

RUBICON FORUM 2013 PRESS RELEASE

Cursor Oy, Kotka-Hamina Regional Development Company, Finland

October 14, 2013

THE 2ND ANNUAL RUBICON FORUM – A FINNISH-RUSSIAN FORUM OF INVESTMENT AND BUSINESS OPPORTUNITIES (www.rubicon.fi) will be held in Helsinki on November 28-29, 2013.

FACT SHEET

“Russian business is becoming a real economic force in Finland”

Today, more than 1,000 joint stock companies with Russian capital are registered in Finland. According to the Bank of Finland, the amount of direct Russian investments in Finland almost doubled over the last decade and today it accounts for 858 mln EUR. As reported by the Finnish information agency Suomen asiakastieto, every sixth new entrepreneur in southeast Finland is Russian.

Rubicon Forum is a unique communication platform for Russian businesses, Finnish business service providers, and governmental organizations to promote innovation, investment, small and medium-sized companies.

“We intend to provide Russian companies and investors with the most specific information on opening and developing new businesses in Finland, to grant them full access to reliable and high quality business service providers, and to introduce them to the existing system of support for investment and innovative small and mid-sized business in Finland,” said Sergey Troshkov, Project Manager, Kotka-Hamina Regional Development Company.

The first **Rubicon Forum** was held in November 2012 in Kotka (Finland) and convened over 200 representatives of Russian and Finnish businesses and governmental organizations that were interested in investment projects and the enhancement of investment cooperation networks. In only one year **Rubicon Forum** has become a major event in the life of Russian businesses in Finland, a source of important information, and a means of promotion and provision of services for businesses and investors. Having grown far beyond the boundaries of an annual event, now Rubicon Forum is representing the interests of businesses with Russian capital in the economic and political life of Finland.

In 2013, the investment and promotion agency for Greater Helsinki **Helsinki Business Hub** will be one of the Forum co-organizers. Rubicon Forum’s partners include leading business support organizations in Finland, i.e., Finnish government investment agency **Invest in Finland**, Finnish funding agency for technology and innovation **Tekes**, largest technology hub in Northern Europe **Otaniem**, etc.

“The need for professional services for Russian businesses in Finland is continuously growing,” states Sergey Troshkov. “We have extensive plans – to expand our investment geography, to develop our website

www.rubicon.fi, to introduce training programs for Russian companies, to raise venture capital for Russian startups, to promote business incubation, and to cooperate with European investors who are interested in entering the Russian market via Finland."

Link to Rubicon Forum 2012 video: <http://www.youtube.com/watch?v=9f3Mp7gh2o8>

Link to Rubicon Forum 2013 program and materials: <http://www.rubicon.fi/ru/events/451>

Need for new knowledge and business contacts

The main target group of the Forum is Russian companies and investors intending to open or develop new business in Finland, as well as existing companies with Russian capital already operating in Finland. Over 100 Russian investors, business people, and entrepreneurs are expected to attend the Forum. The official delegation from Sverdlovskaya Oblast has confirmed its participation. The Forum geography includes St. Petersburg, Moscow, Nizhny Novgorod, Voronezh, Ekaterinburg, and other Russian cities.

Proficiency and professionalism of all speakers and hands-on experience

Here are only some of the topics from the Rubicon Forum agenda: What do they say in Finland about Russian businesses and investors? Can companies with Russian capital use grants and financial support? Why is Yandex building its data center in Finland, Rosnano investing in a Finnish innovation company, and Roman Rotenberg buying an ice-hockey stadium? How is the most innovative Startup Sauna operating and who else can startups contact to promote their growth?

Russian participants will be able to learn latest professional information on various options of how to create a business in Finland directly from the experts who have been working with the most demanding clients. Additionally, the Forum will present various investment projects in different regions of Finland.

Rubicon Forum 2013 Program:

The two-day Forum will open on November 28th with a welcome address from the Administration of the City of Helsinki. The plenary session will also have the following speakers: Valery Shlyamin, Trade Representative of the Russian Federation in Finland; Sergey Belyakov, Deputy Minister of Economic Development of the Russian Federation; Tuomo Airaksinen, Head of the National Investment Agency Invest in Finland; and Sergey Troshkov, Rubicon Project Coordinator. A press conference is scheduled for mass media representatives.

Presentations by the Russian companies who are successfully running their businesses in Finland will be the most interesting part of the first day for the majority of the participants. The following participants have confirmed their attendance of the Forum: the owners and top managers of the pharmaceutical manufacturer Cytomed, vessel motion control systems manufacturer Navis Engineering, black caviar manufacturer Caviar Empirik, and such innovation companies as Vitim, Varma Electronics, Pharmbiotech, Kids Friendly Media, and others.

After lunch, the Forum participants can make a trip to the largest technology hub in Northern Europe Otaniemi, and interactively participate in the “international café” when they will split into small groups and take part in various round tables with different topics.

During the second Forum day, Russian participants will have an opportunity to present their business ideas to potential partners and Finnish business support organizations and receive immediate feedback or recommendations on their further development. Concurrently, participants will be able to take part in the Rubicon business arena where in the panel format they will discuss various aspects of interface between Russian and Finnish businesses – from cultural differences to legal matters.

Facts

Cursor Oy is a Kotka-Hamina Regional Development Company. Cursor Oy is owned by five regional municipalities – Kotka, Hamina, Pyhtää, Miehikkälä, and Virolahti. Company's shareholders include large industrial and financial institutions in the region. The company employs 52 people. In 2011, company's turnover totaled 11 mln EUR.

Kotka-Hamina located 250 km from St. Petersburg and 130 km from Helsinki is an essential economic region on the border of Russia and the European Union. Great transportation infrastructure, two large sea ports, leading local engineering, forest and chemical companies, stability and legal certainty make this region an optimal place for business.

Additional Information

Sergey Troshkov, Head of the Direct Foreign Investment Program and Rubicon Coordinator Cursor Oy Kotka-Hamina Regional Development Company, Tel.: +358 40 190 25 61, E-mail: sergey.troshkov@cursor.fi