



EASTERN
ECONOMIC
FORUM



ROSCONGRESS
Time to Act

EEF 2025: USER MANUAL

A GUIDE TO EFFECTIVE
PARTICIPATION FOR
ENTREPRENEURS
AND THEIR TEAMS



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The Eastern Economic Forum is a key international event dedicated to the development of business cooperation in the Asia-Pacific region.

Senior government officials and the heads of major corporations and international organizations that have a direct impact on the development of the Far East region all come to the EEF to meet at a single venue in real time.

Four days of productive work at the Forum will help you solve problems that would normally take months. You can make new contacts, sign lucrative deals, and schedule business meetings all in one place.

This guide will be useful for **company CEOs and department heads, PR specialists, marketers**, and other participants when preparing for productive work at the EEF.

- Helps you **prepare for the Forum** and make participation simple and convenient.
- Provides **specific advice** on business communications that will help make your participation pay off and increase your number of useful contacts.
- Informs you how to turn your participation in the Forum into **a tool for promoting your business**.

ORGANIZATIONAL TIPS

HOW TO MAKE YOUR PARTICIPATION SIMPLE AND CONVENIENT

01. Register in advance (submit an application, provide confirmation, and pay the invoice). Upload a photo for your badge and a scanned copy of your passport to verify your data in the Roscongress personal account.

It is important to enter all data and upload documents in advance so that the badges are ready to be collected by the start of the Forum.

02. Allow time to take a PCR test and collect your badge. In the run-up to and during the Forum, admission to the FEFU campus will **only be permitted with a badge activated by a negative PCR test result for COVID-19**. Please keep an eye on the organizers' messages about admission to the venue.

03. Create your own personal work schedule at the venue in advance, arrange for the services¹ you need, and plan your business activities. Choose multiple business programme events for the day that interest you, block off your calendar to attend them, and plan the rest of your meetings around them.

Allow time for **unplanned meetings**.

Spontaneous contacts are often some of the most valuable ones.

¹ Read more in section 'Effective participation. Business communication tips. Before the Forum'.

ORGANIZATIONAL TIPS

HOW TO MAKE YOUR PARTICIPATION SIMPLE AND CONVENIENT

04. Prepare materials with your contact information **to ensure effective negotiations and quick exchanges in different languages.** Also make arrangements to have a trusted interpreter.

05. Remember that Vladivostok is 7 hours ahead of Moscow. All schedules provided in the information materials are given for the Vladivostok time zone. Information about admission to the venue includes notes about when you can take the PCR test and in what time zone.

06. Use the **ticket booking service in advance** to ensure you have a comfortable flight to Vladivostok. Participants who have received an invitation can book plane tickets in the Roscongress personal account (tab 'My Events – EEF 2025 – Event dashboard – Book Plane Tickets'). The service is also available to users who have not yet registered for the Forum in the Roscongress personal account (tab 'Events – EEF 2025 – Book Plane Tickets'). **Applications are accepted until 22 August 2025.**

Participants who have received an invitation can also **book business class tickets with approval** from the Forum Organizing Committee.

ORGANIZATIONAL TIPS

HOW TO MAKE YOUR PARTICIPATION SIMPLE AND CONVENIENT

- 07. Calculate your travel time** (and allow for additional time) to comfortably get to the Forum venue taking into account traffic jams. Prepare to go through security (similar to pre-flight passenger screening). Make sure you do not have any prohibited items with you².

The campus of Far Eastern Federal University (FEFU) has hosted the main events of the Eastern Economic Forum.

- 08. Study the venue map and plan where you are going in advance.** Mark the location of the business session halls you need, as well as the exhibition stands and food outlets you are interested in. **The venue map is posted on the website a week before the Forum.**



The Forum venue is very large. The FEFU campus includes administrative and academic buildings where the events of the Forum business programme take place, hotel buildings, and a large recreational area with squares, parks, and fountains. The main attraction is the embankment along Ajax Bay, where the stands of participants in the Far East Street exhibition are located.

The FEFU buildings are located at different levels due to the hilly terrain. Information items and signs at the Forum venue use a **short designation to indicate the location of sites:**
letter = building, number = level number.

² The List of Prohibited Items will be posted on the Forum website a week before the event.

ORGANIZATIONAL TIPS



HOW TO MAKE YOUR PARTICIPATION SIMPLE AND CONVENIENT

09. Book a table for lunch at the on-site restaurant in advance and invite any of your potential business partners.

The contacts of the on-site restaurants and the booking terms will be posted on the Forum website a few weeks prior to the event in the 'Meals' section.

10. At the venue, do not hesitate **to ask for help from the Forum staff:** business zone administrators, volunteers, and information desks.

11. Adjust to the Vladivostok time zone and also follow the latest Forum news. **Subscribe to key news sources:**

-  Roscongress Direct, EEF reference bot
-  'News' section on the Forum website

12. Prior to your arrival at the Forum, download **the information booklet for participants** to your smartphone so that you can immediately have **basic information in any situation about the venue, programme, transport services, event services, etc.** The information booklet will be available in the chat bot and on the website a few days prior to the start of the Forum.

ORGANIZATIONAL TIPS

HOW TO MAKE YOUR PARTICIPATION SIMPLE AND CONVENIENT

- 13. Download the Roscongress mobile app** a week before the Forum. The Roscongress mobile app is a one-stop information, communication, and service platform for participants in all Roscongress Foundation events. The app is available for download in the [App Store](#) and [Google Play](#) (search using the keyword **roscongress**).

Key functions of the app:

- Information about all Roscongress Foundation events
- Communication with other Forum participants in personal chats
- Up-to-date event programme and the ability to add individual events to a built-in calendar
- Video broadcasts of business events
- Ability to schedule meetings
- Ability to exchange contacts with other event participants
- Readiness status of badges, transport passes, and PCR testing results
- Map of the Forum venue
- Push notifications about key events and services at the event

EFFECTIVE PARTICIPATION

BUSINESS NETWORKING TIPS

The greatest benefit of the EEF is the people, communication, and exchanging experience. Visit a place where like-minded people and your target audience are concentrated, establish connections, and put forward specific proposals.

PRIOR TO THE FORUM:

01. Study the list of participants in your Roscongress personal account (it will be posted a week before the event). Note the ones with whom you would like to establish business contacts.

02. Find partners and make new acquaintances with the SME Cooperation service for small and medium-sized businesses. The service is free and available to all Roscongress personal account users.

03. A week before the Forum, **schedule a meeting with participants** using the Day Planner service in your Roscongress personal account or in the Roscongress mobile application.

Scheduled meetings can be held both at the EEF venue and outside it.



EFFECTIVE PARTICIPATION

BUSINESS NETWORKING TIPS

PRIOR TO THE FORUM:

- 04.** A week before the Forum, **study the programme** of all EEF events, as well as session topics, summaries, and speakers. **Prioritize the ones** that will be attended by the experts, representatives of companies and government agencies, and target audience you need.

At many of the sessions, participants can ask the speakers questions. **Prepare them in advance** to take advantage of this opportunity.

- 05.** At the EEF, you can attend international business dialogues that focus on Russia's economic relations with foreign partners and hold meetings with participants from China, India, Southeast Asia, the Middle East, and other regions of the world. **Business dialogues are part of the main business programme and available to all Forum participants.**

- 06. Study and select** suitable informal events from the cultural and sports programmes **in advance. Some events require pre-registration.** Register in advance in the Roscongress personal account.

Detailed information is available on the Forum website in the description of specific events in the sections Vladivostok Seasons Festival of Culture and EEF Sports Games.

EFFECTIVE PARTICIPATION

BUSINESS NETWORKING TIPS

PRIOR TO THE FORUM:

07. Identify **the places at the venue where representatives of the industry/sector/sphere that you are interested in** will gather in order to actively network in these areas. The EEF is actively working to develop industry-specific and specialized sites that can serve as a centre of attraction for specific target audiences. It is just as easy to meet potential partners here as it is at a thematic session.

Information is available on the Forum website in the 'Business Programme', 'Exhibitions', and 'Thematic Areas' sections, which are constantly updated. Check them out a few days before the start of the Forum so that you do not miss anything.

08. Participants can use the Individual Support service. **Utilize your time at the Forum as efficiently as possible** with PR support, the promotion of your company news during the Forum, access to closed events, meetings with representatives of business, government, and public entities, the creation of a personal schedule, navigation around the venue, and a personal support manager.

EFFECTIVE PARTICIPATION

BUSINESS NETWORKING TIPS

PRIOR TO THE FORUM:

09. Identify government agencies and non-governmental business associations that influence your industry (ministries, regional administrations, chambers of commerce and industry, etc.). Contact them in advance to arrange negotiations with their representatives at the Forum. To do this, you can **use the interactive services Day Planner and SME Cooperation**.

For questions about using the services, please contact a Roscongress Foundation specialist, whose contacts are listed in the 'Event dashboard' section of the [Roscongress personal account](#) (to the right of the photo).

10. Look for opportunities to attract financing. Obtain consulting support for your projects using the [investment platform Fund RC-Investments](#).

The Fund provides a full range of investment services: from interaction with federal and regional development institutions and government agencies to selecting partners and preparing a package of documents to arrange financing.

EFFECTIVE PARTICIPATION

BUSINESS NETWORKING TIPS

PRIOR TO THE FORUM:

- 11. Learn about the Special Status service³**, which lets you create a company page in the business directory on the **roscongress.org** portal and post information about your company's activities, analytical materials, and expert opinions.

The company business directory is contained in the 'Companies' section of the Roscongress Foundation's Information and Analytical System. By posting information, you can join the business community of Russia and its international partners in order to exchange experience and ideas, and expand business ties.

The ROSCONGRESS.ORG Information and Analytical System is a unique knowledge base of the Roscongress Foundation.

In 2024, the audience of the ROSCONGRESS.ORG portal from all regions of Russia increased by 25%, including more than 2.5 million unique visitors.

- 12. Explore the opportunities** of private clubs. Roscongress Club participants are given **access to private spaces for business and informal networking** with representatives of business, government, culture, and science⁴.

^{3, 4} The cost of the Service is not included in the cost of the Forum participation package.

EFFECTIVE PARTICIPATION

BUSINESS NETWORKING TIPS

AT THE FORUM:

- 01.** Come to the Forum with an assistant, interpreter, and the most successful communication manager from your team⁵ to make **as many useful contacts as possible.**
- 02.** **Visit the stands of the companies that interest you.** Their managers are also at the venue and you can talk to them in the stand's negotiation area. You can **get the information you need or pass on your contact information** through the stand administrators.
- 03.** **Meet representatives of business clubs and informal associations** at the stands, in thematic areas, and business programme zones. **Tell them about your company's activities** with a short 1–2-minute presentation to interest a potential partner. Use the six degrees of separation.

Oftentimes, the most useful contacts are made not at the negotiating table, but in informal communication areas, such as social events, parties, sports tournaments, and lounges.

Attend such events and be open to communication at them.

Remember that all participants are looking for new contacts.

⁵ An individual participation package is needed for each employee.

EFFECTIVE PARTICIPATION

BUSINESS NETWORKING TIPS

AT THE FORUM:

04. The multimedia exhibition of the Ministry for the Development of the Russian Far East and Arctic and Far East and Arctic Development Corporation is the best place at the Forum to get an expert assessment of the region's economic potential and advice from specialists, as well as learn about specific investment opportunities in the Far East, including benefits, special economic zones, and government support.

05. As part of the **'Welcome to the Far East!'** exhibition organized by the federal executive authorities you can **visit the stands of the ministries and agencies** that are directly responsible for the economic and social development of the Russian Far East. They have already established themselves as popular areas for representatives of the professional community in their industries and for building a dialogue between business and the government.

06. One of the calling cards of the Eastern Economic Forum is the **Far East Street exhibition** on the embankment of Ajax Bay, where the Russian regions will present their economic achievements and the uniqueness of their culture and customs. This year, there will be **11 regional and five industry pavilions**: two pavilions of the Russian Ministry of Sport – 'Sports Arena' and 'Sports of Russia'; the 'Developing the Far East' pavilion of the Far East Development Corporation; the Falcon House pavilion of the Russian Ministry of Natural Resources; and a pavilion of the Tourism.RF Corporation.

EFFECTIVE PARTICIPATION

BUSINESS NETWORKING TIPS

AFTER THE FORUM:

01. Analyse the results: what you achieved, what contacts you established, and what agreements you need to work on.

02. Continue the dialogue: write to your new acquaintances and add them to your social media and contacts with the note 'EEF 2025'. Contact the participants with whom you agreed to speak, consolidate your agreements, and schedule meetings.

03. Submit an application for participation in the EEF 2026 in advance and review the Roscongress Foundation's calendar of events to choose the ones that may be of interest to you.

PROMOTION AND MEDIA OPPORTUNITIES

TASKS FOR MARKETING, PR, AND SMM DEPARTMENTS

01. Participants can apply in advance **to hold a press event during the Forum⁶**. The EEF venue has press points as well as specially equipped rooms for press events. It is a way to highlight your company's activities in leading media outlets, attract the attention of future customers, partners, and investors.

02. Participants can take **advantage of a comprehensive solution that provides Information and PR support** for a company's participation in the EEF and lets them order services to develop and implement a turnkey information strategy, promptly prepare media materials, ensure professional photo and video shooting, and organize online sessions and live broadcasts on the Forum's official social media pages, as well as other services that will enhance your business's visibility.

03. The Forum's promotional opportunities⁷ will help **attract the participants' attention to your company**. Various formats allow you to set up hanging banners, large-format panels, free-standing structures, etc.

04. Participation in the EEF is an excellent **newsworthy opportunity to cover your company's social media activities**. Plan a series of posts and stories about your company's participation in events at the Forum.

⁶ The service is provided on a fee basis and must be booked in advance. About the services: press.centre@roscongress.org.

⁷ For partnership and advertising inquiries: partners@roscongress.org.

SERVICE AND COMFORT

Participant status guarantees both a productive and a comfortable visit to the Forum.



Visa support and the ability to obtain a short-term visa for international participants



Car rental service⁹ and free regular shuttles to the venue from the airport and hotels



Assistance in organizing hotel accommodation⁸



Broadcasts of all events of the Forum business programme



The staff at the venue and at arrival locations speak English and all navigation signs have both English and Russian



Simultaneous Russian–English interpreting is provided at all events



Coffee break areas with free service, as well as cafes where you pay on your own at the venue



Photo and video services during business and cultural programme events, as well as events of Eastern Economic Forum partners

⁸ The cost of accommodation is not included in the cost of participation in the Forum.

⁹ The cost of rental is not included in the cost of participation in the Forum.

HOW TO ATTEND THE EEF 2025

01. Submit an application in your Roscongress personal account on the Roscongress Foundation website.

02. Receive an invitation.

03. Log in to your Roscongress personal account and confirm you agree to participate in the Forum.

04. Pay the participation fee.

05. Upload a photo and a scanned copy of your passport to your EEF card in the 'Event dashboard' section to verify your data and ensure your accreditation badge is ready to be collected.

06. Collect your badge to enter the event venue.

07. Schedule a PCR test to activate your badge.

For more about the format and cost of participation, please visit the [Forum website](#).

ATTEND THE EEF 2025