

MILANO 2015



the Smart City of Kazan,
the Capital of Innovation in Russia

Franco C. Grossi



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Milano
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XIII edizione



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Holistic ICT, an innovative approach to the New Media

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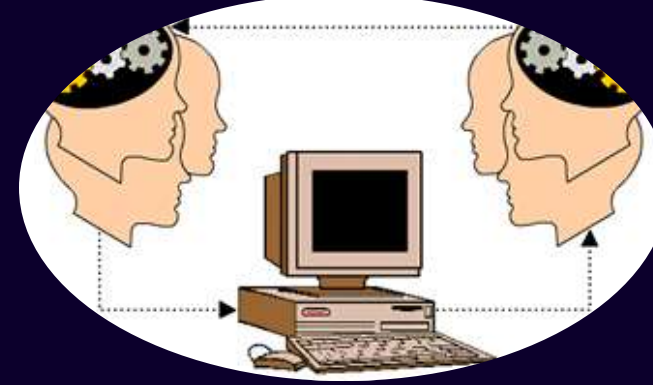
The Knowledge Era



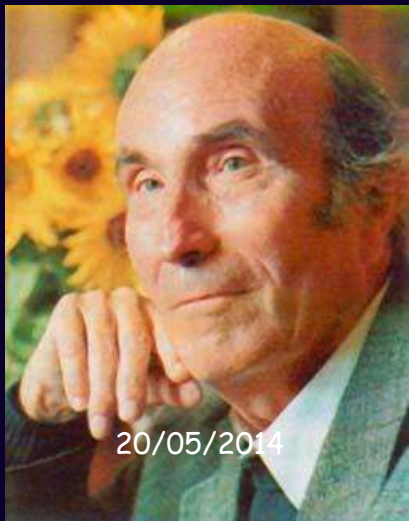
The third millennium opens with the great challenge of global communication, which allows the use of information and knowledge by all in real time and in any place.



Communications and Knowledge



- Niklas Luhmann asserts that the social system "consists not of men, but of communications between men", from which the importance of communications in the study of the movements of social transformation in contemporary society.



20/05/2014

Franco C. Grossi - Франко К. Гросси

Communications and New Media

The new ICT technologies extend our nervous system to a complex network, which surrounds our planet into a global embrace, defeating both time and space.

The **global village** extends to the whole human society the creative process of knowledge, as well as "new media" have extended our nervous system and our senses..



Communications

1. 80s: Multimedia
2. 90s: Convergence
3. 00s: Sharing Info
4. 10s: Participating
Shared Knowledge
Economy (Web 3.0)



The New Paradigms of the XXI° century:

1. Shared Knowledge
2. Anywhere
3. Anytime

Making use of new media



New Media



- New Media mean all the new channels of communication, which convert the information towards digital.
- What distinguishes traditional media from the "new media" is, therefore, the digitization of "content" that is encoded in bits.



ICT.

1. IT: Information Technology, the «world» of computers
2. TLC: Mobile, wired and wireless communications.
3. Digital World: audio, video, etc.

I.C.T.

This specific discipline originates from the birth and the development of a new economic sector, which the Scientific Community indicates by the acronym ICT (Information & Communications Technology). In fact, the economic development of the last twenty years tends to migrate from the original strong use of capital and labor, absolutely towards the management and use of information and knowledge

1

innopolis

The future IT capital of Russia

Russian Federation



Tatarstan



Tatarstan



Kazan'



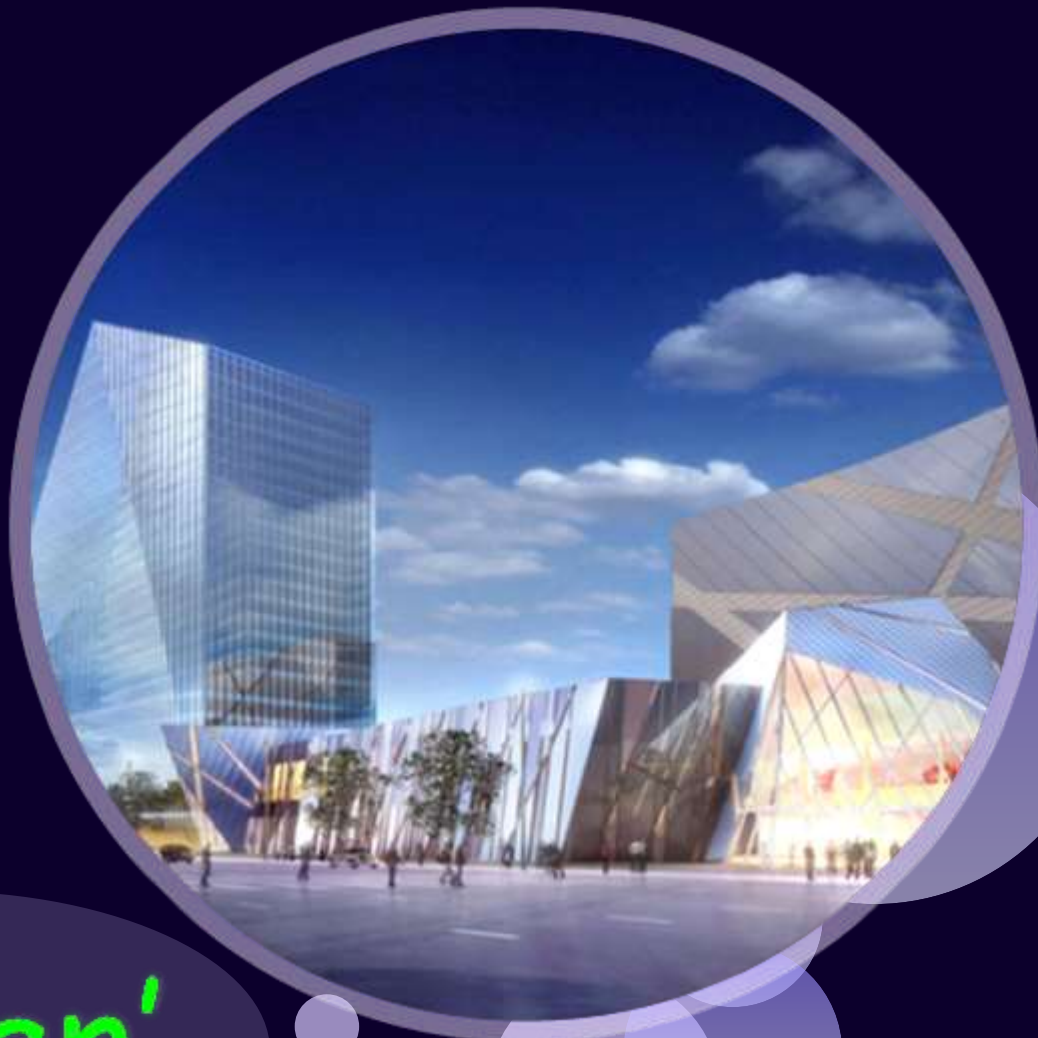
innopolis

The future IT capital of Russia

2

3

Smart City



Kazan'

IT in Russia today

1st in mobile network penetration worldwide
Level of penetration — **164%**

(Source: GSMA, 2012)

1st in the number of Internet users throughout Europe
61,2 mln people older than 18 years of age

(Source: Yandex, «Developing Internet in regions of Russia», 2013)

Russian – is the **2nd** most popular language in the World Wide Web

(Source: analytical research by W3 Tech, 2013)

26,2 mln people working in Knowledge-Intensive Industries

(Source: Russian Federation Federal State Statistics Service, 2012)

IT in Russia today

1st to launch LTE – the most advanced commercial network in the world

(Source: Ministry of Communications and Mass Media of the Russian Federation, 2013)

4th world leader in LTE subscribers after U.S., South Korea and Japan

(Source: Ministry of Communications and Mass Media of the Russian Federation, 2013)

5th world leader in mobile broadband Internet subscriptions
(per 100 population)

(Source: International Telecommunication Union (ITU), 2012)

7th world leader in number of PCs around the world

(Source: Computer Industry Almanac, 2012)

E-commerce in Russia

According to Morgan Stanley estimates:

- E-commerce in Russia is expected to grow 35% by 2015 with Compound Annual Growth Rate reaching 44% in 2012-2014
- 2013 is the tipping point for e-Commerce in Russia

Russian eCommerce forecast: 44% CAGR 2012-14

Source: Euromonitor, Morgan Stanley Research estimates (e)



Russia is already in the top three European markets for many consumer product groups, according to Euromonitor, and is on track to become the largest consumer market in Europe full stop by about 2018

Source: Financial Times

IT capitals around the world

Innopolis aims to be
the IT Capital of Russia



Access to Innopolis

40 mln people populate the area within 500 km from Kazan

50% of the Russian population resides within 1000 km of Kazan



The Republic of Tatarstan rankings

(out of 87 regions)

1st region for business in Russia
(Forbes, 2011)

1st for doing business in Russia
(Ernst & Young, 2011)

Forbes



Education in Republic of Tatarstan

1st among Russian regions regarding number of university students
(501 student to 10000 people)

(Tatarstan.com News, 2012)

1st among Russian regions regarding usage of Internet education sources
by school teachers

(RIA News, 2012)

100% of school teachers use e-journals in their work

The Republic of Tatarstan has a staggering number of higher education institutions,
including **30** universities with **56** associated branches

Federal status of Innopolis

The project is supported by the Russian Federal government and the regional government of Tatarstan

The ceremony of laying a symbolic capsule with a message to future Innopolis residents by Russian Prime Minister Dmitry Medvedev. 9 June 2012



Transport accessibility

30 minutes from Kazan
2.5 hours from Moscow

Innopolis will be located in one of the most picturesque and ecological parts of Tatarstan



Total development area
of Innopolis — 1,200 hectares



Innopolis will provide conditions
that unite work and play

Existing recreational facilities:

- Hotel (95 rooms)
- 7 conference halls (up to 300 people)
- Golf course (venue of the Russian Golf Cup)
- Mountain ski center (slopes of varying difficulty levels 2.8 km long, hotels, restaurants, conference halls, bowling club)
- Shooting range (Universiade 2013 venue)

Future development:

- Construction of a snowboard park (in cooperation with the Burton Snowboards Inc)
- Construction of a biathlon track



Learn, live, work and play!

Master plan

The master plan of the future city was designed by RSP Architects Planners & Engineers, Singapore

RSP Architects is one of the most experienced companies in city planning and architecture around the world.



RSP

Liu Tai Ker

Head of RSP Architects Planners & Engineers. Architect, who designed the image of modern Singapore. Manager of Innopolis master plan development.



Innopolis Master Plan



Innopolis Infrastructure

Business infrastructure:

- Technology parks
- Development centers and multi-industry clusters

Educational infrastructure:

- First IT University in Russia

Residential infrastructure:

- Townhouses
- Cottages
- Apartments

Social infrastructure:

- Schools
- Kindergartens
- Multi-purpose sports facilities
- Shopping center
- Hotel



Technopark

40,000 m²
2,000 specialists
Completion — 2014



Innopolis University

The First Russian Computer
Science University

Key partners:

- **Carnegie Mellon University** – #1 university in Computer Science world-wide
- **Moscow Institute of Physics and Technology** – #1 research university in Russia

5,000 students
150,000 m²



First Stage of Construction

First stage completion
date — **2015**

Total area of all buildings —
313,500 m²

Accommodation for
5,000 people



Special Economic Zone

192,71 hectares

- Favourable terms on vital infrastructure
- Special tax rates
- Low administrative barriers
- Access to highly qualified specialists
- Land and premises lease



Innopolis SEZ

The Innopolis Special Economic Zone (SEZ) is an important part of the Innopolis ecosystem and an indispensable component of its investment attractiveness, seeking to create the most comfortable conditions for doing business and developing projects

SEZ Facilities

- - **Special tax regime**
- - **Special customs regime**
- - **Access to essential infrastructure on preferential terms**
- - **Land lease on preferential terms**
- - **Access to highly qualified specialists**
- - **Extra opportunities for attracting foreign highly qualified specialists**
- - **Low administrative barriers**

TAX

Tax	SEZ Innopolis Residents
Value added tax	18%
Corporate tax	at least 15.5%
Personal income tax	13%
Transport tax	0%
Social Insurance contributions	14%
Land tax	0%
Property tax	0.1%

4

Kazan'

University of Kazan'



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