



Third International
Forum and Festival of
Innovations

Moscow, June 25–28, 2014



rAsia.com

Innovative networking platform for the effectivization of connunications in international business community.

Forum and Festival

Every year **rAsia.com** presenting an international Forum and Festival for innivations aiming at experience and technology exchange between entrepreneurd from all over the world.




 The logo for the MES Summit features three overlapping circles in shades of blue and purple. The first circle (light blue) contains the letter 'M', the second (dark purple) contains 'E', and the third (medium blue) contains 'S'. Below these circles, the word 'SUMMIT' is written in a clean, grey, sans-serif font, with each letter centered under its corresponding circle.

MES — is a meeting point of three rapid growing spheres: Media, Entertainment and Sport. **MES**'s market volume is about 3 trillion USD. All the three industries are closely connected with IT and during the summit **MES** leading figures could share knowledge about innovative instruments, learn about promising technologies and also learn how Russian IT sphere can be helpful to global **MES**. Here experts will discuss the main trends of media development.

TELL FORUM



Key site of the festival is a **TELL Forum**, which is answering the following question :

What awaits for the world tomorrow?

This site participants are CEOs, shareholders and company executives. **TELL Forum** will bring together major speakers: global leaders from all around the world will analyze interesting cases, tell their stories of success, reveal important trends and show how innovative technologies can help certain sectors of global economies of Russia, Asia and the West.

TELL ACADEMY

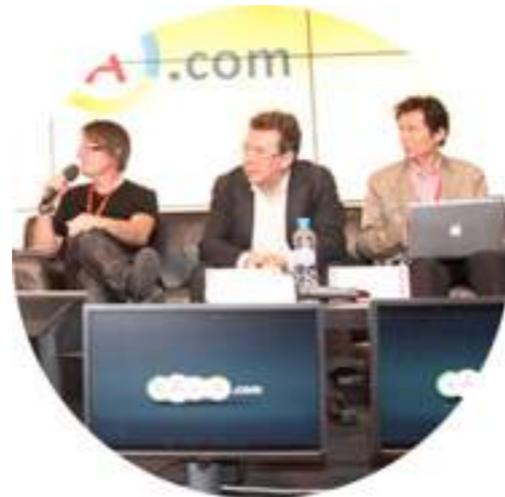


is a unique educational section specifically for ambitious young professionals and students. World-class experts will share their experience with future professionals and answer the major questions of the modern economy, and give valuable piece of advice.

Russian Innovation Pavilion

*With support of Russian Ministry of Communications,
NPO "Technopark Association in cutting-edge technologies"
and public corporation «RVK».*

Innovation Pavilion has a National status and will become an exhibitiry space for promising start-up projects and technoparks. Here young professionals, entrepreneurs and engineers will have an opportunity to show to experts newest tech projects and innovations in MES sphere. One of the main objectives of Innovation Pavilion is to promote Russian startups and technology parks worldwide.



Conferences

Conferences are for the active discussion of the most up-to-date business issues.

Conferences will hold round tables, panel discussions, interview and thematic battles.



Festival

The unique ambitious Festival in Moscow for the Asian contemporary culture.

Each of the participating countries will present unique program revealing their the musical, artistic and cinematic achievements in contemporary art.



TELL Forum (Technology, Edutainment, Life and Lifestyle) will hold more than 125 distinguished speakers, experts and innovators from different business spheres.



Unique information is reflected in the digest.



During the Forum and the Festival rASiA.com a video featuring CEOs and speakers - experts from all around the world will be shot.



rAsia.com will host more than 50 practical conferences, seminars and roundtables for professionals from various sectors of the economy.



Training ground in the center of Moscow:
DIGITAL OCTOBER
Bersenevskaya Embankment, 6

This is the place for the most actual international conferences and presentation of new technologies.



The center is focused around two main directions: new technologies and technological entrepreneurship.

ФЕСТИВАЛЬ



rAsia.com Festival is a unique opportunity for your brand to get new positions continuing communication with the participants of the forum during the informal program.

- Gala show of the festival: the brightest stars of the East
 - Popular artists' performances
 - Outstanding movies
 - Best Moscow sites
 - Shows, galleries and exhibitions
 - Nightclubs and VIP lounges



ФЕСТИВАЛЬ



Concerts and shows by innovative bands from Asian countries.



Exhibition of Asian painting with promising and talented Asian artists.



Fashion show of young and creative Asian designers



Exclusive videos and movies shot by both popular Asian filmmakers and alternative cinema directors.

All these features make the Festival an ideal platform for your promotional activity and provides a unique marketing opportunity to promote your brand

УЧАСТВОВАВШИЕ СПИКЕРЫ



Alexander Torshin
First Deputy Chairman of the
Federation Council



**Jauhari
Ortmangun**
Ambassador of the
Republic of Indonesia
in the Russian
Federation



Konstantin Fokin
President of the Moscow
Center for Innovation
Development



Garegin Tosunyan
President of the
Association of Russian
Banks



Alexey Komissarov
Head of the Department of Science
in Moscow's Government



Oleg Fomichev
Deputy Minister of
Economic Development
of Russia

УЧАСТВОВАВШИЕ СПИКЕРЫ



Ralph Saiman

President Emeritus and founder of the Mobile Entertainment Forum



Joe Lockhart

Press secretary of the White House during Bill Clinton administration, Vice President at Facebook



Hajime Taniguchi

President of Music Publishers Association of Japan (MPAJ), President of Avex Music Publishing Inc.



Ruben Vardanyan

Co-director of Sberbank - CIB



Anastacia Lauterbach

Senior vice president of Qualcomm Europe



Gino Yu

Professor at the University of Hong Kong

СПИКЕРЫ 2014



Ilya Bachurin

Founder and CEO of GlavKino.



Ed Yen

Head of Pop Music Project Office (PMPO) at the Information Centre of the Government of Taiwan



Pierre d'Huy

Professor of innovations at EDNETS Business School, director of international programs and the Institute of Management at EDNETS
CEO of consulting company RN8



Alexander Zhdanov

Russian journalist, photographer, writer, blogger



Thierry Sillerin

Founder and CEO of BuzzFactory (France)



Billy Koch

CEO of Amusik Rights Management, producer, actor, composer (PRC)

СПИКЕРЫ 2014



Gleb Davidyuk

Managing Director, ITech Capital
(Russia)



Chen Li

CEO of Hanson Robotics and
chairman of RGL Holdings Co.,
Ltd.



Ralph Simon

"Founder" of modern mobile
entertainment industry, co-founder
of an independent group of
companies in the music industry
Zomba Group



Greig Watts

Producer, publisher and owner of
DVB Music Ltd (UK)



Cicely Tolas

Professor Research Laboratory Re-search Lab
in Berlin. Number One fragrance designer in
the world. In the process of establishing the
fragrance museum.



Elena Kudreiko

Foreign trade director at
Maker Studios

СПИКЕРЫ 2014



Hans Hen

25 years of experience in investment banking in energetics, infrastructure and natural resources. Partner at Emerging Asia Capital Partners



Clark Parsons

Managing Director, Berlin Shool of Creative Leadership (Germany)



Craig Allen

Founder and CEO of Spark Unlimited (USA)



Christian Ulf-Hansen

Executive Director, C-Plan management (UK)



Shaukat Shamim

Founder and CEO of Dezine, founder of Rhythm NewMedia, leader in mobile advertising (USA)



Mirek Vasovich

Sales Director for Eastern Europe, Igniti company (Belgium)

MES Summit: Media, Entertainment and Sport

- Why IT-solutions are needed for the content in an entertainment sphere?
- Advances of Maker Studios.
- Why content producers need Youtube?
- What content is in demand today?
- HOW new technological services affect the gaming industry?
- WHEN games are going to merge with reality?
- Asia is a limitless market for the gaming industry.
- Legal aspects of the new digital environment.
- How to apply new IT solutions in the industry of sports and entertainment events?

Startups and Technology Parks Summit

- Is there competition among Russian industrial parks. Successful marketing strategies of business incubators and technology parks in Russia and in the world.
- Programs of startup acceleration: how to ensure pipeline projects for investors. Business Model of accelerator.
- **Russian Innovation Pavilion** is a promotion strategy for Russian startups to global markets. Stories of success.
- Are Russian startups ready to conquer world markets?
- Prospects of development of the Russian innovative business in the Asian markets.

Media. Technologies. Content



- Why media and content needs new IT solutions?
- How new IT solutions will change media and content in the future?
- Content for startups: traditional formats or new media?
- How will develop the future social media(including their own development/corporate media in the digital environment)?
- What breakthrough technologies are outlined in Asian Media
- How Asian content differs from the European?
- How to monetize the brand and branded content?

Banks.

Payment systems.

Venture capital



- Best fields of investment for the next five years?
- How will the payment systems develop?
- Where are the possible growth point for financial services?
- Why the phantom currencies are advancing?

Advertising and Marketing



- Advertising and Marketing
- New IT technologies in advertising and marketing
- How to use BigData in advertising campaigns?
- What are the semantic technologies of information analysis?
- Where the augmented reality could be used?

Telecom: wireless and mobile communications



- Sputnik is a new star in a sky of searching engines. What height is expected?
- How to reach a high orbit at search services?
- Always connected. The next step is wireless communication.

Additional topics



- **Stunning innovations**
 - Bioprinting
 - 3D printing
 - Augmented reality

- **Women and Innovation**

- Women and high-tech
- Leadership skills of women economists
- The role of a modern woman in the business world

- **The future of books**

Special Session

Guest of honor

INDONESIA

● Cooperating with Indonesia



- Why Russia needs to establish business ties with Asia. Benefits and challenges.
- Where are the best points of cooperation with Indonesia and ASEAN countries? How to build a business in Asia?
- What will be relevant in the future? (foresights, reviews of technology development)?
- Cooperation with Indonesia. Large scale.
- Creative Economy. Young leaders, entrepreneurs in Indonesia and Russia.
- Successful examples of cooperation between young entrepreneurs in digital economy, startups.
- Tourism, culture and education.

Our achievements in the 2013!

- ★ 127 speakers from 22 countries
- ★ Media partners from 9 countries
- ★ More than 1 000 registered participants
- ★ More than 1 60 000 views of online broadcasting
- ★ More than 300 000 views on mail.ru, LiveJournal and rasia.com
- ★ Forum received high estimates of critics

Partners and sponsors of past forums

More than 30 major companies acted as sponsors and partners



MOSCOW
INNOVATION
DEVELOPMENT
CENTRE



GPG
THE GLOVER PARK GROUP



Tonino Lamborghini



LIVEJOURNALTM

Billboard[®]
РОССИЙСКОЕ ИЗДАНИЕ

sup media



This year partners



NON-STATE PENSION FUND «SOGLASIE»

SVERDLOVSK FILM STUDIOS  СВЕРДЛОВСКАЯ КИНОСТУДИЯ



АССОЦИАЦИЯ
ТЕХНОПАРКОВ



LIVEJOURNAL



www.ticketland.ru



Microsoft BizSpark™



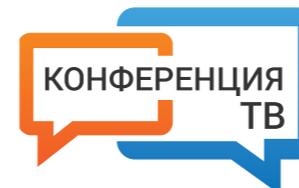
Media support

- 3 000 000 active Internet users
- More than 100 publications in Russian media + Asian Media
- Live coverage and TV and Radio broadcastong
- Press conferences
- More than 300 000 views on RASIA.com and LiveJournal.ru



Газета.ru

C21Media.net



LIVEJOURNAL





Wellcome!

Organizing Committee: conference@rasia.com

Media contacts: pr@rasia.com

Internet site: <http://rasia.com/>

Forum at social networks:

<https://www.facebook.com/rASiAcom>

<http://vk.com/rasiacom>

<https://twitter.com/Rasiacom>

<http://instagram.com/rasiacom>