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PRESENTATION OF THE INTERNATIONAL EXHIBITION AFRICA-RUSSIA BUSINESS CONFERENCE (SIAAR) MOSCOW, NOVEMBER 11-15, 2026

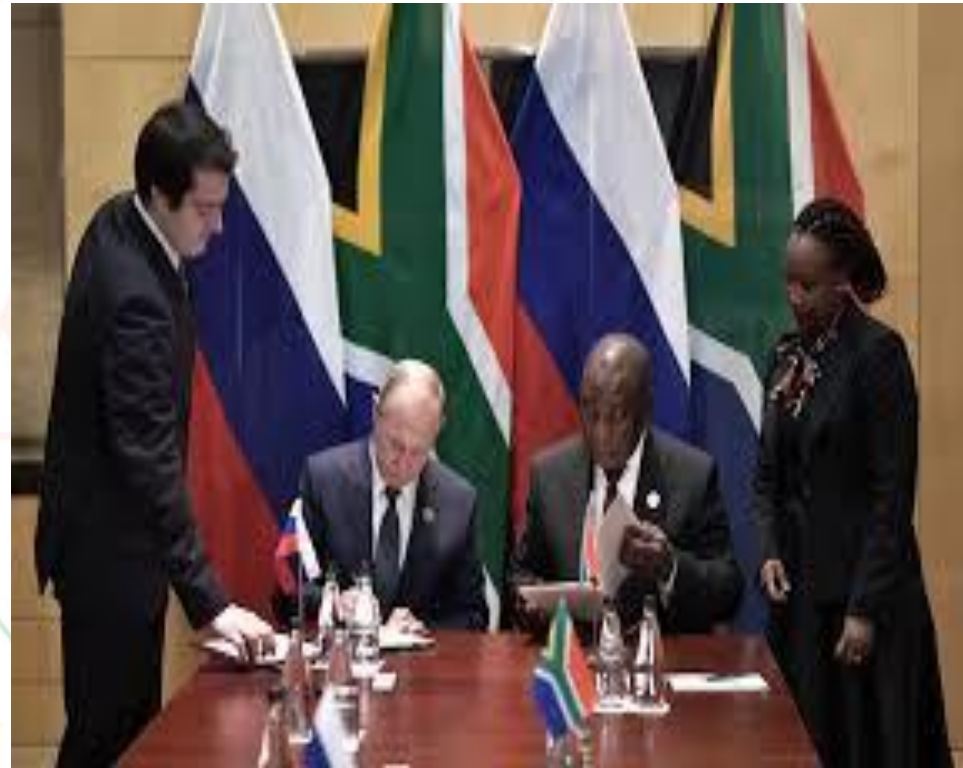
The theme is: "Africa and Russia: an ocean of exploitable business opportunities"

1. CONTEXT AND JUSTIFICATION

The **Africa-Russia International Business Fair (SIAAR)** reflects a shared desire to revitalize and diversify economic relations between **the African continent and the Russian Federation, Russia.** While historical cooperation has long been dominated by political and military considerations, both sides now aspire to build a structured economic partnership based on balanced trade, mutually beneficial investments and effective technology transfer.

In a global context marked by the reconfiguration of supply chains, the quest for food and energy sovereignty, and the need to diversify strategic alliances, Africa and Russia possess complementary, largely untapped assets .. SIAAR aims to be a concrete and sustainable platform for meetings, contract negotiations, and the building of lasting partnerships.

The holding of this first trade fair in Moscow in 2026 will be followed by a second edition, **the**



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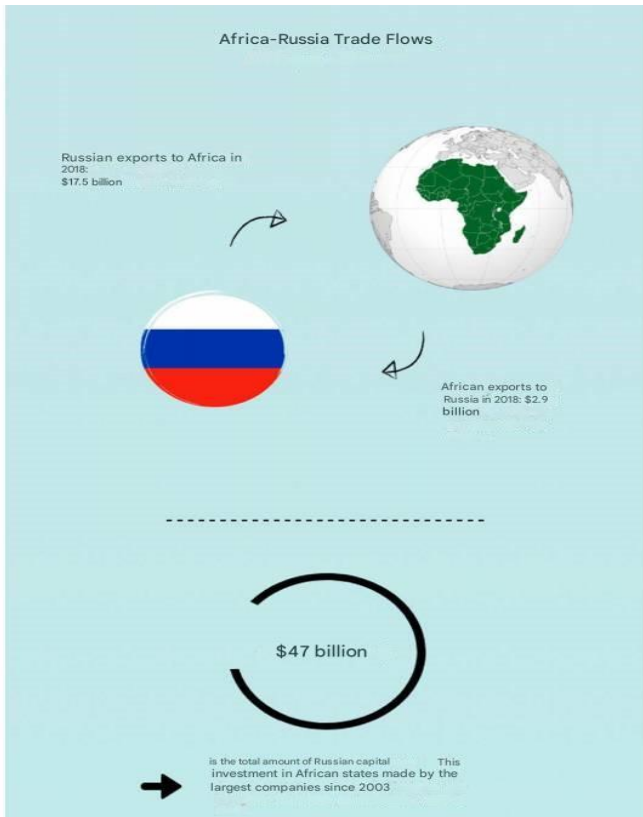


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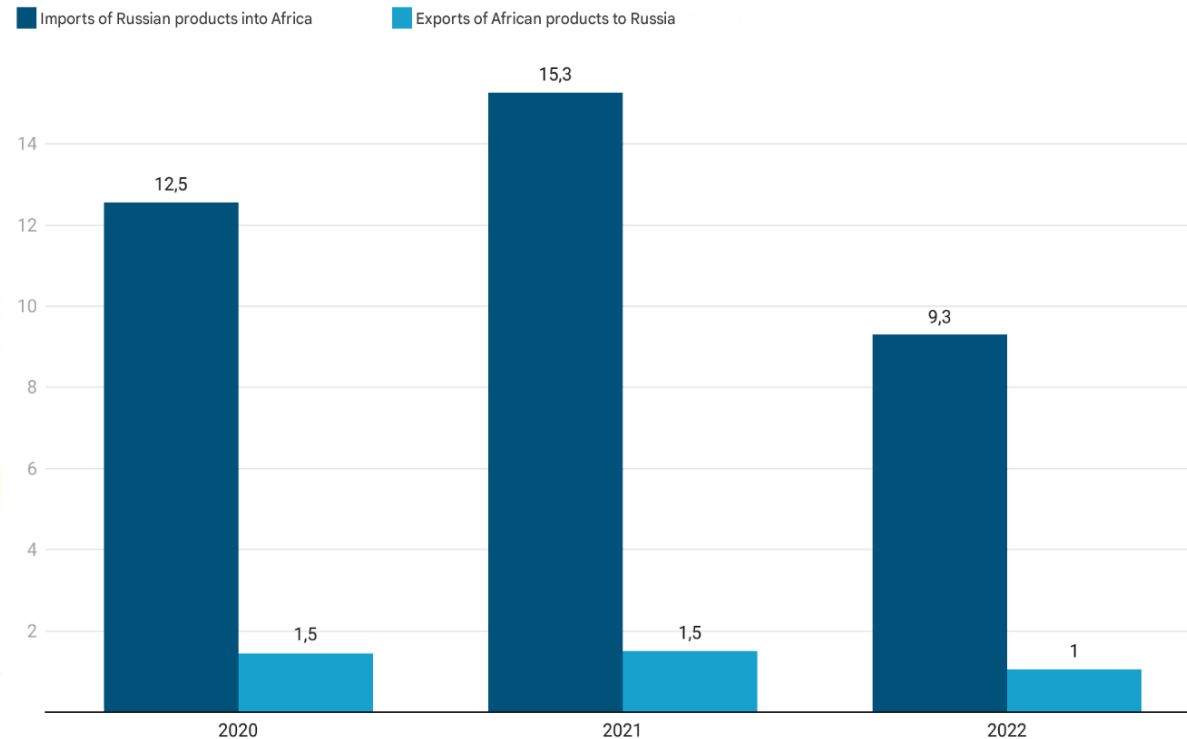


Fair The International Russia-Africa Business Forum (FIARA), scheduled to take place in Yaoundé in 2028. These two events will constitute the milestones of a continuous and structured economic dialogue between the two regions.

SIAAR also addresses a proven need: **more than 46 Russian companies**, operating in various sectors, have already expressed the need for close support to develop their business relationships with African partners. This figure, taken from the organizers' databases, illustrates the urgency and relevance of such an initiative.



Values of exports and imports of goods between Russia and Africa



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2. OBJECTIVES

2.1. Overall objective

To contribute to the strategic repositioning of economic relations between Africa and Russia by offering a favorable framework for the conclusion of business partnerships, the promotion of local know-how and the emergence of structuring projects in high value-added sectors.

2.2. Specific Objectives

- **Facilitating the conclusion of contracts and cooperation agreements** (memoranda of understanding, joint ventures, distribution agreements) between African and Russian economic operators.
- **Organize targeted business meetings (B2B, B2C)** prepared in advance based on the profiles and needs of the participants.
- **Presenting bankable African projects** to Russian investors, development banks and financial institutions.
- **Strengthening the technical and organizational capacities of African economic actors** in the areas of quality, international standards and export strategies.
- **Promoting innovations and products from both regions** (“Made in Africa”, “Made in Russia”) through large-scale exhibitions, demonstrations and communication campaigns.
- **Create a framework for dialogue on practical issues related to trade** (financing, logistics, insurance, certification).



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3. TARGETED ECONOMIC SECTORS

The SIAAR is structured around **six thematic areas** reflecting the common priorities and proven complementarities between Africa and Russia:

POLE	SUB-SECTORS	JUSTIFICATION
Energy & Mining	Oil, gas, renewable energies, civil nuclear power, mining (strategic metals, diamonds)	Russia is a world leader in civil nuclear and extraction technologies; Africa has immense energy and mining potential to be developed.
Agribusiness & Food security	Agricultural machinery, fertilizers, irrigation, storage, processing, livestock	Russia is a major exporter of cereals and fertilizers; Africa seeks to reduce its food dependency and develop its local processing.
Infrastructure & Transportation	Construction, roads, bridges, ports, railways, civil aviation, logistics	Africa's infrastructure deficit is hindering growth; Russian expertise (e.g., Russian Railways) is well-suited to demanding environments.
Digital & Telecommunications	Cybersecurity, e- government, data centers, telecommunications, ICT training	Africa is undergoing a rapid digital transition; Russia offers sovereign and secure solutions.
Health & Pharmaceutical	Hospital construction/equipment, local production of vaccines and medicines, telemedicine	Strengthening healthcare systems is a post- COVID priority ; Russia has a well-developed pharmaceutical and research industry.
Defense & Security	Homeland security equipment, counter-terrorism, maritime security, cyber defense	Stability is a prerequisite for development; historical cooperation needs to be modernized and expanded.



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4. EXPECTED RESULTS

At the conclusion of SIAAR 2026, the following is expected :

- The signing of at least twenty trade agreements or memoranda of understanding between African and Russian companies.
- The effective connection of more than 200 companies through prepared B2B meetings ..
- Greater visibility of African products and services on the Russian market, and vice versa, thanks to exhibition spaces and media coverage.
- Capacity building for at least 300 economic actors (producers, processors, SMEs) through workshops and training provided.
- The identification of structuring investment projects likely to be supported by Russian or multilateral financing.
- The production of a roadmap for the preparation of FIARA 2028 in Yaoundé.

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5. PARTICIPATION METHODS AND PLANNED ACTIVITIES

5.1. Preparatory activities (before the trade fair)

- Identification and selection of participants (companies, institutions, experts).
- Implementation of a B2B/B2C Matching platform.
- Preparation of exhibitor and project catalogues.
- Communication and public relations campaign in Africa and Russia.

5.2. Activities during the trade fair (5 days)

- Exhibition: stands set up for the presentation of products, technologies and services.
- Sector-specific conferences and workshops led by top-level experts.
- Scheduled and informal business meetings (B2B, B2G) (“speed meetings”).
- Cultural and gastronomic events showcasing the richness of both continents.
- Competitions and awards ceremonies (best stand, innovation, female/youth entrepreneurship).
- Technical visits to local businesses and infrastructure.



5.3. Post- event activities

- Quantitative and qualitative evaluation of the impact.
- Monitoring of agreements and projects initiated.
- Capitalizing on good practices in preparation for FIARA 2028.



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6. ACCOMMODATION FOR PARTICIPANTS

The Vega Izmailovo Hotel in Moscow (Izmailovo) generally offers paid airport transfer services (private shuttles) upon request to facilitate guest arrival, although it does not offer regular free shuttles. The fastest and recommended way to reach the hotel is by Aeroexpress train.

Shuttle Services (Transfer): The Vega Izmailovo Hotel offers airport transfer services. It is highly recommended to book this service directly with the hotel (via their official website hotel-vega.com) in advance for a personalized welcome.

Fast Alternatives (Aeroexpress): Aeroexpress trains connect Moscow's airports (Domodedovo, Sheremetyevo, Vnukovo) to the city center (main train stations) in 30-50 minutes, avoiding traffic jams. From there, you can take the metro to Partizanskaya station, which is a 2-minute walk from the hotel.

Public Transportation: The Partizanskaya metro station (Line 3) provides access to Red Square and the center of Moscow in approximately 10-15 minutes.

Taxis: Official taxis are available at the airports, with an estimated cost of between 2,000 and 8,000 rubles depending on the distance and comfort level, for a trip to the city center.

It is recommended to contact the concierge service at the Vega Izmailovo Hotel to confirm shuttle fares at the time of booking.



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BEDROOM

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GYM



BAR - RESTAURANT



MEAL



CONFERENCE ROOM



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7. SAMPLE PROGRAMME (5 DAYS)

DAY	THEMES	MAIN ACTIVITIES
DAY 1	Opening Official and exhibitions	Opening ceremony with authorities and partners; inauguration of stands; exhibition and sale; cultural and gastronomic entertainment
DAY 2	Workshop, Conference and B2B / B2C Meeting	Practical workshops on business strategies between Africa and Russia; conference on quality standards and financing; structured and online networking sessions
DAY 3	Tours of Moscow city and some factories in the area	Guided tour of the city of Moscow and views of some factories in the area;
DAY 4	Capacity building & media coverage	Targeted training seminars (women, youth); interviews with exhibitors and creation of promotional materials
DAY 5	Gala evening and closing	A fun and lively evening; drafting of memoranda; awards ceremony; gala dinner and closing remarks



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8. TARGET AUDIENCE AND PARTNERS

8.1. Target audience

- Producers, processors and manufacturers in the identified sectors.
- SMEs/SMIs and cooperatives looking for technological or commercial partners.
- Financial institutions and donors (banks, investment funds, development agencies)
- Public decision-makers (ministries, investment promotion agencies).
- Professional and umbrella organizations.
- Universities, research centers and incubators.

8.2. Potential Partners

- On the Russian side: Ministry of Economic Development, Agency for Strategic Initiatives, Russian- African Chambers of Commerce, state-owned enterprises (Rosatom , Russian Railways, Rostelecom, etc.), development banks (VEB.RF).
- AfCFTA Secretariat , African Development Bank, national investment promotion agencies, employers' federations.
- Multilateral partners: Economic Commission for Africa (ECA), UNDP, FAO, UNIDO.



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9. MONITORING AND EVALUATION

A monitoring and evaluation system will be put in place from the preparatory phase. It will include:

- Quantitative and qualitative performance indicators (number of participants, meetings, agreements signed, media coverage, exhibitor satisfaction).
- Online surveys before, during and after the event.
- A final evaluation report, accompanied by recommendations for the sustainability of the Africa- Russia economic dialogue and the organization of FIARA 2028.

Done in Yaoundé, on 12/02/26

For the promoting organization
Save the World

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NEWBIO



Tosnensky
mixed feed factory

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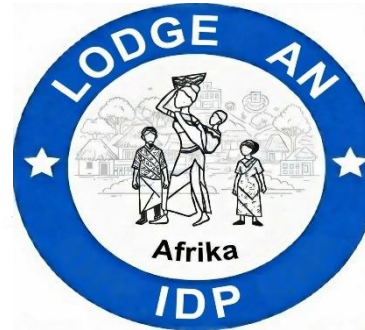




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