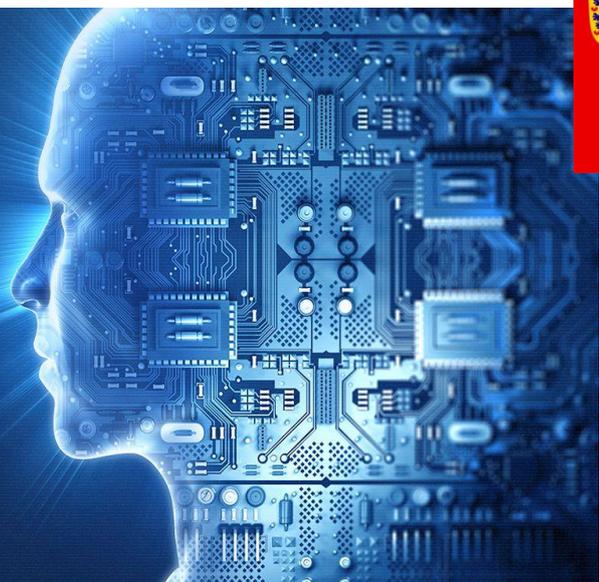




ICT Market Visit

MINSK, BELARUS

21st to 25th September 2015



Are you looking for growth opportunities? Have you considered one of the main ICT regions in Trade Council Russia's working sphere? Join our strong Danish delegation led by the Danish Ambassador to Belarus!

The ICT Market Visit will take place in the fourth week of September (21st-25th), and you will be able to obtain a better understanding of the market potential of one of the top ICT developed countries in the world.

In order to get a better understanding of the market, its opportunities, and challenges, you will participate in presentations of business culture and business environment in the country. Furthermore, you will visit relevant authorities and the High Tech Park which will give you a deeper understanding of the market. You will also have the opportunity to meet with potential partners and customers through B2B meetings. The program aims to create the best atmosphere for networking with other companies, as well as Danish and Belarus authorities; and you will obtain a closer relationship to the Royal Danish Embassy and the Consulate General.

Tentative Programme

- Meetings with potential customers and partners
- Roundtable discussions with representatives from relevant authorities in Belarus. This is an unique chance to discuss issues and specific opportunities for your company
- Visit High Tech Park and meeting with the management
- Briefing on political, economic and legal matters
- Reception with representatives from the ICT sector and potential customers and partners



Facts about Belarus

- Leading “IT-Country” in the Eastern European region
- The Belarusian game *World of Tanks* has become one of the most profitable in the world, earning USD 372 mio. in 2013
- The Belarusian *Viber*, the smartphone messaging and calling client, has become one of the most popular applications in both AppStore and Google Play worldwide
- The users of Belarusian programs are Mitsubishi, British Telecom, T-Mobile, British Petroleum, the World Bank, Coca-Cola, Samsung, Deutsche Bank, etc.
- Historically, Minsk was among the main USSR IT centres because of the computer production facilities and design institutes that were concentrated here
- Belarusian High Tech Park is an analogue of Silicon Valley in California. Currently 137 large companies are registered as the Park’s residents.



Prime-Minister of Kazakhstan
Karim K. Masimov

"I believe that the development of high technologies in Belarus is quite high. We have a lot to learn from them."



Head of Business - Microsoft
Paul Betsis

"If you have an IT project that cannot be done - send it to Belarus."

Participation fee

The price of the ICT Market Visit is **DKK 11,813**.

This price is for Small- & Medium-Sized Enterprises under the EU definition. This corresponds to a subsidy of 50 percent of the normal price per hour (in 2015 the price per hour is DKK 945).

For more information, please contact:

Marina L. Piotrovskaya **phone:** +7 812 703 3900
e-mail: marpio@um.dk

