THEMES.** The official magazine reflects the Forum's business agenda and traditionally has a wide-scale media and social impact.

**AUTHORS.** Contributors to the magazine include government and public figures, heads of major companies, recognized experts and opinion leaders.

**AUDIENCE.** The magazine is unique because of its audience. These are the people whose decisions determine the future of Russian and international politics, economics and culture. The effectiveness of the dialogue with this audience is confirmed by our partners and advertisers.

### Advertising in the Forum magazine

- **Modular advert** – placement of promotional layouts.
- **Native advert** – editorial formats for promotional purposes: interviews, stories, case studies, expert commentary, infographics, background pieces on companies.
- **Additional opportunities** include the distribution of advertising and information materials as inserts, placement in a specific column or section, preview of materials in the table of contents, etc.



## // SPIEF CULTURAL AND SPORTING PROGRAMMES

- Dozens of versatile events
- The best performances at St. Petersburg's theatres
- An extensive music programme
- Sightseeing tours, museums and exhibition spaces of St. Petersburg and the suburbs
- Charity events
- Sporting tournaments and gala matches
- A comfortable atmosphere for informal dialogue
- An opportunity to visit Russia's capital of culture during the unique 'White Nights' season





## // THE ROSCONGRESS FOUNDATION – SPIEF ORGANIZER



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.

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



The Foundation benefits from analytical and professional expertise provided by  
**>5,000**  
people working in Russia and abroad



**>100**  
business events held annually from Montevideo to Vladivostok



The Foundation is building multi-format cooperation with  
**165**  
economic partners, including industrialists' and entrepreneurs' unions, financial, trade, and business associations from



**>15,000**  
media representatives a year



**76**  
countries worldwide, and  
**154**  
Russian public organizations, federal and legislative agencies, and federal subjects

## // ROSCONGRESS.ORG INFORMATION AND ANALYTICAL SYSTEM

The Roscongress Information and Analytical System is a unique Roscongress Foundation knowledge base.

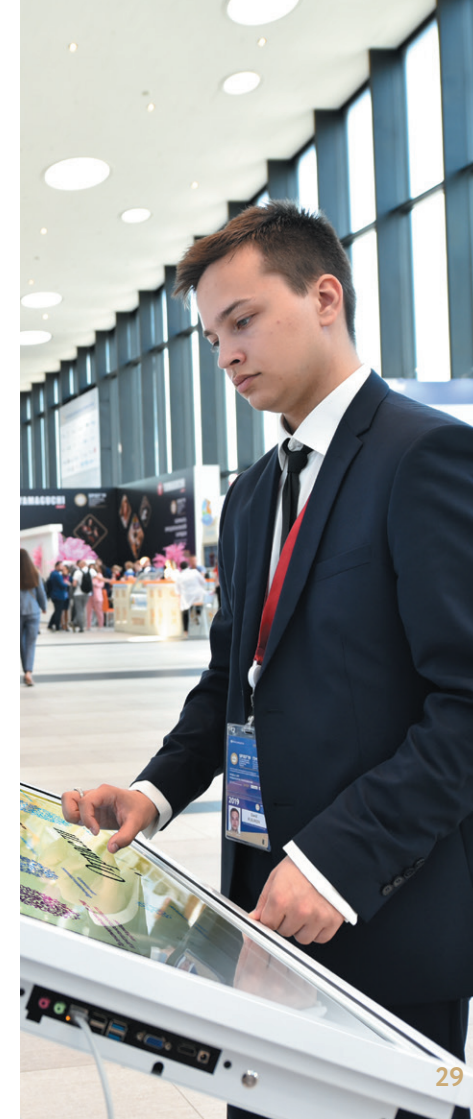
The Roscongress IAS provides quick and easy access to all resources related to major business events in Russia that are organized by the Roscongress Foundation.

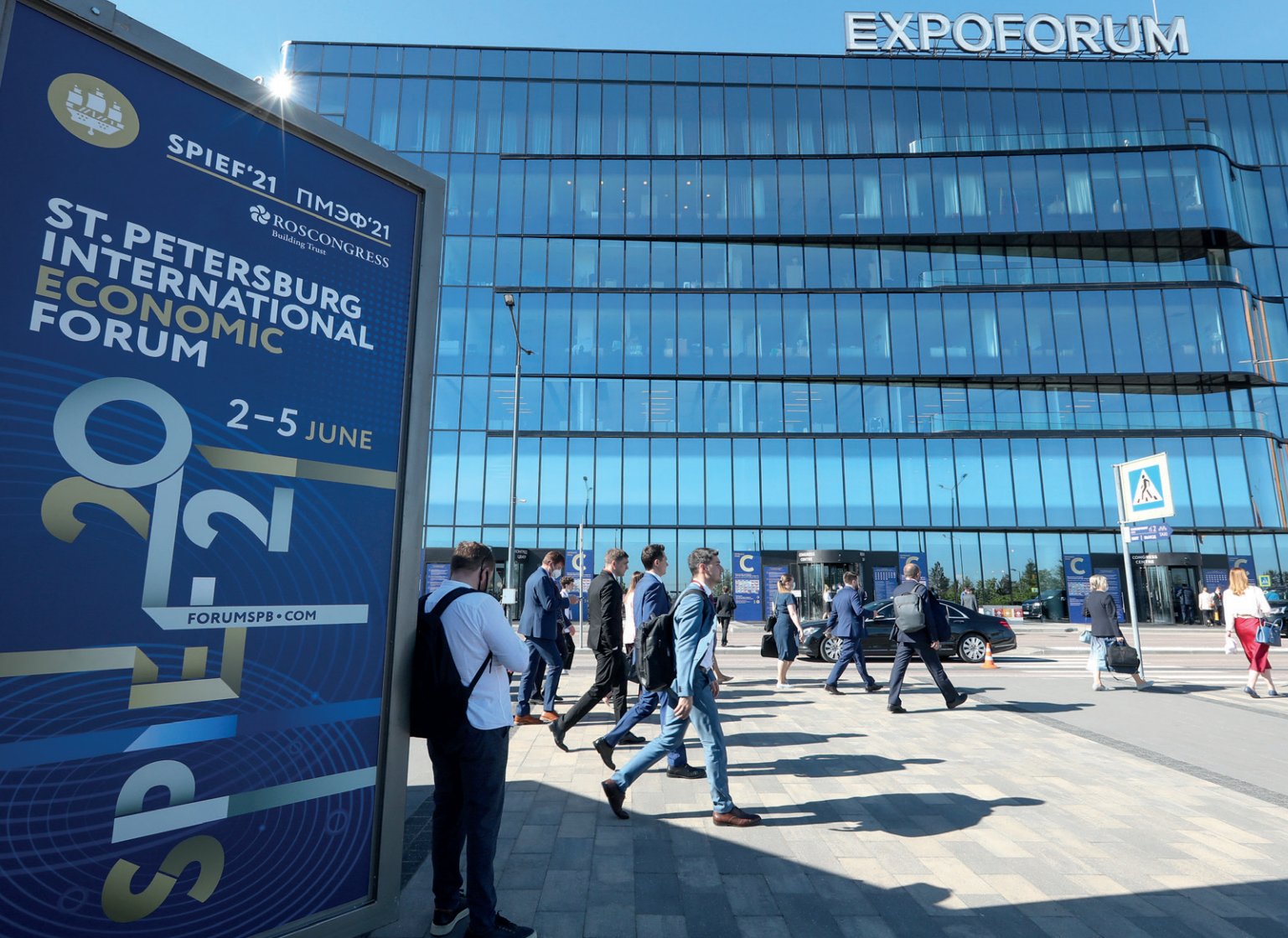
Features of the interactive knowledge base:

- Descriptions of more than **3,000 sessions** across more than **270 topics** covering global and national development
- Talks, interviews, and insights from more than **11,000 speakers**
- Research studies, articles, analytical digests, and expert summaries

Unique services of the system:

- Summary: analytical summaries of key discussions, including overviews of conclusions, objectives, and solutions.
- Analytics: a selection of analytical materials dedicated to important comprehensive studies on the business agenda of the forums.
- Video broadcasts of business programme events and the broadcast archive.
- Search video broadcasts: a feature enabling the user to search for information of interest within videos of events.
- The Roscongress Blog: interviews with renowned figures from the world of culture, sport and science, fascinating stories about the cities and regions in which congresses are held, and articles about the lifestyles of businesspeople.





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

## SPIEF information centre

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 info@forumspb.com  
 forumspb.com

## SPIEF online community

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 TheSpbForum  
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## Roscongress Foundation information centre

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## Roscongress Foundation online community

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## KEY PARTNERS AT SPIEF 2021

Title Partner



Official Car of the Forum



Strategic Partner



General Sponsor



Official Airline of the Forum



General Partner



General Partner



General Partner



General Partner



General Partner



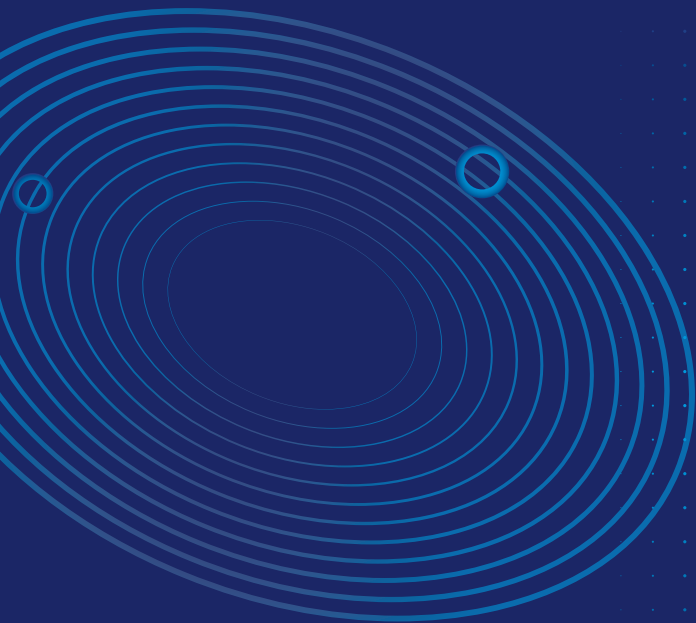
General Partner



General Partner







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