



**OPEN | 2014  
INNOVATIONS**  
Forum and Exhibition



**FORUM AND EXHIBITION  
“OPEN INNOVATIONS” 2014  
CREATIVE DISRUPTION:  
STAYING COMPETITIVE IN THE 21<sup>ST</sup> CENTURY**

As of April, 2014

# ABOUT “OPEN INNOVATIONS” FORUM

The global discussion platform— “Open Innovations” Forum—is dedicated to emerging technologies and furthering innovation prospects and collaboration worldwide

The constituents of the “Open Innovations” Forum – 2014 (14-16 October, 2014) Technopolis Moscow, Russia

## FORUM (2 days event)

Forum is a series of plenary sessions, panel discussions and round tables dedicated to the most crucial issues and trends in the innovative development.

*Key Theme of the Forum in 2014-*

**“Creative Disruption: Staying competitive in the 21<sup>st</sup> century”**. The focus of the Forum is to unlock the best practices of creative market disruption, restructuring, and reconfiguration. It is also to understand the impact of this process in different technical areas and in the global ecosystem of innovation.



## EXHIBITION (3 days event)

**“Open Innovations Expo”** is a global platform created to introduce Russian and international innovative products and technologies, to share experience in realization of successful innovative projects, and to enable effective interaction between exhibitors, government, business and science institutions.

## YOUTH PROGRAM (3 days event)

It is a unique project which provides an opportunity to talented youth to participate in the discussion of issues of global development in the sphere of high technologies, to visit the leading innovative centers of Moscow, to exchange experience with colleagues from other countries and to receive advice of leading experts in the sphere of high technologies.

## CULTURAL PROGRAM (2 days event)

The cultural program of the “Open Innovations” Forum and Expo is not only a complex of social events which are held within the framework of the Forum, but also an event aimed at promoting the Forum and Exhibition on the international stage.

The events of the cultural program includes: **art installations at the Forum and Exhibition, concerts, performances, sightseeing tours, parties and receptions .**



# GOALS OF THE FORUM AND EXHIBITION

- Creation of the leading global innovative venue
- Forecast of the world innovative ecosystem development
- Promotion of advanced research and development
- Involvement of heads of states and governments, representatives of international corporations and science community in a dialogue on strategic partnership

# FORUM AND EXHIBITION ORGANIZERS

With support of the Government of the Russian Federation



OPERATOR OF THE FORUM AND EXHIBITION:  
Fund "Forum for Innovations"

# AUDIENCE OF THE FORUM AND EXHIBITION

BUSINESS AND INNOVATIVE  
COMMUNITY



SCIENCE AND RESEARCH  
COMMUNITY



GOVERNMENTAL AUTHORITIES



OPEN INNOVATIONS:  
TECHNOLOGY POWERING THE GLOBE

# 2013 FORUM PARTICIPANTS

## Stats and Figures



**4035** - total number of the Forum participants



**2816** - total number of the Russian participants



**1219** - total number of the foreign participants

## Participants of the Forum

- Business - 2429 (60,2%)
- Authorities - 776 (19,2%)
- Small innovative business (including startups) - 502 (12,5%)
- Science and Education - 328 (8,1%)

- Representatives of **47** foreign countries
- **3** Prime Ministers, **15** federal Ministers and Deputy Ministers
- Representatives of **42** regions of the Russian Federation (including **32** Governors)
- **74%** of the participants – top, strategic or operation management
- **44%** representatives of large business, **23%** - medium, **33%** - small enterprises
- **19** international associations and trade representative offices
- **302** one-to-one meetings on the Forum's venue
- Over **900** journalists representing more than **340** Russian and **65** foreign mass media

## "Open Innovations Expo"

- Visitors to the Exhibition: **12 800 persons**
- Total area of the Expo site: **24 000 sq.m.**
- Total number of exhibitors: **534 companies**
- Total number of exposition stands: **93 stands**
- Display of **over 1000 latest developments from 10 countries of the world**, including Russia, Germany, Belarus, United Kingdom, China, Netherlands, Finland, France, Japan, USA  
The Expo volunteers conducted **more than 70 technology tours** around the Expo to show the exposition for the Forum participants and Expo visitors
- **23** collective expositions organized with the support of the Administrations of the Russian regions
- **2** foreign collective expositions: France, Finland
- **11** collective expositions organized by professional associations



# BUSINESS PROGRAM OF THE 2013 FORUM AND EXPO

Key Theme of the Forum 2013

**DISRUPTION AND INNOVATION:  
GAME CHANGERS POWERING THE GLOBAL MARKET**



Knowledge Producer  
of the Forum

## Stats and Figures

- 3 plenary sessions for the Forum participants
- 72 panel discussions, round tables and lectures for the Forum participants
- 68 open sessions for professional audience on the Exhibition venue
- More than 600 speakers and experts taking part in all activities of the Forum and Expo (including 41% foreign ones from 27 countries)

DAY 1, October 31st, 2013

- 1 SCIENCE AND EDUCATION
- 2 ENTREPRENEURS
- 3 ENTERPRISES
- 4 FUNDING INNOVATION
- 5 INNOVATION LEADERSHIP
- 6 DOING HIGH-TECH BUSSINESS IN RUSSIA
- 7 GLOBAL MARKETS
- 8 PARTNERSHIP FOR INNOVATIONS
- 9 MEETINGS WITH THE RUSSIAN AUTHORITIES (by invitations only)

DAY 2, November 1st, 2013

- BIOMEDICINE and PHARMA
- MEDICAL TECHNOLOGIES
- DIGITAL ECONOMY
- MOBILE WORLD
- THE NEW GLOBAL ENERGY MAP
- ADVANCED MANUFACTURING
- NANOTECHNOLOGY
- SMART CITY
- MASS MARKET

**10** SPECIAL EVENTS



**Dmitry Medvedev**  
Prime Minister of the Russian Federation



**Jyrki Katainen**  
Prime Minister of the Republic of Finland



**Jean-Marc Ayrault**  
Prime Minister of the French Republic



**Arkady Dvorkovich**  
Deputy Prime Minister of the Russian Federation



**Dmitry Livanov**  
Minister of Education and Science of the Russian Federation



**Denis Manturov**  
Minister of Industry and Trade of the Russian Federation



**Fleur Pellerin**  
Minister Delegate with responsibility for Small and Medium-sized Enterprises, Innovation and the Digital Economy of the French Republic



**Geneviève Fioraso**  
Minister of Higher Education and Research of the French Republic



OPEN INNOVATIONS:  
TECHNOLOGY POWERING THE GLOBE

# KEY SPEAKERS OF THE 2013 FORUM



**Dmitry Medvedev**  
Prime Minister of  
the Russian  
Federation



**Jyrki Katainen**  
Prime Minister of  
the Republic of  
Finland



**Jean-Marc  
Ayrault**  
Prime Minister  
of the French  
Republic



**Jean J. Botti**  
Chief technology  
officer, Member  
of the Board of  
Directors, EADS



**Andrea Wong**  
President, Sony  
Pictures  
Entertainment



**Ian Hudson**  
President,  
DuPont Europe,  
Middle East &  
Africa



**Tomihiro Taniguchi**  
Executive Director,  
Science and  
Technology in  
Society (STS) Forum



**Stephen Oesterle**  
Senior Vice  
President for  
Medicine and  
Technology,  
Medtronic



**Jason Pontin**  
Editor in Chief,  
Publisher, MIT  
Technology  
Review;  
Chairman, MIT  
Enterprise Forum



**Ralph Simon**  
Chief Executive  
Officer, Founder,  
Mobilium Global



**Mikhail Pogosyan**  
President, Chairman  
of UAC Executive  
Board Member of  
Board of Directors



**William Aulet**  
Managing Director,  
Martin Trust Center  
for  
Entrepreneurship;  
Chairman, MIT Clean  
Energy Prize



**Bob Metcalfe**  
Professor of Innovation,  
University of Texas at  
Austin;  
Partner Emeritus, Polaris  
Venture Partners;  
Co-inventor of Ethernet



**Van Bao**  
President,  
Huawei Russia



**OPEN  
INNOVATIONS**  
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**OPEN INNOVATIONS:  
TECHNOLOGY POWERING THE GLOBE**

More  
than  
**600**  
speakers  
and  
experts  
in the  
Forum  
and  
Expo

## Creative Disruption: How to stay competitive

# MIT Technology Review

## Knowledge Producer of the Forum

Technological disruption happens when faster, simpler, cheaper inventions threaten market leaders. Innovations allow creativity to flourish in ways never before thought possible, while the speed of technological change has never been greater. With the creative disruption of markets, startups and established companies are vying to create tomorrow's businesses and shape a better society. In the transition to a new level of development, established business markets must implement new strategies rapidly to remain competitive.

The focus of the Forum is to unlock the best practices of creative market disruption, restructuring, and reconfiguration. It is also to understand the impact of this process in different technical areas and in the global ecosystem of innovation. The Forum seeks to answer the tough questions:

- Will low-cost innovations from emerging markets destroy markets in developed countries, and will this decrease the technology gap between developed and developing countries?
- How does the convergence of technology and knowledge lead to technological and methodical breakthroughs in different fields and at their junctions? And what is the long-term goal of technological growth?
- What key high-tech megaprojects will have the greatest impact on the global economy?
- How does new technology wound or kill major companies? What knowledge, tools, techniques, or technology must companies adopt to stay competitive in today's dynamic markets?

# PROGRAM TRACKS: DAY 1

- 1 Science** (knowledge networks, scientific mega projects, applied science)
- 2 Education** (engineering education, reform of school and university education, lifelong education and reeducation)
- 3 Entrepreneurs** (socio-cultural aspects of the innovator's mindset; applied workshops)
- 4 Enterprisers** (R&D management, CTO Forum, corporate venture funds, financial innovations)
- 5 Capital** (business angels, venture funds, private equity, banks)
- 6 Partnership for innovations** (partner-country event, Russia in the global world, sharing economy)
- 7 Territory** (region, city, TechHubs and creative environment)
- 8 State policy** (regulation, market access, support systems)

# PROGRAM TRACKS: DAY 2

- 1 Biotechnologies** (genome technologies, radical prolongation of life, targeted drug delivery)
- 2 Medicine** (pharmacology, medical devices, mapping the brain)
- 3 ICT** (telecoms, Big Data and cloud technologies, quantum computer)
- 4 Virtual reality** (robots, Internet of things, 3D technologies, gamification)
- 5 Transport and infrastructure** (automobiles, space exploration, transmission and storage of electric power)
- 6 Green technologies** (alternative energy sources, construction, ecology, etc.)
- 7 Conference "Composites without borders"**
- 8 Innovation as a response to global challenges** (natural resource and food shortages, water shortages, energy security, climate changes)

One session in each track will be dedicated to the key megaproject in the respective field, among which:

- Quantum computer
- Semantic web
- Mapping the brain
- Advanced manufacturing
- Radical prolongation of life
- Space exploration
- Is the Earth big enough for everybody?



# PROGRAM “PARTNERSHIP FOR INNOVATIONS”

“Partnership for Innovations” is a program of practical cooperation between individual partner countries and “Open Innovations” Forum. It allows partners to make individual input in the creation of the leading global innovative venue aimed at forecasting the world’s innovative development.

## PARTNER COUNTRIES OF “OPEN INNOVATIONS” FORUM IN 2013 RUSSIA, FINLAND, FRANCE



- Governmental delegation (headed by the Prime Minister of the country)
- Business delegations and academia representatives
- Collective booth at the “Open Innovations” Expo
- Youth Program participants
- Official opening ceremony of the Exhibition
- Events in the business program - «Partnership for Innovations» program track
- Signing of memorandums of understanding

### Official delegations

- Great Britain
- USA
- Brazil
- Mexico
- Australia
- Italy
- Vietnam
- SAR





### Representatives of business community and academia

- USA
- Australia
- India
- Japan
- Taiwan
- Republic of South Africa
- Germany, etc.

### Diplomatic missions

India, China, Brazil, USA, Great Britain, Spain, Netherlands, Bulgaria, Greece, Turkey, Indonesia, Argentina, Mexico, Australia, SAR, Benin, etc.

### Top 5 foreign delegations

-  Finland
-  France
-  USA
-  Great Britain
-  European Union



**PARTNER-COUNTRY OF  
“OPEN INNOVATIONS” FORUM IN 2014  
PEOPLE’S REPUBLIC OF CHINA**

# SPONSORSHIP OPPORTUNITIES

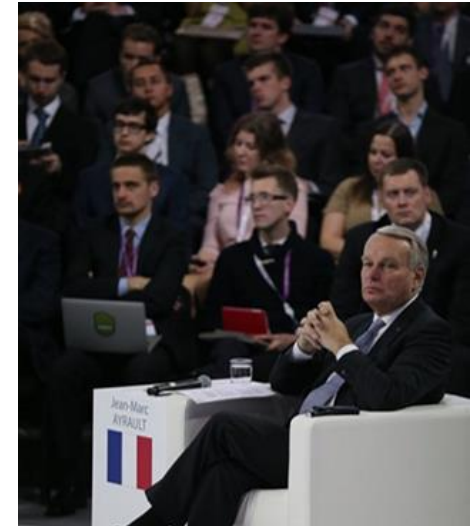
The “Open Innovations” Forum 2013 and the accompanying events are an excellent opportunity to present your company and products, and to take an active part in this significant event along with representatives of the largest technology companies and other actors of global innovative processes.

## Sponsors of the “Open Innovations” Forum 2013

### Sponsorship statuses of the Forum:

- Strategic sponsor
- General sponsor
- Official sponsor
- Special sponsor
- Telecommunications sponsor
- Automotive sponsor
- Air carrier sponsor
- Theme sponsor
- Exhibition sponsor
- Entertainment program official sponsor
- Youth program official sponsor
- Voluntary program sponsor









# OUR CONTACTS

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