Innovative and Creative Moscow Road Show
Road Show is a project intended to attract international talents to Moscow.

Road Show is an international project of Moscow Agency of Innovations aimed to promote Moscow as an international hub of technology and creativity and to attract young talent.

Among the expected results of the Road Show are attraction of professionals and students, preparation of agreements between Moscow and international organizations, national innovation networks and regional agencies for development, promotion of Moscow ecosystem of innovations in international media.

- Meetings with executives of large universities and technology parks at cities around Europe.
- Presentations for students and residents of co-workings and technoparks.
- Promotion at largest specialized exhibitions:
  - Futur en Seine (Paris),
  - Smart City Expo (Barcelona),
  - Smart Summit (London) и др.
Road Show program
Europe of Regions and Universities

Poland
Warsaw, Kraków, Wrocław

USA
Bridge SF
San Francisco

May

Germany
Berlin, Dresden, Leipzig

June

France
Futur en Seine
Paris

Euroregion Tyrol
Innsbruck, Bolzano, Trento

Austria-Hungary
Vienna, Budapest

Israel
Cities Summit
Tel Aviv, Jerusalem

Israel
Cities Summit
Tel Aviv, Jerusalem

Great Britain
Smart Summit

July

Italy
Milan, Turin

Spain
Smart City Expo
Barcelona

August

October

Czech Republic- Slovakia
Prague, Brno, Bratislava

November

December

Germany
Berlin, Dresden, Leipzig

Spain
Smart City Expo
Barcelona

Belgium
9th European Innovation Summit
Brussels
Road Show in figures

- Business trip: 12
- Cities: 24
- Specialized events: 6
- Universities: 36
- Negotiation sessions: 120
Expected results

Professionals and interns attracted

600

Contracts signed

37

Target audience coverage in universities and at events

113 000

Media coverage

11 300 000
General aims of the Road Show

Promotion of Moscow as an international technology hub and center of creativity that attracts talents

Integration of Moscow into the global network of innovations and the agenda of the international development organisations

Development of the human capital through attraction of professionals, partners, innovators and investors into Moscow’s innovation ecosystem
Target audiences

- Professionals
- Companies
- Universities
- Partner organizations
- Objects of innovation infrastructure

Objects of promotion

- Moscow’s innovation system as an environment for creation of new businesses
- Moscow Agency of Innovations as a partner in international cooperation in the field of innovations and creativity
- Moscow’s innovative companies as partners and objects for investment
- Moscow’s innovative companies as a place for career development
- Universities as partners for student exchange
- Start-ups and accelerators for joint businesses
Opportunities for Moscow partners

Innovative and creative companies
- attraction of interns and employees
- international promotion at specialized events
- search for international partners, entrance of agreements
- creation of framework projects of international cooperation

Universities
- creation of partner programs of student exchange
- attraction of interns and professionals
- expansion of cooperation with universities and international organizations
- international promotion at specialized events

Start-ups and accelerators
- attraction of co-founders and employees
- attraction of start-ups into acceleration programs
- search for partners for start-up development
- international promotion at specialized events
- creation of framework projects of international cooperation

Objects of innovation infrastructure (technology parks, laboratories, co-working spaces)
- resident attraction
- entering of agreements on area exchange
- international promotion at specialized events
- search for international partners

Regional agencies for development and innovation, entrepreneurs associations, international organizations
- formation of an international partner network, entering of cooperation agreements
- creation of framework projects of international cooperation
- promotion at specialized events
Opportunities for international partners

Professionals
- internship opportunities in the best companies
- visa and formalities support
- accommodation assistance

Companies
- info on Moscow's procurement opportunities
- matchmaking and soft landing in Moscow
- integration into Moscow's ecosystem of innovations and creativity

Universities
- career opportunities for graduates
- partner programs for student exchange
- cooperation with universities and international organizations

Regional agencies for development and innovation, entrepreneurs associations, international organizations
- development of international partner network and cooperation agreements
- creation of framework projects of international cooperation

Objects of innovation infrastructure (technology parks and co-working spaces)
- exchange of spaces and residents
- search for international partners
## Project Activities

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<tr>
<th>Activity</th>
<th>Description</th>
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<td>Presentations at key specialized events and leading universities</td>
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<tr>
<td>Open Door landing page for international companies, professionals and innovators</td>
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<td>Welcome Office for international requests (visa support, internship arrangement, assistance in accommodation search)</td>
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<td>Program of internship in Moscow's innovation and creative sectors for young professionals</td>
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<td>Preparation of contracts with regional development agencies, national sectoral associations, large corporations</td>
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<td>Preparation of program documents with international organizations</td>
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<td>Exploration Tours for the press and experts</td>
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<td>Targeted advertising campaign and overviews in specialized publications</td>
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Welcome Office scheme

Stage I
Online Application

1. Applications
2. Selection of applications for companies
3. SELECTED APPLICATIONS
4. Visa
5. Professional
6. Registration
7. Accommodation
8. Internship in a company

Stage II
Arrival to Moscow

Concluding event
Monitoring module
Talent attraction scheme

**Talents**
- Professionals
- Graduates
- Students

**Road Show**
- Presentations in 25 leading universities

**Page Open Door + Welcome Office**
- Visa support
- Help with accommodation
- Information on internships and open job positions

**Internship program**
- Agreements with Moscow’s best innovative companies

600 new talents in Moscow’s innovation ecosystem