



DAVOS
RUSSIA HOUSE
2018



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RUSSIA HOUSE IN DAVOS

**22—26 January
2018**



Address:

68 Promenade, Davos, Switzerland

Open to visitors:

from 7:00 to 24:00 daily
during the World Economic Forum





Russia House

is Russia's official residence in Davos; a meeting place for business leaders, prominent politicians, economists, academics, and representatives of the creative professions.

What are the benefits of Partner status?

- Involvement in the work of Russia House, including organizing business events and proposing topics for discussion
- A comfortable and attractive setting for meetings with business partners who have travelled from all over the world to attend the Forum in Davos
- Placement of your advert at the Russia House venue and mention of your organization in presentation materials and on the official Russia House and Roscongress Foundation websites

The key aim of Russia House is to demonstrate Russia's openness to dialogue and cooperation in order to achieve shared success in business.



The Roscongress Foundation and the World Economic Forum (WEF) International Organization for Public–Private Cooperation signed a memorandum of cooperation on the sidelines of the St. Petersburg International Economic Forum.



“By signing the memorandum with the World Economic Forum, we are able to work together to develop and promote Russian initiatives, to harmonize our positions on current economic issues which are a cause of concern for the global business community, and, through the Russia House project, to strengthen the status of Russia’s official residence, which is being set up in Davos by the Roscongress Foundation as a centre of Russian culture and a discussion platform for the duration of the World Economic Forum in 2018.”

**Advisor to the President
of the Russian Federation
Anton Kobyakov**



“I was deeply impressed by the scale of the St. Petersburg International Economic Forum, and equally by the significance and relevance of the issues discussed there.”

**Executive Chairman of the World Economic
Forum in Davos Klaus Martin Schwab**



“Russia House in Davos has come to truly embody business Russia in Switzerland, acting as a kind of hub for national ideas and competitive breakthrough technologies. It is a place where you can connect with colleagues, partners and friends. There is a remarkable symbiosis here between the business space and the informal setting, which is perfectly suited to promoting productive dialogue at an important international event.”

**Minister of Economic Development
of the Russian Federation
Maxim Oreshkin**



“Thanks to the business sessions and private meetings hosted by our venue, international guests and partners are now better informed about the opportunities for doing business in our country. We are seeking to show that Russia is open for dialogue, and to achieve this we are initiating projects like Russia House.”

**Chief Executive Officer, The Roscongress Foundation
Alexander Stuglev**



“Russia House has shown itself to be an effective platform for conducting business meetings and unofficial events on the sidelines of the Forum. For several years in a row, Russia House has hosted meetings of the Foreign Investment Advisory Council (FIAC), where representatives from international business circles have been able to engage in discussions with economic officials from the Russian Government in an informal setting.”

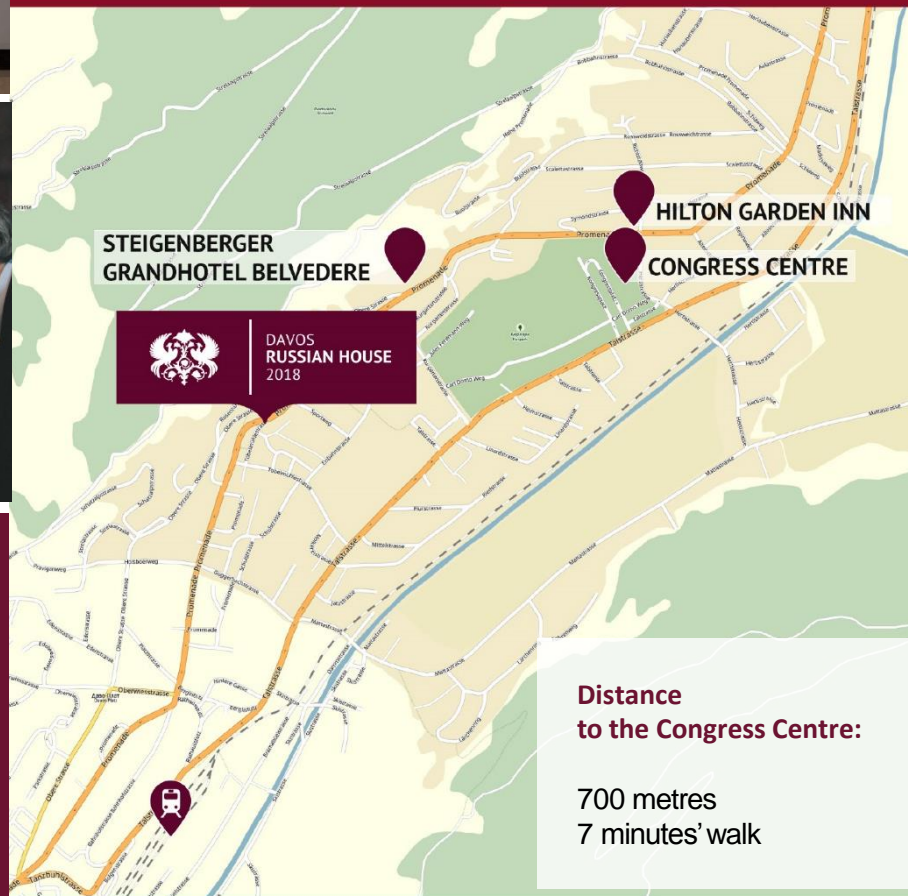
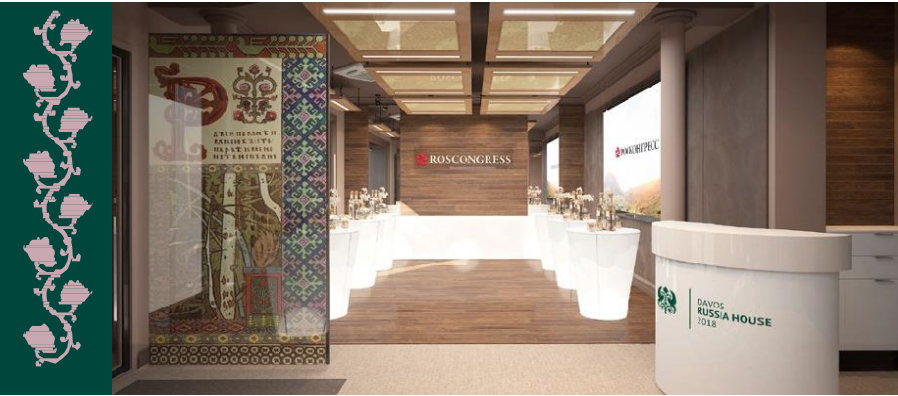
**EY Country Managing Partner for Russia
Alexander Ivlev**



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68 PROMENADE, DAVOS, SWITZERLAND





GENERAL PARTNER

RUB 17.7 million

PARTNER

RUB 11.8 million



PRESENTATION OPPORTUNITIES AT RUSSIA HOUSE (30 minutes)*

RUB 1.5 million

*Subject to approval from the Russia House Organizing Committee



SPORT AND CULTURAL PROGRAMME PARTNER

from RUB 3 million

- Russian bandy in felt boots
- Chess tournament
- Downhill skiing
- Parties



BUSINESS PROGRAMME PARTNER

- Opportunity for partners to organize a daytime business event for up to 80 participants

RUB 3.54 million

- Opportunity for partners to organize an evening business event for up to 150 participants

RUB 5 million



A PLEASANT SPACE FOR TALKS AT ANY LEVEL:

- MEETING ROOM FOR 6 PEOPLE

1 hour – RUB 60,000

1 day – RUB 1 million



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Russia House 2018 General Partner

Cost of package – RUB 17.7 million including 18% VAT

INVOLVEMENT IN THE WORK OF RUSSIA HOUSE

- Opportunity for the senior management of a General Partner company to appear as discussion participants in the Russia House programme (with the agreement of the event co-organizers);
- Opportunity to propose topics for discussion during sessions and/or roundtables held as part of the official Russia House programme, and nominate potential speakers and participants (with the agreement of the event co-organizers);
- Allocation of a meeting room displaying the General Partner's logo at Russia House (68 Promenade, Davos);
- Assignment of a personal manager for the General Partner, visa support for members of the company's delegation, and assistance with making hotel reservations via the Roscongress Foundation services division;
- Assistance in arranging a schedule of meetings between the head of the General Partner company and international participants in the event (up to 5 meetings);
- Provision of transport (one executive-class vehicle) for the head of the General Partner company for the duration of the World Economic Forum.





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ADVERTISING OPPORTUNITIES

- Placement of material about the General Partner (logo, company name, indication of partnership category, information about the company, and a link to the company's website) on the Russia House 2018 and Roscongress Foundation websites and in materials relating to the Russia House project;
- Mention of the General Partner (company name and partnership status) in event communications (news, announcements, press releases) issued by the Roscongress Foundation;
- Indication of General Partner status in the 'Regional Events' section of the Roscongress Foundation website;
- Indication of General Partner status in the 'SPIEF Events' section of the official SPIEF website;
- Placement of the General Partner logo and indication of partner status in printed materials intended for business programme participants and guests of Russia House (participant pack, programme; the list of materials is subject to change);
- Placement of General Partner logo on internal advertising surfaces within Russia House (68 Promenade, Davos);
- Placement of General Partner logo and indication of partner status on electronic screens (screensavers) in event venues (at 68 Promenade, Davos);
- Distribution of press releases about the General Partner to accredited media on event days (information for press releases must be received no later than 2 (two) weeks before the date of the event).





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PARTICIPATION IN THE ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM



- A voucher for 2 (two) representatives of the General Partner to participate in the St. Petersburg International Economic Forum, including 1 (one) Premium Package and 1 (one) Standard Package participant.

GENERAL CONDITIONS AND PARTNER STATUS

- The company will have the status of Russia House 2018 General Partner;
- Participation is limited to 10 (ten) representatives of the General Partner at Russia House 2018;
- The General Partner has the right to use the Russia House 2018 logo and indicate its status as Russia House 2018 General Partner in its advertising materials after signing the partnership agreement and for a period of one calendar month following the Russia House project. Materials using the Russia House 2018 logo are subject to prior approval by the event organizers;
- A Roscongress Foundation Diploma will be awarded at the conclusion of the Russia House project;
- Provision of photo and video materials within 3 (three) weeks following the event;
- Participant badge of the "Russia House" does not provide access to the site of the World Economic Forum.





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Russia House 2018 Partner

Cost of Package – RUB 11.8 million including 18% VAT

INVOLVEMENT IN THE WORK OF RUSSIA HOUSE

- Opportunity for the senior management of a Partner company to appear as discussion participants in the Russia House programme (with the agreement of the event co-organizers);
- Opportunity to propose topics for discussion during sessions and/or roundtables held as part of the official Russia House programme, and nominate potential speakers and participants (with the agreement of the event co-organizers);
- Opportunity to book Russia House facilities (meeting rooms, networking areas, tables and private restaurant rooms) for holding business meetings and talks free of charge (at 68 Promenade, Davos);
- Assignment of a personal manager for the Partner, visa support for members of the company's delegation, and assistance with making hotel reservations via the Roscongress Foundation services division.





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ADVERTISING OPPORTUNITIES

- Placement of material about the Partner (logo, company name, indication of partnership category, information about the company, and a link to the company's website) on the Russia House 2018 and Roscongress Foundation websites and in materials relating to the Russia House project;
- Mention of the Partner (company name and partnership status) in event communications (news, announcements, press releases) issued by the Roscongress Foundation;
- Indication of Partner status in the 'Regional Events' section of the Roscongress Foundation website;
- Indication of Partner status in the 'SPIEF Events' section of the official SPIEF website;
- Placement of the Partner logo and indication of partner status in printed materials intended for business programme participants and guests of Russia House (participant pack, programme; the list of materials is subject to change);
- Placement of Partner logo on internal advertising surfaces within Russia House (68 Promenade, Davos);
- Placement of Partner logo and indication of partner status on electronic screens (screensavers) in event venues (at 68 Promenade, Davos);
- Distribution of press releases about the Partner to accredited media on event days (information for press releases must be received no later than 2 (two) weeks before the date of the event).





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GENERAL CONDITIONS AND PARTNER STATUS

- The company will have the status of Russia House 2018 Partner;
- Participation is limited to 6 (six) representatives of the Partner at Russia House 2018;
- The Partner has the right to use the Russia House 2018 logo and indicate its status as Russia House 2018 Partner in its advertising materials after signing the partnership agreement and for a period of one calendar month following the Russia House project. Materials using the Russia House 2018 logo are subject to prior approval by the event organizers;
- A Roscongress Foundation Diploma will be awarded at the conclusion of the Russia House project;
- Provision of photo and video materials within 3 (three) weeks following the event;
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Russia House 2018 Business Programme Partner

Cost of package – from RUB 3.54 million including 18% VAT

INVOLVEMENT IN THE WORK OF RUSSIA HOUSE

- Provision of a venue for a business event as part of the Russia House initiative (at 68 Promenade, Davos).

ADVERTISING OPPORTUNITIES

- Placement of material about the Business Programme Partner (logo, company name, indication of partnership category, information about the company, and a link to the company's website) on the Russia House 2018 and Roscongress Foundation websites and in materials relating to the Russia House project;
- Mention of the Business Programme Partner (company name and partnership status) in event communications (news, announcements, press releases) issued by the Roscongress Foundation;
- Indication of Business Programme Partner status in the 'Regional Events' section of the Roscongress Foundation website;
- Indication of Business Programme Partner status in the 'SPIEF Events' section of the official SPIEF website;
- Placement of the Business Programme Partner logo and indication of partner status in printed materials intended for business programme participants and guests of Russia House (participant pack, programme; the list of materials is subject to change);
- Placement of Business Programme Partner logo on internal advertising surfaces within Russia House (68 Promenade, Davos).





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GENERAL CONDITIONS AND PARTNER STATUS

- Placement of Business Programme Partner logo and indication of partner status on electronic screens (screensavers) in event venues (at 68 Promenade, Davos);
- Distribution of press releases about the Business Programme Partner to accredited media on event days (information for press releases must be received no later than 2 (two) weeks before the date of the event);
- The company will have the status of Russia House 2018 Business Programme Partner;
- Participation is limited to 3 (three) representatives of the Business Programme Partner at Russia House 2018;
- The Partner has the right to use the Russia House 2018 logo and indicate its status as Russia House 2018 Business Programme Partner in its advertising materials after signing the partnership agreement and for a period of one calendar month following the Russia House project. Materials using the Russia House 2018 logo are subject to prior approval by the event organizers;
- A Roscongress Foundation Diploma will be awarded at the conclusion of the Russia House project;
- Provision of photo and video materials within 3 (three) weeks following the event;
- Participant badge of the "Russia House" does not provide access to the site of the World Economic Forum.





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