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Vadim Subbotin: “Keeping Traditions, Moscow WTC Creates Future”

The World Trade Center Moscow located at Krasnopresnenskaya Embankment has celebrated 45 years, and is still going strong. By and large, the WTC Moscow has enjoyed being the focus of the business community interaction by amplifying its collaboration and forward-looking aspirations. What could be defined as the cornerstone of the WTC Moscow value system? What is the secret of its appeal? Vadim Subbotin, WTC Moscow FCO, provided a detailed and nuanced account in an interview with BM Moscow Foresight magazine.

- Since the establishment of the WTC, its mission was streamlined to create a comfortable business environment in Russia in trade and economics, scientific and technological dimensions aimed at collaboration with international partners. The WTC has been scrupulously implementing its predestination throughout its 45-year history.

Currently, the WTC defined as a unique multi-functional business complex of Russia spreads over an area of 270 000 square meters, thus applying the concept of “a city within a city”. Both Russian and foreign business people rent offices for short or long-term, depending on their specific requirements: from functionable office premises to large open spaces with flexible interior design.

Today, over 600 leading Russian and international companies have chosen the WTC as their headquarters due to the wide assortment of services and diverse infrastructure available under the roof of the WTC, ranging from venues to organize

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negotiations with partners and leasing a congress hall to hold an international forum or conference accommodating several thousand participants. There are plenty of meeting points to engage a business contact in one of many cafes and restaurants, or stay at our aparthotel for a longer period.

The WTC offers its guests a whole cluster of hotels, stratified from 3 to 5 stars. Our flagship Plaza Garden Moscow WTC 5* hotel, with its large number of high-class rooms and best international hospitality standards, is among the Top-10 most visited hotels in Moscow.

Our Congress Center is a priority venue for holding international conferences, national awards ceremonies, economic forums, which are invariably attended by keynote expertise-wise speakers and top government officials. Preservation of traditions, aspiration for innovation, creation of opportunities for development of business connections and exchange of experience, all of this allows WTC to be a major platform for flagship business events in the country. Every year, we hold over 300 business-focused events in various formats.



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- During a half a century, the World Trade Center has been establishing itself as a leader in the field of international cooperation. What would you list as current WTC activities in this area?

- I would like to note that although the WTC has been operating since 1979, if we go back to its roots, the decision to set up a World Trade Center in Moscow was made back in February 1973.

Historically, the WTC has been intensely involved in promoting global business cooperation, and our name itself speaks volumes about this mission. It has been going on for many years, since the time when WTC Moscow joined the World Trade Centers Association, it happened 50 years ago. Major international events, tens of thousands of foreign business people and tourists from all over the world, a plethora of foreign companies – the World Trade Center has always been a focal point of attraction.

Despite geopolitical turbulence, we continue to observe the traditions, set up and supported by the Association. We always engage with business trips and missions, organized by the Government of Moscow and relevant ministries. The main avenue of our activities on global markets is determined by our major shareholder – the Russian Chamber of Commerce and Industry, which not only provides large-scale support to Russian business, but also makes a weighty contribution to the development of Russia’s foreign trade with other countries, primarily through expanding cooperation with business entrepreneurs of the CIS, BRICS and SCO countries.

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In October this year when Russia held the rotating chairmanship in the BRICS, the Moscow WTC co-organized several large-scale international events simultaneously. The events, managed by the Russian Chamber of Commerce and Industry, were dedicated to sustainable development of economy and international trade within the BRICS framework. These events included final meetings of the Working Groups of the BRICS Business Council by relevant sectors, the annual meeting of the BRICS Business Council 2024 and, noteworthy, the BRICS Business Forum “BRICS Partnership: Strengthening Multilateralism for Just Global Development and Security” with Russian President Vladimir Putin participating in the plenary session.

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These are the reasons why we confidently postulate: the WTC Moscow remains the leading venue for major international events.

- Your motto reads “Keeping traditions, creating future”. Why history and traditions have a special meaning to the World Trade Center? What is the cornerstone of the WTC Moscow system of values?

- Mikhail Lomonosov, a great Russian academic, once noted: “A nation that does not know its history has no future”. The Past with its invaluable experience, analysis and wisdom serves as a foundation for successful development and prosperity in the future. And we at the WTC Moscow proudly preserve and value our heritage, transferring its best traditions to the younger generation.

We are not talking about dead stone historic artifacts, but about a vivid link to the past generation that has created all we possess today, and also the link to the people who have launched and reared the WTC Moscow from scratch and were part of our team. Many years of experience combined with new knowledge and skills of the young people, and also our shared values and rich corporate culture allow us to reap success today and to build our future together, maintaining sustainability and high operational results despite economic modulations.

In today’s era of accelerated technological progress and constant change, innovation is the key to success. We are constantly developing our infrastructure, so that the innovations we introduce bring concrete benefits and improve the quality of life of our customers, providing them the consistently high standard services. Regular upgrades of office spaces and public areas to create a modern comfortable environment are an integral part of our routine activities.

Our customized approach has become the launching pad and the cornerstone of our efforts. Top-notch services and focus on minute details are the hallmark of our company.

- **How do you manage the infrastructure of such a large-scale complex? What measures does WTC Moscow apply to ensure the safety of a large flow of people?**

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- Ensuring comfort and safety of our residents, partners, guests and employees has always been the main priority of the WTC Moscow. Given the specific nature of the WTC operations, our systemic approach to managing all vital aspects in the complex's daily operations sets us apart from the other market players. As you know, many companies outsource security matters to third parties. We prefer managing all processes within the company. We employ fire safety specialists, IT and environmental safety operatives, sanitary service specialists and etc. Professionals using 24-hour video surveillance system around the perimeter and inside the facilities, not to mention other safety mechanisms, provide full-proof security guarantees for our guests.

Today, special attention is placed on digital services development allowing us to increase the efficiency of both operational activities and communications with our numerous tenants. Engineering structures and technical means of ensuring security are constantly being modernized, while new equipment is being purchased.

For example, not a single event in our Congress Center takes place without involvement of our qualified security specialists. All goods and materials delivered to the site undergo mandatory examination and verification of certificates of conformity.

As in many other facilities of a similar format, proper consideration is given to interaction with employees and residents to prevent emergency situations.

- In the modern world, business is striving to think globally, aiming not only at financial stability but also to contribute to the public good. How does the WTC Moscow operate in this respect?

- Along with the commercial side of our activities, WTC Moscow is a corporation focused on the people's welfare. In this regard, we work in a number of areas. First of all, we put together internal social programs; provide support measures for our employees and veterans who have worked at WTC Moscow for many years. We regularly cooperate with the Primakov Children's Charity Foundation, and organize various charity events.

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We consider sustainable corporate ESG agenda as a benchmark of the “maturity” of corporate business and an integral part of company’s repute. Today, the World Trade Center brings together thousands of people under its roof. In accordance with its chartered goals, the WTC Moscow spelled out its operational ESG priorities back in 2015 and strictly adheres to these standards in its daily work.

Moreover, our huge green zone, rather unique for downtown area of a metropolis, the development of an inclusive environment, the rational use of energy resources – all these basic assets were outlined in the development strategy of the

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WTC Moscow long before 2015. This robust approach allows us to maintain our leadership and contribute to the future of the city of Moscow and the country as a whole.

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Our anniversary is not only a milestone for summing up the achievements, but also a good reason to develop new goals and map out plans for the future. The World Trade Center Moscow is not simply proud of what has been achieved. We do not only strive to achieve sustainability and economic efficiency, but we are actually confidently moving straight forward.

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