



## PRESS RELEASE

### **INTESA SANPAOLO INNOVATION CENTER AND ROSCONGRESS: MEMORANDUM OF UNDERSTANDING FOR COOPERATION IN THE AREA OF INNOVATION AND SUSTAINABILITY**

- **The sharing of knowledge and information and the organisation of meetings and discussions between international experts and Italian and Russian entrepreneurs has got underway**
- **Close collaboration is expected to jointly evaluate and enhance the potential of innovative and sustainable Russian small and medium-sized enterprises**

*Turin/Moscow 25 June 2020* - **Intesa Sanpaolo Innovation Center** and the **Roscongress Foundation** have announced the signing of a **Memorandum of Understanding for cooperation in the area of innovation and sustainability**, through the sharing and exchange of knowledge and information and the organisation of meetings and discussions between leading international experts and representatives of the economic-productive world from Italy and Russia.

From a medium-term perspective, this agreement will contribute to strengthening the dissemination of innovation in the two countries, drawing on the innovative and technological heritage of research, the start-up ecosystem and Russian and Italian small and medium-sized enterprises.

The Memorandum will also contribute to promoting the Business Priority project, which aims to improve the competitiveness of the Russian economy by promoting innovative products and technologies. The aim of the Business Priority project is to create a Russian quality standard recognised by the international community for innovative high-tech projects, involving in particular small and medium-sized enterprises geared towards innovation and sustainable development.

Thanks to the know-how of **Intesa Sanpaolo Innovation Center** and the support of **Roscongress**, the MOU aims to develop a close collaboration that allows to evaluate and jointly enhance the potential of innovative and sustainable Russian SMEs and to attract international investments for their growth and the development of their projects.

**Intesa Sanpaolo Innovation Center** is the **Intesa Sanpaolo Group** company dedicated to the world of innovation: its mission is to explore and analyse new business models to encourage the competitiveness of the Group and its customers. There are four main sectors of business: circular economy, the development of the most promising startups, corporate venture capital - through the subsidiary Neva Finventures - and applied research. Thanks to an important national and international network, Intesa Sanpaolo Innovation Center is a driver enabling relationships with other stakeholders of the innovation ecosystem – such as companies, startups, accelerators, research centres and universities – and a promoter of new forms of entrepreneurship to access venture capital.

The **Intesa Sanpaolo Group** operates in Russia through the subsidiary **Banca Intesa Russia**, which manages more than half of the commercial transactions with Italy and participates in the financing of important Russian national and international projects.

**The Roscongress Foundation** is a support platform for Russian companies. Those who meet certain criteria are given Business Priority status, which offers a series of advantages, including the chance to cooperate directly with the major producers and investors and consult the main Russian experts in finance, law, marketing and advertising. Thanks to Business Priority, it is possible to significantly reduce the launch period of new products on national and international markets, increase business volume faster and increase capitalisation.

*“Innovation is the foundation of the company's evolution and, for the Intesa Sanpaolo Group, it represents a lever to compete in increasingly complex and globalised markets” - states the General Manager of Intesa Sanpaolo Innovation Center, Guido de Vecchi. “The MOU signed with Roscongress and the collaboration with Banca Intesa Russia will allow us to easily make our know-how available to local SMEs, with the aim of helping the most promising organisations emerge and assisting them in the search for international investors”.*

*“The Roscongress Foundation considers innovative development as one of the most important areas of its activity. Our innovative platform has been operating for two years, not only by promoting innovation in the most important events, but also by contributing to the development of innovative Russian companies and promoting them on the international market. We are pleased that with the help of a partner such as Intesa Sanpaolo we can expand our international presence and promote Russian innovation”, said the CEO of the Roscongress Foundation Alexander Stuglev.*

### **Press Information**

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### **Intesa Sanpaolo**

Intesa Sanpaolo is one of the soundest and most profitable banks in Europe. It offers commercial, corporate investment banking, asset management and insurance services. It is the leading Bank in Italy, with approximately 11.8 million customers who are assisted through both digital and traditional channels. The Group's international subsidiary banks serve 7.2 million customers across Eastern Europe, the Middle East and North Africa. Intesa Sanpaolo is considered one of the most sustainable banks in the world. For the Group, creating value means being a driver for growth, for the benefit of both society and the economy. As regards the environment, the Group has set up a 5-billion-euro fund for the circular economy. Intesa Sanpaolo supports major economic inclusion and poverty reduction projects, including an impact fund of 1.2 billion euro for loans available to social groups who struggle to access credit. Intesa Sanpaolo has a high level of involvement in cultural initiatives, organised by the Bank or in collaboration with other entities in Italy and further afield. These include permanent and temporary exhibitions showcasing the Bank's impressive artistic heritage at the Gallerie d'Italia, the Group's museums located in Milan, Naples, Vicenza and soon Turin.

**Website:** [group.intesaspaolo.com](http://group.intesaspaolo.com) | **News:** <https://www.intesaspaolo.com/it/news.html>

**Twitter:** @intesaspaolo | **Facebook:** @intesaspaolo |

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### **Roscongress Foundation**

The Roscongress Foundation is a socially oriented non-financial development institute, the most important organiser of international congress, exhibition, sports, social and cultural events in Russia.

The Foundation was established in 2007 with the aim of promoting the development of economic potential and national interests and strengthening Russia's image. The Foundation studies, analyses, groups and publishes the issues of the Russian and global economic agenda, manages and promotes business projects, attracts investments, helps the development of social entrepreneurship and charity projects.

The events of the Foundation gather participants from 208 countries and territories. More than 15 thousand media representatives work every year in Roscongress events, while more than 2,500 experts from Russia and from abroad are involved in the analytical work. The cooperation involves 122 foreign economic partners, associations of industrialists and entrepreneurs, as well as financial and commercial associations from 69 countries.