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**UNIDO side event at the St. Petersburg International Economic Forum  
2016: Strengthening international SMEs alliances between the Russian  
Federation and Latin America and the Caribbean**



**Final Report covering from 13 June to 08 August 2016**

Project No. 160091  
Reference No. 21118

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**UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION**

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## **1. Introduction**

During Saint-Petersburg International Economic Forum (SPIEF-2016) an Interregional Forum aimed at the strengthening the international alliances of Russian, Latin America's and Caribbean region small and medium-sized enterprises took place. It was organized by UNIDO (United Nations Industrial Development Organization) and had financial support from Russian Federation government.

The objectives of the Interregional Forum were to enhanced cooperation in the further exploitation of Latin American natural resources, uncover opportunities for Russian knowledge-intensive industries, and boost market access for goods and services from the Latin American and the Caribbean countries to the Russian market. The event specifically targeted the question “How might SMEs play a more significant role in generating new business opportunities for small and medium-sized businesses and create mutual value?”

The UNIDO forum was scheduled to coincide with the Second Russian Small and Medium-Sized Enterprises Forum, which was a part of SPIEF official program. High-standing LAC representatives, cabinet members, heads of exporting agencies, trade and manufacturing companies, came together to establish business contacts with Russian colleagues.

During the forum, the issue of establishing partnerships based on leveraging the competitive advantages of both regions was discussed. According to the general opinion of the forum's chairpersons, speakers and participants, combining the advantages of both regions could facilitate the advancement of production of goods with higher commercial potential on the markets of both regions and, ultimately, generate new business opportunities for SMEs, higher added value and new jobs for national economies.

## **2. Background**

Latin America and Caribbean (LAC) represents a region which counts with steady economic growth and an increasing number of trade and investment opportunities. These circumstances reflect the rising interest in deepening integration and establishing effective commitments for joint actions to promote inclusive and sustainable industrial development (ISID).

To achieve the goal it is important to raise the presence of the region in forums on major issues and events on the global agenda strengthening cooperation on areas of common interest which cannot remain on a regional level. The aim is to build a common space with the purpose of deepening the political, economic, social and cultural integration focusing on dialogue, interaction and synergy among the regional and sub-regional integration mechanisms of Latin America and the Caribbean in order to deepen integration and accelerate regional development.

One of LAC's main objectives is the diversification of its markets and investments: Non-traditional partner countries are their priorities. Opportunities with the Russian Federation, for instance, in the agro business, metal finishing, innovative technologies and service industry through the strengthening of partnerships and strategic alliances between SMEs. However, there is a lack of qualified information related on the regulations and common strategic economic goals.

Russia has the 8th largest economy in the world by nominal GDP and the 6th largest by purchasing power parity. The new geopolitical format predetermines the new stage of bilateral relationship creating additional potential for the products from LAC region to enter Russian market. A large range of agricultural products, food staff, textile, spices are potentially interesting niches on the Russian market.

During the last decade the Importance of SMEs for economic development was recognised in Russia. In 2007 basic legislation for SMEs – the first Russian legal act of small and medium-sized business - was passed in Russian Federation. It was followed by a number of additional federal legal acts and the law forming the Federal Corporation for Small and Medium-sized Enterprises Development. All this is the product of new government strategy aimed at systemic and complex support of SMEs with the goal to increase SMEs GDP contribution from existing 20 to 40% till 2030. There is a potential for Russia to learn from vast LAC experience how to establish export channels and provide services and supports to small and medium-sized enterprises (SMEs).

The role of small and medium-sized enterprises in Russia is prominent in the field of innovative technologies. Majority of small businesses however have difficulties at their transfer to actual production due to a lack of organizational structures enabling SMEs to commercialize and export their solutions. Therefore a great potential might exist in interregional cooperation between Russian Federation and LAC SMEs.

In this frame, the international workshop (organized by UNIDO and financially supported by the Russian Federation) “Strengthening International Alliances in the Global Market” took place in Quito, Ecuador in July 2015 between LAC-BRICS and the Eurasian Economic Union (EEU). The main objective of the workshop was to encourage strategic alliances between LAC countries and the RF market, fostering inclusive and sustainable industrial development (ISID) between the regions.

The workshop developed an action plan, which includes a proposal to organize a numbers of thematic business roundtable/seminars between LAC countries and Russian Federation stakeholders to ensure the following:

- Facilitating close dialog among stakeholders;
- Identifying potential partnerships;
- Providing qualified information related to trade regulations and mechanisms between the regions;
- Providing instruments for interregional strategic trade alliances;
- Improving interregional investment opportunities.

The participants highlighted the importance of continuing the activities in order to further strengthen cooperation between the Russian Federation and LAC countries and to ensure the implementation of the elaborated platform for trade, partnership and investment ([www.unido.org/strengtheningalliances](http://www.unido.org/strengtheningalliances)).

### **3. UNIDO events at the St. Petersburg International Economic Forum 2016**

Cooperation took advantage of the platform provided by the St. Petersburg International Economic Forum (SPIEF), an annual international conference dedicated to economic and business issues. Over the last decade, SPIEF has become a leading international platform for the discussion of the key economic issues facing Russia, emerging markets, and the world as a whole. SPIEF attracts over 10,000 international and Russian participants, including government and business leaders from the emerging economic powers, as well as leading global voices from academia, the media, and civil society.

UNIDO and the government of Russian Federation decided to exploit this opportunity as an efficient platform to address the action plan formulated during

the international workshop in Quito, 2015, to establish business contacts between the regions, and to support SMEs development.

For the organisation of the event UNIDO cooperated with the following Russian stakeholders:

- Ministry of foreign affairs of Russian Federation;
- The Roscongress Foundation;
- Autonomous Non-Commercial Organization North-West Agency for Development and Fundraising;
- Media partner - Business Magazine “Business Excellence”.

***3.1. Interregional Forum: “Strengthening international SMEs alliances between the Russian Federation and Latin America and the Caribbean”, 15th 2016.***

40 participants from 19 LAC countries attended the forum representing ministries, national export facilitation and investment agencies, association of manufactures and agribusiness. Over 50 participants from Russian Federation represented the government and public organisations, producers and services companies, investment and banking sectors. *(Table 1. List of participants.)*

The program comprised of UNIDO roundtables with LAC regional blocks (CARICOM and Caribbean, CAN, SIECA and MERCOSUR) and two round tables of Russian Federation (Official speakers and Business representatives) followed by business dinners and networking. *(Attachment 1, Program of the Interregional Forum).*

Speaker from LAC presented the country export profiles and shared also their experience in helping small and medium-sized business to establishing export. The new mechanisms and forms of cooperation able to add value for national economics were discussed during the LAC sessions such as:

- Transfer and application of technologies and introduction of innovative solutions;
- Joint marketing strategies;
- Joint product development;
- Synergies in distribution channels.





*Picture 1. The participants of the Interregional Forum: “Strengthening international SMEs alliances between the Russian Federation and Latin America and the Caribbean”.*

All participants agreed on necessity to create the global joint value chain where the competitive advantages of both regions could be combined to produce higher value added products for the equitable and sustainable benefit for the SMEs in both regions.

The Forum was considered by the LAC participants as a very good platform for sharing experience, finding solutions to solve often very similar problems, finding partnership and exchanging mutually beneficial information, including risk assessment, evaluating international markets for small and medium-sized businesses. It was stressed that there is a need to create and efficient platform for information exchange and coordinated decision making to work on such big markets as the Russian.

Official speakers of Russian Federations stressed that Russia is interested in import of LAC region products, e.g. food staff so as in high-tech products

export. Speakers stressed that cooperation opportunities of two regions are not exploited to full extent.

The special session of the Forum was devoted to Russia's markets capabilities; in particular it's distributive and logistics networks, customs and tariffs legal aspects and possible use of free trading zones. During the Forum some organizations expressed interests to work in more systematic and coordinated way in developing business connections between Russia and LAC, among those the National Committee for Economic Relations with Latin America and International Financial Alliance. A number of Russian small and medium-sized enterprises proposed various specific high-tech products and solutions for LAC market.

### ***3.2 Parallel plenary discussion at International SMEs Forum: “Instruments of support for SMEs Development in LAC”.***



*Picture 2. Plenary discussion at International SMEs Forum: “Instruments of support for SMEs Development in LAC”.*

Second Russian Small and Medium-Sized Enterprises Forum hosted a special session where the speaker from LAC presented the mechanisms developed within the countries to help small and medium-sized business development, such as:

- Strengthen SMEs management structure and business strategies,
- Creation of the investments centres,
- Exchange of SMEs administration experience,
- Creation of special economic zones and business incubators,
- The executives' education and tutoring on project preparation for investors,
- The use of specialized database,
- Organising commercial mission network,
- Providing a complete data on export possibilities for SMEs and it shares this data. (Table 2, List of speakers)

### ***3.3. Special UNIDO event Sustaining Economic Expansion Round Table: “Russia-Latin American SMEs as Catalysts in Building Value”, 16<sup>th</sup> of June 2016***

Special UNIDO event Sustaining Economic Expansion Round Table “Russia-Latin American SMEs as Catalysts in Building Value” took place on the 16<sup>th</sup> of June 2016 as a part of SPIEF. Taking into consideration the highly complementary economic structures, the benefits of strengthening ties and expanding bilateral partnerships evident to both Russian and Latin American firms were debated during the podium discussion: How might enhanced cooperation result in the further exploitation of Latin American natural resources, uncover opportunities for Russian knowledge-intensive industries, and boost market access for Latin goods and services in Russia? How might SMEs play a more significant role in generating new business opportunities for small and medium-sized businesses and create mutual value? (Table 3. *Speakers and attendees*)



Picture 3. Round Table: “Russia-Latin American SMEs as Catalysts in Building Value”.

#### 4. Business meetings

Several business visits took place during the Forum. Mrs. Sieglien Burleson’s, Republic of Suriname Trade and Industry Minister, visited one of the Saint-Petersburg’s research facilities, “Shipbuilding and Shiprepairing Technologies Center”, which specializes on ships design, construction and repair as well as harbour and dockyard engineering. She stated briefly the aims of Surinamese government in the area of harbour design and construction, shipbuilding and repair meant to draw investments for the region. The Institute’s area of expertise and experience can fully cover these needs. Therefore, a preliminary agreement on Surinamese geographical and technical requirements provision was reached. The new harbour will accommodate the fishing and passenger tonnage in the region. The Institute in turn will provide the draughts of feasible projects for this undertaking.

The meetings of the delegation of Republic of El Salvador with Russian companies’ representatives in Expoforum Cultural and Exhibition Center and



Saint-Petersburg Chamber of Commerce and Industry also were able to draw mutual interest in communications for fishing, fish-processing, marine engineering and textile industries.

The negotiations between International Financial Alliance LLC, El Salvador Export and Investment Promotion Agency (PROESA) president, Sigfrido Reyes, and Charge des Affaires for Republic of El Salvador embassy in Russian Federation, Yuri Pavel Santacruz Perdomo, pointed out the mutual interests in establishing the export agreements. The textiles, fish and seafood, possibly naval equipment, fishing vessels and agricultural equipment, could be the goods involved in the exchange.

The meeting with El Salvador Association for Fishing Industry and Agriculture Development (ADEPESCA) representative, Matteo Candotti, held on Fish Processing Plant №1 territory highlighted a whole spectrum of issues needed to be solved for trading connections successful development, among them the products certification, logistics, marketing research and insurance.



*Picture 3. Mrs. Sieglien Burluson's (right), Minister of Trade and Industry Republic of Suriname and Ms. Haidy Tawjoeram (left), Marketing Manager, SAIL visited Shipbuilding and Shiprepairing Technologies Center in Saint-Petersburg. Mr. Vitaly Stepanzev (center), Director external relations, International Financial Alliance (IFA).*

## 5. Conclusions

The main conclusion made by Forum participants was that the synergistic effect can only be obtained by *common strategy development* for opportunities advancement on all the markets of countries involved.

Some topics most important for further collaboration were noted. First of all, the need for *common business portal for data collection and sharing* including information on:

- the most relevant international conventions,
- customs and tariff regulation in Russia and LAC region countries,
- financial assurance,
- interregional logistics,
- certification and registration for exported products,
- innovative solutions able to bring the added value in chains of production and supply.

Secondly, a creation of *common SME databank* was proposed as it can facilitate the business experience exchange and help getting data on goods with importing or exporting potential.

Additionally, the need to *create a constant communication and collaboration platform* for LAC countries and Russia was formulated to facilitated cooperation of SMEs from both regions. It was suggested to use *SPIEF platform for annual interregional meeting* supported jointly by UNIDO Latin America and Caribbean Region Department and Latin American Department of the Ministry of Foreign Affairs of Russia.

These events shall be complemented by *specialized sectorial seminars* for LAC regions aimed to facilitate further collaboration and to provide specialised sectorial support.

## 6. Important links

**Information** about UNIDO Workshop “Strengthening International Alliances in the Global Market LAC-EAEU-BRICS”, 14-17 July 2015, Quito, Ecuador,

[www.unido.org/strengtheningalliances](http://www.unido.org/strengtheningalliances)

**Information** about UNIDO side events at SPIEF 2016: "Strengthening international SMEs alliances between the Russia Federation and the LAC region", 13-15 June, 2016

<http://www.unido.org/strengtheningalliances2016.html>

**Presentations** at the Interregional Forum: “Strengthening international SMEs alliances between the Russian Federation and Latin America and the Caribbean”, 15th 2016.

*LAC participants*

[https://drive.google.com/folderview?id=0B6-\\_4OxGeL6sYnBCZzFzeElJT0E&usp=sharing#grid](https://drive.google.com/folderview?id=0B6-_4OxGeL6sYnBCZzFzeElJT0E&usp=sharing#grid)

*Russian participants*

[https://drive.google.com/folderview?id=0B6-\\_4OxGeL6scDR6RDgyWGtYUVk&usp=sharing](https://drive.google.com/folderview?id=0B6-_4OxGeL6scDR6RDgyWGtYUVk&usp=sharing)

**Program** of the Second Russian Small and Medium-Sized Enterprises Forum

<http://www.forumspb.com/en/2016/sections/62/materials/327>

### **Photographs of the events**

Photos of the welcome coffee, 15<sup>th</sup> June 2016

<http://forumspb.tassphoto.com./album/125>

Photos of the panel session CARICOM and Caribbean

<http://forumspb.tassphoto.com./album/131>

Photos of the panel session CAN

<http://forumspb.tassphoto.com./album/152>

Photos of the panel session SIECA

<http://forumspb.tassphoto.com./album/155>

Photos of the panel session “Russian Federation”

<http://forumspb.tassphoto.com./album/206>

<http://forumspb.tassphoto.com./album/170>

Photos of the panel session MERCOSUR

<http://forumspb.tassphoto.com./album/209>

Photos of the parallel plenary discussion at International SMEs Forum: “Instruments of support for SMEs Development in LAC”.

<http://forumspb.tassphoto.com./album/140>

Photos of the of Special UNIDO event Sustaining Economic Expansion Round Table: “Russia-Latin American SMEs as Catalysts in Building Value”, 16th of June 2016

<http://forumspb.tassphoto.com./album/278>

UNIDO Photos, St. Petersburg 15-16<sup>th</sup> June 2016

<https://drive.google.com/folderview?id=0B6-4OxGeL6sZVIQNk85bUM0QzQ&usp=sharing>

**Video record** of Special UNIDO event Sustaining Economic Expansion Round Table: “Russia-Latin American SMEs as Catalysts in Building Value”, 16th of June 2016

<http://www.forumspb.com/en/2016/sections/62/materials/309/sessions/1533#translation>

**Linkedin** group “Strengthening International Alliances in the Global Market”.

<https://www.linkedin.com/groups/8384566>

## 7. Lists of participants

**Table 1. List of participants of the Interregional Forum: “Strengthening international SMEs alliances between the Russian Federation and Latin America and the Caribbean”, 15th 2016.**

Name, Title	Email
· Argentina - Mr. Rafael Enrique González Alemán, General Director, Under Secretary of Commerce and Investments, Ministry of Foreign Affairs.	<a href="mailto:goa@mrecic.gov.ar">goa@mrecic.gov.ar</a>
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**Table 2. List of Speakers “Parallel plenary discussion at International SMEs Forum: “Instruments of support for SMEs Development in LAC”, 15 of June 2016**

Moderator: Mr. Carlos Chanduvi Suárez, Chief for the Latin America and the Caribbean Division

1. Argentina: Mr. Rafael Enrique Gonzales Alemán, General Director, Under Secretary of Commerce and Investments, Ministry of Foreign Affairs of Argentina,
2. Brazil: Ms. Manuela Lima, Manager Business Intelligence and Corporate Strategy Unit APEX,
4. Chile: Mr. Ricardo Bosnic, Subdirector of Development, PROChile,
5. Haiti: H.E. Ms. Jessy Petit-Frère, Minister of Commerce and Industry of Haiti;
6. Mexico: Mr. Jaime Eduardo Juárez Arias, Trade and Investment Counsellor PROMÉXICO for Russia, Belarus & Armenia
7. Suriname: H. E. Ms. Siglien Burlison, Minister of Trade and Industry of Suriname;

**Table 3. List of participant of the Special UNIDO event Sustaining Economic Expansion Round Table: “Russia-Latin American SMEs as Catalysts in Building Value”16 of June 2016**

Speakers:

- UNIDO: Carlos Ernesto CHANDUVI SUAREZ, Chief of the Latin America and the Caribbean Division
- Argentina - Mr. Rafael Enrique González Alemán, General Director, Under Secretary of Commerce and Investments, Ministry of Foreign Affairs.
- Colombia: Mr. Ancizar Guerrero, Manager Colombian Investment Abroad, ProColombia
- El Salvador: Mr. Sigfrido Reyes, President of the Export and Investment Promotion Agency of El Salvador (PROESA)
- Ecuador: H.E. Ms. Laura Silvana Vallejo Paez, Vice Minister of Foreign Trade Policies and Services of Ecuador
- Haiti: H.E. Ms. Jessy Petit-Frère, Minister of Commerce and Industry of Haiti
- Mexico: Mr. Jaime Eduardo Juárez Arias, Trade and Investment Counsellor PROMÉXICO for Russia, Belarus & Armenia
- Suriname: H. E. Ms. Siglien Burseson, Minister of Trade and Industry of Suriname
- Venezuela: H.E. Mr. Ramón Gordils, Vice Minister of Economic Cooperation and President of Foreign Trade Bank of Venezuela (BANCOEX)

Participants attending:

- UNIDO: Victor ZAGREKOV
- UNIDO: Miriam HINTZ
- UNIDO: Elizabeth LAGUNAS ROMAN
- Russia: Eugenia Soboleva
- Russia: Vera Khutorskaya
- Russia: Lidia Burova
- Russia: Tatiana Kiseleva
- Chile: RICARDO BOSNIC
- Guyana: UCHENNA SAMANTHA GIBSON
- Uruguay: Pablo PEREIRA VECINO
- Brazil: Manuela LIMA
- Brazil: Adriano Santos de Azevedo
- Haiti: Marie Pascale Théodate
- Haiti: Shanon Beaublanc
- Suriname: WILGO FRANCISCO BILKERDIJK
- Suriname: HAIDY TAWJOERAM
- Venezuela: Antonio Leone
- El Salvador: Luis Alexander Valiente Diaz
- El Salvador: Yuri Pavel SANTACRUZ PERDOMO
- Peru: Ignacio Rivera Castillo
- Ecuador: ANDREY MALDONADO KARPOV

*ANNEX 1. Program of the Interregional Forum Strengthening international SMEs alliances between the Russian Federation and Latin America and the Caribbean, 15<sup>th</sup> of June 2016.*

08:30—09:30      **Welcome coffee**

**Panel session: CARICOM + CARIBBEAN**

- **Haiti - H.E. Ms. Jessy Petit-Frère**, Minister of Commerce and Industry of Haiti
- **Guyana - Ms. Uchenna Samantha Gibson**, Senior Export Promotion Officer, Guyana Office for Investment
- **Dominican Republic - Ms. Anyelin Montero de los Santos**, Deputy to the Dominican Republic Center of Export and Investment (CEO, CEI-RD)
- **Cuba - Ms. Vivian Herrera Cid**, Director General the Ministry of Foreign Trade and Foreign Investment (MINCEX)
- **Suriname – H.E. Ms. Siglien Burleson**, Minister of Trade and Industry of Suriname

11:30– 11:45      **Coffee break**

**Panel session: CAN - Andean Community**

11:45—12:15  
Conference hall  
D3

- **Colombia – Mr. Ancizar Guerrero**, Manager Colombian Investment Abroad, ProColombia
- **Peru - Mr. Ignacio Rivera Castillo**, Representative of the Commission for the Promotion of Peru’s export and tourism – PromPeru
- **Ecuador -Mr. Víctor Jurado Cariel**, Executive Director PROEcuador

**Panel session: SIECA–Central American Secretariat for Economic Integration**

12:15—13:30  
Conference hall  
D3

- **Guatemala - Ms. Aida Fernández**, Manager of the Manufacture Division of the Guatemalan Association of Exporters
- **Honduras – Ms. Vilma Sierra**, Executive President Honduras Sí Exporta
- **Costa Rica - Mr. Erick Ulate**, Deputy Director Export PROCOMER (Foreign Trade Corporation of Costa Rica)
- **Nicaragua - Ms. Patricia Ulloa González**, General Manager of Export and Investment Center (CEI)
- **El Salvador - Mr. Sigfrido Reyes**, President of the Export and Investment Promotion Agency of El Salvador

(PROESA)

13:30 – 14:30	<b>Lunch</b>
14:30—15:30 Conference hall D3	<b>Presentations of Russian Federation</b> Speech by the official representatives of the Russian Federation <ul style="list-style-type: none"><li>• <b>Alexander Kalinin</b>, President, OPORA Russia</li><li>• <b>Yuri Lelin</b>, Head of Middle East and North Africa at the Department of International Cooperation, Ministry of Industry and Trade of the Russian Federation</li><li>• <b>Igor Maksimtsev</b>, Honorary Consul of the Republic of Chile to St. Petersburg; Rector, St.Petersburg State University of Economics</li><li>• <b>Sergey Movchan</b>, Vice Governor of St. Petersburg</li><li>• <b>Andrey Polyakov</b>, Regional Development Director, Russian Export Center</li><li>• <b>Alexander Tarabtsev</b>, Head of Corporate and Investment Banking, UFC Bank PJSC</li><li>• <b>Ms. Valery Filatov</b>, Director United Distributors UWS LLC</li></ul>
15:30 – 16:00	<b>Coffee break</b>
16:00—17:00 Conference hall D3	<b>Panel session: MERCOSUR + Mexico</b> <ul style="list-style-type: none"><li>• <b>Argentina -Mr. Rafael Enrique González Alemán</b>, General Director, Under Secretary of Commerce and Investments, Ministry of Foreign Affairs</li><li>• <b>Brazil - Mr. Adriano Santos de Azevedo</b>, Market Intelligence Analyst – Apex-Brasil</li><li>• <b>Venezuela - H.E. Mr. Ramón Gordils</b>, Vice Minister of Economic Cooperation and President of Foreign Trade Bank of Venezuela (BANCOEX)</li><li>• <b>Uruguay - Mr. Pablo Pereira</b>, Manager of Exports Promotion Uruguay XXI</li><li>• <b>Chile - Mr. Ricardo Bosnic</b>, Subdirector of Development, PROChile</li><li>• <b>Mexico - Mr. Jaime Eduardo Juárez Arias</b>, Trade and Investment Counsellor PROMÉXICO for Russia, Belarus &amp; Armenia</li></ul>
17:00—19:30 Conference hall D3	<b>Presentations of Russian Federation</b> Market opportunities, logistics, retailers networks, customs and tariffs
20:00—23:00	<b>Closing ceremony</b> Sponsored dinner, networking





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