

## **PRESS RELEASE**

### **INTERNATIONAL EXHIBITION AND FORUM ECOTECH**

The International exhibition and forum ECOTECH organized by the Ministry for Natural Resources and Environment of the Russian Federation will be launched in Russia April 26 through 29, 2016 at one of the most modern fairgrounds Crocus Expo IEC.

ECOTECH is a practical tool for presentation of foreign and Russian innovative ecological developments and effective professional networking.

Modern world realities well reason development of new economic models providing introduction of green technologies. They became political fundamentals of many states. Keeping up to date, country leaders created necessary legislative prerequisites for the development of ecologically focused economy.

Thus in 2012 the President of the Russian Federation approved the Bases of the State Policy in the Field of Ecological Development of the Russian Federation for the period till 2030. Laws forming a basis for the transition of branches of economy to the best available technologies and creation of modern industry of waste treatment were adopted in 2014.

Essential increase of demand for environment friendly technologies, works and services in the Russian market is anticipated due to acceptance of the new legislative measures. And thus ECOTECH will become an introduction vector for the development of ecologically effective economy principles.

ECOTECH, held under the motto Green Economy is the Basis for Sustainable Development!, will incorporate government officials and regional authorities, top managers and specialists of Russian and international companies, experts of global ecological community, leading scientists and developers. The exposition and discussions will cover all nature protection directions: air and water quality, waste management and recycling, energy efficiency, green standards, green building, ecotransport, forestry and urban environment, environmental monitoring and control, ecological services.

ECOTECH calendar of events will feature events of various formats: plenary sessions, panel discussions, business round tables, briefings, televised debates, business breakfasts, events of the cycle Talks with Outstanding People, presentation of ecological rating of large Russian cities and also awarding ceremony for the winners of Startup of the Year in the Sphere of Ecology prize, Ecological Innovation of the Year and Considerable Contribution to Greening of Economy. Open reporting session of the Federal Ecological Council where will speak and answer questions representatives of the Ministry for Natural Resources and Environment of the Russian Federation and the Federal Service for Supervision in the Sphere of Natural Resource Use (Rosprirodnadzor), ministers of regional environmental agencies will for the first time take place within the frames of the project. A number of coaching courses for environmental

professionals of enterprises, master classes Create Green Office, How to Preserve Nature while Saving Money, a forum of young ecological movements' leaders will be held at the event.

It is expected that exhibit space will comprise 16 000 sq m. Various aspects concerning the environment, such as eco-friendly business, environmental issues, water and wastewater treatment and environment-related corporate social responsibility programs will be highlighted at the exposition.

Recruiting Point (vacancies fair for specialist in ecology) will be arranged for the visitors of the show. Ecological interactive zones will be arranged within exposition. Parade of Electrocars will attract many attendees.

The topic of ecological tourism development in the Russian especially protected natural territories will attract many exhibitors. Foreign providers of ecotourism from leading national parks will share their experience.

The separate attention will be paid to issues related to ecological education: from preparation of professional shots to innovations in ecological education of children and youth.

Exhibition and forum ECOTECH will provide the perfect platform from which to showcase the latest and most environment-friendly products and applications and to get a chance to learn about the benefits of a greener lifestyle, and of greener business operations.

<http://eng.ecotech-expo.ru>