

Round Table

“Best practices in export promotion: Experiences
in Latin America, Europe and Central Asia”

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Russia: Export strategy for agricultural products

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Agricultural export promotion: current situation

- Measures of export promotion in Russia are designed for exporters of machinery products.
- Current laws only declare the need to increase agricultural exports.
- Practical promotion of agricultural exports is not included in the purview of any of the Russian Ministries.
- As a result, Russian agricultural exporters do not receive governmental promotion as exporters in other countries.

Why Russian agricultural producers need the export promotion

- Russia has a great potential for the development of agricultural exports
- However, the lack of promotion constrains the export growth
- Meanwhile, in the future, Russia could become a net exporter of agricultural products

New initiatives in export promotion

- A draft "Export Promotion Act" is designed
- An Action Plan ("Roadmap") "Support of access of agricultural products to foreign markets" is prepared
- State institutions of export promotion are founded
- The Ministry of Agriculture in accordance with the request of the President of Russia is charged with the issues of export promotion

The main provisions of “Export Promotion Act” (draft Federal Law)

The draft law defines:

- Goals, objectives, principles and basic measures of export promotion policy;
- The powers of public authorities of the Russian Federation in export promotion;
- The rights of exporters.

The new provisions of the law are the following:

- The functions of the state institutions of export promotion are fixed by law;
- Associations of exporters are involved in the formation of state policy in export promotion;
- The law establishes measures of export promotion (both financial and non-financial measures).

The proposals of the National Union of Food Exporters to the draft «Export Promotion Act»

- Recruiting exporters to the formation and implementation of export promotion policy
- Expanding the functions of the Russian Export Center
- Extending the range of non-financial measures

The interaction of the business community and the state in export promotion

What is well

- Interaction with the Ministry of Economic Development of Russia
- Cooperation with the state institutions of export promotion (REC, Eximbank, EXIAR)

What can be improved

- Cooperation with the Ministry of Agriculture of Russia

What is in the future

- We have to determine the role of business associations as a "bridge" between the government and exporters



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