

STRATEGIES FOR BUSINESS IN MOSCOW

CAPITAL IDEAS



Water is a drive of Nature

Leonardo da Vinci





Vladimir Mayakovsky once wrote about a city that's great for cars, but not for people. He was talking about New York, which the famous Russian poet visited in the 1920s. The takeover of cars that New Yorkers had to deal with back then was only experienced by Muscovites over half a century later, when the Soviet Union collapsed and the country rapidly shifted from communism to capitalism. The number of cars on city streets started growing so rapidly that it soon led to a serious transportation collapse. Moscow started suffocating in traffic jams, which took up a lot of space and poisoned the environment. Statistics show that 90% harmful emissions come from cars.

I remember how a close American friend came to visit me in Moscow in the 90s. After meeting him at the airport, we took my Volga to Hotel National, which was located next to the Kremlin in the center of the city. At one point he asked me to close the window in the car, which didn't have air conditioning, because the emissions from cars were making it difficult for him to breathe.

And although there are still a lot of cars in Moscow (3.5 million cars are on the roads here daily), the air in the Russian capital has cleared up a lot. Over the past seven years, the city administration has managed to lower the volume of harmful emissions from cars by 120,000 tons. This is a tremendous success, and it was the first time we were able to achieve it. Prior to this, the volumes of harmful emissions had increased every year.

How did we manage to do it? Competent urban development policies, improvements to public

transportation, systemizing car traffic in Moscow, and regulating parking, which led to a reduction in parking spaces in the center.

But the government in Moscow is concerned with more than just air quality. The quality of water, soil, and green spaces are also on the agenda. They are all parts of the same important issue – the environment, which permeates all aspects of urban life.

The “environment” as a concept is not limited to nature. It also includes environmental aspects of city life like modern urban facilities, a developed transportation system, and welcoming public spaces where people can rest, interact, play sports, and engage in other leisure activities.

There are more and more places like this in the city. See for yourself. In 2012, there was a public opinion poll in Moscow. The respondents had to answer one question: “Where will you go if you got off work at noon because the electricity in the office went out?”.

Back then, 76% of respondents said they would go home. Two years ago, just 50% of respondents said they would go home. 27% said they would walk around the city and parks, while 19% said they would go to the movies, a museum, or an exhibition. Today, people have places to spend their free time in Moscow other than home. In other words, the poll showed that the quality of the surrounding environment in Moscow is definitely improving. The city is becoming more friendly and comfortable. But we don't need public opinion polls to tell us that. It's obvious to everybody.

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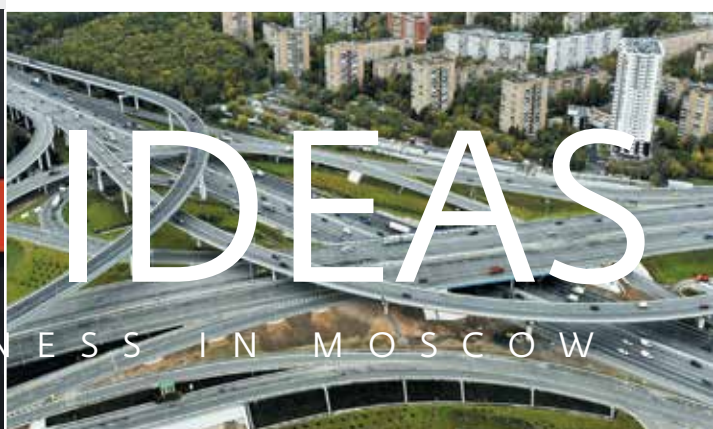
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Moscow official

Moscow – a city where history is made

In September, the Russian celebrated City Day – Moscow's 870th anniversary. In anticipation of the event, there was a "Moscow Anniversary – 870" festival held in the center and many city districts. The festival was dedicated to the extraordinary contribution the city and its inhabitants made to our global heritage.

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STRATEGIES FOR BUSINESS IN MOSCOW

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Distribution – "Trans-Media" Ltd

Acknowledgements to:

PHOTO – www.mos.ru, www.dvms.mos.ru, www.stroi.mos.ru, ITAR TASS
Agency, RIA-Novosti, Getty Images Russia, companies and organizations,
represented in the issue.

If you wish to get new issues of Capital Ideas, please, apply to: editor@mcms.ru.

The magazine is registered with at the Federal Authority of Legislative Control
in Mass Media and Cultural Heritage Protection. Media registration certificate
ФC77-53716, issued April 26, 2013.

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'Capital Ideas'.

Distributed free of charge

Published with support from the Department for External Economic
and International Relations of the Government of Moscow

Circulation : 7000

Signed into print 03. 10. 2017

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*We sat down for an interview with Anton
Kulbachevsky, head of the Moscow
Department of Environmental Management
and Protection. His department deals with all
environmental issues, including greening the
city, environmental education for residents,
and ensuring compliance with environmental
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Moscow official

Continuing the tradition of friendship and cooperation

*Moscow Days took place in Astana on August 23-26.
A Moscow government delegation, headed by
Minister of the Moscow Government and Head of the
Department for External Economic and International
Relations Sergey Cheremin, visited the capital of
Kazakhstan to participate in the events.*



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This summer, the Russian capital hosted a grandiose international event - the 7th Moscow Urban Forum. The forum's business program drew over 11,000 participants from 68 countries.

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Olga Sas: Our distribution network already covers all of Russia

"Although entering the Russian market during the Soviet era was almost impossible for a foreign brand, a Maireri office (which is part of FILA Group) opened in Moscow way back in 1968. During the times of the Iron Curtain, this was a major sign of acknowledgement," said the Director General of Fila Group's Russian branch Olga Sas in an interview with Capital Ideas.

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Face To Face

Olga Timofeeva: Everybody is concerned about the environment

The environment has become a very relevant topic in Russia. 2017 has been declared the Year of the Environment. Chairman of the State Duma Committee on Ecology and Environmental Protection, co-chairman of the Central Staff of the All-Russia People's Front Olga Timofeeva talked to Capital Ideas about environmental protection in Russia and future plans in this sphere.

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Nothing Ventured

Luc Jones: Why Russians don't smile

We met with Luc Jones in the Moscow office of Antal Russia, where he has been working since 2002 as the company's Commercial Director. He is responsible for establishing and maintaining strategic partnerships with key market players. Prior to his job in Russia, he headed up the IT & Telecommunications department of the company's Warsaw office. Luc is a widely-known labor market and hiring expert. The recruitment experience he gained from working in different countries allows him to assess problems in a comprehensive way and come up with unconventional solutions.

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Nothing Ventured

Wirtschaftsclub Russland: The most important thing is to socialize, network, share experience

If the Russian Economic Club (Wirtschaftsclub Russland) didn't already exist, it would definitely have to be created. The conversation between Capital Ideas and both co-Presidents of this reputable German association, Dr. Karin von Bismarck and famous German businessman Uwe Leuschner, has definitely confirmed this to be the case.

Nothing Ventured

Paul Bruck: Russia has niches for western SMEs

It would not be an exaggeration to say that Paul Bruck is a famous person in Russia. And not only because he heads up Balashova Bruck & Partners, which has a lot of clients. Mr. Bruck is also a well-known expert in management consulting and marketing strategy.

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This and That

Oh, those Russian birch trees! Or a bit about Russians and Russian nature

What is a cherry orchard? The vast majority of people will tell you it's a garden where cherries grow. But for Russians, a cherry orchard is much more than that. For Russians, a cherry orchard is Russia itself.

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Eco cheese in Russia from American farmer

Cheese maker Jay Robert Close is well known in Russia from the culinary competitions on TV that he has taken part in. Not long ago, Jay dropped off the radar, built a house in the Solnechnogorsky District outside of Moscow, and started making cheese professionally.

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The first water supply system in Moscow was built at the end of the 15th century thanks the Italian architect Pietro Antonio Solari

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Life&Culture

Moscow Though the Ages

The fall and winter seasons in the capital look promising. There are major art exhibitions, theatre premieres, and concerts. The number of international stars who are coming to perform in Moscow has hit a record level. In the next few months, musicians that are considered legends, like Chris Rea and Elton John, will be coming to Moscow.

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The Director General of the Experimental Space Food Laboratory talked to us about the secrets of space exploration

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Food&Drink

Christian De Nadai: Cooking is an emotional process between the chef and the guest

Christian de Nadai is a young talented chef from Sorrento. He acquired his superior culinary skills while traveling around the world in search of priceless experiences and adventures. He wasn't planning to stay in Moscow, but felt a special connection with the city and spent more than three years working as an Executive Sous Chef at Four Seasons Moscow. Christian de Nadai talked about what he discovered in the Russian capital and where he gets his inspiration in an interview with Capital Ideas.



Moscow - a city

In September, the Russian capital celebrated City Day - Moscow's 870th anniversary. In anticipation of the event, there was a "Moscow Anniversary - 870" festival held in the center and many city districts.

The festival was dedicated to the extraordinary contribution the city and its inhabitants made to our global heritage.

The main celebrations took place on Tverskaya, Poklonnaya, and Red Square, as well as at Vorobyevy Gory

The opening ceremony for City Day started at noon on September 9, at Red Square. This space is typically used to launch all City Day celebrations. This year, all events were brought together by a single theme: "Moscow - a city where history is made." The Red Square was transformed into a theatre stage. There were plays about how Moscow was established and developed, including scenes from Ancient Rus and modern history.

Moscow's contribution to the development of science, medicine, art, and sports - a whole chronicle of the city's history unfolded before the audience. For Ancient Moscow, the Red Square had artefacts found during digs that took place within the "My Street" project. For Poetic Moscow, Pushkin and Lermontov walked along the square and read poetry about their favorite city. Elizabeth of Russia opened the first Russian university. The 20th century is a difficult period of war and the triumph of will and courage. The Bolshoi Theatre showed Swan Lake, and Mosfilm filmed movies that later became international classics.

Russian President Vladimir Putin and the mayor of Moscow Sergey Sobyenin congratulated Moscow residents with the holiday. The President called Moscow a center that draws in talent. According to Putin, Moscow is one of the most modern



where history is made

mega-cities in the world. Sergey Sobyenin congratulated Muscovites with the city's anniversary and thanked them for their contribution to the city's development. The mayor of Moscow Sergey Sobyenin also expressed his gratitude to Vladimir Putin for the support he provided during the implementation of major infrastructure projects in the capital.

The topic of reconstruction was also brought up. In 2017, 22 million kilometers of roads were upgraded (that's over one thousand streets), 2 million trees were planted in the city's center, and 125 new leisure areas have been opened. The city's mayor Sergey Sobyenin said that over 4 million people receive social benefits.

The head of government explained that reconstruction is never a simple matter. He compared it to doing renovations in your apartment, which are always "too soon or too late to start." He pointed out that the Moscow government took an attentive and proactive approach to reconstructions, consulting the city's residents in the process. "A large-scale reconstruction project is currently under way. It was undertaken in accordance with the city's status as one of the largest megacities in the world and, of course, before anything for the sake of increasing the standard of living and comfort for Muscovites," Putin added.





Opening of Zaryadye Park

After the festive concert on Red Square, Vladimir Putin and Sergey Sobyanin opened Zaryadye Park, located in the capital's center.

"In 2012, you instructed us to turn this abandoned area into a park. We had a lot of options at the time - the construction of a huge commercial center, some even suggested building a parliamentary center. Nonetheless, we made this decision, which was supported by nearly all city residents, because there had never been any parks within the confines of the Boulevard Ring," the mayor of Moscow reported to the President.

According to Sergey Sobyanin, there is a new comfortable space in the city center now. The park was also integrated with historical landmarks such as the Patriarchal house, churches and cathedrals.

Sergey Sobyanin pointed out that Zaryadye is a unique park. "This is an educational and cultural space. Two big educational centers: the media center and the Ice Cave. The Conservation Embassy is also an educational center, a philharmonic hall with 1,600 seats," the mayor clarified.

Vladimir Putin thanked Sergey Sobyanin for the park. The President of Russia and the mayor of Moscow visited the media center together, where they saw a high tech media complex with a panoramic screen and interactive images on the floor. The screen was showing the film "Time Machine Zaryadye."

They also visited the large amphitheater with 1,600 seats. The head of state and the mayor of Moscow ascended the unique floating bridge, a complex 70-meter structure that connects the park with the river, and which has become one of the largest observation platforms in Moscow with a view of the Kremlin.

After visiting the park, Vladimir Putin and Sergei Sobyanin visited Cafe Zaryadye, where a lunch was held for schoolchildren from Moscow, children from large families and boarding school kids who were invited to visit Zaryadye first.

It is expected that the park will be visited by 10 million people a year. Zaryadye will be a major recreational area, an important tourist site, as well as a new symbol of Russia. It can become the standard of development for parks in the country.

Celebrations on city streets

Tverskaya Street was one of the key celebrations venues. It turned into an exclusively pedestrian street on City Day. 100 creative workshops and 70 interactive athletic programs were put together for guests here.

The street was divided into six zones: Moscow conquers, Moscow builds, Moscow invents, Moscow opens, Moscow creates, and Moscow sets records. They were devoted to the achievements of the capital in the field of space exploration, inventions and scientific breakthroughs, culture and art, as well as athletic victories. Organizers selected over 500 artists, scientists and athletes. They included the best football goalkeeper of the XX century Lev Yashin, ballerina Maya Plisetskaya, painter Vasily Kandinsky, composer Alexander Skryabin, the first woman to go into open space Svetlana Savitskaya, and many others.

The reconstruction of the concert of the legendary Persimfans orchestra, created in the capital in 1922, was shown for the first time on Tverskaya Street. This was announced by the Deputy Mayor of Moscow for Economic Policy and Property and Land Relations Natalya Sergunina.

"Moscow theaters, music and choreographic groups performed non-stop on four stages of the 'Moscow creates' platform.



Guests of the festival watched the performances of Bolshoi ballet soloists, listened to classical music performed by the soloists of the Helikon-Opera theater, saw scenes from plays of theaters such as Lenkom, the Chekhov Moscow Art Theater, and the Tabakov Theatre," she said.

In just two days, actors from 30 theaters and participants of 50 musical and dance groups performed at the festival.

"Moscow conquers" and "Moscow sets records" were especially popular. At the first venue, "Moscow conquers" guests were photographed against the background of art objects - the Salyut-7 orbital station and the moon rover. At the second venue, visitors watched shows (parkour and velofristyle were especially popular) and participated in workshops. More than 500 people took part in open training sessions on the climbing wall in the form of Moscow City towers.

An athletic festival in honor of the City Day was held at Luzhniki stadium. It was visited by 190,000 guests. Luzhniki hosted 50 different events, where guests could participate in different sports. Guests could take part in family sports competitions, workshops by well-known athletes, and watch dance performances. Everyone could play chess, table tennis, and mini-ping-pong. Luzhniki also hosted a remote-control car championship, where spectators were taught the basics of piloting drones. There were spaces for arm-wrestling and throwing tires. Moreover, there was a fitness festival, the Moscow Ethno-Sport Festival, International pull-up day, and a concert.

The country's main exhibition, VDNKh, hosted half a million people for Moscow Day. Over 50 different events were put together for guests. The main event was "The City of Children," which was dedicated to architecture this year. The kids could try on roles like construction worker, designer, engineer, or landscape expert. There were 17 interactive "City of Children" platforms at VDNKh. 100 organizers helped visitors get around.



The main art exhibit was "Colorful City," which was created by the British architect Peter Fink. The alley in front of pavilion No.66 hosted an open-air museum where young Muscovites learned about the history of architecture, made masks, and built cardboard houses. The Lego area was also a hit among visitors. It was visited by 12,000 people over the weekend.

Poklonnaya Hill is usually one of the most popular places to celebrate city holidays. On City Day, guests came here to watch concerts dedicated to the holiday.

Aside from the concert program, Poklonnaya Hill hosted "Horse Traditions of Russia" performances on September 10. The participants demonstrated the art of horseback riding and the best traditions of equestrian ceremonies. Guests could watch performances by horseback riders wearing historical uniforms, parades, and more. ■



City day in numbers



- According to Forbes, total expenses amounted to 500-700 million rubles. Deputy Mayor of Moscow Natalya Sergunina says City Day celebrations cost the capital's budget **500 million rubles**.
- The funds spent on setting up City Day events will be returned to the city budget in taxes, according to Alexey Nemeryuk, head of the Moscow Department of Trade and Services. "10 million people attended City Day events in Moscow. This brought an additional **44 billion rubles** into the city economy. Thanks to the big number of guests, we will get two rubles in taxes for every ruble we invested."
- **11.5 million people** attended City Day events in two days, according to the head of the city Department of Regional Security and Anti-Corruption Activities. There weren't as many visitors last year (about 10 million).
- The two-day program included a total of **427 major events**, with participation from 100 museums, dance troupes, and musical and theatre collectives.
- **4,500 actors, musicians, speakers, and athletes** entertained guests during City Day celebrations.
- Performers from **30 theatres and 50 musical and dance collectives** put on shows for City Day celebrations.
- Over **400 concerts, tours, photo exhibitions, and theatre productions** took place during the holiday. There were a total of 300 sites open to guests all over the city. The largest venue, located on Tverskaya, was 2,000 square meters in size. It features installations dedicated to WWII and classical music performances by Bolshoi Theatre soloists.
- There were **200 art objects** on Tverskaya, including cutouts of prominent buildings in Moscow and the Salut-7 space station.
- Muscovites consumed over **30,000 portions of ice cream** on city day. Aside from traditional flavors, there was Borodinsky bread ice cream. Guests could also sample ten dishes and drinks that were created within the scope of the "Time of Moscow Kitchen" project. A lot of people enjoyed kulebyaka prepared in accordance with a recipe from the 19th century, as well as belyash, shish kebabs, and raf-coffee.
- On September 9, public transport and taxis gave rides to over **11.6 million passengers**. The most popular public transportation routes in Moscow were operating until 3.00am.
- The Lastochka trains on Moscow Central Circle transported **494,000 passengers** on City Day. 293,000 of them took the MCC on September 9th. Lastochka trains operated all night on Saturday and Sunday.
- The "Extraordinary People" festival in Gorky Park and Muzeon Park was attended by **450,000 people**.
- The holiday culminated with fireworks. On September 9, over **13,000 fireworks lit up the sky across 30 different venues**. 17 venues were located in city parks. There was also a pyrotechnic show across the river from Luzhniki and in 13 concert venues in the city.

useful info

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Sergey Sobyenin:

Moscow is open to investments and joint projects

The Mayor of Moscow answered our questions in an exclusive interview with Capital Ideas.



Mr. Sobyenin, the main topic of the 2017 Moscow Urban Forum was city agglomerations, which are playing an increasingly more important role in the development of the modern world. How does Moscow fit into this global process?

The Moscow agglomeration, which encompasses Moscow and the Moscow region, is the biggest agglomeration in Europe and one of the largest agglomerations in the world. It's home to about 20 million people.

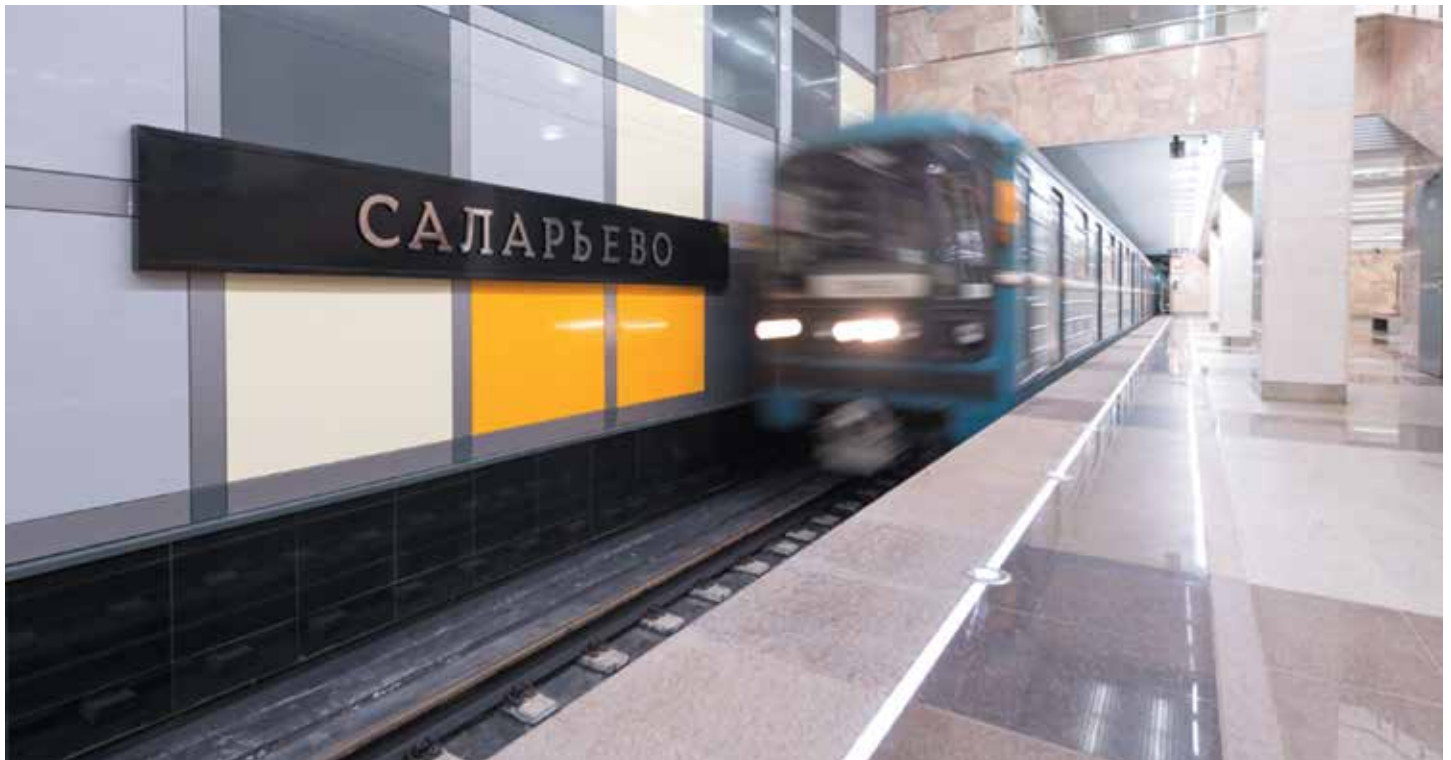
At the last Moscow Urban Forum, the prestigious international company PwC presented the first global agglomerations ranking. The Moscow agglomeration placed second in terms of development pace and is one of the leaders in the sphere of education and creative sectors of the economy. Moreover, the study showed Moscow's powerful (compared to other agglomerations) influence on the rest of the country's development.

Could you talk more about this?

Here are some figures. The Moscow agglomeration, which houses 13% of Russia's population, accounts for 26% of country's GDP. Thanks to high demand for goods and services, Moscow residents create 3.5 million jobs in other regions, from the Northwest to the Far East. It's the country's largest job generator.







The modern economy is, before anything else, the economy of big cities. Moscow's gross regional product has increased 15% more than Russia's GDP over the past 20 years. This happens due to the concentration of investment and export manufacturing, creating a diversified economy with good labor efficiency.

Our most important asset is human capital. The Moscow agglomeration, like other agglomerations in the world, attracts the most active, talented, and ambitious people and therefore is the main driver of the country's development.

But attracting talented people doesn't happen on its own. How can we make sure that "active, talented, and ambitious" people come to Moscow instead of Paris, for example?

You're right to point out that Moscow for the most part doesn't compete with Russian cities, but with other big international cities. In order to come out ahead in this competitive environment, it's important to create a good living and working environment where people can realize their potential and expect career growth.

We are aiming to make our city comfortable, appealing, and successful. In order to do this, we are prioritizing the development of transportation, business, utility, and other infrastructure, upgrading healthcare and education, and creating quality public transportation. All of these issues need to be addressed comprehensively. Otherwise, instead of synergy and develop-

ment we will have degradation, delays, and social and economic problems.

Over the past 6.5 years, we've built 55 new metro stations, including the Moscow Central Circle, which is very popular and transports 370,000 passengers every day. Old metro and public transportation units are being replaced with modern and comfortable cars, buses, trams, and trolleys.

500 km of new roadways and over 160 new bridges, ramps, and tunnels have improved and expanded Moscow's road network. And these aren't roads in an open field somewhere. These are extremely complicated projects that are woven into the living fabric of a major city. This entails taking into account existing roadways, residential areas, and commercial property.

Over 500 new kindergartens, schools, clinics, theatres and other establishments that will serve the city's residents for a long time have supplemented Moscow's social sphere. The Russian capital's hospitals are on par with leading European clinics in terms of equipment. And according to PISA test results, Moscow schools are in the top ten in the world.

Foreign guests who come to the Russian capital are especially impressed with changes to the city's appearance. Beautiful streets with wide sidewalks, cozy green parks, clean courtyards...

It's true, Moscow has made major breakthroughs in terms of creating a liveable environment.



In the past few years, 580 parks and other green areas, as well as 300 streets, have undergone improvements. As a result, the city's historical center now has new popular places for walking and leisure.

The number of pedestrians on city streets has increased several fold, and open-air Moscow Seasons festivals draw over 60 million Muscovites and city guests annually. For example, over 10 million people visited the international "Journey to Christmas" festival this year. People come with friends and family, have a great time together, learn something new, buy treats, and go back home with great impressions.



It's important to point out that a comfortable environment not only changes a city's appearance, but also creates a welcoming atmosphere and cheerful mood.

In less than a year, World Cup fans will have the chance to experience this atmosphere. Is Moscow ready to host tourists and hold such a large-scale competition?

It's ready. We expect over 500,000 tourists to come to Moscow for the World Cup in 2018. Right now we have 1,020 hotels and similar establishments that have gone through the classification process and have received star ratings. This amounts to 159,000 rooms. In the next few months, we plan to increase this number to 185,000 rooms through the construction of new hotels and renovations to existing hotels.

The athletic infrastructure is ready to go. The Spartak stadium successfully hosted FIFA Confederations Cup matches this summer. The reconstruction of the Luzhniki stadium, a key championship location that will host the opening ceremony, one of the semi-finals, and the final match, has been completed. Now, this ultra-modern stadium is one of the best in the world. It will be comfortable for the players (playing on a natural lawn is better than on plastic) and for the fans (an excellent view of the stadium from any point, media screens, and other amenities).

Moreover, practice football fields have been built for participating teams. These are essentially mini-stadi-



ums that will be used for amateur and professional games after the World Cup is over.

Moscow has extensive experience with holding large-scale international competitions that require thorough coordination of issues like transportation and safety. I am confident that the World Cup will be extremely well organized so that the participants and guests of this athletic holiday will have only the best impressions of the tournament, and of Moscow.

Let's talk about investments. In 2017, Moscow placed 3rd in the National Investment Climate Rating, moving up 7 places. What made this kind of progress possible?

The consistent and systematic work on supporting small business, elimination of excessive administrative barriers, and improvements to the quality of business infrastructure.

The Investment Climate Rating is put together based on surveys filled out by entrepreneurs, which means it reflects the opinions of people doing business, not officials. So the fact that Moscow moved up 7 places serves as evidence of the fact that business community representatives see real improvements in the capital's investment climate.

By the way, this corresponds to an important positive trend - an increase in investment. In spite of the economic crisis in the past few years, Moscow has

managed to avoid a drop in investment volumes. Investment volumes in the city's economy have grown for six years in a row, reaching the astronomical figure of 1.7 billion rubles in 2016. 70% are private investments.

So what exactly is the formula for improving the investment climate in the capital?

We developed a network of communication platforms that allows every entrepreneur to get the information they need and get their point of view across to the Moscow government.





The Business Protection Headquarters responds to individual complaints and puts together proposals for resolving systemic issues that entrepreneurs encounter. There is a network of internet portals created to help entrepreneurs make decisions, access government services, and take part in tenders without leaving the office or having to meet with officials.

Moscow has made a lot of progress in solving serious problems that are important for business. Problems like insufficient space for work and high rent.

In the past 6 years, we added over 12 million square meters of commercial real estate: office spaces,

stores, hotels, and multipurpose centers. Today there is almost no deficit in space for business development.

It used to be that entrepreneurs in the manufacturing or innovation sector ran into a lot of problems due to a lack of specialized spaces. Just a few years ago, Moscow only had 2-3 technoparks. Now we have 30 technoparks, which house 1,500 companies. They receive special tax benefits that allow them to cut down on regional tax payments by 25%.

We pay a lot of attention to financial support and providing access to state purchases, which is especially important for small and medium-sized business. We are actively working to eliminate excessive administrative barriers. Thus, compared to five years ago, the time it takes to obtain a construction permit has been reduced by 3 times, and the cost of connecting to power lines has been reduced by 2 times.

What advice would you give to businessmen who are thinking about whether or not they should come to Moscow with their ideas and capital?

Don't hesitate to come to Moscow. It's a liveable city that's great for business and investment. It's a global metropolis that is implementing one of the largest city infrastructure development programs in the world.

The 7th Moscow Urban Forum, which was attended by over 11,000 professionals from 68 countries, confirmed that there is a lot of interest in the changes made to the Russian capital. Participants included developers, investors, directors of financial companies, city mayors, city administration representatives, and expert community leaders.

Moscow is open to dialogue, investment, and new joint projects. ■



Ecology in Moscow

AIR

The average annual concentration of pollutants is currently exceeded only near highways. This has been achieved thanks to:

- reducing traffic congestion in the city center (the introduction of paid parking lots, the creation of pedestrian areas)
- upgrading public transport, introducing restrictions on trucks, and transitioning to the Euro-5 standard
- air quality is monitored by 53 stationary and 4 mobile automatic stations, 3 specialized meteorological complexes, 3 mobile laboratories, and an analytical laboratory



WATER



In 2016, water at the mouths of more than half of all controlled tributary streams was classified as "slightly contaminated" and "conditionally clean."

The concentration of oil products in the Moscow River in the city center decreased by more than 25 percent over the past 8 years.

- Regular clearing of rubbish from river beds takes place in the city. Ponds are treated with a special agent that reduces water bloom and increases the water's self-cleaning capacity.
- In 2016, 4 sewage treatment plants were upgraded. They were equipped with automated process control systems that will enable timely response to emergencies.

SOIL

There is constant monitoring of soil quality in Moscow. Experts assess pollution levels and assign agrochemical pollution values to soil.

- In 10 years, pollution from oil products decreased by 4.4 times, including by 1.8 times over the past year.
- The city is carrying out soil recultivation projects. This entails replacing the soil during improvement and greening projects. There are also biophytoremediation projects, which means plants that can process petroleum products and clean it from heavy metals are chosen for urban areas.
- Green spaces take up 49.5 percent of Moscow's total area.



On September 18-23, five Italian cities temporarily became Russian. They hosted business conferences, concerts, and exhibitions for Days of Moscow. The romantic city of Venice was the first to open the program, followed by Bolzano and Merano. The fashionable Milan and the port city Genoa.



Days of Moscow in Italy

The business forums and conferences covered similar topics: economic partnerships, sanctions against Russia, business projects, and prospects for bilateral cooperation.

The main Days of Moscow event **in Venice** was the economic forum "Italian business in Russia: a path of success and creation," which took place at a picturesque location in a famous resort - the island San

Giorgio Maggiore. During his opening speech at the plenary meeting, President of Fondazione Giorgio Cini and Chairman of Intesa Sanpaolo Giovanni Bazoli noted that even during the worst years of the Cold War, Venice was the location of choice for peaceful meetings and an open dialogue between the East and the West. "I know Moscow fairly well," he said, "every visit to this city brings me new discoveries, especially when it comes to business and culture. I am always



impressed by the changes that Russia and its capital are currently going through."

"Our forum will enable us to get to know each other even better," Giovanni Bazoli added, "Local business representatives would like to know about Moscow's industrial potential. Even though ties between the Russian capital and Venice continue to successfully develop across many spheres, first and foremost in industrial manufacturing, culture, and tourism, our goal is to strengthen and develop this successful collaboration."

The Fund's President recalled a historical fact. In 1698, Peter the Great came to visit Venice incognito. That's when the Russian tsar made the decision to build Saint Petersburg, which he referred to as "Northern Venice." "Remembering this today, Italians and Russians can be inspired to build comfortable living environments in their cities, as well as to strengthen peace and cooperation in Europe," he said.

Minister of the Moscow Government and Head of the Moscow Department of External Economic and International Relations Sergey Cheremin told the forum participants about the investment potential of the Russian capital. "The losses due to tensions that arose between Russia and the EU affected many sectors of the Italian economy. Sanctions against Russia are counterproductive. A lot of business people today, including Italian businessmen, understand this," the minister said, "The trade war has already resulted in losses that amount to over 10 billion euros after a drop in exports of Italian products to Russia. Venice alone lost over 3 billion euros, and this had an especially devastating effect on the

region's agro industrial complex. Today, Moscow is one of the most rapidly developing mega-cities in the world. The city's budget, which is comparable to New York and Tokyo, enables the city administration to not only improve the city's infrastructure, but also continue its socio-economic development, investing a lot of funds in healthcare, education, and culture."

"The city government does a lot to establish a comfortable urban environment, as well to develop and upgrade transportation. We are developing an industrial zone program and are transforming these zones into accelerated development areas - technoparks and industrial clusters. There is tremendous potential for foreign investors here," the head of the Department of External Economic and International Relations said.

After Venice, Days of Moscow moved on **to Milan**. Here, the most prominent event was the opening of a Moscow information stand dedicated to problems in the tourism sector and the 2018 FIFA World Cup right in the city center - Piazza 24 maggio.

"There are several reasons that prompted us to open a Moscow information stand in Milan," said the head of the Moscow government delegation Sergey Cheremin, "Firstly, it was because Italians make up one of the largest tourist groups that visit the Moscow region. In terms of the number of tourists who come to Moscow, only China, Germany, and France are ahead of Italy. Second, Russia will be hosting the FIFA World Cup in 2018, and Italians are in love with this sport. Fans may have questions about visas, hotels in the city, service, and so on."





A small presentation entitled "The Moscow 2017-2018 Event Calendar" took place within the scope of the opening ceremony for the informational point. The presentation contained information about more than 500 events that may be of interest to tourist and football fans.

Afterward, representatives from the Moscow delegation and Milan locals visited the open-air photo exhibition "Moscow Today." The showcased photographs gave people from Milan a chance to learn about Moscow's modern architecture and about the city's past, to take a look at the Moscow mansions that are being restored within the scope of the large-scale program aimed at the preservations of the city's cultural heritage. The program is currently being implemented by the Moscow government.

On September 21, the Sala Convegni Intesa Sanpaolo hosted the business forum "Moscow - Milan: building cities of the future while preserving traditions," which brought together famous Italian and Russian politicians, business representatives, artists, and cultural figures. Alexander Nurizade, the Consul General of the Russian federation in Milan, gave the opening speech at the plenary meeting. "Similar processes are taking place in Russia and Italy today: many key global issues are being resolved at the regional level," he said, "This is especially important in the current challenging climate, when governments are not able to agree on global issues. But at the regional level, you can reach an agreement on just about any issue. Not to mention cooperation in spheres like culture or the economy."

"This is exactly what the Government of Moscow is currently doing. In this specific case, this entails active cooperation with Italian regions, including with Milan.



And it's great that there is a similar effort from the Milan government."

During his speech at the forum, head of the Moscow delegation Sergey Cheremin said that the introduction of anti-Russian economic sanctions was a blow to Moscow. But Russians quickly recovered from the shakeup, rolled up their sleeves, and got to work. The economy slowly started to recover.

"The first six months of 2017 showed that trade turnover growth between Moscow and Italy amounted to over 40%," the minister said, "The positive trend continues today. The statistics on Russian-Italian trade turnover, which grew by another 20% in the second quarter of 2017, speaks to this fact. We can strengthen and develop this positive trend, and we have a lot of potential to do so.

"Right now, it's important for us to preserve inter-regional ties. In this context, Milan is one of the prominent example of friendship between peoples, between city administrations and the people who live there, as well as an example of a pragmatic approach of businessmen from both countries," Sergey Cheremin said.

Genoa hosted a meeting between members of the Moscow delegation and the city's mayor Marco Bucci. The two sides discussed the current state of and development prospects for trade-economic relations between the two cities.

According to the head of the Department of External Economic and International Relations, Moscow currently has a lot of partners in Italy. With Genoa, the dialogue is still in progress. "We're in the beginning. But I want to say that that it's love at first sight," the



minister said. He also expressed hope that Days of Genoa in Moscow.

The business forum "Moscow-Genoa: smart city - the future or reality?" was an important part of Days of Moscow in Italy. The discussions took place in the famous Palazzo Ducale, which was built in the second half of the 18th century.

During his speech at the plenary meeting, President of the Moscow Chamber of Commerce and Industry

Vladimir Platonov reminded the audience that Genoa is a very significant city for Russia. In 1922, the city broke the economic blockade of Soviet Russia. "It's been go-some years and we're here again, in Genoa. And there are Western sanctions against Russia again now. But the world has changed. There are countries and regions, including Italy, that do not want to quarrel, that want to live in peace and harmony. For this reason, inter-regional cooperation between major cities in Europe and Moscow is rapidly developing. In many ways, this is happening thanks to the people's diplomacy. The Moscow Chamber of Commerce and Industry aims to create the necessary conditions for full-fledged, mutually beneficial cooperation. I hope we are successfully accomplishing this together with our Italian colleagues," Mr. Platonov said.

"Today we have a chance to significantly expand the partner relations between Russian and Italian companies," Mr. Cheremin said during his presentation, "For us, holding this forum is a unique opportunity to tell Italians about what's happening in Russia today, what kind of development strategy the Government of Moscow has chosen."

Days of Moscow in Italy officially ended in Liguria's main opera theatre Teatro Carlo Felice. Before the performance of the State Chamber Orchestra "Virtuosos of Moscow," the head of the Moscow government delegation, minister, and head of the Depart-



ment of External Economic and International Affairs Sergey Cheremin ascended the stage. Addressing a full auditorium with a final speech, he thanked the Italians for the warm welcome they extended to the Moscow delegation.

"We are glad to note that Moscow and a number of regions in Italy are developing partnerships and friendly ties. During the Days of Moscow, we held

business forums, conferences, round tables, and signed a number of mutually beneficial agreements. There were performances by Moscow's creative collectives everywhere, as well as athletic competitions. We tried to aim all of this at strengthening economic ties between two countries, to the mutual enrichment of our cultures," the head of the Department of External Economic and International Affairs said. ■



Days of Jerusalem in Moscow



Days of Jerusalem were held in Moscow on September 14-17. A delegation from Jerusalem headed by the city's mayor Nir Barkat came to the Russian capital in order to participate in the events. Prior to the start of the events, Sergey Sobyenin met with the Mayor of Jerusalem Nir Barkat in Moscow.

"I'm glad to see you in Moscow," Sergey Sobyenin said, "I want to thank you for strengthening ties between our cities, the ongoing exchange of experience in the fields of healthcare, education, culture, and tourism." In turn, Nir Barkat thanked the Mayor of Moscow for their cooperation. According to him, the Russian

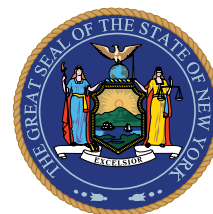
capital had changed a great deal since his last visit five years ago. "Moscow is just beautiful," he said, "The changes are visible to the naked eye. What we talked about - cooperation in the spheres of culture, tourism, healthcare, education, employment - I can see all of this being implemented, and I want to thank you for that." ■

Shared problems can be effectively solved together

Moscow and New York discussed prospects for cooperation



On September 14, Sergey Sobyenin met with a parliamentary delegation from the State of New York. The delegation was headed by the state's assemblyman Luis Sepúlveda. The meeting was also attended by assemblywoman Pamela Williams-Harris and Senator Diane Savino. They represent districts in New York that have large Russian-speaking populations.



Meeting participants highlighted the importance of developing bilateral cooperation. According to Sergey Sobyenin, Moscow and New York share a lot of problems that are common to major international cities. These problems include the environment, transportation, education, healthcare, and safety. Regular exchange of experience will help to resolve these issues.

In turn, the officials from New York gave a positive assessment of the implementation of the Moscow development program, including the establishment of a modern urban environment and solutions to transportation problems.

Prospects for cooperation between the Russian capital and the State of New York in the sphere of the economy, education, the environment, culture, and tourism became the main topic of discussion during the round table, which took place in Moscow within the scope of the delegation's visit.

Minister of the Moscow Government, Head of the Moscow Department of External Economic and In-

ternational Affairs Sergey Cheremin, Chairman of the Moscow City Duma Alexey Shaposhnikov, Head of the Moscow Department of Environmental Management and Protection Anton Kulbachevsky, Head of the New York delegation and Bronx Assemblyman Luis Sepúlveda, Brooklyn Assemblywoman Pamela Williams-Harris, Brooklyn and Staten Island Senator Diane Savino, and other officials attended the event.

Sergey Cheremin made a presentation on the Moscow government's implemented projects and future city development plans. "We think that one of the most important tasks is the integrated development of the city's infrastructure, especially transport infrastructure," the minister said. He told the capital's guests about the city's enormous potential in terms of renovating and improving industrial areas.

The officials from New York gave a positive assessment of Moscow's development program. According to Senator Diane Savino, the state's delegation was pleasantly surprised by how well managed Moscow is and plan to implement the most effective project implementation techniques back home. ■





Continuing the tradition of friendship and cooperation

Moscow Days took place in Astana on August 23-26. A Moscow government delegation, headed by Minister of the Moscow Government and Head of the Department for External Economic and International Relations Sergey Cheremin, visited the capital of Kazakhstan to participate in the events.

On opening day, there was a meeting between the head of the Moscow delegation and the mayor of Astana. "Astana and Moscow are sister cities. The two capitals share centuries of history and multifaceted, mutually beneficial cooperation of the two governments in the present stage of development," the mayor of Astana Asset Issekshev said during the meeting.

The head of the Moscow delegation in turn talked about the events that are scheduled to take place in the capital of Kazakhstan. These events include a business forum, a Moscow business session at EXPO-2017, seminars on supporting the Russian language in Kazakhstan, the opening of a photo exhibition, a visit

to the Astana spiritual and cultural center named after the saints Kirill and Mefodiy, and various athletic and cultural events.

The Moscow-Astana business cooperation forum was an important part of Moscow Days. "It is very important for us to continue the traditions of friendship and cooperation that have existed between our countries for a quarter of a century. That's when Russia and Kazakhstan established diplomatic relations. Today this relationship is defined by a high level of trust," Sergey Cheremin said during the opening of the plenary session.

The minister noted that, in spite of its relatively young age, Astana has become a recognized center in the

Eurasian space. It hosts different forums, congresses, and other events of international significance, including one of the most prestigious exhibitions in the world - EXPO-2017, which opened here in June.

"Astana plays an increasingly more important role in the country's economy. In terms of investment contribution volumes, it accounts for 10% of attracted investments. This speaks to the appealing investment conditions that have been established here," the minister said.

The trade turnover between companies registered in Moscow and Kazakhstani partners exceeded \$2.6 million in 2016. In the first quarter of 2017, trade turnover between Russia and Kazakhstan increased by 1.6 times compared to the same period in 2016, amounting to \$795.5 million. The same trend applies to the trade and economic relations between Moscow and Kazakhstani partners. "As of today there over 50 enterprises with Kazakhstani capital registered in Moscow, which puts Kazakhstan in 27th place among foreign partners. Russian entrepreneurs also have a growing interest in investing in Astana and Kazakhstan generally," the minister said.

One of the key events that took place in Astana within the scope of Moscow Days was the Moscow delegation's visit to the international exhibition EXPO-2017, where the Russian pavilion hosted the business session "Modern Technologies for Smart Megacities."

"With the arrival of a new team headed by Sergey Sobyenin in 2010, the Moscow government made a decision to radically change the city's development strategy," the head of the Moscow delegation, Minister of the Moscow Government and head of the Department for External Economic and International Relations Sergey Cheremin said in his speech during the session. "Moscow is rapidly transforming into a

smart city. If you compare the informational services that we now also have in many other cities, you will see that Moscow is one of the global leaders in this sphere," he added. According to the minister, social networks and internet portals have become an integral part of urban management. Not so long ago, it was hard to imagine that you could Tweet at the mayor or his deputies and let them know what you're unhappy with. Moreover, city residents can crowd-source just about any issue and vote on the "Active Citizen" website in favor of or against decisions made by the city administration.

"Today, Moscow has become a place that is appealing for business, attractive to visitors, and comfortable to live in," the minister concluded. He noted that the Russian capital is ready to share experience with their partners.

"Moscow's experience is valuable for us," head of the Astana Office for Investment and Development Alisher Abdykadyrov said, "Because we want to make our young city even more comfortable for living and doing business. Right now the capital's administration has an ambitious task - to transform Astana into a smart city. We are moving toward this goal. Creating a smart city is not a goal in itself. We don't need technology for the sake of technology. Our main goal is to make the metropolis safer, more comfortable for Astana's guests and residents."

After completing the business session, the participants visited the Russian pavilion at EXPO-2017. The theme of the current international exhibition in Astana is "Energy of the Future." Over 100 countries and international organizations are present at the exhibition to demonstrate their achievements in the sphere of renewable energy sources and their advantages: cleanliness, low operation costs and environmental friendliness. ■





A city with a seal of excellence

Moscow recognized as the most liveable city in Russia

According to Izvestia magazine, the Russian capital scored 73% on the Urban Environment Quality Index published by the Housing Mortgage Lending Agency (HMLA) and KB Strelka. The HMLA is implementing a series of state residential policies to make housing

more accessible, improve the rental market, and create a comfortable urban environment.

The study analyzed about 100 Russian settlements. Factors such as "Housing and Adjacent Spaces," "Street Infrastructure," "Green and Water Areas,"

"Social and Leisure Areas," "Public and Business Infrastructure," and "City Space" were taken into account. Strelka and HMLA used information gathered from geoinformation systems, space images, satellite navigation data, and social networks for analysis.

"Moscow was recognized as the leader not because it has more financial resources, but because the city is deliberately and purposefully working to create a comfortable living environment for city residents," reads a newspaper quote from one of the authors of the study.

St. Petersburg placed second in the study with 65% and Kazan came in third with 51%. Both cities scored higher than Moscow in "Social and Leisure Areas," with Petersburg scoring 76% and Kazan scoring 72%. In Moscow, the indicator lagged behind at 58%. The capital placed first across all other categories.

The Urban Environment Quality Index, which was based on 45 Russian and international assessment systems, was developed by researchers in accordance with four key criteria: safety, comfort, environment, and diversity. To determine the most liveable city, visual, acoustic, and climate comfort are taken into account, along with cultural diversity and the diversity of spaces, air quality, green areas, and waste management efficiency.

KB Strelka partner Grigory Rezvin pointed out that the index is a good way to assess the city environment and spot problem areas.

"We evaluate every city space separately, some are way ahead and some are behind. You can see what kinds of problems are most common in the city. For example, right now we can look at the results and see that in 80% of cases the most disadvantaged areas in the city are green zones and coastal areas. In 60% of cases, it's public spaces," he said.

Head of the Ministry of Construction Mikhail Men told Izvestia that an urban environment quality assessment is necessary, "among other things, in order to evaluate the efficiency of municipal and regional authorities."

"This year, for the first time, the country started systematically working on improving the quality of urban areas within the scope of the 'Developing a Comfortable Urban Environment' project," Mikhail Men said, "We have to understand how the changes are working. The method is fairly new. For the first time, there will be an attempt to combine all data obtained from aerial photographs, and open data, for example, from social networks. We're paying a lot

of attention to the first steps in implementing this methodology."

Head of the HMLA Alexander Plutnick clarified that the Ministry of Construction, HMLA, and KB Strelka are preparing methodological recommendations for using the Urban Environment Quality Index to assess the potential of urban territories and make plans for future development.

"The data collected during the study will be available and intended to help uncover relevant problems in the city. This tool will be an important part of the 'Standards for Comprehensive Development of Territories,' which are currently being prepared and will be finished in 2018," Mr. Plutnick said.

The Urban Environment Quality Index is the results of carrying out President Vladimir Putin's instructions, based on findings presented by the State Council on the development of the construction complex and improvement of urban development in May 2016.

There are currently 1,100 cities in Russia, which house 73% of the country's population. Big cities are considered to be better off from a social perspective: unemployment levels are lower, there are more employment opportunity, small business is developed, and education levels are higher than in small towns. ■





Anton Kulbachevsky:

Environmental quality in Moscow is improving

We sat down for an interview with Anton KULBACHEVSKY, head of the Moscow Department of Environmental Management and Protection. His department deals with all environmental issues, including greening the city, environmental education for residents, and ensuring compliance with environmental legislation.

Mr. Kulbachevsky, as we know, the Mayor of Moscow Sergey Sobyenin has resolved to make Moscow a liveable city. What does this mean for your department?

It's no secret that ecology permeates all spheres of city life. So a comfortable, liveable city means a quality environment. It's more than just about air, water, soil, and green areas. This concept includes environmental aspects like a sustainable urban economy, a developed transportation system, and public spaces where people can relax, spend time together, exercise, and partake in leisure activities. I'm talking about pedestrian areas and new streets that were cleaned up as part of the "My Street" program. New trees were planted and sidewalks were expanded. Not to mention the fact that these places are brimming with all kinds of festivals for people of different age groups during the summer. Over the past seven years we have truly changed the city's image, making public spaces more welcoming. This is probably the most important thing. It helps people stay in a good mood. There are more reasons to smile, and people become kinder.

I really like this idea you keep coming back to, that improving the environment makes people kinder...

Of course they're much kinder! Because a person who is barred from public life and interacting with others becomes egocentric and irritable. In the 90s, a lot of negativity accumulated in Moscow. There were cars all over the city, there were traffic jams everywhere, and construction projects that were not very well thought out. Lately we've managed to break this disastrous trend. But most importantly, as things like transportation infrastructure were undergoing changes, there have also been education initiatives. Because people were psychologically unprepared for a lot of the changes and innovative processes in the capital.

What do you mean?

For example, we made a pedestrian street and blocked off car traffic. Of course, this was an immediate inconvenience for people who drive. By the



way, something that's interesting is that as urban residents we can inhabit different realities throughout the day. When you're behind the wheel, you often scream "Where are you going?!" at pedestrians. When you get out of the car and start walking, you're frustrated by people driving. *(Smiles)* There aren't many people who can see the big picture. But for our department this is absolutely necessary. This is why we constantly work with our colleagues from the Department of Transportation on systemizing car traffic in Moscow, cleaning up parking spaces. This has already cut down on space for cars in the center. Why do we spend so much time talking about transport? Because 90% of harmful emissions into the atmosphere come from transport.

It's important to understand that pollution of air quality, water, soil, declines in the quality of green areas – all of these are related problems. If we don't think of them this way, it can lead to health problems for our citizens. Here is a depressing figure: 30% of illnesses are related to environmental issues.

After looking at the official numbers, I was shocked to find that green areas occupy 54% of Moscow. That's an impressive figure. There aren't many mega-cities in the world that can match it, right?

Right, in Paris this figure is about 20%, and in Beijing it's 4%. Overall, if you take mega-cities with populations over 10 million people, we're in first place. And when we're talking about this 54%, we're talking about what we refer to "Old Moscow." If we include New Moscow, the figure will be closer to 90%. But

even Old Moscow still has potential. Right now, we are not only renovating old buildings, but also industrial zones. These industrial zones give us the opportunity to increase the figure to 60%. I've already talked about the program "My Street," which brought green areas back to the city's historic center. We've also launched another program called "A Million Trees," which enables us to improve the quantity and quality of trees and shrubs in Moscow courtyards. Every single resident appreciates this.

The famous Danish urbanist Jan Gehl, whom you know personally, had a lot to do with the transformations we're talking about...

Jan has a wonderful kind of symbiosis with his wife. He is an architect, she is a psychologist. Together, they have created a new field – comfortable urbanism. Jan Gehl was one of the first people to proclaim that cities must be comfortable for people. Before him, few people have thought of this. This was back in the 1960s. I think his native city of Copenhagen was lucky in this sense. The capital of Denmark is a global leader in terms of many environmental indicators, such bike lanes.

Yes, I met Jan in Toronto in the summer of 2011. Prior to this, I had not encountered him or his work. I listened to his presentation at a conference. In 45 minutes, Jan Gehl was able to give me information that I had clearly been lacking. That lecture opened my mind, and my perspective shifted to the point that I started looking at the city through the eyes of an urban developer, not just another Moscow resident who was born here.

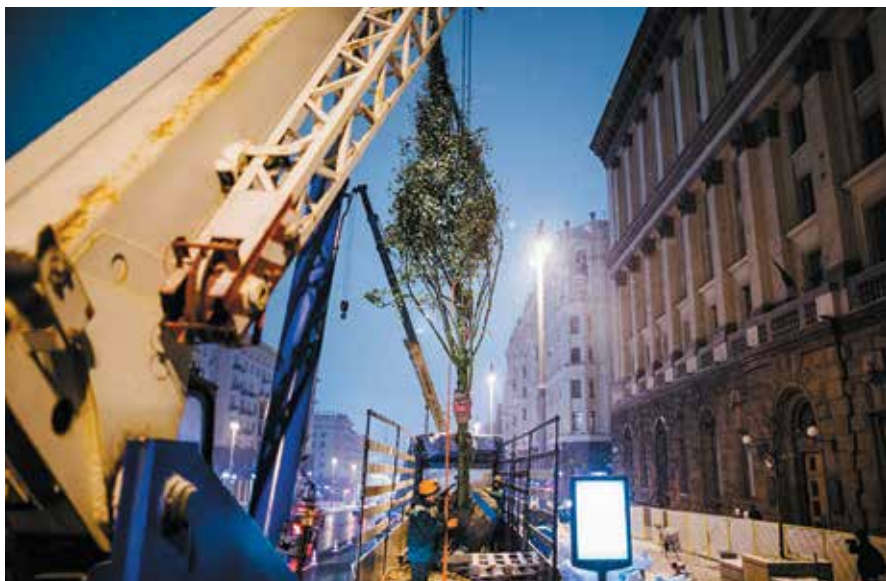
Now I can't disengage from this perspective. Even when I'm just driving and looking around, I keep noticing that there are certain drawbacks. If I see that something is wrong, I immediately start calling the people in charge so they can fix it. I make 20-30 phone calls like this a day, depending on what I see around me. But the calls aren't always necessarily about something bad. Every once in awhile I just have thoughts that I want to share with my colleagues.

I am familiar with Gehl's point of view. He thinks that improvements can be made in any city, even in Greenland. But do you think that Moscow will lose its flair by adopting techniques borrowed from abroad?

No, not at all. Yes, Jan Gehl thinks that any city can be transformed for the residents, but every city has its own flair. So Moscow will always be Moscow! You know, we have been looking into a lot of foreign experience, we hold an urban forum every year where we talk about what we've done and look at what's happening in other cities... I can definitely say that not all urban development solutions can be applied to Russia. I'll say more. Since 2006, Moscow has been part of the C40 – a group that connects the biggest megacities in the world, addressing issues such as transportation, waste, construction, utilities, and the environment. We have received around 10,000 offers across all spheres of urban life through this association. But not all of them can be implemented in our capital. A maximum of 200-300 can be adapted to Moscow. I'll give you an example. Swedes pay 500 euros a year for waste disposal, while we pay one thousand rubles a year. Of course, this isn't the only difference between us. We have different mindsets, history, traditions...

Yes, everything you're saying makes sense. Overall, how would you describe the environmental conditions in the city today? Are you happy with it?

I'll never be completely satisfied, because that's my job. Plus, it's important to understand that no matter how many improvements we make, there will always be environmental problems in a big megacity like Moscow. But to answer your question: Moscow is becoming a comfortable city in terms of the environment. We are proud of the fact that we've been able to break a negative trend. Over the past seven years, we've made a big breakthrough through urban construction policies, improvements in transportation, energy conservation, restructuring the urban economy... That is, we did this with the help of the usual methods that all cities have implemented. The progress is tangible. We have managed to reduce the amount of harmful emissions from cars by 120,000 tons. This is an incredible success, since the number





of harmful emissions from cars has always increased. We were able to break the trend for the first time. We were hovering in the same spot for a few years, and then the number dropped.

But I clearly understand that we can't only rely on traditional methods that have been used in the past. In order to reduce emissions by another 30% (about 300,000 tons by 2030), we need to start using the latest green technologies. They already exist and are being tested in other cities, and they arrive here as well.

What are these green technologies?

There are a lot of them and I can't list them all. Even smart transportation systems are also green technology. They reduce how much driving people have to do, people spend less time in traffic, and this leads to a reduction in harmful emissions. The metro system is also a green technology. The Moscow Central Circle also improves air quality. And water purification systems, aren't they green technology too? Of course they are. I'll say it again: all of us have to understand that pressure on the environment will continue to increase. Without technological breakthroughs, we'll start spiraling downward again.

Could you tell us about the kind of environmental education that is provided in Moscow?

The group it affects the most is children. The point is to re-establish contact between people and nature, which is severely lacking in big cities and depriving people of a truly special connection. We have opened several eco centers. They're equipped with the latest

technology. Children go there to learn about the environment in a game format. We're trying to help them start thinking in environmental terms. That's the first thing. The second is establishing contact with nature. The kids study in school, then come out to see how mushrooms and trees grow in real life... You know, not all children in Moscow know where potatoes come from, some of them think it's made in supermarkets! (*Laughs*) Maybe I'm exaggerating a bit, but we get so wrapped up in life that we don't take time to foster a love of nature in children. We work with school programs. By the way, we have a good rapport in this sense with the Moscow Department of Education, they like and value us there.

Do you have any time to explore the city yourself? Or do you find out about things from driving around and reading the news?

Actually, I often walk to work. It takes me about 15 minutes to get from my office on New Arbat to Tverskaya 13. But I also take my bicycle and electric scooter out. I have to admit, I like driving less and less when it comes to getting around Moscow.

How do you see Moscow in 15 years?

I see Moscow as a "smart" city, comfortable, friendly, where people are happy to take walks, socialize, and lead fulfilling public lives. A city that increases the number of green areas, where the problem of waste management has been resolved, where the water is clean, and the historic center has been preserved... But this is no fantasy. We're already doing all of this, and will continue to do so in the future. ■

Ecology in Moscow:



All Mosgortrans buses are in compliance with Euro-5 emission standards



Negative impact on the environment has been reduced due to reconstruction of enterprises and treatment facilities



In six years, about 4 million trees and shrubs have been planted in Moscow



The city has a special acoustic system and mobile stations carry out monitoring round the clock



Sodium hypochlorite, a safe reagent, has been used since December 2012



In 2017, landscape lighting for 1,700 buildings was turned off for "Earth Hour"



River beds and adjacent territories are regularly cleared of debris, which creates favorable conditions for inhabitants

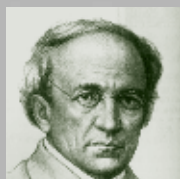


The commissioning of new units at TPPs and the use of modern technologies allows to increase savings every year



No matter how often you knock at nature's door, she won't answer in words you can understand for Nature is dumb. She'll vibrate and moan like a violin, but you mustn't expect a song.

**Ivan Turgenev, Russian novelist,
short story writer, and playwright**



I love a thunder – storm at the beginning of May ,
when spring's first thunder,
as though play , in a frolic ,
rumbles in the blue sky.

Fyodor Tutchchev, Russian poet and statesman



These people have learned not from books, but in the fields, in
the wood, on the river bank. Their teachers have been the birds
themselves, when they sang to them, the sun when it left a glow of
crimson behind it at setting, the very trees, and wild herbs.

**Anton Chekhov, Russian playwright and short story
writer (from "A Day in the Country")**



One of the first conditions of happiness is that the link between Man and Nature shall not be broken.

Leo Tolstoy, Russian writer who is regarded as one of the greatest authors of all time



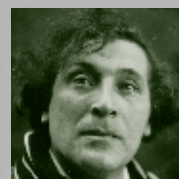
The frost had grown more severe than during the day; but, to make up for this, everything had become so still that the crisping of the snow under foot might be heard nearly half a verst round.

Nikolai Gogol, Russian dramatist (The Night before Christmas (from Evenings on a Farm Near Dikanka))



When I am finishing a picture, I hold some God-made object up to it – a rock, a flower, the branch of a tree or my hand – as a final test. If the painting stands up beside a thing man cannot make, the painting is authentic. If there's a clash between the two, it's bad art.

Marc Chagall, Russian artist





Olga Timofeeva:

Everybody is concerned about the environment

The environment has become a very relevant topic in Russia. 2017 has been declared the Year of the Environment, and a Committee on Ecology and Environmental Protection for legislative regulation in this sphere has been formed in the seventh convocation of the State Duma. Concern for the environment is also becoming a trend among Russians. Chairman of the State Duma Committee on Ecology and Environmental Protection, co-chairman of the Central Staff of the All-Russia People's Front Olga Timofeeva talked to Capital Ideas about environmental protection in Russia and future plans in this sphere.

Ms. Timofeeva, a recent All-Russia Public Opinion Research Center poll showed that Russians are paying more attention to the environmental surroundings in their regions. Why do you think this subject has become more relevant?

For a long time, we paid little attention to the environment in Russia. Everybody knew it was important, but there was no concrete action. At one All-Russia People's Front forum, we asked the President to pay attention to the kind of air we breathe, the quality of

the water we drink, and how dirty the regions are. As a result, 2017 was declared the Year of the Environment in Russia and we were able to get the public to pay attention to this issue.

In the seventh convocation of the State Duma, a committee on the environment was formed for the first time. We started to seriously address issues like waste management, harmful industrial emissions, and animal welfare. The committee did a lot of work over the course of the year.

Right now the environment really concerns everybody. Questions that people asked the President during a Direct Line Q&A in June of this year included questions about the garbage dump in Balashikha, the coal dust in the far eastern Nakhodka Port. You know that the dump was shut down immediately. Our committee also gets a lot of requests from citizens.

The long-awaited bill "On Responsible Treatment of Animals" really resonated with the public. Why wasn't it adopted in the spring?

This bill really was very controversial. It has been in the Duma since 2010. Because our predecessors, deputies from previous convocations, were unable to find a compromise, nothing ever happened with this bill. So we inherited it.

We essentially revived this bill and completely rewrote it. In six months the committee held about 30 working meetings with participants from all sides: animal welfare activists, owners of animal shelters, zoo directors, aquariums and circuses, famous animal trainers and cynologists. The discussion included representatives from the administration of the President, the Federation Council, and various federal and regional authorities. About 300 amendments were made in the second reading.

A lot of work was carried out. Right now the draft of the bill is almost complete. We are waiting for a roadmap from the government on the by-laws, which are necessary for the law to work properly. We need for the law to work, not sit on the shelf.

Does the committee plan to pass stricter laws on the protection of reserves and national parks?

Yes. The committee's portfolio includes a bill that concerns specially protected natural areas, the use of their land, and the expansion of inspector powers. As you know, the State Duma recently passed a law "On Forest Amnesty" in order to deal with errors in the registry and the buildings already listed in forest areas. Our committee managed to ensure the exclusion of protected natural areas from the law. These areas will be dealt with on a case by case basis.

This year, the natural reserve system will be celebrating its 100-year anniversary. The first Barguzin Reserve was established in Baikal in 1917. Even though there are a lot of problems, we were able to preserve our unique nature, which is why Russia is considered the environmental donor of the world.

Do you think that the Russian economy has become "greener" over the past few years?

A lot of enterprises take care of the environment, investing billions of rubles into modernization projects, implementing corporate social responsibility programs and their own environmental projects.

But if you look at the metrics, there are no results yet. The air is really polluted in Chelyabinsk, Krasnoyarsk, and other industrial towns. Even in Moscow, in the southeast of the capital, the hydrogen sulfide levels occasionally surpass permissible standards. In the Far Eastern ports of Nakhodka and Vanino, people have trouble breathing because of coal dust. There is open transshipment of coal there. In order to really change things, it's necessary to switch to modern technologies and increase control. By law, meters need to be installed on every pipe, every source of environmental pollution. This work has not begun yet.

Do you make sure the laws that have already been passed are being enforced?

Of course. Without this it's impossible to move forward. The law on the best accessible technologies, which I was just talking about, is under strict parliamentary control. We found out what the problem is, why it's not working. We established contact with the General Prosecutor's office and exchange information with them.

About 40 regulatory legal acts and methodologies have not been adopted by the Ministry of Natural Resources and Ecology. This means that laws are not implemented or are implemented inefficiently. For example, the issues of conducting public environmental expertise have not been finalized, the requirements for the report on industrial environmental control and waste disposal facilities have not been established. The procedure for reclamation of land was approved in 1994 and has not been updated for over 20 years.

The country is about to go through a so-called "trash reform." What exactly does this mean?

It entails the introduction of a new procedure for handling waste. Previously, municipalities handled waste management. Now waste management systems have to be approved at the regional level, regional operators are selected, and utility tariffs for solid municipal waste are calculated. The reform will affect every citizen in the country. It will also affect many producers and importers of goods, because it introduces increased responsibility for the disposal of used goods and packaging. The goal is to establish a civilized system for the collection, sorting and processing of waste, especially waste that can be recycled: paper, plastic, rubber, scrap of non-ferrous metals, etc. If this system is established, commodity producers will be exempted from paying an environmental fee. If not,



they will have to pay for eco-collection. These fees are being collected for the first time this year.

Do you support tougher sanctions for violating environmental laws?

Violations have to be punished with fines. If, for example, it became possible to confiscate auto transport, there would be fewer dump trucks violating laws. As it stands, we have 20,000 unauthorized dump sites in the country. Right now, the maximum fine you have to pay for breaking major environmental laws is 20,000 rubles. This is pennies for big business, and a lot of Federal Service for Supervision of Natural Resource Usage requirements are simply ignored.

The final Action Forum of the All-Russia People's Front this fall will be dedicated to the environment. The President is expected to attend. What do you plan to talk to him about?

We're going to prepare a report on environmental problems across all federal districts and offer a strategy for resolving them, report on work conducted within the scope of the Year of the Environment, and talk about our project called "Deep Cleaning. Dump Site Map." In a year, we added a lot of environmental experts to the team, spotted gaps in legislation, and

stopped dozens of violations. All of this will be in the report.

What are your goals for the future?

We want to make the environment a trendy topic, so that everybody cares about it. So that every single person thinks about what we drink, what we breathe, what we're surrounded by, whether or not trash is collected. We want to engage the public and the expert community in solving these problems. We want to launch the kinds of mechanisms that will restore harmony between humanity and nature. The bills we're introducing and considering are subject to extensive public discussion in parliamentary hearings, roundtables, forums, and in the media. We want for ideas to come to us from the ground up, for professionals from this sphere to let us know what's missing from the legislation and which parts are outdated. We will try to include everybody as much as possible, since this subject concerns every single person.

We have defined our priorities: waste management, implementing advanced technologies in the manufacturing sector, specially protected natural areas and resorts that also need legal protection. We are also going to prepare a law on environmental information, which should be accessible to everybody. ■

A new world map: focusing on agglomerations

This summer, the Russian capital hosted a grandiose international event – the 7th Moscow Urban Forum. The forum's business program drew over 11,000 participants from 68 countries.

The 7th Moscow Urban Forum was the largest event in the forum's history. Holding the event at VDNKh allowed to extend the duration from three days to seven, expanding the scale of the business program, festival, and exhibitions.

Deputy Mayor of Moscow in the Government of Moscow for Urban Development and Construction Marat Khusnullin talked about the forum during a Moscow Government Presidium meeting.

"The 2017 Moscow Urban Forum became the largest and most impressive event since the project was launched in 2011," he said, "Today we can confidently say that this is a successful, global event that is recognized by all of the world's urban development specialists. The number of guests who came to the forum this year confirms this."

According to Marat Khusnullin, over 11,000 participants from 68 countries officially registered for the forum. "414 speakers, including 124 foreign speakers, took part in the forum's events," he noted.

The theme for the Moscow Urban Forum this year was "Age of Agglomerations. Rethinking the World Map." Participants included 24 government delegations, including foreign delegations headed by the mayor of Istanbul, Dusseldorf, Vientiane, Bishkek, Iganga and Balti. Moreover, the forum was attended by nine Russian delegations headed by mayors of cities.

Key forum speakers were heads of major corporations, developers and investors, leading architects and designers, and heads of world-famous city development projects. Plenary discussion, for example, were led by former Mayor of London Ken Livingstone, Lee Kuan Yew School Professor Parag Khanna, and famous Russian economist Mikhail Dmitriev.

Over 800 media representatives, who generated a total of 4,700 publications, covered the forum.

Big cities: who's in the lead?

Within the scope of the forum, international consulting company PwC presented the results of a new study called "Efficiencies of Scale: the First Global Agglomerations Ranking."

"According to PwC, Moscow placed second out of the 20 agglomerations in the world. New York was in first place, it's the largest agglomeration," Marat Khusnullin said.

Relying on many years of experience in researching cities, the experts developed an assessment methodology. The method allows to determine which agglomerations use their resources most efficiently and are ahead of their countries in terms of development, as well as determine strong and weak points in their development strategies.

The research yielded two ratings: top 20 agglomerations in terms of development speed, and top-10 agglomerations in terms of development efficiency.

In the global top-20 ranking, the Moscow agglomeration demonstrated faster development speeds than the country on average across 11 out of 13 development indicators. Only the Beijing agglomeration scored higher, with 12 out of 13 indicators. Moscow shares its second place in the ranking with Shanghai and Istanbul.

New York was the leader in the global top-10 ranking. Moscow came in sixth, in the lead among agglomerations of developing countries.

Development prospects

85 events, including plenary sessions, discussions, roundtables, and presentations took place within the scope of the two-day program.

Sergey Sobyanin dedicated his presentation to an overview of development prospects for Russian agglomerations, especially Moscow.



"The last 25 years have been very successful for key Russian cities. Due to migration in the past few years and natural population growth, the number of agglomeration residents rose by 10 million people. And the majority of major Russian cities were able to form full-fledged agglomerations: there are over 20 of them now, each with populations of over a million people. Russian cities not only became bigger, but also more liveable," the Mayor of Moscow said.

Nonetheless, according to him, Russia's urban potential is far from depleted. "In the next few years, major cities and agglomerations will accept another eight to ten million residents, the majority of which are currently living in small settlements, monocities, or rural areas," Sergey Sobyanin pointed out.

The Mayor of Moscow also told the discussion participants about the main goals and results of the capital's development program, focusing on the Moscow agglomeration's contribution to development in Russia. "Today, there are about 20 million people concentrated in the Moscow agglomeration, which accounts for 13 percent of Russia's population," he said, "and the city's contribution to the GDP is twice the size of the share of its population. This speaks to the fact that Moscow is the country's biggest economic donor, and not the other way around, as some people think."

According to Sergey Sobyanin, Moscow creates about 3.5 million jobs all over the country, using goods and services that are made in other parts of the country. The capital is also the largest donor in the Russian budget, transferring colossal amounts of resources to other regions. Contributions to the federal budget alone have grown by 60 percent over the past few years, amounting to one billion rubles. Moreover, about every tenth Russian citizen receives their pension and medical care from contributions to social funds that come from Moscow.

"For the city's success, it is important to ensure advanced development of transportation, engineering, housing, and other

infrastructure," Sergey Sobyanin said, adding that the Moscow Government is operating in accordance to this principal, implementing their own development programs.

In conclusion, the Mayor of Moscow talked about the main challenges that Russian agglomerations, including the Moscow agglomeration, face. These challenges include affordable and quality housing, maintaining balance between housing and places of employment in specific areas, environmental challenges, reducing the harmful impact of cars, and preserving the historical heritage of cities. And, of course, one of the most important challenges is effectively coordinating the development of a large agglomeration, including Moscow, the Moscow region, and regions that actively interact with Moscow.

The following key points were voiced during the forum's plenary sessions:

The modern world map is characterized by increased clustering of resources, the most important of which are human and financial capital. The expansion of major mega-cities has led to the formation of city agglomerations, which are becoming the main subjects of development and factors in the global competitive landscape.

In order to increase the pace of economic growth of Russia and shift to a new economic model, it is necessary to increase the role of big cities and the agglomerations forming around them. Focusing on agglomerations, together with developing a comfortable urban environment, will preserve the competitive advantage of not only the agglomerations themselves, but the country in general.

At the same time, agglomeration development should not be pitted against the development of other areas. On the contrary, it's important to strengthen their coherence and mutual cooperation in the interests of maintaining organic growth for the whole country. Great cities are only possible in great countries. But a great country cannot exist without great cities. ■

Sretenka reconstructed



"The reconstruction of one of the main historical streets in Moscow, Sretenka, has been completed. The city itself has been improved, along with building facades, lighting, and courtyards. Two car lanes have been left in place, so there should not be a slowdown in traffic. Moreover, we plan to introduce two-way bus traffic," Sergey Sobyenin said. He added that the number of passengers on these buses will quadruple. "After reconstruction, I think these historical streets look completely different. The facades open up, the historical image is restored, the city is returned to Muscovites," the mayor of Moscow added.

Sretenka Street runs along the border of Meshanskiy and Krasnoselskiy districts, joining the Boulevard Ring (Sretenskiye Vorota Square) and the Garden Ring (Bolshaya Sukharevskaya Square, Sukharevskaya metro station). At the end of the 14th century, this part of the city housed the Sretenskiy Monastery (Bolshaya Lubyanka 19). In the beginning of the 16th century, the street was renamed "Ustrestenskaya" in honor of the monastery. It was given its current name, Sretenka, in the 17th century. It was considered Moscow's main street for a long time, until it was replaced with Tverskaya in the 18th century.

Sretenka is currently 640 meters in length. One of its key characteristics is the absence of gates. The courtyards here only lead to adjoining lanes. This is no accident, since back in the day homeowner merchants tried to use every meter of the so-called red line for shops with displays. Every building had a separate lane. Many of them are still named after their formed owners: Ahseulov, Bloshoy and Maly Golovin, Daev, Lukov, Pankratievsky, Rybnikov, Seliverstov, and others.

Before the start of construction work, Sretenka was a one-way street. Cars could only travel in the direction of the Garden Ring across two lanes. The street improvement project entailed altering the traffic pattern. The street now has a separate lane for traffic moving toward the center. The two lanes moving the direction of the Garden Ring have been left in place. A lot of space

was cleared through the reorganization of parking spaces. Additional parking spaces were created along the adjoining lanes.

The reduction in the number of parking spaces also allowed for the expansion of pedestrian sidewalks by about 0.5 meters. This should streamline traffic along Sretenka without reducing the street's traffic capacity.

Right now several buses run along Sretenka, going one way: the M9 (from Kitay-Gorod metro station to Vadykino metro station) and the night bus N6 (from Kitay-Gorod metro station to Medvedkovo metro station). Starting in the fall of 2017, they will be going in both directions (to the center and from the center). Moreover, another major route will be running through Sretenka. It will connect the street and Prospect Mira with the Kremlin Ring, Novy Arbat, and Kutuzovsky Prospect (this route did not exist before).

This will allow passengers to shorten the time of trips on public transport to the city center and make them more comfortable. People will no longer have to make several transitions, trips up and down metro escalators, etc. The bus trips from Sretenka to Teatralnaya Square and Novy Arbat will be cut in half (7 minutes instead of 15 and 12 minutes instead of 25, respectively). ■



Khovrino metro station

Marat Khusnullin, Deputy Mayor of Moscow in the Government of Moscow for Urban Development and Construction, has announced that the Khovrino metro station on the Zamoskvoretskaya metro line is almost ready. "We could have launched it in the beginning of this year, but residents asked us to build the Belomorskaya metro station, which is located between Rechnoy Vokzal and Khovrino. We found a unique solution that had never been implemented in Moscow before: building a station over a tunnel. The tunnel is already set to go, the upper structure of the track is finished. Right now we're using a top-down technique to build a station over the tunnel (indenting the soil to form the foundation pit of the future station). That's why the Khovrino metro station hasn't been opened yet. But trains will be running there by the end of 2017, there is no doubt about that," Marat Khusnullin clarified. According to him, at first trains will be running past the Belomorskaya metro station. It will be open in 2018.

"We are designing the transfer to the railway platform at Khovrino metro station," Mr. Khusnullin explained, "We have to connect the metro station with the rail road."

In order to link the residential areas of the Degunino district, there will be a pedestrian crossway across the railway. "Right



now the contractor has started to clear the area in preparation for the construction. The new pedestrian crossing will be ready by 2018," the deputy mayor added.

According to him, the Khovrino transport interchange hub is also under construction. It is scheduled to be finished by the middle of 2018. ■

Moscow has a 31st technopark

The complex of buildings in the northern part of the city received the status of a technopark called "Vodny Stadion." This allows technopark residents to receive tax breaks and other benefits. There are lower taxes on profit, preferential rates for rent, and more. Support for high-tech companies and the establishment of a comfortable environment for the development of innovation are

especially important for the city, according to Natalya Sergunina, Deputy Mayor for Economic Policy and Property and Land Relations. "Creating conditions for the development of modern enterprises with a lot of potential is one of our priorities, since they have the potential for fast growth, actively implementing new solutions and technologies," she said.

The Vodny Stadion technopark, which is located on Leningradsky Highway, houses five technological enterprises. The central office of the mobile operator Tele2 is located here, and one of the largest private information security companies in the world, Kaspersky Lab, takes up 34,000 square meters of the park's total area. In the future, the Vodny Stadion technopark will continue to specialize in information security and the development of software in this sphere.



There are 30 technoparks currently operating in the capital. Each one of them has their own specialization, from computer technology development to nanotechnology. The Vodny Stadion technopark became the 31st space for innovation and manufacturing in Moscow. ■

The capital's first Hyatt Regency

The new premium class business hotel is located next to the famous VTB Arena - Central Stadium Dynamo and the historical Petrovsky Park. It has 298 rooms, including 39 large suites. Guests can make reservations at the hotel starting on January 1, 2018.

The bright and stylish interior and comfortable home atmosphere makes the hotel perfect for travelers who value status and face-to-face communication. Guests will have access to modern bars and restaurants, multipurpose, comfortable halls perfect for holding all kinds of events, as well as a spacious fitness center. A team of professionals will provide impeccable service at the highest level, ensuring efficiency and comfort during every interaction with guests.

The proximity to VTB Arena - Central Stadium Dynamo and convenient location next to the main highways in the city make

Hyatt Regency Petrovsky Park an excellent place to stay during major athletic and entertainment events. The hotel is located just 5 kilometers outside the Kremlin, not far from central stores, restaurants, and major business centers. ■



Cobblestone road by the metro

The historic cobblestone road from the beginning of the 20th century has been restored at Barrikadnaya Street and Kudrinskaya Square. The reconstruction of these territories was completed in the beginning of this fall.

The carriageway part of Barrikadnaya Street (from building 2/1 until the intersection with Bolshaya Gruzinskaya), along with the section of Kudrinskaya Square near the high-rise building, was paved with historical stone blocks.

It was removed in June of this year in order to install an underground cable duct system and conduct improvement works in the area. Now, the stone blocks have been returned. The pavement has been cleaned up and reinforced. After all improvement works in the area around Barrikadnaya and Krasnopresnenskaya metro stations are complete, there will be a comfortable urban space with good lighting, benches and trees near the high-rise building on Kudrinskaya Square.

Over 90 trees and 290 shrubs will be planted near the Krasnopresnenskaya and Barrikadnaya metro stations. There will be almost 900 square meters of flower beds. There will also be new bus stops installed near the metro stations. The newly established safety island across from the main entrance to the Moscow Zoo will split up the traffic flows in this area. ■



Moscow pavilion in the capital's agricultural cluster



A Moscow pavilion has opened in the largest wholesale and retail food center "Food City." Here residents can find quality products at good prices without having to go through intermediaries. It will also help Moscow en-

trepreneurs set up trade and economic cooperation with members of the Eurasian economic zone.

The operator of the space is the Moscow Chamber of Commerce and Industry, the main goal of which is to support Moscow manufacturers. The chamber's president, Vladimir Platonov, recalls collective farm markets with long lines from the 80s and people selling produce from the trunks of their cars in the 90s with a hint of irony. "Everything is relative. Today we can be proud of everything that has been done in Moscow in the past 30 years. Just look at this palace for entrepreneurs: there are great conditions for business people here," Platonov says, "We are ready to help producers enter the Moscow market, and help consumers get quality produce." ■

Another 3 MCC stations to be linked to the metro

The Shelepikha, Khoroshyovo, and Okruzhnaya metro stations of the Moscow Central Circle will be integrated with the metro system by 2018, according to Deputy Mayor of Moscow in the Government of Moscow for Urban Development and Construction Marat Khusnullin. "This will be possible thanks to the construction and opening of new metro stations. The transfers to Okruzhnaya and Shelepikha will be in thermal envelopes. The transfer from Shelepikha through the underground crossing will only take 5 minutes," Mr. Khusnullin said.

Stations on the Lyublinsko-Dmitrovskaya line and the Third Interchange Contour are being constructed next to these metro stations.

According to Mr. Khusnullin, one of the largest transport interchange hubs in Moscow, the Ryazanskaya interchange gub, will be built before 2020. "This interchange hub will let people transfer from the Moscow Central Circle to both suburban trains and the metro," he added.



Right now there are 5 transfers that don't require passengers to go outside: from Lokomotiv to Cherkizovskaya metro station, from Ploshyad Gagarina to Leninskiy Prospekt metro station, from Kutuzovskaya to the Kutuzovskaya metro station, from Delovoy Tsentr to Mezhdunarodnaya metro station, and from Vlad'ykino to Vlad'ykino metro station.

In July, the northern lobby of the Kutuzovskaya transport interchange hub was opened. It is fully integrated with the Kutuzovskaya metro station. ■

Gastronomic News

In the historical center, not far from Bolshaya Sadovaya and Tverskaya, there is a new **fish restaurant and the seafood**



bar RYBTORG (Trehprudny Pereulok 5). Here you can buy and immediately try more than a hundred kinds of seafood: Far Eastern crabs, wild seashells, comb prawns, dorada, yellowfin tuna and dozens of other dishes. At the entrance to the shop you are greeted by a huge assortment of seafood on an ice hill. There are oysters, sashimi and tartars. There are also sparkling and other wines. Rybtorg's interior design brings together elements like a hinged net and mother-of-pearl tiles that look like fish scales. The project was supported by Maxim Polzikov (online store "Kapitan Maxim"). He has connections and experience in sales through a network of selected Murmansk and Far Eastern seafood. Maxim's plans include organizing fish parties in the shop.

LEPIM I VARIM Pelmeni House (Prospekt Mira 26, bldg.1, Botanichesky Sad metro station), which is located at the entrance to the Apothecary Garden, is the chain's second restaurant. Much like the establishment on Stoleshnikov Pereulok, there is an open kitchen here. The pelmeni (Russian dumplings) are molded, cooked, and even fried right in front of you. The staff writes down your name on a piece of paper and calls you when your order is ready. The menu features all the main hits from the first pelmeni house: from classic pelmeni with pork and beef to options with Kamchatka crab and cream cheese. Moreover, the place serves hard alcohol, chachu, rye wine, and liquor infusions. Children eat free.



WHAT'S NEW

The first **LADURÉE** restaurant in Russia opened next to the Red Square (Nikolskaya Street 5/1, bldg. 3). Inside is a boutique with a selection of takeout dishes and 3 halls with tables that can seat 100 people. Each hall is painted a different color. The first one is a red Castiglione hall, named after the courtesan and mistress of Napoleon III Countess de Castiglione, famous for her photos and shots of her naked legs. The interior of the hall corresponds to the name: low tables, boudoir chairs with red velvet and plaster moldings with antique motifs. The second Zuber Hall resembles a pasta cake and seems to be the embodiment of universal French luxury fantasies: blue walls, mirrors that come up to the ceiling, large crystal chandeliers, velvet armchairs, hand-painted Zuber wallpaper with a two-century history and marble tables hiding under white tablecloths. It looks beautiful, elegant and very expensive. The last and the furthest VIP lounge in pink tones is separated from the rest of the space by dense curtains and has a separate entrance for the staff. If you



need to celebrate Marie Antoinette style or go on a secret date, this is the space for you. The menu features breakfast dishes, salads, snacks, main dishes, desserts, Viennese pastries and soft drinks. Chef Jeremie Delaval, who moved to live and work in Russia specifically for Ladurée, is in charge of the kitchen.



On Bolshaya Lubyanka 13/16, there is a new establishment that is a combination of a restaurant and an art object: **IVAN GOGH**. It is located in the Tryndinykh house, which was built in accordance with a design developed by architect A.E. Weber in 1877. The space once housed a store with optical and geodesic

instruments and teaching aids. The roof was once the first observatory in the country. In a reference back to that era IVan Gogh's interior features a 5-meter installation with gears-wheels all over the walls. The IVan Gogh team worked out the project in detail for several months. They kept the original brick and huge windows-showcases, added a bio-fireplace and a wood-fired oven, a large 3x4 m screen, and a light floor made of French oak. The balcony has several tables for 60 people. In the center of the main hall with a seating for 100 people is a room with the right microclimate to store a collection of wines (more than 280 brands of the Old and New Worlds). There is a bar with bright lighting and a panel with direct references to the great artist's "Starry Night" and "Wheat Field." A small room behind the curtains to the right of the bar is intended for private conversations and business meetings. There is also a VIP room for 8 people behind a brass screen. The menu at IVan Gogh is complex. It's based on European and Pan-Asian cuisine and delicately supplemented by the chef's vision.

Restaurant holding il FORNO Group opened a **gastropub CRAFT KITCHEN** in the "European" shopping center (2nd floor, atrium "Berlin"). The menu here is a combination of different products, and most dishes (even the sauce for chocolate fondant) are prepared with beer. There is a lot of experimenting with Asian flavors - Magadan shrimp smoked in their own smokehouse, Volga crawfish fried in soy sauce with garlic and fresh chili pepper, 7 kinds of caviar, pickles from oak barrels. There is a wide selection of delicacies for beer snacks - bear, elk, coho, chi and more. The geography of bottled and draft beer stretches from Japan to Ireland. The Craft Kitchen has over 300 options that are in constant rotation. Prices for draft beer start from 290 rubles per glass. A professional beer sommelier will help you make a beer selection and let you know what kind of food works best with your choice. Also, each guest can sample one of four beer sets: light, dark,

fruity and a complete set of all 16 varieties. An important role is assigned to the lighting and the game area with screens for sports broadcasts, table football, hockey and professional darts.





MAYBE. (Kutuzovsky Prospekt 12, bldg. 3, inside Badayevsky Beer Factory). The title is more of a slogan and call to action

than a name. The project does three things at once: food, bar, music. From Tuesday to Thursday, it's a restaurant featuring Mediterranean cuisine. On Friday and Saturday nights, it transforms into a cocktail bar with DJs and dancing. The kitchen is ruled by Umberto Rocca - a master of Italian cuisine, a fan of his business and a man with incredible charisma. Each one of his dishes is the result of a complex thought process and healthy sense of humor. Umberto's secret weapon is desserts. Drawing inspiration from classic recipes, he creates unique dishes that feature a balance of different flavors and elegant filings. The interior was designed in such a way that Maybe. looks like an open panoramic veranda when it's warm. When it's cold, it resembles a winter garden, but with the same dizzying view of the City. The wine list includes about 80 bottles and 13 by-the-glass options. These are wines of the Old and New Worlds, including organic and biodynamic options, the good old classics and practically no pop-wine selections.

A craft beer bar KOSOI MARX has opened on Taganskaya Street. The bar's cuisine can be described as fusion street food. The menu features street food hits from all over the world. The bar is located on two floors. On the top floor you can get a quick snack, order food and coffee to go, or get a glass of beer (there are 10 selections on tap). The lower level is for more serious dining. The menu is the same, but there is a wider selection of beer - 24 types of Russian and foreign craft beer on tap, plus Irish lager, ale and stout, Brussels blanche, cherry Belgian ale, flower honey pale ale, plus a refrigerator with 150 bottles (regularly rotated). It's more than enough. Prices for beer vary from 150 to 380 rubles for a glass of 0.4 liters. From 08.00 to 11.00, the bar serves breakfast. English breakfast (320 rubles) consists of fried eggs, chicken sausages, toast, beans in tomato and bacon. Drink selections include tea, cranberry juice, carrot or apple fresh and Indonesian coffee. The interior design was done by the owners themselves, who consulted with a designer. There is a 200-kilogram



oak beam hanging from the ceiling in the main hall, red bridges behind the bar, decorative moss, plants in pots on the walls of white brick, "rope" decor, and graffiti with the image of Marx.

WHAT'S NEW



VARVARA (Petrovka 23/10) is a Russian restaurant with an original cuisine. This would be a more accurate description of this project. The interior is very much done in a traditional Russian style, but the kitchen goes beyond traditional Russian cuisine. Dishes in the menu are based on Russian products: Voronezh beef, Karelian trout, Tula burrata, Altai honey. The restaurant bakes bread, makes jerky, smokes fish and prepares ice cream. It's worth noting that the establishment is almost entirely self-sufficient. The author of the project is the restaurateur and the official representative of the ICIF culinary school Natalia Maksimova. For five years now, she has been helping talented chefs from CIS countries to improve their skills by attending a cooking school and training in Italian restaurants. Natalia cooperates with the most talented graduates in her projects.



Luc Jones:

Why Russians don't smile

We met with Luc Jones in the Moscow office of Antal Russia, where he has been working since 2002 as the company's Commercial Director. He is responsible for establishing and maintaining strategic partnerships with key market players. Prior to his job in Russia, he headed up the IT & Telecommunications department of the company's Warsaw office. Luc is a widely-known labour market and hiring expert; the recruitment experience he gained from working in different countries allows him to assess clients' problems in a comprehensive way and come up with unconventional solutions.

During his time in Russia, Luc has written two books: "A Guide to Successful Hiring in Russia" and "Why Russians Don't Smile", both of which are guides for foreign businesspeople working in Russia and CIS countries. Luc is also the author of numerous articles and many regular guest appearances on TV and radio programs discussing career development. He is also an active member of several business associations in Russia, such as the Am Cham, AEB, CERBA and the RBCC. We talked about how well Luc Jones knows Russian culture and understands the Russian mindset, how he travels within Russia and explores the way people live in big cities and small towns, how expats adapt and do business in Russia, how life for expats is different in Moscow compared to their home countries, and what kinds of myths about Russia exist abroad.

Luc, you wrote a book called "Why Russians Don't Smile." Who is this book for and what is it about?

This book has been written primarily as a guide for two main groups:

Expats who have recently relocated to Russia/CIS (or are considering doing so in the nearest future) or are based abroad but visit on a regular basis – these are usually senior managers of multinational corporations who typically spend 3-4 years on a particular assignment before moving on or back home, or perhaps having been assigned to this part of the world as a part of their overall territory.

People who perhaps don't visit Russia/CIS often (or ever at all) but cover the region as part of their remit – this group includes human resources and recruitment managers, finance directors and even some CEOs. Since most multinational organizations use their European office to spearhead development and growth in the CIS region, the book was written from the perspective of Western/Central European manager.

Additionally, it is entirely possible that Russians may be interested in how their country is perceived by foreigners, especially those working for multinational companies. If they report to a foreigner (based in Russia or abroad) or work with them on a regular basis, they can be more aware of potential pitfalls that they wouldn't normally consider thinking of.



You were born in Huntington and graduated from the University of Portsmouth. What did you major in?

We don't have such narrow fields as you do in Russia. In England you get a university degree largely to prove that you have half a brain; for us it's work experience which is more important. In Russia people brag about their education, like "I have a Red Diploma so I'm worth more money now". When people invite me to talk to graduates at universities about finding work, I tell them not to focus purely on what they learned. A degree is simply a certificate that proves you know how to study, but it doesn't necessarily mean you are able to work.

When you were studying in England, were you already planning to come to Russia?

Strangely, yes - I seemed to know in advance, in the late '80s, that I would move here. At first it was partially curiosity; why is this big, cold, hostile country so closed? I was born in Great Britain and we have some sort of colonial instinct: to go somewhere, and seek our fortune. My father emigrated to Canada in the 1960s; in fact he had initially wanted to go to the US, but then there was a war in Vietnam and he didn't want anymore one-way ticket to Saigon. So he went to Canada, met my mum, they got married, worked, and then (for some unknown reason) moved back to England.

But I didn't come to Russia solely out of curiosity, it was largely for the opportunities here. For example, in Western countries nearly everything has already been done already. It doesn't matter what you can do, there are probably already 10,000 people doing the same thing; differentiating yourself is difficult. Russia is a new territory, and competition isn't as anywhere near as tough in most areas.

A lot of expats who have started their business in Russia say that it's easier here than back home.

Of course, there is almost no competition here. And I hate to say it but many Russians are a bit lazy, or at least this is how it appears. I came to Russia with virtually no knowledge of the language or the Russian mindset, little understanding of the market and no support from wealthy or influential relatives. My only advantage was growing up in a capitalist country. From an early age, we know that it doesn't matter what sphere you study or work in, everything we do is related to money. In Russia, after decades of Soviet rule, people are used to getting a paycheck simply for showing up to work.

Did you immediately pick Moscow as the place to settle permanently?

Moscow is a megacity, and most capital in Russia is located within MKAD (the Moscow ring road). There are great opportunities for career growth, for opening your own business. I heard a recently statistic that around 80% of foreigners who come to Russia only ever visit Moscow and/or St. Petersburg, and I can believe this. I know expats who have been living and working in Russia for many years, but haven't been anywhere aside from the two capitals plus maybe Vladimir, Suzdal, and Sochi. I've travelled exten-

sively throughout Russia, visiting places from Kaliningrad to Kamchatka, Makhachkala to Magadan to Murmansk and Vladivostok to Vladikavkaz. I can fairly safely say that I have been to more places in Russia than 99% of Russians. I enjoy travelling across your country and discovering new places; recently I ran the Baikal half marathon which is held in the winter and you run on the frozen lake!

Do you plan on working and living in Moscow for a long time? Do you want to go back home?

So far I plan to continue to live and work in Moscow. Russians are more concerned with the motherland as a concept, with their roots. They have more ties to their families than we do. I have a brother who lives in London and my sister lives in Chicago; my parents divide their time between the UK & North America. I have witnessed many of my classmates emigrate to Australia and New Zealand just because they wanted to. They were bored, fancied a change so they decided to try something different. So we don't even give it a second thought. If we get sent to work in another country for a year, it's not a problem; in fact most people would relish the challenge.

Antal Russia was one of the first companies to enter the recruiting market in Moscow. How has this market changed since the '90s?

As I have mentioned, the main difference with the Russian market is the low level competition. Most of the big, international players still don't have a serious presence here, if at all. It's also a new market for Russia, since this type of business (recruiting didn't exist here until the '90s. In fact it was forbidden - everyone was guaranteed a job by the Communist Party. As a result, people didn't understand the point of this kind of service and how it functions. If you compare Russian people to foreigners, the difference is that we automatically trust each other, but in Russia it's the opposite. That's why most hiring decisions in Russian organisations are based on personal recommendations, people you know. Everything is about personal connections.

In our agency, around 80% of our clients are foreign companies, so we don't have to explain to them why using a recruiting agency makes sense. Many Russian companies still think that using recruitment agencies is a waste of money. Russians think that if you have relatives or people you already know, you're better off hiring them than paying money for a recruiting agency to find people. Slowly but surely, this is changing but only amongst Russian companies who have a more international mindset.

How did your company deal with the economic crisis and how are things going now?

In our line of work, we typically do well when the economy does well and we struggle when things are tough for everyone else - it's feast & famine. Nevertheless, we still have work during economic downturns, there is natural attrition even if there are few new hires in company; some people leave, others move to new cities or leave the country, and the number of pregnancies always seems to increase during uncertain times!

I like to joke that recruiting is the only line of work where the product can say “no.” If you’re selling tables, the table won’t tell you it doesn’t want to be in a certain room. An applicant, on the other hand, can turn down an offer for whatever reason.

For the foreseeable future there are considerably fewer recruitment agencies in Moscow compared to London, for example. In Western markets, there are government contracts whereas in Russia it will be long time before local public utilities administrators start using external agencies to find staff. It is also worth noting that temporary work is more common in the West, such as someone needing a receptionist for a day, or a week, or a month; in fact half of the people we recruit in our London office are temp hires. This doesn’t really happen here, and is unlikely to change significantly anytime soon

“But we have an HR specialist in our company who is in charge of recruiting. Why should we use an outside agency?”

Why go to a restaurant when you can cook everything at home? Why do you need a housekeeper when you can clean up yourself? A reputable recruiting agency can typically get the job done more efficiently.

Are agencies more effective if they specialize in a specific field?

Essentially, yes. This is important, because there are an estimated 15,000 agencies in Britain and most of them focus on a certain industry sector or discipline. There are agencies that specialize in truck drivers or housekeepers. In Russia this is a new market, so recruitment is less specialised: accountants, lawyers, IT specialists. In our agency, there are 12 teams that specialize in particular fields. Small agencies don’t have this luxury.

Are the requirements set by foreign clients different from Russian clients? What are the main requirements foreigners and Russians give you?

Foreigners typically have a clearer idea about what they want from a candidate. Their mindset is more logical and pragmatic, everything is more structured. Russians can be quite emotional, and sometimes indecisive. Even after deciding on a candidate, a Russian manager may change their mind, although if a Russian client trusts you, you can expect more projects together.

In Russia, a lot of things are done for show. I was a guest on a radio show recently, and asked the host if their listeners are mostly drivers. The host was offended, but I just meant it as people who drive, since back home that’s not really a profession. There are taxi, bus and train drivers, maybe the Queen has a personal driver but that’s about it. For example, the founder of our company is a multi-millionaire who bikes to work. The previous mayor of London also liked to ride his bicycle to work, and the mayor of New York sometimes takes the metro. We don’t really understand doing things purely to show off. I’ve seen a Russian make good money and immediately purchase an expensive car, but continue living in a flat they rent outside of Moscow. But he will come to meetings in a fancy car, perhaps being driven by his personal driver.

This behavior is understandable as everyone likes nice things, and the majority of what is currently on sale simply wasn’t available before the break-up of the Soviet Union. When people finally got a chance to buy them, it became a thing to show off.

In Britain or Canada, being successful doesn’t necessarily mean you drive an expensive car because even a construction worker can take out a bank loan and buy a top-of-the-range car if he really wants. But people will think this is odd, because what is he trying to prove? It’s seen as best to prove your worth through your achievements.

You do a lot of consulting for foreign businessmen. What about Russia scares them and what are they most impressed by when they first get here?

There are a lot of myths about Russia. When you read or watch Western news about Russia, it’s nearly always negative. I’ve asked many journalists why they portray Russia in such a bad light, and here is what they say: nobody wants to read about good things, everybody wants to hear something different, crazy facts about the Russian mafia, about people in a village in Siberia going blind from drinking moonshine. The fact that the metro in Moscow is beautiful, cheap and runs efficiently? Not really. No journalist ever became famous by writing about positive articles.

It’s convenient for people to believe what they read and that where they live is safer than everywhere else. That’s why I wrote the book “Why Russians Don’t Smile,” to dispel some of the myths and stereotypes about your wonderful country.

I recently did a presentation to a group of Central Europeans who came to Moscow to do business. For many of them, this was their first visit to Russia. Their relatives told them to be careful and avoid leaving the hotel, because people in the West really think that you need to wear a bulletproof vest to avoid being shot by the Russian mafia. That’s how the media writes about Russia because this sells newspapers.

My sister lives in the USA where around 30,000 people die every year from guns. Yet nobody thinks that travelling to the US is dangerous because it happens in small ghettos or enclaves where ordinary people don’t ever venture.

Luc, what is the most common misconception about Russia?

Probably the biggest and most common mistake foreigners make is assuming that since Russians look like we do, they automatically think like we do. They don’t. The cost of failure can be high, so you do need to do your homework before setting out. Russia is not a country where you can just show up and make a fast buck – you need to be here for the long term. Some have tried and failed, but many more have done extremely well in Russia.

What advice would you give to expats coming to Moscow to work?

Ignore virtually everything you’ve read about Russia in the international media. You have to come here with an unbiased view.

Take the time to learn about some of Russia's history and culture before you arrive as Russians are typically disappointed at how little foreigners know about the country's history, geography and culture.

Summed up: come to Russia and see for yourself as so many foreigners who come here are genuinely surprised, and then amazed by your country. A lot of them really like it here and most stay longer than they had initially expected as they find it very welcoming and stable compared to their initial expectations.

You speak really good Russian! How did you learn?

I don't read much, but I do listen a lot and I am blessed with a good memory. I have a good ear, I played piano for 10 years when I was young. To compare, English is relatively simple to begin with but gets harder as you progress, so it's easy to get to an intermediate level. Russian on the flip side is fiendishly difficult at first so most give up despite setting out with the best intentions. A little piece of advice for all foreigners: make the effort to learn Russian as it will pay you back many times over. You can't learn it all at once, it's a long process, but do take it a step at a time. When a foreigner comes here on a contract for several years, they spend the first year confused about where they ended up, the second year changing whatever their predecessor did, and the third year thinking about where they might be sent next. Or he meets a Russian woman and needs to persuade his regional boss that should stay on in Russia.

There are a lot of marriages between foreign men and Russian women...

This makes sense as it's hard to meet decent women in Western countries. In Russia it's simpler because older women remember when there was a shortage of men after WWII and girls are still brought up expecting to get married. Even if a guy is a drunk who cheats, he still has a options as no girl wants to remain single. Where I'm from, it's rare to hear a woman just say she wants to get married, and there is little pressure from families to get hitched for the sake of it. Our women are raised to believe that there are millions of men out there and he should be happy you are even speaking to him. Western women are the ones who do the choosing and it's on their terms which explains why foreign men marry Russian women when they come here; they're like a kid in a candy store!

As someone who has lived in Moscow for a long time, what kinds of places do you go to? What do you like most?

I don't go to theatres, although I did visit the Bolshoi and others when I first arrived in the early '90s. There are a lot of events related to the various Chambers of Commerce and different Embassy functions. There are business and social events, but it's all very open and easy to break in to if you're a newcomer. My friends and I like to go to Sanduny banya, but mainly to bars & restaurants.

There is much less of a hierarchy amongst Expats than with Russians; even tour ambassadors attend many of these events

Russians are used to everything being more formal, official speeches where everybody stands around in suits and listens. We might have a BBQ, drinks some beers and throw a frisbee, something I couldn't imagine a senior level Russian be seen doing.

What is life like in Moscow?

Life is cheaper in Moscow than it is in Europe, and the big bonus is that the rate of income tax is low; a flat 13%. Some things are very affordable, in particular the metro, public transportation and utilities although renting a decent place can be pricey. Back home you will give almost half of your salary away in tax, and half of what's left will go on rent. Commuting to work can cost a small fortune, especially in the UK (my 'commute' in Moscow is a 10 minute walk) and God help you if you're a heavy smoker!

If someone comes here not on a contract, but just because they decided to move to Moscow from Europe, what advice would you give them?

Whilst there are certainly a lot of opportunities here, you need to carefully analyze your skillset before coming. Think about what you can offer that a local can't, and be realistic. In Russia, the business language is Russian and don't just assume you can rock up & walk into any job speaking English. There is a Russian movie from Soviet times titled "Moscow doesn't believe in tears" which sums up the situation nicely, rather like people landing in London and expecting the streets to be paved with gold.

Has living in Russia changed your personality?

Of course. I've become a little more emotional in how I act, and my mother says that I've become bolder. In England, the more polite you are to someone, the higher the chances that they'll go out of their way to help you. That's not the case in Russia where it would be assumed that you don't really need anything.

In Western countries people are like robots, particularly in the workplace. They live their lives according to a specific plan, think about pensions and insurance from an early age, carefully calculate what to spend every monthly paycheck on: rent, insurance, food, a sum to be put away for the summer holidays. Russians are more spontaneous, they wake up in the morning and think about what they want without worrying about the future. Why? Because experience shows that planning ahead is often pointless.

I think there needs to be a middle ground, because I don't want to live my whole life in the future. On the other hand, when I speak to my colleagues here about their New Year plans in November, they tell me they can't plan that far ahead and put everything off until the last minute. Then they are surprised that flights have shot up in price and some end up staying at home.

I guess that I've become more spontaneous, I follow my heart more in life in the things I do. In my country, when we do things for others it's because they did something for us in the past or we hope they'll do something for us in the future. Here it comes from the heart or else they won't do it.

Do you like Moscow?

Yes, it's great city to live in; safe and fun. In Europe, in the West in general there's a saying that everything works but nothing happens anymore. Here it's the opposite! There's always something going on – Moscow never sleeps. It's a European city that's convenient to live in; only people who have never been here

think otherwise. The only thing I always tell foreigners is not to schedule early morning meetings unless they are with other foreigners. Russians don't do early morning!

Thanks for the interview Luc, for learning about and liking Russia, for giving the right kind of advice to foreigners who want to come live in the capital. ■

7 most common myths & stereotypes about Russia

1

It's always cold.

Yes, it does get cold (if you're concerned about global warming, come to Russia in the winter). But summer can be scorchingly hot, with spring and autumn seeming to last only a few weeks.

2

You have to drink heavily to do business.

Sure, a lot of vodka gets drunk, although beer has in fact overtaken the clear stuff as Russians' choice of tittle and wine and cocktails are increasing in popularity amongst the middle classes.

3

Russia is dangerous.

Stories about the fabled Russian mafia might make great headlines for lazy journalists but the days of shootouts in broad daylight and kiosks being blown up are long gone, and were in fact highly exaggerated in the first place. Moscow has its fair share of petty crime like any other big city, but the majority of crime against foreigners occurs due to drunken misunderstanding with the police or taxi drivers (and / or with recently-met local women when under the influence).

4

I can't understand the funny writing - how will I get around?!

Russian uses the Cyrillic alphabet, as do nearby Belarus, Bulgaria, Ukraine, Kazakhstan, Kyrgyzstan, Tajikistan, Moldova and parts of the former Yugoslavia. It's much less daunting than it first appears (some of the letters are the same, or similar to their Latin equivalents) and English language signage is on the increase, particularly in Moscow, St.Petersburg and other places where foreigners may venture.

5

The country is far too corrupt to be able to do business transparently.

Many of the world's largest & best known multinational organizations are present in Russia, and run successful, profitable operations. Most have been here since the 1990s, they are audited and scrutinized both locally and internally, and simply wouldn't tolerate an environment where they couldn't run a clean business.

6

International sanctions prevent our country from doing business with Russia.

Mostly, the sanctions prohibit the sale, supply, transfer or export of goods and technologies in certain sectors, although the number of companies who have actually been affected remains small. Sadly, some companies have chosen to "self sanction," incorrectly assuming that they cannot do business in Russia and arguably it has been this assumption which has hurt the Russian economy more than the sanctions themselves.

7

Nobody ever smiles.

If you travel on the metro in the morning, you'll certainly see many glum faces and yes, it is rare for Russian to smile for no reason. Why? Some blame a combination of the poor weather, at least in the winter, a turbulent history, especially in the past century coupled with a general mistrust of outsiders (it didn't pay to be inquisitive during communist times) and difficult living conditions for most, even today.

From the book Luc Jones "Why Russians Don't Smile"



Olga Sas:

Our distribution network already covers all of Russia



"Although entering the Russian market during the Soviet era was almost impossible for a foreign brand, a Maineri office (which is part of FILA Group) opened in Moscow way back in 1968. During the times of the Iron Curtain, this was a major sign of acknowledgement," said the Director General of Fila Group's Russian branch Olga Sas in an interview with Capital Ideas.

FILA was founded in 1920. The company only came to the Russian market in 2013. So it took almost 100 years to enter the Russian market. Why so long?

In 1920, FILA was founded as a small family factory that manufactured pencils in Florence. Up until the 1980s, FILA developed confidently on the Italian market and became a market leader in Italy after the war. At the end of the 20th century, we also started expanding internationally. The corporation started acquiring strong global operations in other countries and developing them in 1994. As a result, a small family business grew into an international corporation with branches in Europe, North and South America, Asia, and Africa. Today, FILA



is the global leader in the manufacture of professional products for creative expression. Although it was almost impossible for a foreign company to enter the Russian market in the Soviet era, a Maimeri office (which is part of FILA Group) opened in Moscow way back in 1968. During the times of the Iron Curtain, this was a major sign of acknowledgement. So far as the FILA trademark is concerned, it first appeared on the Russian market back in 1991, long before the opening of an official office. Quality Italian products for development and creativity spread, like it does now, through distributors.

What is the company doing in Russia? What specific kinds of products does it sell and where?

FILA includes the following brands: Giotto (the company's flagship brand that offers stationery and art supplies for schoolchildren and preschoolers), Giotto Be-be (products for early childhood development for children over 18 months), Dido (children's modeling materials line), Das (modeling material based on natural clay), Lyra pencils, Tratto office supplies, Maimeri paints, Daler Rowney supplies for artists, and Canson professional paper. In Russia, FILA Group represents a global corporation, working through distributors. We don't have our own retail or online stores. In spite of the fact that a FILA office just opened in Russia in 2013, our distribution network already covers all of Russia. We are also actively working in CIS countries. We're improving our positions in Belarus, Kazakhstan, and we won't stop there.



What are the nuances of the writing and office supplies market in Russia? What are the advantages and disadvantages?

The Russian market is huge and has a lot of potential on one hand, but is chaotic on the other hand. It's a huge space with great potential for growth, which unfortunately isn't properly researched and analyzed. In my opinion, so far the market as a whole doesn't always have enough modern development tools and fresh ideas. Out of the many stationary companies represented in Russia, only a few offer quality products, and the understanding of what quality products are varies in each case. The Russian stationary market also heavily depends on imports, since a lot of products for creativity are not manufactured and has never been manufactured in Russia. Nonetheless, the main advantage of the stationery market in terms of business is longevity. Stationery products and products for creativity are not affected by digital trends, so these products will always be in demand.

In spite of the crisis, FILA in Russia has been doubling its financial indicators every year. Last year, FILA Russia's annual turnover amounted to 200 mln rubles. How does this happen?

First and foremost, this happens due to the high quality and wide range of products we offer, but also due to the competent work carried out by our representative office. Good brand positioning and pricing policy are our powerful advantages. We know the disadvantages of our competitors well, along with our advantages; we show how our partners make money and guarantee (which is most important) stable quality for end users. We also actively work on generating demand for our products because we understand that customer preferences on the market as still in the process of development. Because of this, we pay a lot of attention to the needs of end users, and rationally explain why it makes sense to choose one of our brands.

Do you have a plant in Russia? If not, why not? Are you thinking about opening a plant here?

FILA currently has 21 factories in different countries. We do not have a plant in Russia yet, but considering our pace of growth here, it's possible that we will open a factory here. The company is open to cooperation. Our policy is to acquire only strong, efficient operations that will be carefully preserved and optimized in the future. If we see something that meets our standards, we definitely consider acquisition or cooperation options.

Who are your competitors in Russia? And what are your advantages over them?

FILA is a global corporation that represents legendary stationary and creative brands. Right now we only have 3 global competitors, and this list does not include Russian manufacturers. Our main advantage is our products: safe, high quality products with a wide range of unique characteristics that guarantee successful implementation of creative ideas. All FILA products for children have been approved and recommended by the Russian pedagogical community. We don't have any competitors in terms of quality, as well as in terms of the wide range of products that encompasses everything from the preschool sector to professional art supplies. This is a fact. When talking about our products, we usually joke that people get instantly addicted to it. This really is the case. You try it once and you forget about other brands. I'd also like to point out that our products for children have an official 2+ certification. This is the lowest possible age limit for children's products in Russia, where the minimal threshold for any children's line is 3+. Some brands are classified as 0+, but in this case consumers should be cautious, since this classification is simply illegal on the Russian market.

Have the sanctions impacted your company in any way?

No, they haven't. Like the global crisis, our representative office only started developing in Russia in 2014. We were growing while the economy was stagnating, which is a real miracle for the market. We haven't had any downturns since, so we have a lot to be proud of.

FILA is the only company on the Russian market that offers insurance coverage in the amount of 1 mln Euros if there is harm done to the customer. Could you talk more about this?

The company takes safety seriously. Several FLA Group labs in different countries are constantly working on product quality and testing products for different kinds of risks. We have very strict quality control. We keep samples of every batch of a product in the archives, which means several samples a day for each factory. Historically, we have not had any incidents at FILA where customers were harmed by products. Every product is made taking safety considerations into account. Because of this, insurance companies assess FILA risks in this respect to be very low. That's why we are ready to offer such high compensation, which, by the way, no other company on the market can offer. ■

useful info

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Wirtschaftsclub Russland:

The most important thing is to socialize, network, share experience

If the Russian Economic Club (Wirtschaftsclub Russland) didn't already exist, it would definitely have to be created. The conversation between Capital Ideas and both co-Presidents of this reputable German association, Dr. Karin von Bismarck and famous German businessman Uwe Leuschner, has definitely confirmed this to be the case.

How did you come up with the idea to establish the club? How long has it existed and what are the club's objectives? There are a lot of German-Russian associations geared toward strengthening ties between these two countries. How is the Wirtschaftsclub Russland different from the German-Russian Foreign Trade Chamber, for example? Do you have a lot of members and who are they? Are they primarily Germans or are there members from other countries, including Russians?

KARIN von BISMARCK:

The club was founded in 2010 as a private initiative by German-speaking specialists in Russia. Today, it serves as a link between German and Russian businessmen. Socializing and establishing contacts out-

side the scope of regular meetings are the focal point of the association.

Of course, there are different types of organizations that focus on Russian-German cooperation. There is the Russian-German Foreign Trade Chamber, but before us there were no German business clubs operating in Russia.

Right now our club has 179 members (German and Russian citizens), but our events are attended by a lot of other people: we've seen increased interest in this kind of cooperation format from both German businessmen and from the Russian side. When a person comes to work in a foreign country, they often don't know the language or any of the nuances. Our club helps businessmen from Germany, Austria, and Switzerland who come to Russia for work meet with col-



leagues who have been working here for a long time, as well as with our club's Russian guests. They can socialize and share their experience. The Club's focal point is creating a business network.

UWE LEUSCHNER:

I want to point out the difference between the format of a business club and more official and large-scale organizations operating in the sphere of Russian-European cooperation. We knew from the beginning that people are the most important thing. The success of any company depends on the people who work there. The success of a foreign company in Russia depends on its employees who work in Russia. And our club's members are not companies, but specific people. Thanks to our club, they can expand their business network, exchange experience, and do all of this in an informal atmosphere.

But we also deal with sports and culture, because events focused on these topics give members the opportunity to meet and cooperate with people and organizations outside of the business sector.

Our main goal is to set up opportunities for communication and making new contacts, which is called networking.

How is the club's work organized, what exactly does it do? What kinds of events do you hold and where: in Russia, Germany, or elsewhere?

UWE LEUSCHNER:

We hold a lot of events, over 450 both in Russia and in Germany. There are set locations with monthly events and meetings in Berlin, Moscow, and Frankfurt

am Main. There are also events we hold in cooperation with other business clubs, associations, or organizations. If you take a look at our calendar (www.wirtschaftsclubrussland.org), you'll see that we have a diverse range of speakers who participate in these events.

Unfortunately, relations between Russia and Germany are currently far from perfect. Has this had an impact on the activities of Wirtschaftsclub Russland or has it continued to operate as usual?

KARIN von BISMARCK:

Everybody knows that a lot of companies left the Russian market due to the crisis. This includes major German companies as well. This affected the number of participants at our events in Moscow. But over the past year the situation has changed for the better. We are putting in a lot of effort to make sure our events cover not only the latest trends, but also focus on something positive with specific examples. This is also a difference between our club and other organizations.

UWE LEUSCHNER:

I've been working in Russia for over 20 years, so for the majority of my professional life. I like it and I find it interesting to be here. Society has changed a lot over the past 20 years. It's interesting to watch. The most important thing in Russia is people. They're not the same as westerners. This has always been so, and it will continue to be the case. And this is something we have to understand as Europeans, as representatives of western culture. Western people need to understand Russian history better, the feelings of Russian people, the structure of Russian society. Russians need to understand the freedoms and opportunities that they currently have. At Wirtschaftsclub Russland, we act as translators between Europe and Russia.

How much did the economic sanctions, the economic crisis, and the ruble devaluation affect German business in Russia?

KARIN von BISMARCK:

The situation on the Russian market today is a lot more stable than it was in the 1990s, and more European companies want to do business here. But, undoubtedly, a lot of them have reservations. That's the goal of our club, to dispel myths and explain what's actually happening.

In spite of the current challenges, German businessmen are in no hurry to leave the Russian mar-

ket. According to different sources, there are about 5-6,500 German companies operating in Russia. It's a big range. Could you clarify exactly how many German enterprises exist in Russia and where most of them are located?

Please give some examples of a successful German enterprise operating in Russia. A company that has opened an office here, or increased sales figures, built a new factory...

UWE LEUSCHNER:

At the end of 2016, there were 5,237 companies with German capital operating on the Russian market. This number has dropped for the third year in a row. In my opinion, a crisis always provides new opportunities to develop, new investments.

There are a lot of examples of successful German projects. The biggest German investment in 2016 was a WILO pump manufacturing plant in the Noginsky District of Moscow Oblast. Henkel expanded its manufacturing capacities in Perm, Daimler plans to manufacture cars in Moscow Oblast. In total, investment by German companies amount to about a billion euros. German companies continue to successfully manufacture their products in Kaluga, Naberezhnye Chelny, Krasnodar, Nizhny Novgorod, Yekaterinburg, Kazan, etc.

Is it fair to say that one of the sources of foreign business development in Russia is manufacturing localization and the establishment of joint enterprises?

KARIN von BISMARCK:

Yes, of course. Russia is a big country with a huge population. There are sectors that are especially important for German business: energy, auto manufacturing, healthcare, infrastructure, logistics. There is also the alternative energy market. Yes, there is oil and gas. But nonetheless, there is still interest in alternative energy.

In general, for almost all European business, Russia is an interesting market with a lot of potential. Take e-commerce. Everybody knows that Russian social networks are bigger and more successful in Russia than Facebook. And there a lot of sectors where there is plenty of room for development.

UWE LEUSCHNER:

Russia has development opportunities outside of the manufacturing sector as well. This includes energy conservation technologies, where Germans have a

lot to contribute due to our experience in the sector. Logistics and the service sector also have room for development. Education, for example. European companies can educate experts in Russia, specialists for modern enterprises.

Experts often talk about the wide range of business opportunities in Russia, bringing up low taxes and different kinds of benefits. What are the biggest advantages of doing business in Russia?

UWE LEUSCHNER:

We came to Russia not because of low taxes, but because we resolved to build a successful business here. What attracted us? The potential of a huge market and educated staff who are often interested in working with western companies and being accepted by their European colleagues. And, of course, we see Russia as a bridge between Asia and Europe. We want to be a part of this.

KARIN von BISMARCK:

By the way, Wirtschaftsclub Russland has been open for cooperation with the Eurasian Economic Union since 2015. For example, we came up with the New Silk Road Partnership and have the annual Zukunftspreis Neue Seidenstraße award for representatives of small and medium size businesses implementing projects on the Silk Road between Europe and Asia.

Russian officials say that the investment climate in Russia is improvement. Is this really the case?

KARIN von BISMARCK:

A lot of European companies think that the Russian market has a lot of potential and is very appealing. Of course, every investor does their research before doing business here (opening a branch). Nobody is going to simply believe everything that is said in the media. Unfortunately, this applies to both sides... when it comes to the investment climate in Russia, unfortunately we have to take regional differences into account. But our club members can confirm that all of them have been successfully operating in Russia.

UWE LEUSCHNER:

It would be odd for officials to be saying anything else. A lot of things have changed for the better in terms of investment conditions, but it's also important to talk about how corruption, strict administrative bodies, and in some spheres a lack of equal access to the market continue to limit and impair the influx of more

investment into Russia. A lot more can be done here: introducing proposals and offering constructive criticism, which is also one of our tasks at Wirtschaftsclub Russland.

A question for both directors of the club: how often do you come to Russia, or do you live here permanently? How do you like the Russian capital?

KARIN von BISMARCK:

I worked in Moscow and lived here with my family for 5 years in the early 2000s. Now I come on a regular basis, travelling to Moscow every month and sometimes more often. I'm a partner at Stanton Chase in the executive search sphere and I can say that there are new orders every month, which says a lot about Moscow and Russia.

UWE LEUSCHNER:

I've been living and working in this city for over 20 years. In the past few years I've been travelling back and forth a lot, but I still have an apartment in Moscow. Moscow is a global metropolis. I am fascinated by the diversity of people and interesting places, but I hate the traffic jams in this city. I'd rather spend time with my Russian friends instead of wasting all that time in traffic. ■





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Paul Bruck: Russia has niches for western SMEs

It would not be an exaggeration to say that Paul Bruck is a famous person in Russia. And not only because he heads up Balashova Bruck & Partners, which has a lot of clients. Mr. Bruck is also a well-known expert in management consulting and marketing strategy.

Paul Bruck is also the famous organizer of the longest ultra-stage bicycle race Red Bull Trans-Siberian Extreme, which is almost 9,200 kilometers long.

The route is impressive: Moscow – Nizhny Novgorod – Kazan – Perm – Yekaterinburg – Tyumen – Omsk – Novosibirsk – Krasnoyarsk – Irkutsk – Ulan-Ude – Chita – Svobodny – Khabarovsk – Vladivostok in the Far East, on the coast of the Pacific Ocean. The participants of the bike race, which took place for the third time in a row this year, are athletes from different countries who cross five climate zones and seven time zones. Paul Bruck talked about the bicycle marathon and doing business in Russia in an interview with Capital Ideas.

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place for the third time in a row this year, are athletes from different countries who cross five climate zones and seven time zones. Paul Bruck talked about the bicycle marathon and doing business in Russia in an interview with Capital Ideas.

**What motivated you to enter the Russian market?
How and when did you come here?**

It's tough to give a brief answer, since there are some historical aspects at play. I studied Russian in a school that's quite famous in Vienna – Theresianum, which is located on Favoritenstraße street in the center of Vienna. This school, in addition to basic general education, focuses on the study of foreign language. Mandatory subjects aside from math and German include English, French, Russian, and Latin. This school was



and continues to be the only school in Austria where students study four foreign languages. It goes back to the time of the Archduchess Maria Theresa and the Austro-Hungarian Empire. After WWII, the school continued this tradition. So I, an Austrian born near Vienna, started learning Russian at this school.

Then I graduated from university, started looking for work, and got a job with the American company Dow Chemical in 1985. I was working in agriculture at first. This was around the time of Mikhail Gorbachev with his glasnost and perestroika. There were new opportunities, including new opportunities for me: there was an idea to create and implement a new test project -- organizing and setting up business in the Soviet Union. This is how I became Dow Chemical's first project manager in Moscow, in 1987-88. I came back

to Vienna after. However, Russia opened up completely in 1991, it was a different situation. I remember one of my friends said: "Either you like Russia or you don't." I decided it's better to like it, and I'm glad I did. These were very interesting times.

Then I made a career change. For 16 years, I worked in IT for an Italian company. Then there were new ideas, and in 2006 I decided to embark on a new path and opened my own business in management consulting, financial and marketing strategy. I started doing this in Vienna at first, but quickly picked up on the fact that all of the key projects were in Russia. So we opened an office in Moscow in 2007 and do outsourcing in areas like accounting, outsourcing management. My partners in Russia are lawyers, tax experts, and so on.

What kinds of challenges did you encounter when setting up business in Russia? Or did everything go smoothly?

No, of course nothing is ever simple. And it's not just about Russia. All kinds of crises have negative effects. Just remember the global economic crisis of 2008. Things weren't going well then. But we continued to move forward: slowly, step by step, without stress and fuss. This kind of tactic brings success.

Do you only consult Austrian companies?

No, not just Austrian companies. We work with German speaking companies, including German and Swiss enterprises.

Do your clients include any Russian companies?

Not direct clients, no. But we work with Russian-speaking companies that are branches of German companies.

There are a lot of consulting companies in Russia. Are you afraid of competition?

There is competition everywhere. It's good for business.

But still, there are a lot of consulting companies in Russia.

Yes, but we are not a big enterprise in this sector. We work with our partners, lawyers, for example, that have 22-23 specialists. We don't want to become a huge enterprise. There are some companies that employ 200 accountants, while we only have five. But we offer exclusive, quality services in this sphere, which is why we're justified in counting on having clients in the future. We guarantee quality, which is why clients trust us.

What is your team like and how did you find staff? Are you happy with your Russian employees?

I have both employees and partners. Our group has a total of four companies. I believe in my partners, all of them are women. We are very happy with their work.

Who was your first consulting client in Russia? What did you do for them?

One of our first clients was KOTANYI, an Austrian enterprise that makes spices. We supported them to set up a Ltd. (OOO) in Russia.

Can you give a few examples of Austrian or other foreign companies that entered the Russian market with your help? Who do you remember and why?

Imagine, for example, that Austrian or German companies sell important products in Russia and all of a sudden run into problems due to the ruble devaluation. It's difficult for them to make sales. For these companies, we opened local Ltd's (OOO) that allows them to make deals based on the ruble. That is, we implemented a full administrative cycle, from customs to transportation of goods, accounting, and so on.

So you created a fully functioning administrative chain for them?

Exactly. This accounts for about 80 percent of business. In other words, what we do allows them to take care of what's most important: the business itself, sales. We take care of all the administrative work.

Which of these services are in high demand in Russia right now?

It's usually the full range of consulting services. There aren't many companies that just come to us for accounting, for example. It's usually a whole range of services that are provided by the same company. This is in demand, since the principle is clear and makes sense: you do business, and we'll take care of everything else.

And it's not just consulting. We do a lot of outsourcing services. For example, we can provide a company with a CEO and, of course, provide legal services.

Did sanctions against Russia, the ruble devaluation, and the economy in general affect your business?

It's hard to say. Of course, over the past three years not that many companies started doing business in Russia. But I can see that in the long-term more foreign companies are ready to be active on the Russian market. This primarily includes the Eurasian economic zone. But western investors have an interest in the Russian market.

Localization plays an important role, since it's obviously cheaper to manufacture products in Russia. Russian salaries are lower and the market has stabilized.

In terms of sanctions, it's a stupid situation. In my life, I've seen that sanctions don't do anybody any good: they're bad for both Russia and the West. But to be honest, our business is not especially affected by sanctions.

In your opinion, does the Russian market still have a lot potential for foreign companies and investors?



The Russian market is tough, but it's a market. Every market is tough when it first starts developing. If you look at how difficult it was to work in Russia 20 years ago and compare it to how things are now, you can definitely say that it's not that tough now. A new market is always hard, and you need three years. It doesn't matter if your new business is in Austria or in Germany, it still takes three years. The same applies to Russia.

But is there progress in this sense? For example, is it easier to open foreign enterprises in Russia now?

I won't generalize, but I can assure you that bureaucratic procedures in Russia, for example, tax reporting, is a lot simpler than it was 10 years ago.

Which Austrian and other foreign companies could enter the Russian market? Are there niches that still have room?

Yes, there are niches in Russia that still have room. It's best to stick to the supply chain principle here. There is always room for small and medium-sized businesses, for suppliers of different kinds of goods, not just auto manufacturing or medical equipment. There are opportunities everywhere for small and medium-sized businesses to find a market for their goods and services. Localization also provides pretty good opportunities, but unfortunately in Russia small and medium sized business is not where it should be yet.

You're the organizer of the Red Bull Trans-Siberian Extreme bicycle race. Why did you start doing this and what kind of competition is it?

This is fairly simple. Five years ago, four Austrians, who had won Race Across America in the US, which is a bicycle race that has been going on since 1982 wanted to race from Moscow to Vladivostok. Then they started wondering if there are any Austrians in Russia who can help to make this happen. So we organized the first project in 2013. We had already established contact with Red Bull and worked with them to develop the concept for the race. And now we've organized the "Red Bull Trans-Siberian Extreme", the longest bicycle stage race in world already for the third time.

Are you in Moscow full-time or do you travel back and forth? How do you feel in the Russian capital?

I'm in Moscow full time, more or less. My wife spends 70-80 percent of her time here, her mom lives in Vienna. I also have two sons. One of them works in Austria, the other one works in Russia. He graduated from Plekhanov Russian University of Economics. He has degrees from universities in Moscow and Marseilles, and works at Raiffeisen Bank.

Do you like the Russian capital?

Very much. That's why I'm here.

But Moscow is such a huge city. It's different from quiet, orderly Vienna.

Yes, that's exactly why I'm here. ■

Moscow nature: who can tell birds apart by their sounds?

There are over 2,000 types of plants and 280 kinds of animals in Moscow

People who live in rural areas always want to come to the city. City residents, on the other hand, want to spend as much time as they can in nature. This is why people who live in cities pay special attention to plants and animals. But you don't have to leave Moscow in order to hear the sounds of birds and marvel at the beauty of flowers, bushes and trees. There is plenty of plant and animal life in the Russian capital.

Suffice it to say that the Red Book of Moscow has 480 different kinds of animals, plants, and mushrooms. You can see most of them in specially protected natural areas. As of today, these areas make up 17 percent of the city's territory. Protected areas are spaces that house

natural sites that have special cultural, scientific, aesthetic and therapeutic value. There are a total of 118 such areas in the capital.

This includes landscape and natural reserves, natural parks and natural monuments, as well as natural and historical parks. The latter take up the most space among specially protected natural areas in Moscow. For example, Sokolniki Park is located on a total area of 229.2 hectares.

By law, people cannot distort landscapes, start fires, burn grass or dried leaves, cut down trees, hunt, walk dogs, and drive in specially protected natural areas. Breaking these regulations can result in a fine ranging from 500 to 300,000 rubles.

In Moscow, over 75,000 hectares of land have received the status of specially protected green areas. It is forbidden to work with toxic chemicals, hunt, develop deposits, and engage in agriculture or capital construction in these areas.

Specially protected areas in Moscow are home to several environmental areas. For example, you can learn more about the capital's plant and animal life at the Vorobyevy Gory reserve, Kuzminki-Lyublino Park and Bitsevskiy Les Park, as well as at Serebryany Bor. The trails at Kuzminki-Lyublino Park and Bitsevskiy Les are equipped to accommodate children with disabilities. In Kuzminki, the trail stretches for over five kilometers. From April to October, the park hosts tours where participants learn how to



tell birds apart by the sounds they make and study the quality water in the Gole-dyanka River.

At Serebryany Bor, there is an entire bird city along the nature trail, with bird houses, feedboxes for ducks, and aviaries for herons and vultures. Over the past few years, environmental scientists have noted that there is a population growth among rare birds. The number of several kinds of rare birds is gradually growing

and reaching safer levels. For example, there are more black woodpeckers, windhovers, goshawks, and red-footed falcons. Some of them are endangered species.

Moreover, specially protected natural areas house many plants that are included in the Red Book of Moscow, including the mayflower, the unspotted lungwort, the hollow-root, the yellow anemone, the wood anemone, the cow lily, Solo-

mon's seal, the bitter peavine, the cow-slip paigle, and lily of the valley.

The Moscow Department of Environmental Protection has set up working groups on the development, improvement, and protection of specially protected natural areas. These groups include environmental scientists, municipal deputies, teachers, and experts from the department, prefectures, and administrations.

Here are some examples of the flora and fauna in Moscow:



The males have a red cap with whitish specks, while in females the top of the head is black.

A white-backed woodpecker couple can cover an area 200 square meters in size while searching for food to give to offspring. Eats insects, berries, nuts. Usually builds nests in birch forests.

Tettigonia cantans

Can be found in tall grass, bushes and separately standing trees, in meadows and wastelands, forest glades and edges. Lays eggs in the soil, where they spend the winter. Adults can live on trees three to five meters tall. Feeds on plants or insects. They usually live alone, but if there are several grasshoppers in a small area, the male with the longest mustache becomes the leader.

Lily of the valley

A perennial plant. Usually found in specially protected environmental areas. Picking these wild flowers has been prohibited in Moscow since 1984. If the law is lifted, the plant would be

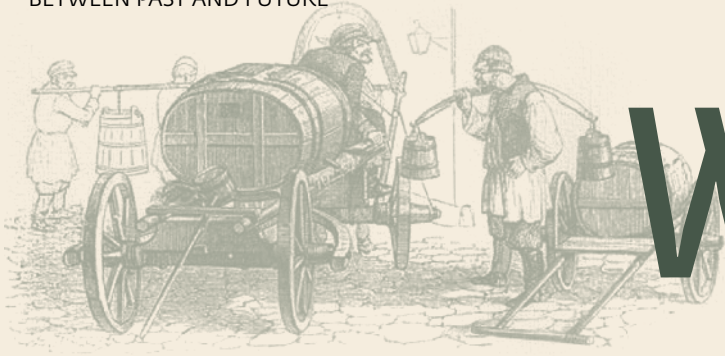


at risk of extinction. The lily of the valley is often mentioned in myths, legends, and poetry. Medicine based on lilies are used to treat heart conditions. This plant is poisonous.

Corydalis solida

A perennial plant. Takes four years to blossom for the first time. Grows on specially protected areas, in large forests, or on steep slopes. Can also grow along the banks of rivers and streams. The bulb can be yanked out even if you pull on the plant lightly while trying to pick it, which is why a lot of plants perish. Picking these wild flowers has been prohibited in Moscow since 1984. ■





Water for



The first water supply system in Moscow was built at the end of the 15th century thanks to the Italian architect Pietro Antonio Solari

A city of ponds and wells

In spite of the fact that the first written mentions of water supply systems date back to the 1st century BC and are even mentioned in the Bible, they did not appear in Russia until much later. The first water supply system, made out of wooden pipes, appeared in Veliky Novgorod in the 11th century. In north-eastern parts of Russia that have numerous rivers and lakes, there weren't as many problems with obtaining fresh water as in the east and south of Europe. Moscow was no exception. In the first few centuries after the city was established,

the Russian Tsar

there was no water supply or sewage system. Muscovites drank water from numerous wells (there were around 5,000 of them throughout the city), and dumped waste directly into the streets. Back then the environmental conditions in the city were much better, which meant that water from the rivers was safe to drink. Today, a lot of the districts in Moscow are named after rivers that once flowed with fresh water: Presnya, Neglinka, Serebryanka. In order to contain the water, Muscovites blocked off rivers in the city and created ponds. It may be hard to believe in this day and age, but in the beginning of the 18th century there were at least 800 ponds with fresh water in Moscow.

Tsar's water supply

Like many things in Rus, changes to the water supply were introduced by foreigners, who offered to set up the first water supply system in the city in the Moscow Kremlin for Ivan the Great. Water in any medieval fortress, including the Moscow Kremlin, was a strategic good. Cut off a fortress from its water source, and it would almost instantly fall to invaders. In order to prevent this from happening, water gates and water towers were built next to rivers, along with passages that led to them directly from the fortress walls. For example, the Kolomensky Kremlin, which was built to resemble the Moscow Kremlin, had a water gate and a walled off passage that led to the Oka River. The passage had room for two wagons with barrels of water. In Moscow, the water gates were the Moskvoretskiye and Kosmodamianskiye gates of Kitay-Gorod. However, water in the Moscow Kremlin was delivered from the Borovitskiye gates, which were closest to the Moscow River. There were secret wells located in the Tainitskaya, Arsenalnaya, and Vodovzvodnaya towers of the Kremlin to be used in the event of a siege. The well in the Arsenalnaya, which still exists today, became the source of the first water supply system. In 1492, the first water supply system in the Kremlin was designed and then built by the Italian architect Pietro Antonio Solari at the order of Ivan the Great. The gravity-flow pipeline provided the tsar with drinking water.

Watchmaker or plumber?

However, a full-fledged water pipeline with a mechanical water supply only appeared in Moscow in 1633, thanks to another foreigner named Christopher Galloway. Interestingly enough, Galloway was best known as a talented watchmaker, not the creator of a water pipeline in the Moscow Kremlin. He created one

of the versions of the clock on top of the Spasskaya tower in the Moscow Kremlin (the clock did not last long). Christopher Galloway's water pipeline lasted much longer, existing for about a century. And it was a truly complex mechanism from a technical standpoint. Water from the river flowed into a well made out of white stone, located in the basement of the Vodovzvodnaya tower of the Moscow Kremlin. It was then transferred to a special reservoir and from there flowed through leaden pipes to the royal palaces: Sytniy, Kormovoy, Khlebniy, Konyushenniy, and Poteschniy. A horse-drawn hoisting machine was used to lift the water up to the reservoir. The unique water pipeline stopped functioning after a fire in 1737.

Pipeline to fight cholera

In spite of the fact that water in the tsar's palaces of the Moscow Kremlin was supplied through a pipeline, Moscow residents started experiencing clean water deficits. The city was growing, and waste volumes were growing. Because there was no sewage system, the waste was dumped directly into the streets. No wonder that by the beginning of the 18th century, the city's once-clean rivers and ponds turned into fetid streams, a breeding ground for dysentery. Chistiye Prudy, which Muscovites loved so much, were filthy during these years due to all the impurities that had accumulated in the area. It may sound

Vodovzvodnaya tower of the Kremlin





like fantasy, but by the middle of the 18th century the huge city only had three wells with clean drinking water: Androniyevsky, Trehgorniy, and Preobrazhensky. Moreover, water delivery services were expensive for the city's residents. Soon, poor sanitary conditions led to several outbreaks of cholera, dysentery, and a number of other diseases. In 1771, 700-800 people a day were being buried in Moscow. A plague epidemic took over a quarter of the city's population. The situation prompted the city's residents to write a petition to Catherine the Great with a request to install a water supply system for the general population. Muscovites begged the empress to find good water on the outskirts of Moscow and bring it to the city. In spite of the fact that St. Petersburg, which was Russia's capital at the time, did not have a water supply system, the empress decided to grant

Friedrich Wilhelm Bauer



the request. However, it was difficult to find a source of clean water. A Swedish lieutenant-general by the name of Friedrich Wilhelm Bauer came to the city's rescue.

Gromovoy spring

Bauer approached the task with the seriousness of a military commander. He diligently inspected the surrounding areas of the city and decided that it would make the most sense to deliver water from an area now known as Mytishchi. In a magnificent pine forest, Bauer unexpectedly discovered a spring with the purest spring water, a 3-meter high water fountain coming right out of the ground. Local residents claimed that the Gromovoy spring was sacred, since it appeared after the ground was struck by lightning. Tests showed that the spring could generate over 1.5 million liters of clean water a day. This was not enough for a big city, but Bauer found a solution. He drilled several wells nearby, which also yielded springs with the same fresh water. Expert calculations showed that 17 springs were enough to give the city the daily water supply residents needed. The downside was that the waterway would have to be 20 versts long. The city had no experience with implementing projects of this scale. After many long meetings, it was decided to build a meter-wide brick waterway parallel to the Yauza River. The water would run along it to the center of Moscow, Sukharevskaya Square. There would be three aqueducts along the waterway. The largest one, Rostonskiy, was 356 meters in length and still exists today. The water was designed to run along it, past Sokolniki and three stations, turn toward Sokharevskaya Tower, and end up in Samotechniy Pond. The unique project was approved on July 28, 1779, and construction began right after. A grandiose sum of over one million rubles was allocated for the project, and the people dubbed the Rostonskiy aqueduct "the million ruble bridge." But even such a large sum of money could not guarantee that the project would be completed quickly, and the con-



struction of the first water supply system for Muscovites went on for the next 25 years.

Who stole the water?

From the first days of construction, the project ran into odd, almost mystical problems. First, Bauer died in 1783, at the age of 52. He was replaced by the engineer-colonel I.K. Gerard. In 1787, Catherine the Great decided that she wanted to see the project's progress. In honor of the event, it was decided to commission the section of the waterpipe from Gromovoy spring to Sokolniki. The water started running along the brick waterway, and was served to Catherine the Great in a samovar for tea. The Empress was happy, writing in her journal: "The best construction project in Moscow is definitely the Rostonskiy waterpipe, it looks light as a feather." Unfortunately, she was mistaken, and the construction of the Moscow water supply system ended with a huge scandal. On October 28, 1804, the Mytishchi water supply system was commissioned. The water started running from Gromovoy spring to the Samotechniy Pond in Moscow, located 26 kilometers away. Muscovites happily waited to get 330,000 buckets of fresh water a day. But it was not meant to be. The water was pumping into the system at Mytishchi, but what came out on the other side in Moscow was 40,000 buckets of muddy water that smelled like a swamp. For a long time, what exactly was happening to the spring water remained a mystery. Instead of the planned eight liters of clean water per person, the city was getting about a liter of groundwater, which left much to be desired. The problem was only discovered in 1823, when the water pipe's masonry collapsed near the Alekseevsky village. However, the water was still being delivered to Moscow in the same amount. It turned out that the water had been coming from the Sokolniki Grove all along, seeping into the waterway underground. The spring water from Mytishchi was being absorbed into the ground because some sections of the pipeline were leaking between Mytishchi and Sokolniki.

From Mytishchi to Rublevo

As soon as the leaks in the water supply were discovered, Nicholas I allocated additional funds in 1826 to rebuild the entire pipeline. The project took two years to develop. It was decided to leave the Sokolniki section of the water supply system alone, running a new brick waterway from the Alekseevsky village along the modern Prospekt Mira to the Sukharevskaya tower, making it essentially the first water tower in Moscow. The reconstructed water supply system was completed in 1835 and... again there wasn't enough water. Instead of 330,000 buckets, the supply system provided just 180,000. The water was still leaking out in the old section of the pipeline, which had been built by Bauer. Soon, because Gromovoy spring was being depleted, the supplied water amount decreased to 100,000 buckets a day. In order to remedy the problem, a Moskvoretsky water supply system that delivered water from the Moscow River was built. The Mytishchi water supply system was repaired again, with a partial change in the route. By this time, the Rostokinskiy aqueduct was no longer needed. Water ran along cast-iron pipes instead of wooden ones like before, and there were iron bridges for the pipes. In 1858, Muscovites finally started receiving 505,000 buckets of pure spring water a day. After ending up in Samotechniy Pond, it was distributed to the main squares in the city. According to the major newspapers of the time, Catherine the Great's dream had come true: "every poor person could find fresh, healthy water next to their home." By 1896, the water barrier at Mytishchi was lowered by 30 meters, and Moscow was getting 1.5 million buckets of water a day. After upgrades and the installation of powerful water pumps, the city was getting 3.5 million buckets of water a day. The Mytishchi water supply system still exists today, but supplies a minimal amount of water. Still, the capital is grateful for the foreigners who gave Moscow its first three water supply systems. ■

Catherine the Great



Oh, those Russian birch trees!

What is a cherry orchard? The vast majority of people will tell you it's a garden where cherries grow. But for Russians, a cherry orchard is much more than that. For Russians, a cherry orchard is Russia itself.

Anton Chekhov famously compared Russia to a cherry orchard in the play "Cherry Orchard," which he wrote in the beginning of the 20th century. The play still runs in Moscow, St. Petersburg, London, Paris, New York, and other major cities. The most important quote from the whole play comes from a student named Petya Trofimov, who says: "All of Russia is our orchard"...

Comparing Russia with a cherry orchard is no accident. Nature has always played a huge role in the lives of Russian people, which was of course reflected in Russian literature. It's hard to find writers who describe the connection between people and nature in a way that Russian authors do. This was done well, for example, by Alexander Pushkin, Ivan Turgenev, Fedor Tutchnev, Nikolai Gogol, Mikhail Prishvin, Sergey Esenin, Konstantin Pustovskiy, Leonid Leonov and many others. Leonid Leonov even titled his most important work "Russian Forest." The book is about the need to preserve nature, the environment, and our surroundings in general. "For me, 'Russian Forest' is a reflection about the past, present and future of my motherland and my people," the author said.

Of course, there can be no future unless we start thinking about nature. In order to figure out what Russians think about the environment, the Institute for Statistical Studies and Economics of Knowledge conducted a public opinion survey in the country. Survey data showed that the majority of our compatriots are interested in the state of the environment (78%). Over half (61%) marked some kind of environmental problem (pollution, climate change, drinking water quality) as the number one global challenge for humanity.

It's unclear exactly what kinds of words people used when filling out this survey. But we do know that Ivan Turgenev saw the link between Russian language and Russian nature. He believed that the imagery of Russian language is closely related to Russian nature - the flow of springs, the screaming of cranes, the smoke rising from a fireplace somewhere in the distance... According to the historian Georgiy Vernadsky, "all civilizations are to some extent the result of geographic factors. But history doesn't provide a better example of geography's influence on culture than the historical development of the Russian people."

Writer Vasily Belov, one well-known representative of Russian "village prose," also had an explanation. In his book of essays on folk aesthetics, called "Lad," he showed that the work rhythm, the nuances of everyday life, behavior, traditions, and rituals of Russian people, which for centuries were mostly village residents, have always been defined by the cyclical nature of seasons. "People always felt they were one with nature," Vasily Belov concluded. In unison with nature, Russian people created themselves and the beauty of their souls, reflected in the work culture, the art, the attitude toward the world and humanity in general.

And then there is the canonical image of the Russian birch tree, the most prominent symbol of Russia. Some even think that Russian people suffer when they're far from these trees, that we can't live without them. In any case, Russian immigrants from the 20th century definitely recalled these trees fondly, with a hint of sadness. After all, Russian birch trees are associated with the best things in Russia. "Birch trees,



Or a bit about Russians and Russian nature.

Russian birch trees, you remind me of my fate," one popular song goes. No wonder there is no other tree that has so many beautiful epithets in Russian. People call these trees wide, generous, clean, doe-eyed, crystal, modest, proud, gentle, powerful, and even holy...

This kind of sentimental attitude of Russian people toward nature is cultivated from childhood. Russian folk tales have a lot to do with this. Forest imagery, for example, is present in all folk tales. "For Russian people, the forest had symbolic significance associated both with the cruelty of nature and home," reads an article about the relationship between people and nature from the "Young Scientist" journal, "The forest appears in Russian folk tales and legends. It is a constant presence in the lives of Russian fairy tale heroes, serving different functions: to test their strength, or to be an empathetic character, for example. It fulfills the everyday needs of fairytale inhabitants, providing them with firewood, different animals to hunt, and mushrooms or berries to pick."

However, fairytale characters aren't the only ones picking berries and mushrooms in forests. Picking mushrooms and berries is a favorite national pastime in Russia, from April to October. If you live in Russia and have never done this, definitely make plans to go as soon as possible. When you find yourself in a Russian forest, you'll discover not only the unique wonders of Russian nature, but will better understand the mysteries of the Russian soul. ■



Moscow Through



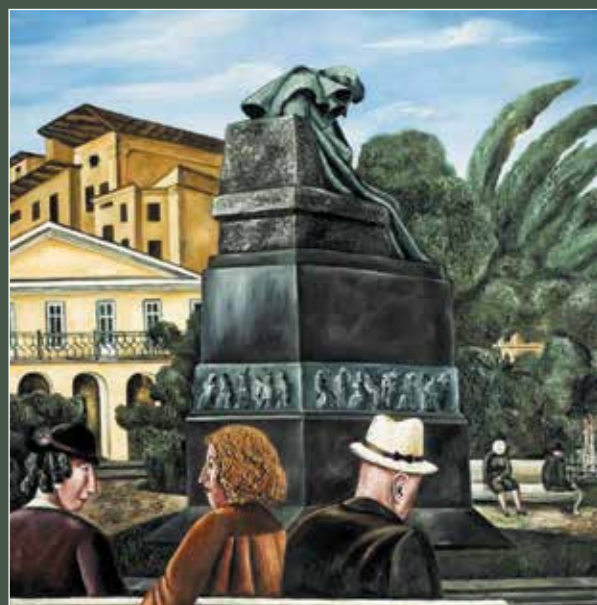
The fall and winter seasons in the capital look promising. There are major art exhibitions, theatre premieres, and concerts. The number of international stars who are coming to perform in Moscow has hit a record level. In the next few months, musicians that are considered legends, like Chris Rea and Elton John, will be coming to Moscow.

the Ages



The Tretyakov Gallery is entering the new fall and winter season with a whole series of exhibitions about Moscow. The exhibitions are made up almost entirely of exhibits from the Tretyakov Gallery collection. The exhibition "Moscow Through the Ages" (September 8, 2017 - January 21, 2018, Engineering Building) focuses on the development of the city's iconography. There are a total of five thematic sections: "Moscow - the third Rome," "Moscow Kremlin - heart of the city," "Conversations About Old Moscow," "The Red Square. Moscow Formula," and "20th Century. City Voices." Visitors will get a chance to see famous works by V. Surikov, B. Kustodiev, and V. Polenov, as well as works by artists who are not as popular: A. Vasnetsov, V. Perov, V. Makovsky, A. Deineki, N. Nesterova, and others. Some works will be shown for the first time, such as M. Gurevich's "Pushkin Square," which was painted in 1937. Back then, the monument to Alexander Pushkin used to be located on the opposite side of the street. The second exhibition, "City and People. Moscow in the 20th Century" (October 11, 2017 - January 14, 2018, New Tretyakov Gallery) shows how artists who lived through the events of 1917 and 1941 saw the capital. The exhibition "Preserved Shrines" (September 8, 2017 - January 21, 2018, Engineering Building) is unique in its own way. Decorative and applied art works from the precious metals and stones fund of the Tretyakov Gallery, which is one of the most closed-off storehouses of the museum, will be shown for the first time. The exhibition brings together 30 church art works from the 16th - 19th centuries and 17 destroyed churches in Moscow.

At the end of September, the New Tretykovskaya building opened an interesting exhibition "Someone 1917," which will run until the middle of January. The exhibition features works of art that demonstrate the kinds of thoughts and feelings the artists lived with during the October Revolution. The exhibition will feature work by M. Nestereov, K. Petrov-Vodkin, B. Kustodiev, Z. Serebryakov, K. Malevich, A. Rodchenko, V. Kandinsky. The project encompasses 120 paintings and sculptures from the collections of the State Tretyakov Gallery, the State Russian Museum, museums in Pskov, Tula, Smolensk, Saratov, Nizhny Novgorod, Vologda, Vyatka, Ivanov, Krasnodar, and Rostov, from private and foreign collections.





In November, for the 100-year anniversary of the October Revolution, the Chekhov Moscow Art Theatre plans to release a play "Tanya. 1917." Alexander Molochnikov is the author and director of the production. "The premiere will take place on the Main Stage," the theatre's art director Oleg Tabakov promised. 25-year-old Alexander Molochnikov can be considered one of the brightest young directors in Moscow. He is seriously interested in the history of his homeland and first put his name out there a few years ago with the production of "19.14," dedicated to WWI. In his second play "Buntari" (the play is also running at the Chekhov Moscow Art Theatre), the young director also focused on an interesting interpretation of historic events. He drew parallels between protest movements in tsarist Russia and the rock culture of the 80s, creating a mix of Decembrists and punks, Narodnaya Volya and the perestroika crowd. The inconceivable mishmash gives rise to an image of rebelliousness as an ideology, as a perspective in life.

This summer, the Bolshoi Theatre also officially announced their plans for the 2017/2018 season. Fans were promised 3 new ballets, 7 new operas, and several recitals. Perhaps the most interesting but controversial premiere of the season is the ballet to Sergey Prokofiev's genius music "Romeo and Juliet." The ballet was directed by the world-famous choreographer Alexei Ratmansky, who has directed ballets all over the world and was the head of the Bolshoi Theatre for five years (2004 - 2009). The Bolshoi Theatre was hoping that the former art director would





be able to direct a new, exclusive "Romeo and Juliet" ballet, but this did not happen. It was decided to resurrect a six-year old ballet that was initially directed in Canada. The premiere is scheduled for the end of November 2017.

On the other hand, the Bolshoi Theatre is already featuring a "Romeo and Juliet" ballet directed by another famous choreographer - Yuri Grigorievich. This ballet has not left the tabloids since it first started running in 2010, and the tickets sell out instantly. It won't be removed from the repertoire. This means that the public will have a choice between two equally striking and interesting ballets. Which ones will the audience like more? Which one will sell out?

On November 1, 2017, rock idols of an entire generation will be coming to Moscow. The Olimpiyskiy National Sports Complex will be hosting the legendary band Scorpions, who are celebrating their 50-year anniversary. But the musicians aren't planning to exit the stage yet. The band's new tour is named after the album "Crazy World," which came out in 1990. This was the band's most popular record. Russian fans will get to hear hits like "Wind of Change," "Rock You Like a Hurricane," and more.

Crocus City Hall is also expecting to host several international stars. First, the successful British performer Chris Norman is performing on October 17. The singer with a distinct, recognizable, and slightly hoarse voice is presenting his new album "Don't Knock The Rock." The eternally youthful rock veteran (Chris is 66) is often asked about his secrets to staying young. And this is what former leader of the legendary band "Smokie" always says: "The formula is simple: it is in my cheerful songs!". Back in 1986, when Norman has released 14 albums with "Smokie," he decided to continue his career as a solo artist. His hit "Midnight

Lady" surpassed all of his previous accomplishments: the song remained in first place on European charts.

The audience will also be meeting with a true idol of several generations, the British guitarist and composer, and author of several hits Chris Rea, who is incidentally the same age as Chris Norman. He also turned 66 this year. On November 13, Rea will also be presenting his new album "Road Songs For Lovers." The author of amazing rock ballads ("Looking For The Summer," "Josephine," "The Blue Cafe" and others) sold over 30 million albums during his lifetime! Chris not only conquered the top slots of European charts, and radio sta-





tions still play his songs. In the 2000s, the singer fell ill. He was diagnosed with cancer. But Chris was able to overcome the illness. Today, he is full of energy.

On November 26, Sarah Brightman is coming to Moscow. She has a phenomenal soprano voice. She has

shared the stage with Plácido Domingo, José Carreras and Andrea Bocelli. The composer Andrew Lloyd Webber created the role of Christina in the musical "Phantom of the Opera" specifically for her. Sarah performed the hymn for the Olympic Games twice. Over her 30-year long career, she has received over 180 gold and platinum awards, and has sold 32 million records.

And finally, the enchanting finale of the year! On December 14, there will be a concert featuring the legendary Elton John, who turned 70 this year. He will be coming to Moscow within the scope of his "Wonderful Crazy Night Tour." By the way, Elton John performed in the USSR for the first time in 1979 at the invitation of the Ministry of Culture. Sir Elton John can be rightfully called one of the most significant, outstanding, and extravagant personalities in show business. The singer has sold over 250 million records. He is in 49th place on the list of the greatest performers of all time according to Rolling Stone. The Queen of England has knighted him and presented him with the Order of the British Empire. He has written a ton of popular songs. In spite of his age, the singer continues to delight his fans with his appearances on stage. He will be performing his most famous songs, which have already become classics, at Crocus City Hall.

Fans of the opera diva Hibla Gerzmava are also in for a treat. The concert of their favorite singer will take



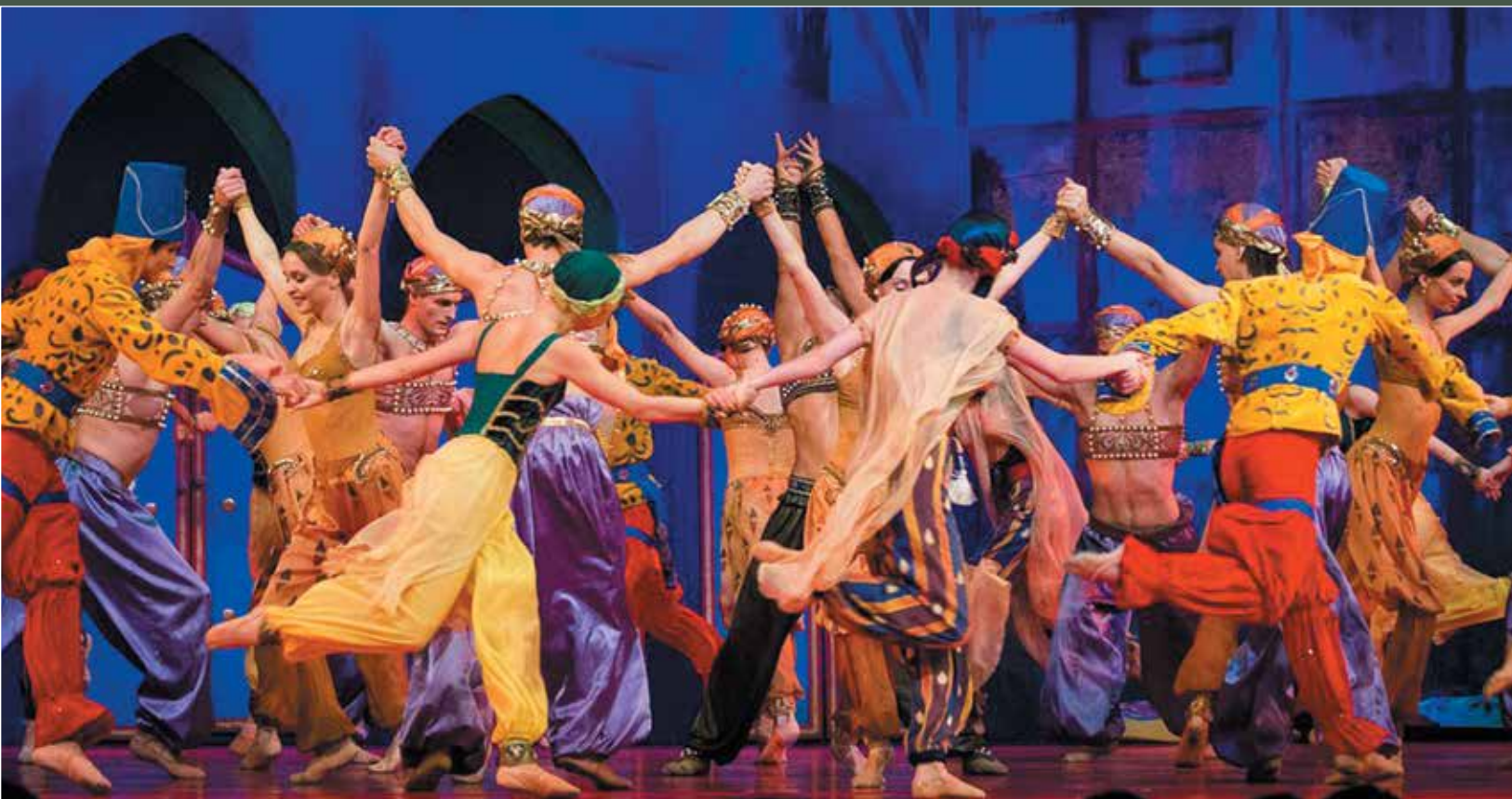
place on November 23 at the Moscow International House of Music. Hibla has a unique voice which experts say only appears once in a century and a phenomenal creative temperament. Having her name on a billboard is guaranteed to fill up concert halls in any country. She has performed at the London's Royal Opera Covent Garden, the Metropolitan Opera in New York, and the Vienna State Opera. She is loved by fans all over the world and has appeared in the most challenging opera parts.

On December 7, the same stage will be hosting Veronika Dzhioeva - one of the most in-demand opera singers in Russia, a soloist of the Novosibirsk Opera and Ballet Theater and guest soloist of the Bolshoi and Mariinsky theaters. Veronika Dzhioeva has performed in Great Britain, France, Switzerland, Austria, Spain, Italy, Czech Republic, Sweden, USA, China, Hungary, Finland and Japan.

On December 19, 2017, the State Kremlin Palace will be hosting a Christmas gala concert featuring stars of the international ballet "Christmas Ballet Gala." It has already become an annual project. The stage will be hosting the most outstanding international ballet stars. The main gem of the program will be the Moscow premiere of the ballet "Christmas Carol" by the famous dancer Ivan Vasiliev. The ballet is based on a novella by Charles Dickens. "Through the story of one person, we're showing the meaning of simple values: love, friendship, help-



ing each other," Ivan Vasiliev says, "My main character, the stingy uncle Scrooge, forgot about them, cut them out of his life, and turned into a calculator." The music was chosen by Ivan himself. He selected music by Tchaikovsky: pieces from the "Children's Album" and "The Seasons," fragments from symphonies. ■



This section of the magazine - "Moscow Vocabulary" - was born of remembering ... Ronald Reagan, who appeared to be a fan - and collector - of Russian proverbs and sayings. Well, and we would like to guide you into a world of Russian idioms - just as bright and colorful.

ПОДПИСЫВАТЬСЯ под чем-либо ОБЕИМИ РУКАМИ – podpisyvattsya obeim rukami.

(To sign something with both hands)

Explanation: To willingly agree to something.

НАХОДИТЬСЯ НА ТОЧКЕ ЗАМЕРЗАНИЯ – nakhodittsa na tochke zamerzaniya.

(To be at freezing-point)

Explanation: To be at a standstill.

БРОСАТЬ КАМЕШКИ В чей-либо ОГОРОД– brosat' kameshki v ogorod

(To throw pebbles into someone's garden)

Explanation: To make an implied criticism.

ЗЕЛЕНАЯ УЛИЦА – zel'onaya ulitsa.

(A green street)

Explanation: Used to indicate that there's nothing standing in one's way.

СМОТРЕТЬ кому-либо В РОТ – smotret' v rot.

(To look someone in the mouth)

Explanation: To listen attentively and servilely to what one says.

ВКЛАДЫВАТЬ ДУШУ во что-либо – vkladyvat' dushu.

(To put one's soul into something)

Explanation: To do something whole-heartedly.

Pictures by Anastasia Saifulina



УДАРИТЬ ПО РУКАМ – udarit' po rukam.

(To strike each other's hands)

Explanation: To confirm an agreement or a business deal.

ПО ГОРЯЧИМ СЛЕДАМ – po gorachim sl'edam.

(While the tracks are hot)

Explanation: Without losing time.

ЧЕРНЫМ ПО БЕЛОМУ – chornym po belomu.

(In black on white)

Explanation: To declare or state something clearly.

ЗАРУБИТЬ НА НОСУ – zarubit' na nosu.

(To make a notch on one's nose)

Explanation: To remember something forever.

ЛИТЬ КАК ИЗ ВЕДРА – lit' kaki iz vedra.

(To pour as from a pail)

Explanation: To rain heavily.

КАК РЫБА В ВОДЕ – kak ryba v vode.

(Like a fish in water)

Explanation: To feel free and easy.





The Director General of the Experimental Space Food Laboratory talked to us about the secrets of space exploration.

Andrey Vedernikov:

People have wanted to try this forever!

“If you really want to, you can go to space,” a popular Russian song says. Of course, this isn’t entirely true. Suffice it to say that only 550 humans have been in space over the past 50 years. But, since July 6, 2017, anybody can try the Moskovskiy space cake!

The Moskovskiy space cake is much more than another delicious cake - it’s meant to be included in astronaut diets. “Our cake is truly unique,” Andrey Vedernikov says, “experts worked on it for a whole nine

months.” Mr. Vedernikov is the General Director of the Experimental Space Food Laboratory, which manufactures the unusual treat. Let’s start with the fact that only natural products are used to prepare the cake. If it’s not refrigerated, the cake can last about 3 months. And since the cake is served inside a tube, you can put it in your pocket. In fact, Andrei jokingly refers to the products made in his lab as “pocket cake.”

Reviving the original recipe for the cake, which first appeared in the capital in 1947, was quite a challenge.

It hasn't been on the market for decades, and nobody is sure exactly why it was taken off the shelves to begin with. Some theories trace it back to Joseph Stalin. Supposedly, the cake was pulled after somebody came up with the slogan "Moscow for sale!". In any case, the Moscow government decided to bring the popular treat back in 2015.

The Moskovskiy cake is not the first space food to be manufactured by Mr. Vedernikov for regular earthlings. He has been in this new line of business for two years. The idea of giving people a chance to try the kind of food astronauts eat first came to him in 2011. It took four years to get the idea approved, which isn't surprising. Everything related to space, including the kind of food astronauts consume, has always been kept a secret. The country's leading nutrition and biotechnology research centers develop food meant to be consumed by astronauts, and it's manufactured by special enterprises with the help of expensive equipment.

The Russian astronaut menu currently contains about 300 dishes. The menu includes schi, rassolnik, beef soup, fresh vegetables, meat puree, pickled mutton, cottage cheese with nuts, and more. All dishes are prepared with top-quality products -

all natural, with no additives or artificial flavors. One day of astronaut meals costs about 30,000 rubles.

Two years ago, Andrei Vedernikov started manufacturing four types of space soup for regular Russians. The soup was sold in vending machines at VDNKh in Moscow. People were ecstatic. "That's because people have wanted to try this forever," Andrey explains, "For example, older people would say, 'We grew up hearing about the space program from the radio, TV, and newspapers. Of course, everybody wanted to try that special space food everybody kept talking about in the media.'" The vending machine space food was a hit among kids as well. "Our space food really started to promote the space program," Andrey says. He is often invited to "Spacefests" - events organized by the Russian Federal Space Agency for students all over the country.

Andrey Vedernikov's new space cake is sure to be popular among this particular audience. There have already been orders placed from different cities in Russia. There is also a response from abroad. According to Mr. Vedernikov, about 20 different countries are interested in the new Russian souvenir - the Moskovskiy pocket cake! ■





Eco cheese in Russia from American farmer

Cheese maker Jay Robert Close is well known in Russia from the culinary competitions on TV that he has taken part in. Fans of good restaurant food know Jay thanks to the many popular establishments where he has worked as a chef. Not long ago, Jay dropped off the radar, built a house in the Solnechnogorsky District outside of Moscow, and started making cheese professionally. Jay knows everything there is to know about cheese: mozzarella and Gruyere, cheddar and feta. You don't have to leave the country or work around sanctions in order to enjoy the best cheeses in the world. Jay learned how to make every type of cheese in its country of origin and supplemented classic techniques with the unique touch of a professional cheese maker. Like every excellent chef and true master of his craft, Jay likes to create his own unforgettable combinations. Jay uses homemade gouda cheese made from the finest farm milk to make cheese with different fillings: truffles, red wine, asparagus, herbes de Provence. This homemade cheese prepared exclusively from natural ingredients has become Close's new passion. And he has managed to turn his enterprise into a success – his customers include several famous Moscow restaurants. Jay talked to Capital Ideas about things you need to consider before buying a house in a Russian village and starting a business.



Jay, you were born in New York but have lived in Russia for the past 20 years. Do you feel like a Russian or like an American?

Neither, I don't have a home country. I was born in New York, grew up in Mexico, studied in England, lived on a crocodile farm in Papua New Guinea, travelled all over Australia, been to Italy, Spain, and Germany, lived in France for seven years next to Pierre Richard's floating home, and came to Moscow for the first time in 1993. My home is where my farm is.

Why did you decide to move to Russia?

I met some Russians when I lived in France. They asked me to show them around, and invited me to come visit them in return. I came for 10 days, and a few months later returned for another 20 days. Then I came for a month, then three months. Over the past 23 years, I've spent about 15 years here.



Case
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€200/kg

ΑΧΕΙ
Liquor
Columbo



What did you like so much that you kept coming back over and over?

The people. When I was a child, people who lived through the Cold War told me that Russians are communists, and that's very scary. Propaganda worked well back then. But when I was 13 years old I saw a matryoshka doll for the first time and knew right away that Russians are exactly like us.

We get categorized as communists or capitalists, as black or white, as good or bad. They teach us how to hate each other. But really we are all the same. I'm probably closer to socialists in terms of my convictions. I love the whole world and can't understand how people in one country can be better than people in another country.

But why did you choose Russia specifically?

I don't like when every day is exactly like the one before. And this never happens in Russia.

Did you come here with a dream to make cheese?

No. At first I hopped around between different places, over a dozen restaurants. I've been a ship's cook on the Volga. But then I realized that I don't want to work in a city, for someone else. I realized that I want to live in a village, feed myself, grow my own fruits and vegetables. I bought land and two calves. Two years later, the cow calved and started to give milk. I made cheese and I really liked it. I like to work with my hands and I like animals. I like looking at my green lawn out the window of my wooden house. I've found a place where I feel good.

How did you start making cheese for sale?

They wanted to try my cheese at the restaurant where I worked, and they liked it. I thought, why do I need to travel to the city for work when I can work on my land? Then my neighbor sold me another four cows. That's how everything started. I got orders. For the past 11 years I've been teaching people how to make cheese, and have already taught over 300 people from different countries.

Many people say that it's hard for a foreign person to open a business in Russia. What do you think?



This is true. At first I had to spend a lot of time to get permits, certificates, and all of the other necessary paperwork. I gave up. But then I tried again and was able to get everything done.

What kind of advice would you give to foreigners who want to start their own business here?

To think things through carefully. It's a crazy idea, you're guaranteed to have a nervous breakdown (*laughs*).

Do you have a big farm now?

Two farms, and I'm building another one. I have a bull, goats, chickens, a pig.

And who tends to all of this?

About a dozen people help me out. But I'm the only one who makes cheese and I oversee everything.

Is business going well?

Yes, we're making about 30 kg of cheese a day. We already have more orders than we can handle. That's why we're expanding.

How did the sanctions affect your business?

The number of orders grew by 10-15%. I sell through networks and to regular clients who come specifically for my cheese. I have big plans for the future.

Another farm or something new?

I want to open a bakery and sell cheesecakes, pies, and ice cream. I also plan to build a water sports gym at the Istra Reservoir in two years and open a petting zoo.

What do you dream about?

To get some sleep. I'm a very active person and don't give myself enough time to rest. There is a lot to do at the farm, you have to oversee everything, and I don't want to waste time on rest. ■

CAPITAL IDEAS around the world

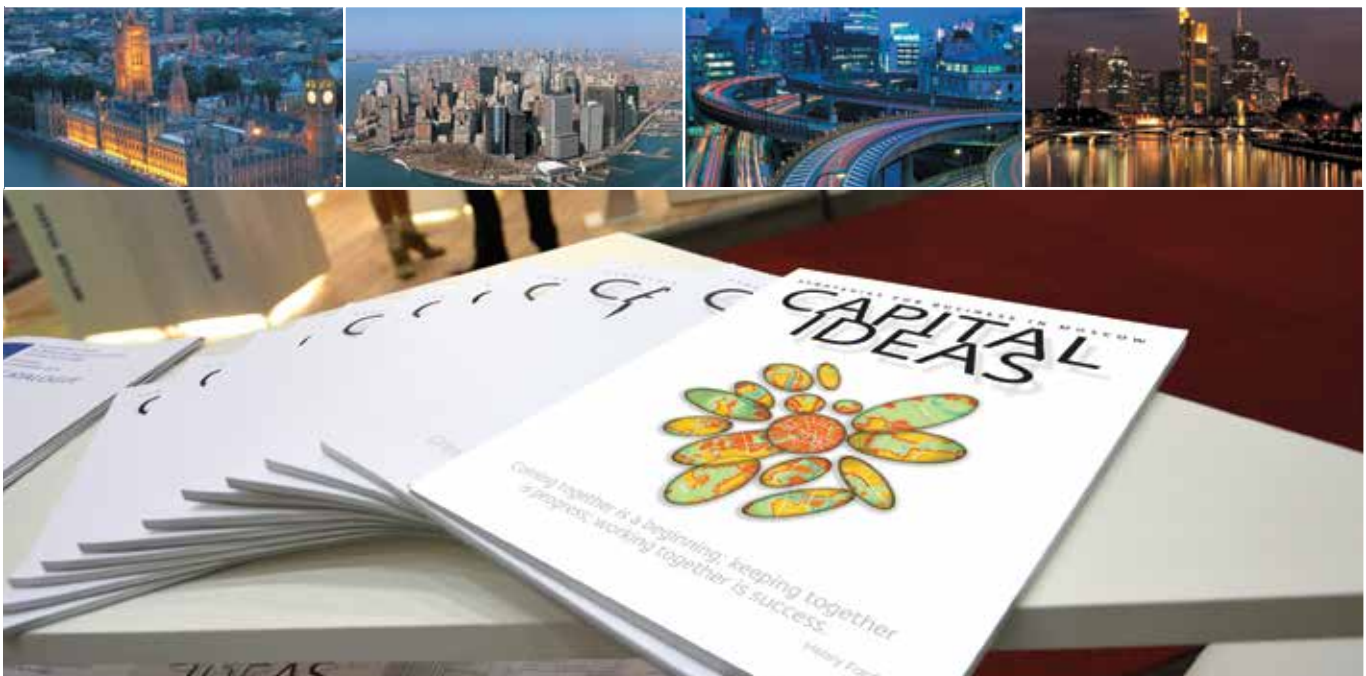
Since the beginning of 2013 Capital Ideas has been successfully presented at Destination Moscow roadshows held in London, Frankfurt, Tokyo, Boston, New York and many other cities around the world

Dear Ladies and Gentlemen!

We hope that you like Capital Ideas. Please give us your feedback and send us your comments. This will all help to make Moscow a better place to work and live.

Sergo Kukhianidze, Editor in Chief

Write to Sergo Kukhianidze at sergomrk@mail.ru





Christian De Nadai:

Cooking is an emotional process between the chef and the guest

Christian de Nadai is a young talented chef from Vittorio Veneto. He acquired his superior culinary skills while traveling around the world in search of priceless experiences and adventures. He wasn't planning to stay in Moscow, but felt a special connection with the city and spent more than three years working as an Executive Sous Chef at Four Seasons Moscow. Christian de Nadai talked about what he discovered in the Russian capital and where he gets his inspiration in an interview with Capital Ideas.

Christian, tell us when and why you came to Russia?

I came to Russia almost 3 years ago. At the time I was working in Dubai, and this city did not meet my expectations. Russia has never been on my plan, but somehow when I came to know about this opportunity many things brought me to the final decision to come over. Mainly the decision was driven by the people who were behind the project, and by the feel-

ing of getting into a new cultural environment, which is always interesting for a chef in terms of growth.

What were your first impressions about the country?

What really caught my attention was the strong sense of belonging to the origins and roots, mixed with a very fast growing tendency in many areas, including in the food industry.





Why did you decide to stay and work here?

I have worked across 6 different countries over the past 15 years. I can easily say that the main reason for my decision to stay was the feeling between the city and myself. Moscow is a very modern city, which offers lots of opportunities. There are 24-hour shops, gyms, parks, cultural events, and it is a very safe place day and night. Working here is very challenging sometimes, but I've grown a lot during my time here because I've met a lot of professional people, many of them from Russia.

What other countries have you worked in? What is the difference between Russia and other countries you've worked in?

I've worked in Asia, Europe, North Africa, South America, and Middle East before Moscow. In my job I have to say there is not so much difference. In the end food industry is very similar everywhere, and Russia is no exception.



What was a pleasant surprise for you here?

I was very surprised by the quality of food here. There are a lot of restaurants with amazing concepts and design, and a lot of young Russian chefs who do an excellent job and put Moscow on the map of top gastronomic destinations.

What was your biggest disappointment?

What disappoints me most is lack of sun during the year here.

What kind of difficulties have you faced here?

I have faced the classic challenges that everybody faces when they try to integrate themselves in a new place. Language barrier, opening a bank account, going to the doctor, using transportation, and so on... However, Russian people have always been polite and ready to help me. I appreciate that.





Do you miss your country? What do you miss the most?

I came from Italy and I left the country when I was 20 years old. What I miss more about Italy is the way the time goes by slowly compared to all other countries, and for sure the ingredients and the climate, which is probably the biggest challenge here to get used to.

Do you think that working in Russia is a good option for a foreigner?

Russia is a fast growing market in my opinion. There is a lot of energy pouring into and developing and creating new business. Russians are willing to get knowledge from other countries in order to develop the Russian market. I have learned how to organize my work better and following the advice of Russian colleagues I really learned how to delegate more to my employees.

What advice can you give to those who are planning to come here?

One of my Italian colleagues who came here almost 20 years ago told me in the very beginning "in Russia you have to take 3 steps back, before taking 5 steps forward"....and so far it is true. That's why I recommend coming here with an open mind, understanding the system, and then eventually creating some kind of customized solution that works.

What are your favorite dishes?

I love to cook Spaghetti Garlic, chilli, and olive oil... an Italian classic. These simple ingredients turn into something amazing together. However, my favorite food to eat is Pizza... I can't live without it.

What do you teach your subordinates?

We are working constantly on our recipes, internal training, and product knowledge. In Europe the number of ingredients is much bigger than on the Russian market and it is our task to pass all the right information to our employees. We are always pushing them to taste what they prepare, it is the only way to get better at cooking. Cooking is an emotional process between the cook and the person eating the food. I always ask them "Do you like it"? Would you prepare it for yourself?

What are you dreaming about?

My ultimate goal and dream is to visit Peru and learn how they cook. It has always been a destination in my mind and somehow I will maybe get there after Moscow! ■



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