

REPORT
The IX International Economic Forum
”Innovations. Investments. Prospects“
Vitebsk, 2-3 December 2021

On December 2–3, 2021, the Vitebsk region hosted the guests of the IX International Economic Forum ”Innovations. Investments. Prospects“. It took place in the Vitebsk Regional Executive Committee (Gogol Street, 6, Vitebsk).

The use of new digital technologies, the creation of infrastructure and legal environment for the digital economy are the main ideas of the IX Forum with the thematic area ”Digital economy is a driver of innovative development of the region“.

Vitebsk Invest-Forum is a place where ideas and desires of business correspond to the opportunities and support from the state. This is the place where every year we track the achievements of the Vitebsk region, determine the prospects for growth, development and partnership. The number of topics for discussion is growing so as the number of participating countries. We search for new promising areas of cooperation and exchange of experience in the use of high technologies in all main areas: industrial, educational, tourism etc.

For the first time within the framework of the Forum, taking into account the current epidemiological situation, a number of Forum events is held online this year in order to increase the number of participants.

More than 30 foreign business delegations and representatives of the diplomatic corps from 13 countries of the world, 14 delegations of business and government officials from Russian Federation took part in the Forum offline and online: Volgograd, Pskov, Moscow, Kursk, Vladimir, Astrakhan regions, the management of the Chambers of Commerce and Industry of Volgograd, St. Petersburg, Novgorod, Smolensk, Astrakhan, Ivanovo, Kaliningrad.

12 delegations from Russian Federation, the Republic of India, Kazakhstan, the Republic of Latvia, Georgia, Tajikistan were working offline.

A plenary meeting was held in the format of a videoconference at which the leadership of the Vitebsk region and honorary guests made speeches:

- Sherstnev Nikolai Nikolaevich, Chairman of Vitebsk Regional Executive Committee (offline)
- Chervyakov Alexander Victorovich, Minister of Economy of the Republic of Belarus (online)
- Lenevich Anatoly Konstantinovich, Presidential Assistant, Inspector of the Vitebsk region
- Ryabova Anna Nikolayvna, Deputy Minister of Communications and Informatization of the Republic of Belarus (online)
- Pirshtuk Boleslav Kazimirovich, The First Deputy Minister of Natural Resources and Environmental Protection of the Republic of Belarus (online)
- Lomakina Alla Leonova, Deputy Minister of Agriculture and Food of the Republic of Belarus (online)
- Kosovsky Andrey Arkadevich, First Deputy Chairman of the State Committee on Science and Technology of the Republic of Belarus (online)

- Utyupin Pavel Vladimirovich, ambassador Extraordinary and Plenipotentiary of the Republic of Belarus to the Republic of Kazakhstan (online)
- Avdeev Alexander Alexandrovich, Acting Governor of the Vladimir region of the Russian Federation (online)
- Skurat Mikhail Mihailovich, Head of the administration of the Free Economic Zone "Vitebsk" (offline)
- Polonskaya Elena Alexandrovna, head of the city of Pskov (offline)
- Mikheev Andrey Sergeevich, Chairman of the Committee for Economic Development of Pskov region (online)
- Zdunowski Kazimierz, President of the Polish-Belarusian Chamber of Commerce and Industry (online)
- The First Secretary Li Haihong Committee of the China Council for the Promotion of International Trade Heilongjiang (online)
- Mr. Ivan Chura, Honorary Consul of the Kingdom of Thailand in Minsk (offline)

The events of the Week of Friendly cooperation between Vitebsk region and the Shandong province (PRC) were held at the Forum:

- Conferences: "Smart Region", "Innovation and Industry", "Transit and Logistics", "Green Economy", "Clusters - drivers of regional development", Panel discussion "The model of Belarusian-Russian interregional cooperation between regions on the example of the concept of sustainable development of the Pskov and Vitebsk regions, "green economy" model development.

- The work of online (106 exhibitors)/ offline (26 exhibitors) exhibitions, expositions of scientific and technical achievements:

- ”Clusters - drivers of regional development”

- ”The Integration of Education, Science and Business“

- ”Innovative technics and equipment in the agro-industrial complex”

- FEZ ”Vitebsk”, ”Vitebsk export”

- Exhibition of cities and districts of the region ”Tourism, ecology, handicrafts, unique culture”

- ”Food industry“

- ”Finance, IT, consulting“

- ”Transport and logistics“

- ”Medicine and tourism“

- Exhibition of foreign regions, partners of the region.

The unique character of the events is due to the creation of a multifunctional interactive platform, which made it possible to combine the participation of guests at the offline Forum and online registered participants from 13 countries of the world, 106 exhibitors of a virtual exhibition and 26 exhibitors of an offline exhibition.

The virtual exhibition of Vitebsk region is a new digital marketing tool for promoting a company and a brand. The effect of this area is that it is not limited by place and time: from any computer, at any time of the day interested visitors will be able to receive all the necessary information about the products, provided services and searching for business partners with organizations and companies of the Vitebsk region. It is possible to become a member of this online promotion at any time by sending an application to the Forum website iipvit.by or to the virtual exhibition website expovit.by. On the virtual exhibition major enterprises of the Vitebsk region demonstrate their products and production technology. Any visitor has an opportunity to see the presented virtual stands of enterprises and get acquainted with the information posted on them. The virtual exhibition of business entities of the Vitebsk region and

foreign partners will carry out its work throughout the year until the next Forum. According to the results of visiting the virtual and face-to-face expositions, the participants and guests of the Forum communicated in the virtual B2B offices on various topics. . According to the results of the panel discussions, the participants of the forum held talks in five cabinets on the following topics: Industry. Construction. Agriculture. Tourism. Education.

More than 200 guests were present at events of the Forum, in events which were held online (plenary meeting, videoconference, virtual exhibition, watching videos on YouTube, participating in the live chat) - more than 500 registered participants.

From December 1 till December 6, 2021, 5 380 views of virtual exhibition.

We organized the videoconferences, which were broadcasted to all the declared participants from 13 countries of the world, with simultaneous display of the 25 video windows of participants (virtual rostrum for speeches) out of 100 active participants of the Forum videoconference. The rest of them were invited to the virtual rostrum for speeches and in the future their links were becoming active in all online events of the Forum:

- in order to broaden the audience, the official part of the Forum was broadcasted on YouTube channel «Бизнес диалог» <https://www.youtube.com/channel/UCUHvH1wnZf3gYYeIPVQNdhQ>. Those

participants, who didn't manage to sign in and join the Forum in the day of the event, will be able to acknowledge all the reports and exhibitors of the virtual exhibition at any time. You can find information about the Forum on the official website: www.iipvit.by.

- Forum participants asked questions in the open live chat;
- Forum guests who attended the offline videoconference were in the conference hall;

- a full record of the videoconferences was made in order to publish it on the official websites for all the interested people to access and review it in the future;

- the participants of the Forum were able to ask questions during live videoconference or in the chat;

- the connection of videoconference with all the exhibitors was organized:

* access for communication is provided from each stand of the virtual exhibition;

* were organized five rooms in a virtual exhibition: Industry. Construction. Agriculture. Tourism. Education.

Up to 5 participants took part in them. Preliminary, the organizers of the Forum determined responsible people for each cabinet in terms of areas of activity. Communication was organized by prior request and also carried out according to the declared interests during the event.

*the work in the virtual exhibition of 5 B2B online meeting rooms was organized. For example: negotiations took place in the office on December 2 at 12.00 "The model of Belarusian-Russian interregional cooperation between regions on the example of the concept of sustainable development of the Pskov and Vitebsk regions, the model "green economy" in B2B online negotiating room.

The implementation and provision of the Forum with modern technical communicative means was carried out on the basis of the designed solutions in accordance with the terms of reference of the organizer of the Forum: videoconference, organization of a virtual exhibition, its connection with videoconference, integration of the latter with the existing equipment of the conference hall of the Vitebsk Regional Executive Committee.

There is the innovative character of the Forum format 2021:

Combining online and offline event formats.

Development of the use of a software product – an interactive platform for holding a plenary meeting of a conference with a simultaneous entrance of at least 750 people. Creation and maintenance of a permanent virtual exhibition of innovative ideas and technologies, presentation of economic, investment, cultural potential, export opportunities of the Vitebsk region expovit.by with reference to the site of the Forum iipvit.by.

The creation of a virtual catalog with interactive elements "Innovations. Investments. Prospects"

The dialogue platform created by the organizers of the Forum will provide an opportunity to broadcast the experience and main theses of the prospects for digital transformation to all participant and interested people and use them for development.

Director

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