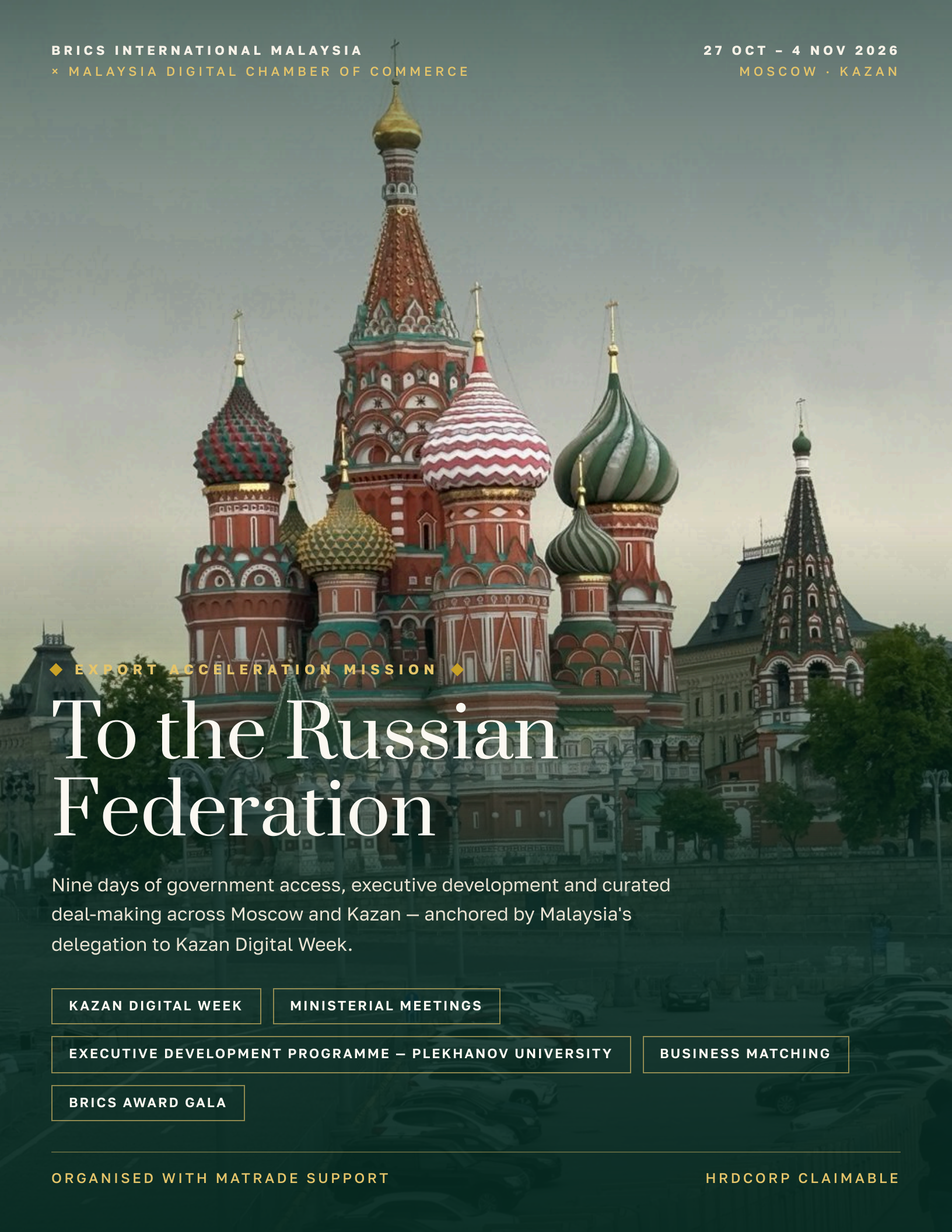


BRICS INTERNATIONAL MALAYSIA
× MALAYSIA DIGITAL CHAMBER OF COMMERCE

27 OCT – 4 NOV 2026
MOSCOW · KAZAN

◆ EXPORT ACCELERATION MISSION ◆

To the Russian Federation

Nine days of government access, executive development and curated deal-making across Moscow and Kazan — anchored by Malaysia's delegation to Kazan Digital Week.

- KAZAN DIGITAL WEEK
- MINISTERIAL MEETINGS
- EXECUTIVE DEVELOPMENT PROGRAMME — PLEKHANOV UNIVERSITY
- BUSINESS MATCHING
- BRICS AWARD GALA

ORGANISED WITH MATRADE SUPPORT

HRDCORP CLAIMABLE

ABOUT THE MISSION

One mission. Two cities. Five pillars of engagement.

The Export Acceleration Mission gives Malaysian entrepreneurs, C-level executives and senior management direct, structured access to one of the world's largest and fastest-diversifying economies — combining government engagement, executive education and commercial deal-making in a single integrated programme.

01

Government Access

Engage Russian federal and Republic of Tatarstan officials — including the Chairman of Kazan Digital Week — on market entry and regulatory pathways.

02

Executive Capability

A structured Executive Development Programme with Plekhanov Russian University of Economics, plus full delegate access to Kazan Digital Week.

03

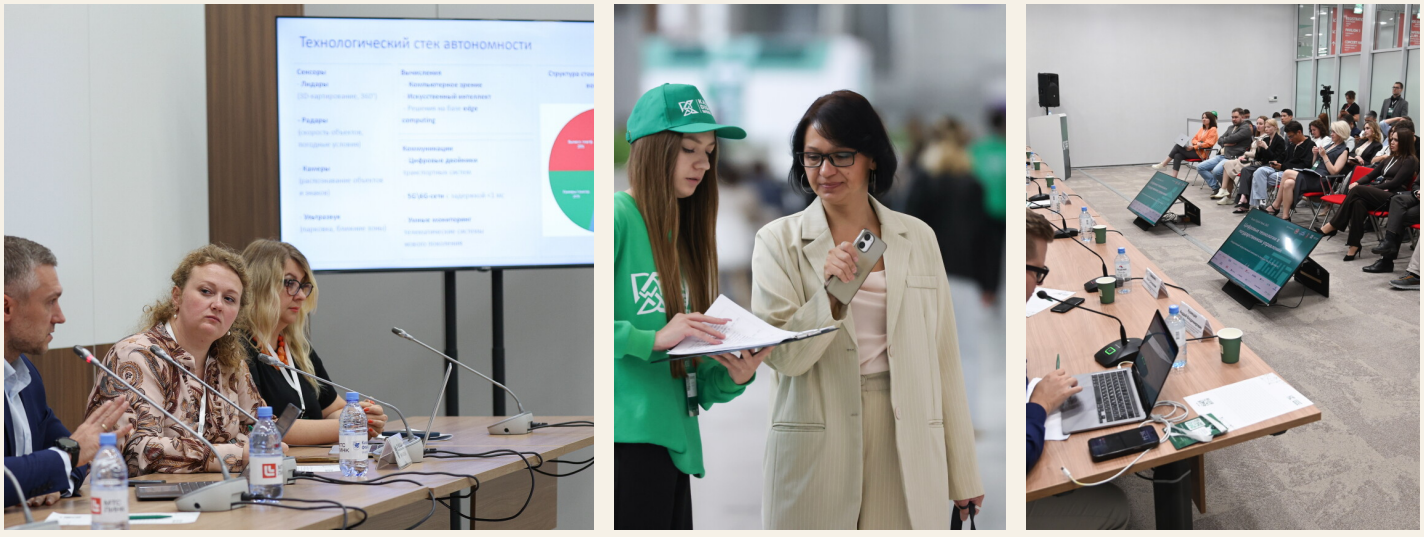
Commercial Outcomes

Curated business matching with leading Russian companies in both cities, generating qualified leads and diversifying export markets.

04

Recognition & Visibility

Regional recognition at the BRICS Award gala, and lasting relationships with Russian industry leaders, trade officials and fellow delegates.



Sector briefings, delegate registration and business sessions at Kazan Digital Week

MESSAGES FROM OUR HOSTS

A welcome from Kazan.



Mr Rifkat Minnikhanov

CHAIRMAN
KAZAN DIGITAL WEEK

"It is my great pleasure to welcome the distinguished Malaysian delegation."

He describes Kazan Digital Week as a vital platform for dialogue, innovation and collaboration — bringing together governments, industries and universities to shape the future of the digital economy.

Malaysia's participation, he writes, reflects the spirit of the **Look East Digital Pact** — strengthening ties between Russia and ASEAN and opening new pathways in smart cities, artificial intelligence and digital infrastructure. The week's exchange of ideas, he adds, will inspire young innovators and help build resilient, intelligent societies.

> "Together, we are not only discussing technology but also shaping the values of inclusivity, sustainability and shared progress."



Hon. Mr Roman Shaykhutdinov

DEPUTY PRIME MINISTER
REPUBLIC OF TATARSTAN

"I extend my highest regards to the Malaysian delegation and all participants."

Writing on behalf of the Government of the Republic of Tatarstan, he notes that the forum — officiated at Deputy Prime Minister level of the Russian Federation — underscores a commitment to advancing digital transformation and strengthening international cooperation.

Tatarstan has long been recognised as a **hub of technological innovation within Russia**. Engagement with Malaysia and ASEAN partners deepens collaboration in cybersecurity, e-government, intelligent transport systems and education technology.

> "Aligned with our shared vision of Unified Digital Sovereignty: From Regional Vision to Global Integration."

He states his firm belief that the mission will generate tangible outcomes — from government-to-government engagement to commercial partnerships.

Excerpted from the official welcome messages for Kazan Digital Week 2026.



◆ MOSCOW

“The commercial heart of a market of 146 million — and the gateway to the BRICS economic bloc.”

GUM Department Store, Red Square — a working symbol of Russian trade since 1893

OBJECTIVES & OUTCOMES

What you take home.

This mission is engineered for measurable commercial outcomes, not ceremonial travel. Every component — government meetings, the Executive Development Programme, Kazan Digital Week and curated matching — is sequenced to move each delegate from first contact to qualified opportunity within nine days.

01

A qualified pipeline

A schedule of pre-qualified counterpart meetings in Kazan and Moscow, matched to your sector and stated business objectives — leads you can act on the week you return.

02

Government relationships

Direct engagement with Russian federal and Tatarstan officials on market entry, regulation and incentives — relationships that outlast the mission itself.

03

Market intelligence

A working map of the Russian and BRICS market — demand pockets, pricing norms, customs and payment pathways for Malaysian goods and services.

04

Executive capability

Completion of a structured Executive Development Programme with Plekhanov Russian University of Economics — HRDCorp claimable for registered employers.

05

Regional visibility

Exposure on the Kazan Digital Week international stage and recognition through the BRICS Global Awards at the closing gala in Moscow.

06

A standing BRICS network

A peer network of Malaysian, Chinese and Russian counterparts, with post-mission follow-up coordinated by Technoriant Sdn Bhd and MDCC.



AGREEMENTS SIGNED ON THE FORUM FLOOR — KAZAN DIGITAL WEEK

WHO SHOULD PARTICIPATE

Built for decision-makers, not tourists.

Entrepreneurs, C-level executives, board members and senior management — public and private sector — seeking to expand into the Russian and broader BRICS market, deepen government-to-government relationships, and build executive capability in international trade and digital economy collaboration.

> The Malaysian delegation travels alongside a parallel delegation from China — an immediate cross-border network of BRICS-aligned peers, built into the mission itself.

PROGRAMME HIGHLIGHTS

- Government-to-government engagements in Moscow — a Ministerial meeting and a session with the Moscow Chamber of Commerce.
- Kazan Digital Week — officiated by the Deputy Prime Minister of the Russian Federation.
- Meeting with Mr Rifkat Minnikhanov, Chairman of Kazan Digital Week, and senior Tatarstan officials.
- Executive Development Programme with Plekhanov Russian University of Economics.
- Curated business matching in both Kazan and Moscow with leading Russian companies.
- BRICS Award gala and Closing Ceremony recognising outstanding contribution to BRICS-aligned trade.

AT A GLANCE

9 days / 8 nights
Moscow · Kazan · Moscow

5 components
Government · EDP · Kazan Digital Week · Matching · Gala

Limited seats
Malaysian and Chinese delegations — first-come, first-served

CLAIMABLE & SUPPORTED

MATRADE — delegates may apply for travel grant support under market development programmes, subject to eligibility.

HRDCorp — the EDP and Kazan Digital Week components are structured to be claimable for registered employers.



TATAR NATIONAL DRESS · KAZAN

PROGRAMME SCHEDULE

Mission itinerary

DATE	CITY	PROGRAMME
27 Oct TUE	MOSCOW	Arrive Moscow; hotel check-in. Evening: Welcome Dinner.
28 Oct WED	→ KAZAN	Depart Moscow; arrive Kazan. Free and easy.
29 Oct THU	KAZAN	**Kazan Digital Week — Day 1.** Opening Ceremony with the Deputy Prime Minister of the Russian Federation and the Rais of Tatarstan; panel sessions for selected speakers. Evening: KDW Gala Dinner.
30 Oct FRI	KAZAN	**Kazan Digital Week — Day 2.** Trade meetings; meeting with Mr Rifkat Minnikhanov, Chairman of KDW; technical visit to Bashir Rameev IT Park and Idea Technopark; business matching. Evening: delegation dinner with Mr Minnikhanov and the Tatarstan Minister.
31 Oct SAT	KAZAN	**Kazan Digital Week — Day 3.** Forum sessions and exhibition; technical visit to Innopolis — Innopolis University, the "Industry 4.0" showroom and the Special Economic Zone. Half-day city excursion — the Kazan Kremlin, Kul Sharif Mosque and old Tatar quarter.
1 Nov SUN	→ MOSCOW	Depart Kazan; arrive Moscow.
2 Nov MON	MOSCOW	**Trade Mission — Day 1.** Ministerial meeting; BRICS International Consortium; Moscow Chamber of Commerce. Afternoon: Executive Development Programme at Plekhanov University.
3 Nov TUE	MOSCOW	**Trade Mission — Day 2.** Corporate visits; business matching. Evening: delegation dinner with the Minister, BRICS Award and Closing Ceremony.
4 Nov WED	MOSCOW	Russian public holiday. Half-day Moscow city tour; onward departure.

Programme content, timings and officiating dignitaries are subject to confirmation by the Government of the Russian Federation, the Republic of Tatarstan and Kazan Digital Week organisers.



THE MOSCOW KREMLIN AT DUSK — EVENINGS ON THE MOSKVA EMBANKMENT

KAZAN DIGITAL WEEK 2026

The Look East Digital Pact: Russia & ASEAN

Kazan Digital Week is an annual international forum hosted by the Republic of Tatarstan at the Kazan Expo centre — one of Russia's largest platforms for digital technology, innovation and intelligent systems, spanning ten thematic tracks from fintech and cybersecurity to intelligent transport. Malaysia's delegation is the centrepiece of this mission, under the 2026 theme "Unified Digital Sovereignty: From Regional Vision to Global Integration."



THE GUEST OF HONOUR OFFICIATING — PLENARY CEREMONY AT DEPUTY PRIME MINISTER LEVEL


KAZAN EXPO — THE FORUM VENUE


TATAR HERITAGE MEETS THE DIGITAL ECONOMY

◆ **Officiating dignitary:** the Deputy Prime Minister of the Russian Federation is confirmed to officiate and speak at the Opening Ceremony on 29 October 2026, alongside the Rais of the Republic of Tatarstan.

20,000+	74	1,200+	286
PARTICIPANTS	COUNTRIES	SPEAKERS & EXPERTS	EXHIBITING COMPANIES

Figures reflect the 2025 edition, as reported by official forum communications. The 2026 edition is expected to expand its international delegate programme further.

KAZAN DIGITAL WEEK

Malaysia at the table.



MALAYSIAN PANELLISTS ON THE RUSSIA–ASEAN DIGITAL DIALOGUE

WHY KAZAN

- The Republic of Tatarstan is a recognised hub for digital innovation, technology and industrial development in the Russian Federation.
- Ten thematic tracks — fintech, healthcare, education, cybersecurity and intelligent transport systems among them.
- An international stage for Malaysian technology players to showcase capability and connect with BRICS-aligned markets.

MALAYSIA'S PANEL LINE-UP

Malaysia's delegation is represented on the dedicated ASEAN panel, *"The Look East Digital Pact: Russia and ASEAN,"* alongside counterparts from Indonesia, Thailand, Brunei, Vietnam, Pakistan and China — positioning Malaysia at the centre of the Russia–ASEAN digital dialogue.

The session positions ASEAN as a unified digital bloc — a blueprint for technology transfer drawing on Russia's cybersecurity, e-government and smart-city experience.

KEY DELEGATION TOUCHPOINTS IN KAZAN

Opening Ceremony with the Deputy Prime Minister of the Russian Federation and the Rais of Tatarstan

Evening delegation dinner hosted with Mr Minnikhanov and the Tatarstan Minister

Dedicated meeting with Mr Rifkat Minnikhanov, Chairman of Kazan Digital Week

Business matching across fintech, healthcare, cybersecurity and intelligent transport

TECHNICAL VISITS · KAZAN DIGITAL WEEK

Two places delegates go inside.

Beyond the forum floor, the delegation is hosted at two of Tatarstan's working technology centres — arranged by the Kazan Digital Week organisers, with group sizes capped and routes fixed in advance.

Innopolis

RUSSIA'S PURPOSE-BUILT TECHNOLOGY CITY
1 UNIVERSITETSKAYA ST., INNOPOLIS





Innopolis University

Educational, research and project activities, campus infrastructure and the student demo room.

“Industry 4.0” Showroom

High-tech digital and technological solutions at InnoPark Technopark, 300 Tsentralnaya St.

Innopolis Special Economic Zone

The city and SEZ presentation — infrastructure, conditions for resident companies and the innovation ecosystem.

City & Innopolis School

Sightseeing across key urban and tech locations, then the continuous engineering and IT education ecosystem — from kindergarten to upper secondary, including robotics and unmanned aircraft systems.

5.5 HOURS INCL. TRAVEL	ONE GROUP · UP TO 20 PAX

IT Park, Kazan

TATARSTAN’S DIGITAL ECONOMY CENTRE
BASHIR RAMEEV IT PARK & IDEA TECHNOPARK



Bashir Rameev IT Park

A key centre of Tatarstan's digital economy — technopark infrastructure, the esports arena, Children's IT Park and AI art gallery.

Startup Support & Residents

Support programmes and opportunities to cooperate with resident companies.

Idea Technopark & Resident Companies

A single route across the management company, high-tech production facilities and analytical laboratories.

Applied Technology on Show

Medical simulators, automotive-component testing, modern metrology, nanoanalytics, and biometric solutions for education, transport and critical infrastructure.

4–4.5 HOURS INCL. TRAVEL	5–15 PAX PER GROUP

Visit routes, durations and group allocations are confirmed by the host organisations closer to the mission. Delegates are assigned to groups by the secretariat.

Inside Kazan Digital Week



HUMANOID ROBOTICS ON THE EXHIBITION FLOOR



NEXT-GENERATION ELECTRIC VEHICLES



E-GOVERNMENT SERVICE SHOWCASES



SMART-CITY AND CYBERSECURITY TECHNOLOGY



IMMERSIVE TECHNOLOGY DEMONSTRATIONS



THE INTERNATIONAL EXHIBITION HALL

KAZAN BEYOND BUSINESS

A thousand years at the crossroads of Europe and Asia.

Kazan is the capital of Tatarstan — a Muslim-majority republic where mosques and cathedrals share one skyline, and halal dining is everywhere. Delegates experience it first-hand: the forum's gala evenings and cultural showcases, and a guided excursion on 31 October to the UNESCO-listed Kazan Kremlin, Kul Sharif Mosque and the old Tatar quarter.



FOLK ENSEMBLES OF THE VOLGA ON THE GALA STAGE



TATAR TRADITIONAL DRESS AND MUSIC



GALA EVENING PERFORMANCES

EXECUTIVE DEVELOPMENT

EDP with Plekhanov Russian University of Economics

Founded in 1907, Plekhanov is one of Russia's oldest and most respected institutions for economics, finance and international business education. Delegates join an Executive Development Programme on its Moscow campus on 2 November, designed specifically for the visiting Malaysian delegation.

PROGRAMME FOCUS

- Structure, institutions and growth drivers of the contemporary Russian economy.
- Regulatory, customs and market-entry pathways for foreign businesses in Russia.
- BRICS economic cooperation frameworks and their relevance to Malaysian exporters.
- Case discussions on successful foreign joint ventures in the Russian market.
- Negotiation norms and business etiquette for engaging Russian counterparts.

2 NOVEMBER — SCHEDULE	
AM	Ministerial meeting · BRICS International Consortium · Moscow Chamber of Commerce.
PM	Executive Development Programme with Plekhanov Russian University of Economics.

Programme content, faculty and venue are subject to confirmation by Plekhanov Russian University of Economics.



PLEKHANOV UNIVERSITY, MOSCOW — DELEGATION SITE VISIT



BRICS INTERNATIONAL CONSORTIUM BRIEFING ON CAMPUS

MARKET RATIONALE

Why the Russian Federation, why now

A founding member of BRICS and one of the world's largest economies by purchasing power, Russia presents substantial opportunities for Malaysian exporters, technology providers and service businesses diversifying beyond traditional Western markets.

US$2.00B	US$2.48B	US$3.50B
2023	2024	2025*

Malaysia–Russia bilateral trade turnover. *2025 reflects officially reported year-on-year growth trend. Sources: MATRADE; Russia's Pivot to Asia; Moscow Foresight.

WHAT THIS MEANS FOR MALAYSIAN BUSINESS

Energy & Nuclear

Infrastructure cooperation including floating nuclear power and small modular reactor technology.

Agro-tech & Halal

Malaysian processed food exports to Russia nearly doubled between 2023 and 2024.

High Technology

Growing Russian interest in Malaysian electronics, medical products and high-tech equipment.

MOSCOW

Russia's principal centre of government, finance, industry and trade administration — direct engagement at Ministerial level and with the Moscow Chamber of Commerce.

KAZAN

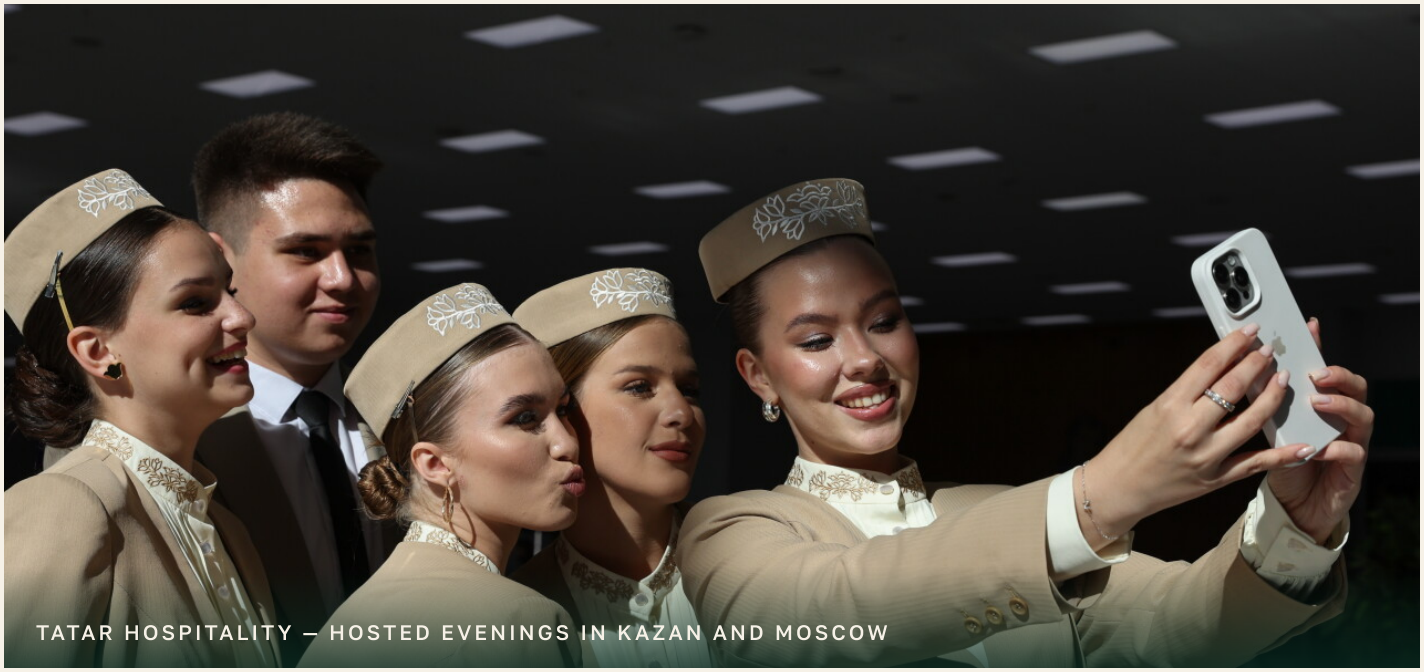
Tatarstan's capital and Russia's digital-innovation hub — an international showcase for Malaysian technology players, officiated at Deputy Prime Minister level.



DELEGATES FROM 74 COUNTRIES — THE BRICS MARKET IN ONE ROOM

SIGNATURE EVENTS

Matching, galas & the BRICS Award



TATAR HOSPITALITY — HOSTED EVENINGS IN KAZAN AND MOSCOW

Curated Business Matching

Pre-arranged meetings with leading Russian companies in Kazan and Moscow, tailored to each delegate's sector interests, with interpretation support where required.

Kazan Digital Week Gala Dinner

An evening reception on 29 October following the Opening Ceremony — Russian officials, technology leaders and fellow international delegations.

Dinner with Mr Rifkat Minnikhanov

A dedicated evening on 30 October with the Chairman of Kazan Digital Week and the Tatarstan Minister, following the day's business matching.

BRICS Award & Closing Ceremony

A formal evening on 3 November in Moscow with the Minister — celebrating outstanding contribution to BRICS-aligned trade, innovation and cooperation.

TECHNORIANT SDN BHD

Lead organiser — logistics, government liaison, the Kazan Digital Week delegation and the BRICS Global Awards gala.

MALAYSIA DIGITAL CHAMBER OF COMMERCE

Co-organiser — institutional credibility, delegate sourcing and business matching coordination.

SECTORS OF INTEREST

DIGITAL ECONOMY & TECHNOLOGY · TRADE & LOGISTICS · INDUSTRIAL GOODS · EDUCATION · HALAL INDUSTRIES · PROFESSIONAL SERVICES

THE BRICS GLOBAL AWARDS 2026

Recognising excellence. Connecting the world.

The BRICS Global Awards believes that recognising excellence not only celebrates achievement but also inspires innovation, strengthens international partnerships and creates lasting positive impact for businesses, communities and society. The Awards are presented at the mission's closing gala in Moscow on 3 November.



CALL FOR NOMINATIONS

Nominations now open

Trade Mission participants are invited to nominate their company for the BRICS Global Awards, presented at the closing gala in Moscow.

NOMINATE YOUR COMPANY — VIEW THE AWARDS PROGRAMME →

AWARD PHILOSOPHY

Build a Better Future	Recognise Achievement	Innovate for the Future	Connect the World	Shape Global Impact
Achievements that contribute to sustainable growth and long-term positive change.	Honour credible individuals, organisations and institutions with meaningful relevance.	Celebrate ideas, technologies and leadership that move industries and economies forward.	Build bridges between BRICS, partner countries, global institutions and communities.	Promote achievements that create measurable value and inspire wider collaboration.



MALAYSIAN AND INTERNATIONAL DELEGATES WITH BRICS INTERNATIONAL CONSORTIUM PARTNERS, MOSCOW







RECOGNITION & BENEFITS

More than an award — a global platform.

The BRICS Global Awards elevate excellence, strengthen credibility and open doors to new opportunities.

01 **International recognition** — prestige and credibility on the global stage.

02 **Global brand visibility** — stand out in global markets.

03 **Media & international exposure** — feature on leading media and platforms.

04 **Global networking** — industry leaders, decision-makers and potential partners.

05 **Official award certificate** — a prestigious symbol of excellence.

06 **Official winner logo** — showcase your achievement.

07 **International profile listing** — the official Awards directory and website.

AWARD CATEGORIES

A trusted benchmark for excellence across the BRICS community and the wider international landscape.

- Business Excellence
- Innovation
- AI & Digital Transformation
- Technology
- Healthcare
- Education
- Tourism
- Manufacturing
- Sustainability Leadership
- Government Leadership
- Social Impact
- Women Leadership
- Youth Leadership
- Entrepreneurship Excellence
- Investment & Economic Development

SCAN FOR MORE INFORMATION

The full BRICS Global Awards programme — categories, criteria and nomination details.

REGISTRATION

I am interested.

PACKAGE INCLUSIONS

- 9 days / 8 nights programme covering Moscow and Kazan.
- Government and corporate visits, business matching, and the EDP with Plekhanov University.
- Delegate access to Kazan Digital Week, including the Opening Ceremony.
- Twin-sharing accommodation and local ground transportation throughout.
- Daily coffee breaks and lunches, Welcome Dinner, KDW Gala Dinner and the BRICS Award closing dinner.

Excludes international flights, Russian visa fees and travel insurance.

ENQUIRIES & REGISTRATION

Technoriant Sdn Bhd (1013998-A)
Malaysia Digital Chamber of Commerce (MDCC) Secretariat

Kindly get in touch with **Cik Nur Ain** (+60 13 960 7609 · ain.rashdi@tvetaa.my). We look forward to a successful mission with you.

SCAN TO REGISTER

Or complete the online registration form.

Seats are limited and allocated first-come, first-served.

Register early to facilitate Russian visa processing, handled by Technoriant Sdn Bhd with the Embassy of the Russian Federation.

1	2	3
Enquire	**Register**	**Prepare**
Contact Technoriant Sdn Bhd or the MDCC Secretariat for the delegate pack.	Complete the registration form issued by the secretariat to confirm your seat.	Pre-mission briefing, visa guidance and business-matching profiling before departure.