

DIGITIZATION IN INDUSTRIALS SECTORS: REVEALING POTENTIAL OF THE FUTURE

July 9th at 13.00



Moderator: Sergey Mytenkov, Vice-President and Managing Director on Information and Communication Technologies, Russian Union of Industrialists and Entrepreneurs

Speakers: Dietrich Möller, *President and CEO of Siemens Russia*; Natalia Parmenova, *Director General, SAP CIS*; Igor Bogachev, *CEO, Zyfra*; Alexey Belyakov, *Vice-President, Head of Space & Telecom Cluster, Skolkovo Foundation*; Andrei Malyutin, *First Deputy General Director, RT-Inform*.



Discussed topic: The growth of competition in industry raised the requirements for each manufacturing company to a new quality level. Only those companies that can simultaneously provide high speed of output to the market, deep customization of production with invariably strict requirements to quality and high efficiency will be able to hold and lead the market. The answer to this challenge is industrial digitization, or the concept of "Industry 4.0", which provides a huge potential for new opportunities for business development in real sectors of the economy. What yesterday seemed only an idea, today has become a conscious necessity. How to approach the digital transformation challenge? What problems need to be addressed? How much time do Russian companies have and whom should they take as partners?

90 minutes, 180 guests, 5 first-row-experts from industry sectors



DIGITIZATION IN PRATICE: APPLICATION OF GERMAN EXPERIENCE IN RUSSIAN REALITIES

July 9th at 16.45



Speakers: Igor Sergeev, Vice President of Siemens, Director of the Digital Production Department;

Alexander Pisarets, Director of the Cluster "Industry", SAP Expertise Center;

Pavel Rastopshin, COO of Zyfra

Moderator: Alexei Belyakov, Vice-President, Executive Director of Advanced Manufacturing Technology Cluster, Skolkovo Foundation;



Discussed topic: Digitization is not one specific technology or product, it is a combination of process optimization tools, the use of digital resources to transform the work of a company/organization and creation of new business models. What tools have already been used to digitize Russian enterprises? What experience of German colleagues is relevant in the realities of Russian industry? Within the framework of the discussion, representatives of German-Russian Initiative for Digitalization present real cases of using technologies 4.0 in Russia.

ONLINE DIGITAL TECHNOLOGY ACADEMY AT ZYFRA BOOTH AT INNOPROM 2018

July 9th, 2018-July 12th, 2018



One of the central events of the Innoprom was the presentation of the online digital technology academy. All the days of the fair the "Lectory" worked at the stand of the GRID member "Zyfra", where the leading experts representing the largest industrial enterprises and development institutes, such as MSTU Stankin, the Russian Union of Industrialists and Entrepreneurs, OJSC "MMK", German-Russian Initiative for Digitalization of economy (GRID) conducted lectures and master classes, talked about digital technologies and real cases.

SAP DIGITAL LEADERSHIP CENTER OPENING

Moscow, July 16th



SAP opened the Digital Leadership Center in Moscow - an innovative hub for events, demonstrations of new technological solutions and joint developments with customers and partners. This is the largest exhibition and technology platform of the company after the SAP Leonardo Center in New York and the eighth similar SAP centers in the world. Collaborations of SAP and Russian partners will be presented in a separate exhibition area of the Digital Leadership Center and divided into several topics - Internet of things, machine learning, blockchain, cloud solutions and big data. The area with technological projects accommodates more than 15 scenarios and stands at a time and will be regularly updated. SAP partners and customers can also take advantage of other opportunities of the new SAP venue for creating innovative projects. The D-Shop Center will be located at the Center for Digital Leadership to test new projects using various equipment such as virtual reality helmets, 3D printers and scanners, quadcopters, microcontrollers, powerful computers, the latest production machines. A separate area will be dedicated to design thinking sessions for searching new approaches to the implementation of innovations into the business processes of companies.

Special guests of the opening ceremony: Rüdiger von Fritsch, *The German Ambassador to Russia*; Matthias Schepp, *Chairman of the Board of the German Russian Foreign Trade Chamber*; Sergey Mytenkov, *Vice-President and Managing Director on Information and Communication Technologies, Russian Union of Industrialists and Entrepreneurs*

JOINT MEETING OF THE RSPP COMMITTEE FOR INVESTMENT POLICY, DEVELOPMENT INSTITUTIONS AND EXPORT SUPPORT, INDUSTRIAL DEVELOPMENT FOUNDATION, COMMITTEE FOR DIGITAL TECHNOLOGIES OF GERMAN RUSSIAN FOREIGN TRADE CHAMBER

Moscow, July 11th



How to ensure financing of the digital development of Russian business was the main topic discussed at an expanded meeting of the RSPP Committee on Investment Policy, Development Institutions and Export Support with the participation of the Industrial Development Fund and Committee for Digital Technologies of the German Russian Foreign Trade Chamber.

The moderator of the meeting, the chairman of the Russian Union of Industrialists and Entrepreneurs (RSPP) on investment policy, development institutions and export support Igor Vdovin stressed the relevance of the topic under discussion. Digitalization is one of the most pressing and pressing tasks for business, and the RUIE Committee is actively involved in solving the issues of financing digitalization.



Great interest in the hall was aroused by the story of Natalia Parmenova, the chairman of the Committee on Digital Technologies of the Russian-German ITP, about the withdrawal of the products of the Russian IT company to the international market.

"The company ASUproekt (OIS) is not a very large, but an intellectual company from Nizhnevartovsk. They develop solutions for managing the entire oil production cycle. We looked at the portfolio of their solutions and chose the most competitive ones. They went through our global certification machine and one solution already appeared in our international price list. They have now started a sales cycle in Africa and the Middle East," the expert said.

In her opinion, many Russian companies have unique competitive IT solutions, but not enough competence to bring the product to the international market.

WHAT'S NEXT



Hydroaviasalon, Gelendzhik, September 6th- 9th



Digitization of sectors of Russian economy. Foresight Session in Khabarovsk

SIEMENS

Digital Services, September 19th



RUSummit 2018 in Berlin, September 19th-21th



Technical Forum at Gaz and Kamaz plants, September 2018



SAP M&M Forum

GRID at Russian Business Guide Magazine

The screenshot shows a magazine page with the title "DIGITAL ECONOMY WITHOUT BORDERS". It includes a group photo of several men in suits, a photo of a man in a factory setting, and columns of text in both German and Russian. The GRID logo is visible in the top right corner of the page.

USEFUL LINKS

- **GRID web page** <https://russland.ahk.de/ru/vtp/iniciativa-po-cifrovizacii-grid/>
- **Press release GRID @ Innoprom** <https://russland.ahk.de/ru/mediacentr/novosti/detail/osobennosti-nacionalnoi-cifrovizacii-ili-cto-nuzhno-sdelat-dlja-uspeshnogo-perekhoda-na-industriju-4-1/>
- **Press release Joint meeting at RSPP** <http://www.rspp.ru/news/view/14778>
- **Press release SAP Digital Center Opening** <https://news.sap.com/cis/2018/07/sap-%D0%BE%D1%82%D0%BA%D1%80%D1%8B%D0%BB-%D0%B2-%D0%BC%D0%BE%D1%81%D0%BA%D0%B2%D0%B5-%D1%86%D0%B5%D0%BD%D1%82%D1%80-%D1%86%D0%B8%D1%84%D1%80%D0%BE%D0%B2%D0%BE%D0%B3%D0%BE-%D0%BB%D0%B8%D0%B4%D0%B5/>
- **GRID Road map** https://russland.ahk.de/fileadmin/AHK_Russland/Newsroom/2018/05/24_PM-Grid/SPIEF_GRID_Calendar_2018_RU.pdf
- **GRID article at Russian business guide** (Special edition for Innoprom 2018) https://russland.ahk.de/fileadmin/AHK_Russland/Netzwerk/GRID/2018_Digital_economy_without_borders.pdf

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