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**Rosatom held a master class on international business development for participants of the World Youth Festival**

*Kirill Komarov and participants of the WYF-2024 discussed global business development by the example of Rosatom cases*

Kirill Komarov, First Deputy Director General – Director for Development and International Business of Rosatom, met with the participants of the World Youth Festival 2024 in an interactive master class “Shaping Global Business of the Future: What we Take into Account Today”.

The master class was held jointly with the Russian Society “Znanie” (“Knowledge”). The event was moderated by Sergey Malozyomov, author and presenter of the “Miracle of Technology” and “Living Food” programs, creator of a series of popular-science films and a series of books, video blogger.

In his speech, Kirill Komarov recalled the history of Rosatom’s transformation into a global player. “In almost 15 years, Rosatom has become an integral part of the global nuclear industry. In the 2010s, the share of the State Corporation on the global NPP export market was no more than 10%. By now, we have significantly enhanced our position. Today our share on the export market is about 88%,” says Kirill Komarov. He emphasized that out of 25 atomic technology export projects in the world, 22 are currently being implemented by Rosatom.

Kirill Komarov spoke to the audience in the hall, most of whom were young people under the age of 30 from dozens of countries around the world, about the of role young talents in developing global business and strengthening Rosatom’s leadership. “We have managed to combine seemingly incompatible things in our corporate culture. On the one hand, our fundamental base is the experience of previous generations and accumulated knowledge and traditions. On the other hand, we have brought in an entrepreneurial spirit and passion, showing young employees, who join the atomic industry, what international projects are and giving them space for realizing their talents on a global scale,” – emphasized Kirill Komarov, First Deputy Director General – Director of Development and International Business Division of Rosatom.

The master class continued with a discussion between Kirill Komarov, Sergei Maloyomov, and the youth. The participants analyzed several business cases from Rosatom’s international experience. Young leaders suggested their scenarios for resolving the situations that arose during business development and project implementation. They discussed these scenarios with the experts. The cases demonstrated that diplomacy, initiative and respect for partners make it possible to build a sustainable business model as well as create new opportunities for the State Corporation.

The master class participants also discussed the components of a successful long-term strategy and shared their ideas about Rosatom’s future and new businesses by 2050.

**For reference:**

The World Youth Festival is held in accordance with the decree of Russian President Vladimir Putin in order to develop international youth cooperation. It will be attended by 20,000 young leaders in education, science, international cooperation, culture, volunteerism and charity, sports, business, and media, including 10,000 foreign participants. Teenagers will also be able to take part in the festival for the first time (as part of the track of the all-Russian movement of children and youth – “Movement of the First”).

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 nuclear power plants: 33 power units in 10 countries are at different stages of implementation.

The Government of the Russian Federation and major Russian companies continue to expand the range of solutions to unlock the potential of students and young employees. Rosatom and its enterprises are involved in the creation of joint departments in Russian universities, the implementation of scholarship support programs, major educational projects, the organization of practical training and internships for students.

Russia continues a productive dialog with its foreign colleagues, developing cooperation with countries from all over the world and actively forming a multi-polar system of international relations. The implementation of major foreign energy projects also continues. Rosatom and its enterprises are actively involved in this activity.