



**Gate2ruBIN:
Success factors for
business and
innovation EU-RF
cooperation**

2009

Moscow

SUCCESS FACTORS: SMES AND R&D LEVEL

- good understanding of Russian/European market conditions;
- good understanding of the development directions of Russian/European market ;
- good understanding of the products/technological solutions will be positioned on Russian/European market;
- proactive approach;
- English/Russian speaking professionals;
- readiness to compromise and ability to come to an agreement;
- good communicative skills.

- Sustainable developing of business will help to fulfill its obligations in time;
- Clear cut objectives;
- Strategically thinking and developing business team;
- Team is speaking international business languages;
- Services meeting international quality standards;
- Stability in current changes in business environment.

competitiveness

SUCCESS FACTORS: EU SIDE

Since 1991 more than 7 000 mln EURO have been allocated for the implementation of the TACIS programme in order to promote the market economy, out of this amount:

40% - only for Russia - 200 mln EURO per year;

20% - for support of small and medium-sized enterprises.

From 2007 onwards a new cooperation approach was applied. It was oriented more to establishment of the favorable environment and support to the SME development through training, researches and innovations rather than direct assistance for specific enterprises.

- Euro Info Centers Network (EIC)
- Innovation Relay Centers Network (IRC)



The “Gate2RuBIN” project is aimed to assist to the development of business and technological co-operation between SMEs and R&D organizations of Russia and EU, contributing to their competitiveness. This is Russian proposal to the European Commission to join new business innovative network in Europe - Enterprise Europe Network.

The project is implemented by a consortium of 3 organizations:

- The Russian Agency for Support of Small and Medium Business (RA);
- The Union of Innovation Technology Centers of Russia (RUITC);
- The Nonprofit Partnership “Russian Technology Transfer Network”(RTTN).

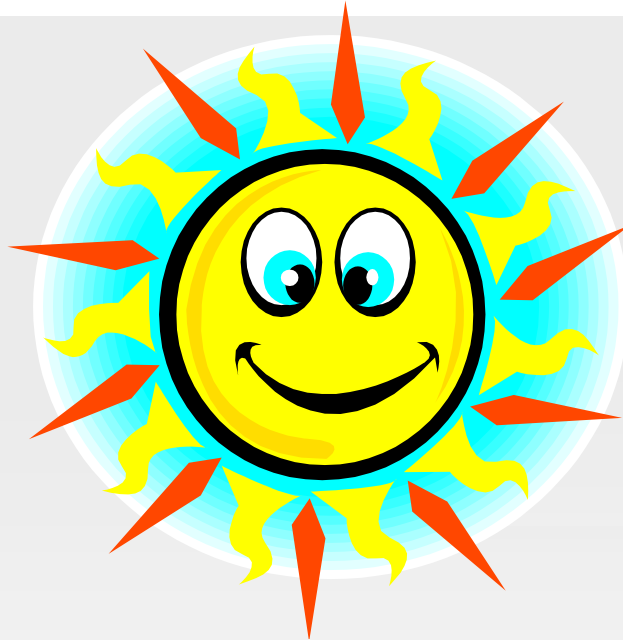
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EEN Russia and EEN Denmark had brought together a Russian and an EU company in August 2007. After a promising start and some email exchanges the communication had stopped completely. The EU Enterprise Europe Network member asked its Russian counterpart to investigate the situation. With some phone conversations with the Russian company the reason turned out to be simple:

Example:

Being used to straight to the point business propositions at a very early phase of getting to know their EU counterpart the Russian company was trying to get some concrete offer / request from its European partner but couldn't. The emails from the Denmark company intended at this point to get to know each other better were misinterpreted as abstract, as far from concrete business cooperation establishment so that the Russian company misunderstood this as a sign of no concrete interest.

The misunderstanding could be explained, the communication between the companies was restored, the Russian company traveled to the Denmark to negotiate terms of shipment and payment, and a business deal was agreed. A week after the business trip the letter of intention was signed, a month later the partnership agreement was concluded. Today the Russian manufacturer of bellows expansion joints trades with its Danish counterpart.



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THANK YOU !