

# ENTERPRISE EUROPE NETWORK – RUSSIA

2022



# ENTERPRISE EUROPE NETWORK

## BASICS



EUROPEAN  
COMMISSION

EXECUTIVE AGENCY FOR SMALL AND  
MEDIUM-SIZED ENTERPRISES

CIP

EIC и IRC

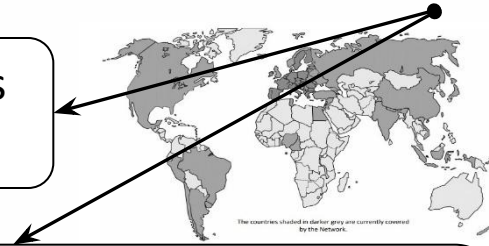
2008

COSME

## ENTERPRISE EUROPE NETWORK (as of 2021)

THE LARGEST BUSINESS AND INNOVATION SUPPORT PLATFORM IN THE EC AND THE WORLD

More than 3000 experts  
(including Russia)



More than 600 partners  
More than 60 countries (EU + Brazil, China,  
India, Israel, Japan, Norway, South Korea,  
Turkey, USA, Armenia and Belarus, and others)

COSME + BCC

### EEN PARTNERS:

- TECHNOLOGY POLES
- INNOVATION SUPPORT ORGANISATIONS
- UNIVERSITIES AND RESEARCH INSTITUTES
- REGIONAL DEVELOPMENT ORGANISATIONS
- CHAMBERS OF COMMERCE AND INDUSTRY



# ENTERPRISE EUROPE NETWORK BASICS



## TARGET AUDIENCE

Small and medium-sized enterprises (SMEs) with international ambitions

### INTERNATIONAL PARTNERSHIPS

Expertise, contacts and events to connect with the right international partners



innovation



growth



support



international connections

### ADVICE FOR INTERNATIONAL GROWTH

Expert advice for growth and expansion into international markets



expert advice



partnership



finance



success

### SUPPORT FOR BUSINESS INNOVATION

Solution-driven services to help turn innovative ideas into international commercial successes

Focus on practical outcome – main KPI – **PARTNERSHIP AGREEMENTS**

# ENTERPRISE EUROPE NETWORK

## BASICS

| OPERATIONAL BASIS   |  |  |
|---|--|--|
| IT PLATFORM AND IT TOOLS  |  |  |
| <b>ONLINE PARTNERING DATABASE</b>   | <b>ORGANISATION</b> of international (physical / hybrid / virtual) <b>BUSINESS MATCHMAKING EVENTS</b> including sectorial events, company missions + brokerage events + participation in large international fairs | Tallor-made <b>ADVISORY SERVICES</b> to help Network clients find business partners and identify business opportunities abroad to facilitate international technology transfer to reach other Network goals<br><br>With help of Network Partners |
| More than 10000 profiles  |  |  |
| Submitted by Network partners according to Rules & Standards + undergo validation process = HIGH LEVEL OF QUALITY AND RELEVANCE | An important aspect of the Network activities – provide DIRECT B2B CONTACT POSSIBILITIES   |  |

### SUCCESS STORIES



# ENTERPRISE EUROPE NETWORK – RUSSIA CONSORTIUM

## COORDINATOR



FOUNDATION FOR ASSISTANCE TO SMALL INNOVATIVE ENTERPRISES (FASIE)



EUROPEAN COMMISSION

Executive Agency for Small and Medium-sized Enterprises (EASME)

COS-Art-7-001

COOPERATION AGREEMENT UNDER ARTICLE 7 (COSME<sup>1</sup>)

<sup>1</sup>'Business Cooperation Centres' of the Enterprise Europe Network

Enterprise Europe Network Russia  
EEN Russia (Gate2RuBIN)

## MEMBERS



RUSSIAN UNION OF INNOVATION & TECHNOLOGY CENTERS (RUITC)



RUSSIAN AGENCY FOR SMALL & MEDIUM BUSINESS SUPPORT (RASMB)



THE CHAMBER OF COMMERCE AND INDUSTRY OF THE RUSSIAN FEDERATION (CCI OF RUSSIA)

2015-2025

2015-2021

COOPERATION AGREEMENT WITH EUROPEAN COMMISSION  
ID: (2014)3857531 (EASME)

2022-2025



\* BEFORE 2015 Gate2RuBIN (GATE TO RUSSIAN INNOVATION NETWORKS) was the main EEN partner project in the Russian Federation



# EEN-RUSSIA CONSORTIUM MEMBERS



• NON-PROFIT ORGANISATION ESTABLISHED AS  
THE FEDERAL STATE BUDGETARY INSTITUTION IN 1994



**MISSION** • PROVIDE FINANCIAL, INFRASTRUCTURAL, PROMOTIONAL & OTHER SUPPORT FOR INNOVATIVE SMES  
PRODUCING HIGH-TECH / KNOWLEDGE-BASED PRODUCTS & SERVICES IMPLEMENTING THEIR OWN IP

- DEVELOPMENT & MAINTENANCE OF NATIONAL & REGIONAL INFRASTRUCTURE FOR INNOVATIVE SMES SUPPORT & CAPACITY BUILDING
- ATTRACTION OF EXTRA-BUDGETARY INVESTMENTS INTO SMALL INNOVATIVE BUSINESS
- SUPPORT FOR INTERNATIONAL COOPERATION & TECHNOLOGY TRANSFER FOR SMES, RESEARCH COLLABORATION
- NEW HIRES' TRAINING (INCLUDING INVOLVEMENT OF YOUNG PEOPLE IN INNOVATIVE PROGRAMMES)

COORDINATED BY SUPERVISORY BOARD APPROVED BY THE GOVERNMENT OF RUSSIA

TAKES PART IN A LARGE NUMBER OF BILATERAL & MULTILATERAL INTERNATIONAL PROGRAMS

MORE THAN 70 REGIONAL REPRESENTATIVES

27 YEARS OF ACTIVITY

230 000 APPLICATIONS FOR GRANTS RECEIVED

21 000 YOUNG SCIENTISTS SUPPORTED

6 500 000 \$ BUDGET 2016-2020

36 000 INNOVATIVE PROJECTS SUPPORTED

8 000



# EEN-RUSSIA CONSORTIUM MEMBERS

FOUNDATION FOR ASSISTANCE TO SMALL INNOVATIVE ENTERPRISES' main mission is provision of financial grants, as well as infrastructural, informational, and other support for innovative SMEs producing high-tech and knowledge-based products and services implementing their own intellectual property.

## InnoShkolnik

Engagement of school-aged youth into innovative and scientific activities

## UMNIK

Support for young innovators up to 30 years of age

## Start

Support for young innovators and existing and newly created start-ups on pre-seed and seed stages



FASIE

## Internationalization

Support for innovative SMEs implementing joint project to develop new product with the participation of foreign partners

## Commercialization

Support for innovative SMEs that completed R&D and plan to release new product or expand innovative production

## Razvitie

Support for innovative SMEs that have experience in development and sales of high technology products



# EEN-RUSSIA CONSORTIUM MEMBERS



- NON-PROFIT ORGANISATION ESTABLISHED IN 2000 AT MSU SCIENCE PARK BY 23 ITCS



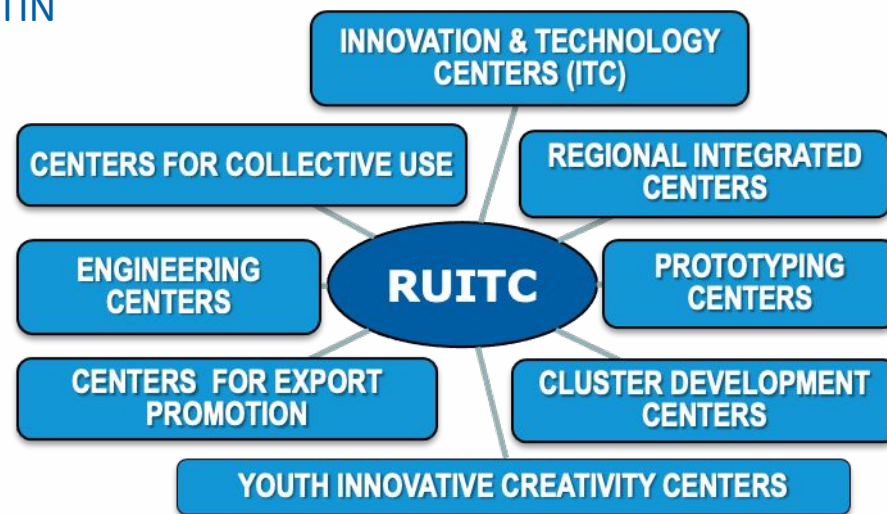
UNDER INITIATIVE OF INNOVATIVE SMES SUPPORT INFRASTRUCTURE UPHELD BY THE DECISION OF PRESIDENT VLADIMIR PUTIN

## MAIN ACTIVITIES

- INTERNATIONAL SCIENTIFIC AND TECHNOLOGICAL COOPERATION
- TECHNOLOGY TRANSFER AND COMMERCIALIZATION OF RESEARCH
- ORGANIZATION OF INTERNATIONAL AND RUSSIAN EVENTS
- PARTICIPATION IN LEGISLATION AND NATIONAL STANDARDS DEVELOPMENT
- EXPERT EVALUATION OF INNOVATIVE PROJECTS
- ATTRACTING INVESTMENT ASSISTANCE

## LONG TERM GOALS

- PROMOTE INTERESTS AND RIGHTS OF INNOVATIVE SMES SUPPORT INFRASTRUCTURE ORGANIZATIONS
- ENSURE RESPONSIBILITY AND PROPER QUALITY OF THE SERVICES THEY PROVIDE
- INCREASE BUDGET EFFECTIVENESS OF SME SUPPORT PROGRAMS, REDUCE RISKS OF PRIVATE INVESTMENT AND GOVERNMENT FINANCING
- FORM UNIFIED APPROACH TO REGULATION
- EFFECTIVE INTEGRATION OF INNOVATIVE SMES INTO LARGE BUSINESS PRODUCTION CHAINS





# EEN-RUSSIA CONSORTIUM MEMBERS



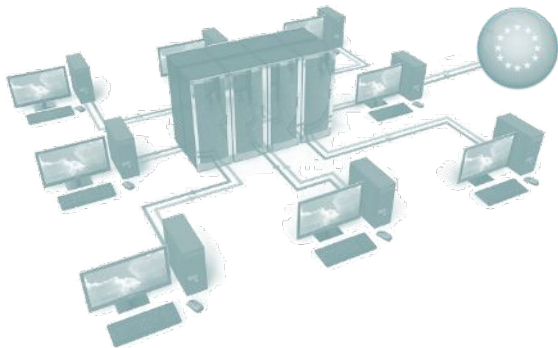
CONSOLIDATES NEAR **30** ITCS WITH STAFF OF MORE THAN **30 000** PEOPLE  
MEMBERS SUPPORT MORE THAN **20 000** INNOVATIVE COMPANIES  
SIGNED MORE THAN **50** AGREEMENTS WITH REGIONAL RUSSIAN AUTHORITIES

**2008 – 2014**

COORDINATOR of GATE TO RUSSIAN INNOVATION NETWORKS (GATE2RUBIN) CONSORTIUM

since **2015**

EEN - RUSSIA CONSORTIUM MEMBER



**CREATED,  
DEVELOPS and  
OPERATES**

**All-Russian  
INFORMATION  
COMMUNICATION  
SYSTEM (ICS)**

**INTEGRATED with  
EASME POD**

**ADAPTATION** of EEN REGULATIONS,  
GUIDANCE and INFORMATION papers  
taking into account RUSSIAN  
SPECIFICS

**SETTING UP** UNIQUE RUSSIAN  
FRAMEWORK



# EEN-RUSSIA CONSORTIUM MEMBERS



## RUSSIAN AGENCY FOR SMALL AND MEDIUM BUSINESS SUPPORT

CREATED IN 1992 UNDER THE INITIATIVE  
OF FEDERAL GOVERNMENT OF THE  
RUSSIAN FEDERATION

IN ORDER TO IMPROVE THE MECHANISMS  
OF SUPPORTING THE SMALL AND MEDIUM  
BUSINESSES IN RUSSIA

- ACTIVELY PARTICIPATED IN THE TACIS PROJECT FROM 2003 SINCE 2007
- ENTERPRISE EUROPE NETWORK PARTNER SINCE 2008
- MEMBER OF INSME
- MORE THAN 20 BRANCH OFFICES IN THE REGIONS OF RUSSIA

**PROJECT PARTICIPANT IN 2015-2021**



# EEN-RUSSIA CONSORTIUM MEMBERS



Chamber of Commerce and Industry  
of the Russian Federation



NON-GOVERNMENTAL, NON-PROFIT ORGANIZATION THAT OPERATES UNDER RUSSIAN LAW  
ON CHAMBERS OF COMMERCE AND INDUSTRY AND THE CHAMBER'S CHARTER

THE CCI OF RUSSIA REPRESENTS THE INTERESTS OF SMALL, MEDIUM AND BIG BUSINESSES.  
75% OF CCI OF RUSSIA MEMBERS ARE **SMALL AND MEDIUM BUSINESSES**.

PRIORITY **AREAS OF ACTIVITIES**: • PROTECTION AND PROMOTION OF BUSINESS INTERESTS AND REPRESENTATION OF THEM ABROAD • IMPROVING INVESTMENT CLIMATE • DEVELOPMENT OF EXHIBITION ACTIVITIES TO INTRODUCE INNOVATIONS AND ADVANCED TECHNOLOGIES • DEVELOPMENT OF INFRASTRUCTURE • DEVELOPMENT OF PERMANENT ARBITRATION INSTITUTIONS • IMPLEMENTATION OF MODERN TECHNOLOGIES, INCLUDING ICT, IN ENTREPRENEURIAL ACTIVITY • FORMING HUMAN RESOURCES FOR THE KNOWLEDGE ECONOMY • FORMING COMMON INFORMATION SPACE

UNITES OVER **52 000** ORGANIZATIONS, OVER **300** ASSOCIATIONS  
OF ENTREPRENEURS AND COMMERCIAL ENTITIES AT FEDERAL LEVEL,  
OVER **500** BUSINESS ASSOCIATIONS AT REGIONAL LEVEL

**PROJECT PARTICIPANT IN 2022-2025**



# EEN-RUSSIA CONSORTIUM MEMBERS

➤ Arbitration and mediation

➤ Interaction with authorities

➤ Exhibitions, fairs, congresses

➤ Investment and innovation

➤ The international cooperation



Chamber of Commerce and Industry  
of the Russian Federation

179 Regional  
CCIs



➤ Support for entrepreneurship

➤ Consulting

➤ Marketing

➤ Investment attraction

➤ Legal support

# EEN-RUSSIA PROJECT SPECIFICS

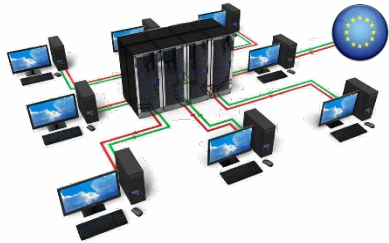


**MORE THAN 30 REGIONS**



## ESTABLISHED EXTENSIVE NETWORK OF **REGIONAL PARTNERS**

- REGIONAL PARTNER – RUSSIAN INFRASTRUCTURE ORGANIZATION
- PROVIDING SMES WITH A WHOLE RANGE OF SERVICES
- HAVING ACCESS TO EEN-RUSSIA TOOLS AND DATABASE
- SUPPORTED BY THE REGIONAL GOVERNMENT



## OPERATES ON THE BASIS OF **STAND-ALONE DIGITAL PLATFORM**

- DEVELOPED INDEPENDENTLY AS
- ALL-RUSSIAN INFORMATION COMMUNICATION SYSTEM (ICS)
- INTEGRATED WITH EASME POD REAL-TIME

AN ARRAY OF REGULATORY, METHODOLOGICAL AND INFORMATIONAL  
**EEN-RUSSIA DOCUMENTS** TAKING INTO ACCOUNT RUSSIAN SPECIFICS

SLIGHTLY DIFFERENT SET OF **SERVICES**



# EEN-RUSSIA PROJECT SERVICES



Technology innovation and knowledge transfer



Information and support business cooperation, international cooperation and feedback from SMEs



Support the participation of Russian SMEs and research organizations in the EU and Russian cooperation programs in science and technology

- **SEARCH FOR BUSINESS / TECHNOLOGICAL / SCIENTIFIC PARTNERS ON THE TERRITORY OF THE RUSSIAN FEDERATION**
- **SEARCH FOR PRODUCTION SITES AND INVESTMENTS PLATFORMS ON THE TERRITORY OF THE RUSSIAN FEDERATION**
- **ORGANIZATION OF BUSINESS MATCHMAKING EVENTS (COMPANY MISSIONS, BROKERAGE EVENTS) TO/FROM THE RUSSIAN FEDERATION**
- **ASSISTANCE IN NEGOTIATIONS WITH RUSSIAN ENTREPRENEURS**
- **CONSULTING ON LEGISLATION OF RUSSIAN FEDERATION (GENERAL, TAX, CUSTOMS LAW)**
- **GUARANTEE OF “HONESTY” OF RUSSIAN ENTERPRISES INTERESTED IN BILATERAL COOPERATION**



Business Support on Your Doorstep



# EEN-RUSSIA PROJECT RESULTS

**2015-2020**

**300+**

B2B EVENTS & COMPANY  
MISSIONS  
(CO)ORGANIZED

**2000+**

SMES PARTICIPATED  
IN BROKERAGE EVENTS  
WITH  
6000+ BUSINESS MEETINGS



**900+**

SUCCESS STORIES\*

**3000+**

PROFILES IN ICS

**5900+**

EOIS IN ICS  
(2395 – RECEIVED,  
2202 – MADE,  
1331 - INTERREGIONAL)

\*SUCCESS STORIES INCLUDE REGIONAL COOPERATION  
AGREEMENTS AND AGREEMENTS WITH BCC



## ALL-RUSSIAN CONGRESS OF INNOVATION INFRASTRUCTURE ORGANIZATIONS FOR SMES SUPPORT

ANNUAL EVENT WITH LARGE AND REPRESENTATIVE LEVEL OF PARTICIPATION WITH REPRESENTATIVES FROM SCIENCE, TECHNOLOGY, INNOVATION, INVESTMENT, PUBLIC ADMINISTRATION AND OTHER AREAS

- OFFERS POSSIBILITY TO FIND APPROPRIATE BUSINESS PARTNERS AND ENCOURAGES STRATEGIC PARTNERSHIPS BETWEEN RUSSIAN AND INTERNATIONAL COMPANIES, INCLUDES INDIVIDUAL B2B MEETINGS, MAIN CONFERENCE PROGRAM AND CLUSTER VISITS
- HELD WITH SUPPORT OF RUSSIAN GOVERNMENT AGENCIES AND KEY DEVELOPMENT INSTITUTIONS





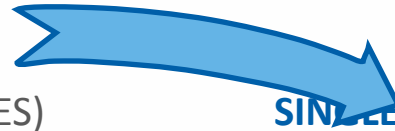
# ENTERPRISE EUROPE NETWORK

## NEW STAGE 2022–2025

### MAIN CHANGES AND IMPROVEMENTS

- **NEW PARENT PROGRAMME**

COSME (THE EU PROGRAMME FOR THE COMPETITIVENESS OF ENTERPRISES AND SMES)  
(COMPETITIVENESS OF ENTERPRISES AND SMES PILLAR)



SURE MARKET PROGRAMME

- **NEW STATUS OF NON EU COUNTRIES (PARTICIPATE ON A SELF-FINANCING BASIS)**

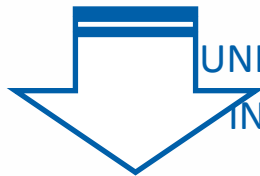
BUSINESS COOPERATION CENTRES

~~INTERNATIONAL NETWORK PARTNERS~~

- **SHIFT OF FOCUS DUE TO NEW CONDITIONS (PANDEMICS)**

NEW MISSION INCLUDES SUSTAINABILITY AND DIGITALISATION

CLIENT-CENTRIC APPROACH



UNIQUE NETWORK CLIENTS  
IN THE CLIENT JOURNEY



ADVISORY ACHIEVEMENTS

**NEW CHALLENGES FOR MEMBERS: CAPACITY BUILDING  
INNOVATION, QUALITY MANAGEMENT**



## Priorities for the New Term

- To develop an expertise and capacity to address the most painful issues EEN client companies face with most often
- To increase an annual amount of the Consortium success stories
- To increase a percentage of hi-tech innovative projects among other projects from the success stories list
- To increase an amount of bilateral and multilateral innovative R&Ds initiated with the assistance of the Consortium
- Digitalization, Circular Economy, Green Tech.



## Mutual Responsibility

- 1. The objectives mentioned above are relevant to both Russian and foreign companies
- 2. The Consortium is in a position to provide direct and effective assistance in matters related to work in Russia
- 3. Foreign companies planning to work in Russia need such assistance
- 4. Effective assistance to Russian companies abroad can be provided by our EEN partners from the respective countries
- 5. We understand that our attentive attitude toward foreign companies and effective assistance to them in Russia is the key to the same attitude toward Russian companies on the part of our foreign EEN partners



## Resources Management

- To meet new requirement set up by the EEN authorities and to attain the new objectives without compromising the level of efficiency achieved during previous term, we must address the issue of resources

There are two types of resources: **Internal** and **External**.

**Exponential Growth of the Consortium's Efficiency can be achieved through engagement of External Resources available in Russia**

- The main thrust will be made on identifying appropriate external resources, negotiating with them, and making them "buy" the EEN
- The idea is to make them start seeing the EEN as the source of the solutions for themselves



# ENTERPRISE EUROPE NETWORK – RUSSIA



# RUSSIAN EXPORT CENTER & REGIONAL CENTERS



**79 Centers as of today**



# EEN-RUSSIA 2022–2025 PRIORITIES (1)

## Priority #1.



To develop expertise and capacity to address the most painful issues EEN client companies have to deal with most often



### Landing/Accommodation in a New Country

Resources to use:

- **57** Industrial Clusters
- **315** Industrial Parks – tax incentives and other privileges
- **14** Innovative scientific and technological centers established according to the Federal Law of July 29, 2017 N 216-FZ (Similar to Skolkovo)



### Production Certification

Resources to use: to be identified via ICC



### Customs Regulations

Resources to use: to be identified via ICC



### IPR Registration and Management

Resources to use: reliable patent attorney (via FASIE)

# EEN-RUSSIA 2022–2025 PRIORITIES (2)

## Priority #2.



To increase an annual amount of the Consortium success stories

### ➤ Enhance EEN and Consortium promotion among target audiences

Resources to use:

- ICC Network of **179** Regional CClIs
- **30** members of RUITC
- FASIE clients Data Base (more than **30 000** entries)
- **57** Industrial Clusters
- **315** Industrial Parks – tax incentives and other privileges
- **14** Innovative scientific and technological centers established according to the Federal Law of July 29, 2017 N 216-FZ (similar to Skolkovo)
- **76** Regional Centers for Export Support



# EEN-RUSSIA 2022–2025 PRIORITIES (3)

## Priority #3.



To increase a percentage of hi-tech innovative projects among other projects from the success stories list



**Enhance EEN and Consortium promotion among specific target audiences**

Resources to use:

- FASIE clients Data Base (more than 30 000 entries)
- 14 Innovative scientific and technological centers established according to the Federal Law of July 29, 2017 N 216-FZ (similar to Skolkovo)
- Universities
- Research Centers
- Corporations
- Industrial and Technological parks



**Renew FASIE Program on Internationalization aimed at technology transfer to and from Russia**

# EEN-RUSSIA 2022–2025 PRIORITIES (4)

## Priority #4.



**To increase an amount of bilateral and multilateral innovative R&Ds initiated with the assistance of the Consortium**

### ➤ **Enhance EEN and Consortium promotion among specific target audiences**

Resources to use:

- FASIE clients Data Base (more than 30 000 entries)
- 14 Innovative scientific and technological centers established according to the Federal Law of July 29, 2017 N 216-FZ (similar to Skolkovo)
- Universities
- Research Centers
- Corporations
- Industrial and Technological parks

### ➤ **Upgrade FASIE Program on International (bilateral and multilateral) R&Ds**

### ➤ **Start using EEN Partnership Database for placement Requests and Offers for such R&Ds**

### ➤ **Facilitate with the help of EEN close working relations between Russian and European Universities.**

# THANK YOU FOR YOUR ATTENTION!

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