|  | Rosatom digital press office <https://atommedia.online/en/>  | **Announcement**07.03.24 |
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**On March, 26 ATOMEXPO-2024 will host a roundtable discussion “Corporate Innovations: The Future is Born Here”**

*Its participants will discuss modern methods of developing innovations within corporations and ways to attract external startups*

During the business part of the ATOMEXPO-2024 International Forum to be held on March, 25-26 in Sochi, a roundtable discussion “Corporate Innovations: The Future is Born Here” will take place on March, 26. It will be presented as part of the “Industry” track.

The event will be attended by representatives of Russian corporations (including Rosatom and its divisions), development institutions, and universities (M. V. Lomonosov Moscow State University, National Research Nuclear University MEPhI and other members of the Consortium of Rosatom Core Universities). International experts in the field of development of startups and new businesses from the UAE and the CIS countries are also invited. The moderator will be Konstantin Khokhrin, an expert in corporate strategy, Director General of Adaptive.

Roundtable participants will discuss modern methods of development of innovation within corporations and ways to attract external startups. Particular attention will be paid to the best practices for integrating new small businesses into the company's main business applied in Russia and abroad. They will share successful cases in corporate entrepreneurship and ways to overcome the most common challenges.

Participation in the event may be of interest to, among others, leaders of industry project teams, founders of startups close to the atomic industry, as well as managers and employees of relevant divisions of large corporations, representatives of business media.

Start time: 12:00 pm. The session will take place in Hall No. 7 of the Main Media Center.

**For reference:**

The ATOMEXPO International Forum is the main event of the global atomic industry. It is the largest exhibition and business platform for discussing the current state of the atomic industry and setting trends of future development. Held since 2009, the Forum is attended by managers of key companies in the global atomic industry, government agencies, international and public organizations, and leading experts. The Forum format includes an exhibition and congress with an extensive business program, the key event of which is a plenary session. Panel discussions and roundtables discuss topics that are most important for the atomic industry. Leading companies in the global atomic industry and related industries present at the exhibition their technologies and competences.

Rosatom is a multi-industry holding company which comprises assets in power engineering, machine building, and construction. Its strategy is to develop low-carbon generation, including wind power. Rosatom is the national leader in power generation (accounting for about 20% of the country's total output) and ranks first globally in terms of the size of its portfolio of orders for the construction of NPPs (33 power units in 10 countries).

The Electric Power Division of Rosatom is one of the largest divisions, the core of which is RosEnergoAtom. It operates 11 existing Russian NPPs, including a floating nuclear heat and power plant (FNHPP, located in Chukotka). The share of electrical power generated by nuclear power plants in Russia's energy balance is about 20%. By 2045, as instructed by the President of the Russian Federation, it should reach 25%.