

# EXPORT ASSISTANCE CENTER OF SAMARA REGION (EAC)



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**EXPORT  
ASSISTANCE  
CENTER**  
Samara Region

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Our main objectives:

• Information  
distribution  
of 2013  
for 2014-2020 (as  
for 2014-2020)  
Development in  
the region  
and  
goods

Reasons for institution:

Small and  
Medium  
Enterprises  
Development in  
Samara Region  
for 2009-2012 (as  
of 27.03.2009  
#184),  
implementation  
of state focused  
program  
"Development in  
the region"



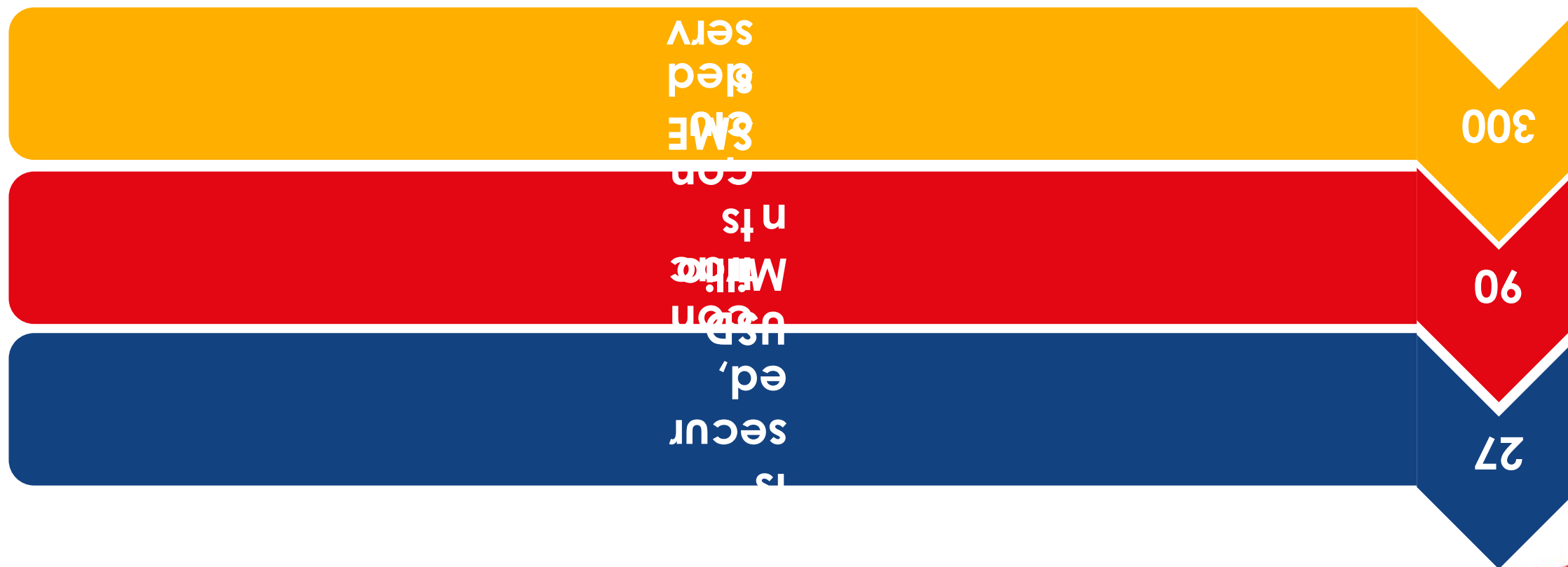
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## Key Performance Indicators of Export Assistance Center of Samara Region in 2019





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**EAC (Export Assistance Center) services  
are provided for SMEs on a non-reimbursable basis**

**Information**  
(regarding state support)

**Counseling**  
(personalized advice regarding foreign economic activity)

**Organization**  
(seminars, conferences, international exhibitions and business missions)



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ME applies to EAC for a  
service

EAC carries out export  
potential assessment

EAC provides the service

SAEC concludes an export  
contract



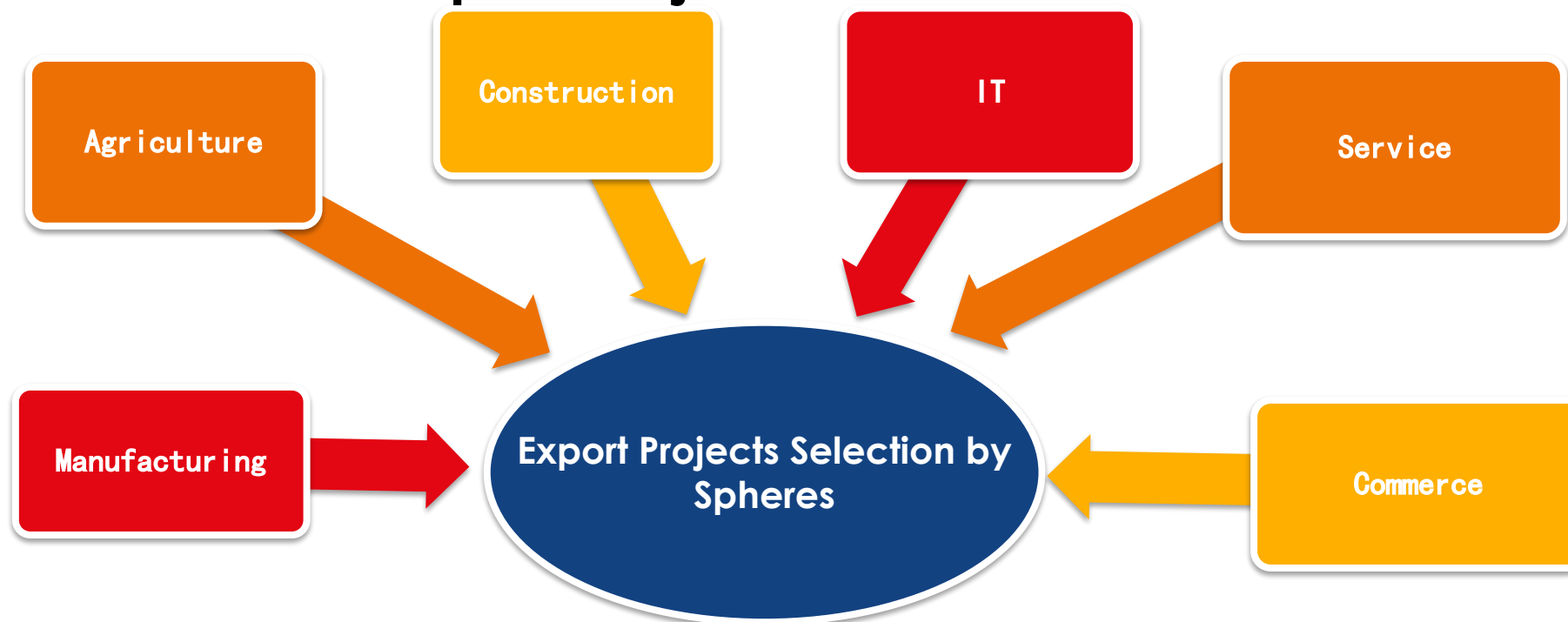
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## Export Project Selection Funnel



## Determination of current SME status

Potential Exporter

Early-Stage Exporter

Experienced Exporter

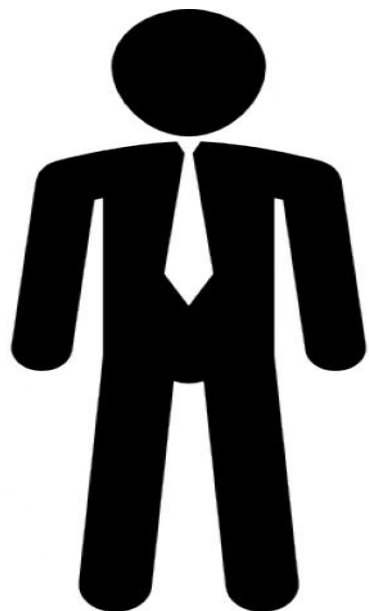


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# Export



Export Activity Counseling

Acceleration Programs

Arbitration and Management of Export Contracts

Certification and Standardization

Foreign Business Matching

Personalized Marketing and Patent Research of Foreign Market

Intellectual Property Protection abroad

International Online Marketing Placement

Translation of Presentation Materials and Websites into a Target Language

Developing a Commercial Offer for Target Foreign Markets

Organizing Participation in International Exhibitions and Business Missions for SMEs

**Contract**

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**Potential exporters can apply for the following services:**

- Counseling services involving external topic experts in foreign economic activity;**
- Assistance in preparing and translating presentation materials in digital form, as well as adaptation and translation of packaging;**
- Organizing webinars, round tables, conferences, forums, seminars, workshops and other open events regarding export activity;**
- Acceleration programs carried out by EAC.**





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# EAC Educational Services in 2019

Round Tables

Seminars

Conference

- International  
Exhibition and  
Legislation  
Amendme  
Presentation  
Events for Samara B  
Region SMEs,  
Foreign  
Economic  
Strategies  
Activity  
in Approaching  
CIS  
Hi-Tech  
(Commonwealth e
- Peculiaritie  
s with  
China and  
South-East  
Asian  
Countries.
- Commercial  
at Markets; n



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# Organizing export seminars under terms of the agreement with School of Export (Russian Export Center)

**SEMINAR 1 “Export Activity Basics”**

**SEMINAR 2 “Marketing as Part of Export Project”**

**SEMINAR 3 “Efficient Business Communication for Exporters”**

**SEMINAR 4 “Export Legal Aspects”**

**SEMINAR 5 “Export Financial Tools”**

**SEMINAR 6 “Export Document Support”**

**SEMINAR 7 “Export Customs Regulation”**

**SEMINAR 8 “Logistics for Exporters”**

**SEMINAR 9 “Online Export Opportunities”**

**SEMINAR 10 “Customs in Export Activity”**

**SEMINAR 11 “Products of Russian Export Center”**



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**Early-stage exporters with little export activity experience can obtain the following set of services:**

**- Foreign Business Matching;**

**- Developing Commercial Offer for Target Markets and Product Categories;**

**- Assistance in Organizing Participation for Exporters in International Business Missions and Exhibitions;**

**- Assistance in Developing or Improvement of Existing SME Internet Website in Foreign Language;**

**- Acceleration Programs;**

**- Online Marketplaces;**

**- Export Coaching Projects.**



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**SMEs who are experienced in export activity can obtain the full service package**

**- Assistance in Organizing Participation for Exporters in International Business Missions, Exhibitions, Fairs and Congresses across Russia and abroad;**

**- Arbitration and Export Contract Management;**

**- Assistance in Products Adaptation according to Requirements Needed for Exporting Goods and Services (Standardization, Certification and Necessary Permits);**

**- Assistance in Intellectual Property Protection abroad, as well as in Obtaining Manufacture Patents.**



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## **EAC Upcoming Field Trips 3<sup>rd</sup> and 4<sup>th</sup> quarters of 2019**

**KazBuild** 

**4-6.09.2019 г.**

KazBuild 2019 is the leading construction exhibition in Kazakhstan

- Over 4000 specialists
- 41 countries
- 329 companies

Sponsored by Russian Trade Office in Kazakhstan

78% of the participants took a favorable view of cost recovery following the exhibition.



**WorldFood**  
Moscow

**24-27.09.2019 г.**

WorldFood Moscow 2019 is the leading autumn food exhibition in Russia

- Over 1560 participants
- 65 countries

High organization standards certified by UFI

Sponsored by several Russian public authorities, namely Ministry of Agriculture, Federal Fishery Agency, State Duma Committee etc.

**Transportation, meals and accommodation expenses are borne by the exhibition participants themselves.**



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正和·医疗旅游展

**22-24.11.2019**

### **The 14th China International Medical Tourism Fair, (Beijing) CMTF**

Promoting Samara artificial fertilization technologies abroad, since Russian technologies are considered among the best in the world, namely those of Samara Region.

Organizers expect over 20000 visitors and representatives of around 500 companies. The events includes seminars as academic exchange tool in the area of biomedicine and health industry



**BakuBuild**  
Azerbaijan

**22-25.10.2019**

### **25<sup>th</sup> Anniversary International Construction Exhibition BakuBuild 2019**

WorldBuild Baku 2018 welcomed 219 companies from 238 countries, and was visited by 8889 guests.

- 85% of participants made new business contacts
- 72% of participants expressed satisfaction with the quality of the visitors.
- 87% of participants concluded contracts in the course of the exhibition.

**Transportation, meals and accommodation expenses are borne by the exhibition participants themselves.**



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## **EAC Business Missions in 3<sup>rd</sup> and 4<sup>th</sup> quarters of 2019 r.**



**Iran**



**Italy**



**Mongolia**



**Germany**



**Belarus**



**Vietnam**



**Israel**



**Serbia**



**Turkey**



**Uzbekistan**

**Transportation, meals and accommodation expenses are borne by the exhibition participants themselves.**





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## Organizing an International Business Mission Includes:

Rental of premises for negotiation;

Technical and linguistic support of negotiation, including consecutive interpretation for participants on basis of one interpreter for two SMEs;

Transfer for participants using motor vehicles (except for taxis) and/or railway vehicles from arrivals to accommodation and from accommodation to event site;

Preparing presentation materials in digital form for every participant of Business Mission.

**Transportation, meals and accommodation expenses  
are borne by BM participants themselves.**





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## EAC Priority Projects

**Acceleration**

**Marketplaces**

**Coaching**



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- **Acceleration**
- **Programs**

- **Russian Export Center  
“Export Booster”**



- **PwC**
  - **Moscow School of Management**
  - **«Skolkovo»**
  - **Program**
  - **“Exporters 2.0”**
- 
- **Accelerator carried out by EAC**



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**Marketplaces are e-commerce websites for  
efficient online trade**





# Options for Approaching Trans Border

## E-Commerce Websites

Exporting your products before agreement is not necessary

Placement on e-commerce website with Russian legal entity

Option 1  
Joint Training

- Minimal payments for registration and products placement

Option 2  
Cooperation with Service Partners

- 1399\$ to \$6499 for 1 exporter (registration+marketing)
- Activity by means of



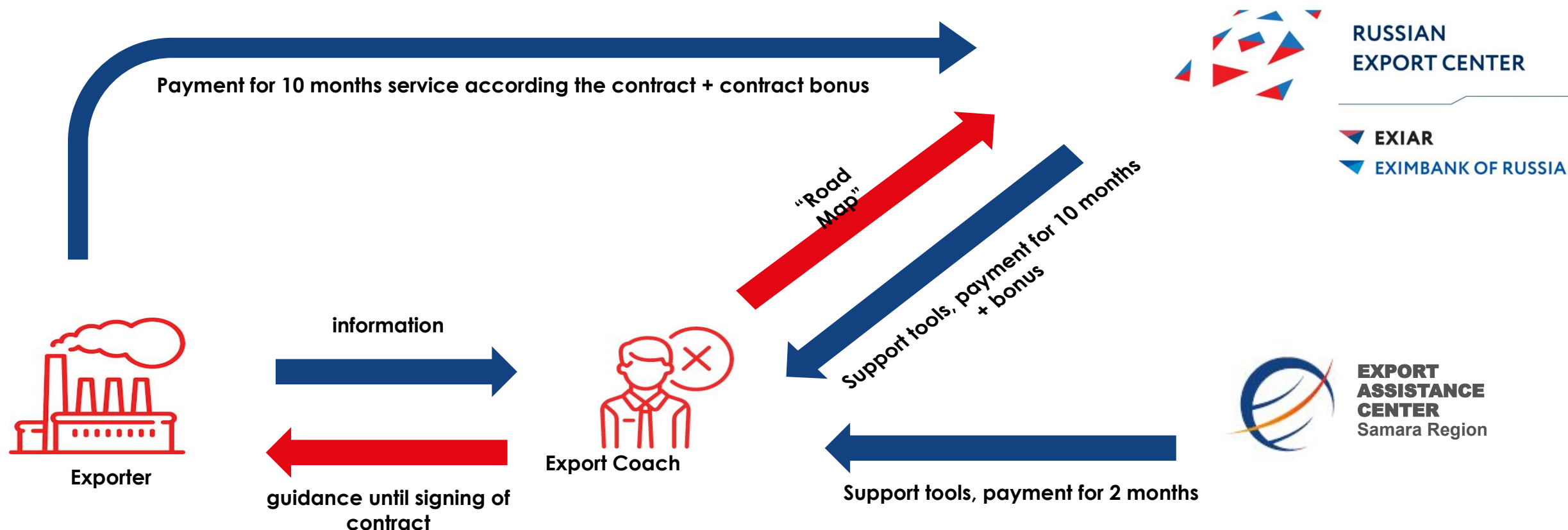
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## Russian Export Center Coaching Project (joint with EAC)



**Project duration – 12 months**

- 2 months - free of charge (EAC)
- 10 months - agreement with Russian Export Center



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