

EXPORT ASSISTANCE CENTER OF SAMARA REGION (EAC)



**SAMARA
REGION
GOVERNMENT**

**my
business**



**EXPORT
ASSISTANCE
CENTER**
Samara Region

165, Samarskaya St., Samara
+7 846 205 71 35
www.rus63.com



**SAMARA
REGION
GOVERNMENT**

**my
business**



**EXPORT
ASSISTANCE
CENTER**
Samara Region

Our main objectives:

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

Reasons for institution:

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



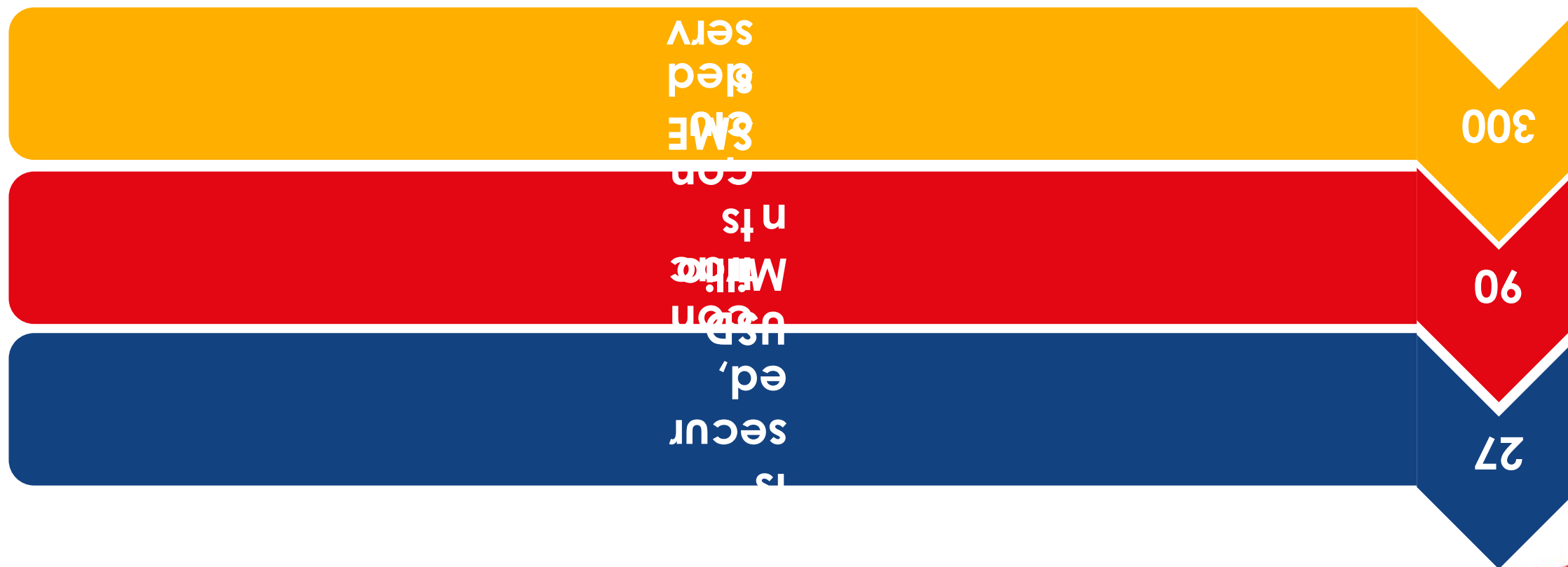
**SAMARA
REGION
GOVERNMENT**

**my
business**



**EXPORT
ASSISTANCE
CENTER**
Samara Region

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





**SAMARA
REGION
GOVERNMENT**

**my
business**



**EXPORT
ASSISTANCE
CENTER**
Samara Region

**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)



**SAMARA
REGION
GOVERNMENT**

**my
business**



**EXPORT
ASSISTANCE
CENTER**
Samara Region

ME applies to EAC for a
service

EAC carries out export
potential assessment

EAC provides the service

SAEC concludes an export
contract



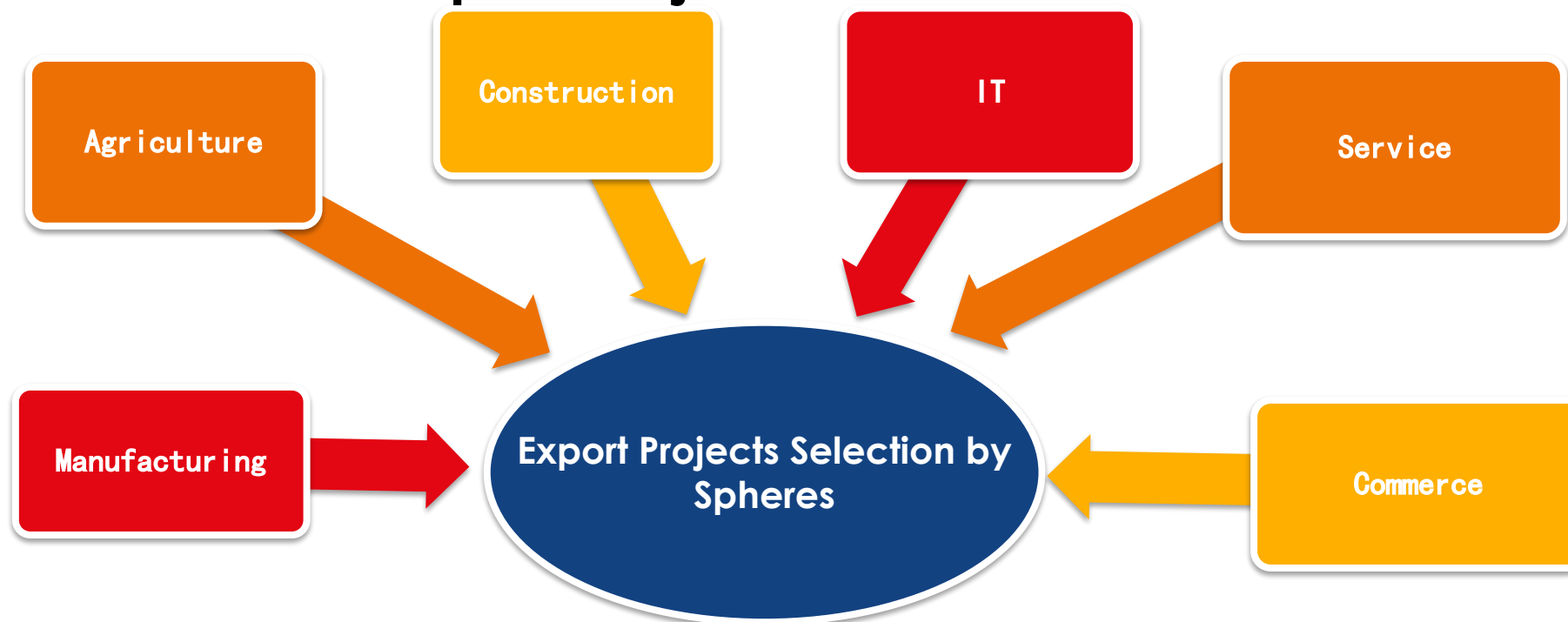
**SAMARA
REGION
GOVERNMENT**

**my
business**



**EXPORT
ASSISTANCE
CENTER**
Samara Region

Export Project Selection Funnel



Determination of current SME status

Potential Exporter

Early-Stage Exporter

Experienced Exporter

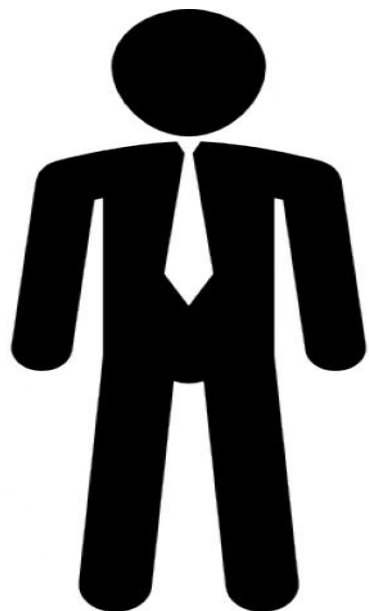


**SAMARA
REGION
GOVERNMENT**

**my
business**



**EXPORT
ASSISTANCE
CENTER**
Samara Region



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

EXPORT



**SAMARA
REGION
GOVERNMENT**

**my
business**



**EXPORT
ASSISTANCE
CENTER**
Samara Region

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.**



**SAMARA
REGION
GOVERNMENT**

**my
business**



**EXPORT
ASSISTANCE
CENTER**
Samara Region

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



**SAMARA
REGION
GOVERNMENT**

**my
business**



**EXPORT
ASSISTANCE
CENTER**
Samara Region

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”



**SAMARA
REGION
GOVERNMENT**

**my
business**



**EXPORT
ASSISTANCE
CENTER**
Samara Region

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.



**SAMARA
REGION
GOVERNMENT**

**my
business**



**EXPORT
ASSISTANCE
CENTER**
Samara Region

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.



**SAMARA
REGION
GOVERNMENT**



**EXPORT
ASSISTANCE
CENTER**
Samara Region

EAC Upcoming Field Trips 3rd and 4th quarters of 2019



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.



**SAMARA
REGION
GOVERNMENT**

**my
business**



**EXPORT
ASSISTANCE
CENTER**
Samara Region



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

25th 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.



**SAMARA
REGION
GOVERNMENT**

**my
business**



**EXPORT
ASSISTANCE
CENTER**
Samara Region

EAC Business Missions in 3rd and 4th 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.



**SAMARA
REGION
GOVERNMENT**

**my
business**



**EXPORT
ASSISTANCE
CENTER**
Samara Region

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.**



**SAMARA
REGION
GOVERNMENT**



**EXPORT
ASSISTANCE
CENTER**
Samara Region

EAC Priority Projects

Acceleration

Marketplaces

Coaching



**SAMARA
REGION
GOVERNMENT**

**my
business**



**EXPORT
ASSISTANCE
CENTER**
Samara Region

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

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



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



**SAMARA
REGION
GOVERNMENT**

**my
business**



**EXPORT
ASSISTANCE
CENTER**
Samara Region

**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



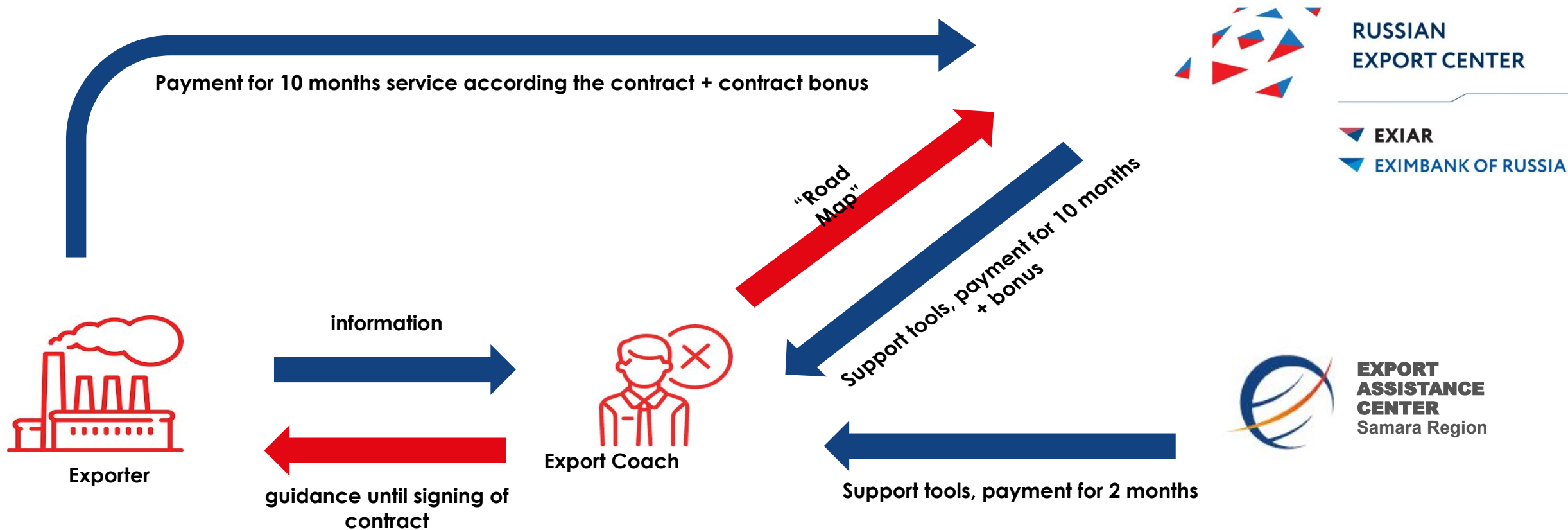
**SAMARA
REGION
GOVERNMENT**

**my
business**



**EXPORT
ASSISTANCE
CENTER**
Samara Region

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



<https://www.facebook.com/export63/>



https://www.instagram.com/samara_export_center



<https://vk.com/rus63com>



<https://twitter.com/rus63com>



**SAMARA
REGION
GOVERNMENT**

**my
business**



**EXPORT
ASSISTANCE
CENTER**
Samara Region

165, Samarskaya St., Samara
+7 846 205 71 35
www.rus63.com