



**He who can go to the fountain
does not go to water-jar.**

— Leonardo da Vinci



Russian Computer Association

An ideal interface with the Russian computer industry

The Russian market of information technologies is the largest in Eastern Europe. Several thousand companies are involved in the manufacture and distribution of hardware, development of software and systems integration. This year about 1 million PCs will be sold in Russia.

Russian computer firms are young. Quite often they lack experience, especially in disciplines that are new to an incipient market economy such as management, marketing, sales, advertising. On the other hand, the Russian computer market suffers from "gray" dealers and pirates. It needed an organ that would help it evolve in a civilized manner. And it was established.

In December 1993 the Russian Computer Association (RCA) was founded by ten major Russian computer companies, which between them controlled about 25% of Russia's computer market.

In the intervening years it has scored many achievements. It has become a spokesman for the Russian computer industry and an efficient interface for those Western companies willing to do business with Russian IT industries. It has also run into some problems.

This non-profit organization is designed to represent the interests of its members at federal agencies, to consult the competent authorities, to lobby bills concerned with high technologies, to promote civilized ways of doing business, to render all sorts of assistance to national manufacturers.

More specific objectives of the RCA:

- Cooperation among Russian importers and manufacturers of hardware and software;
- Development of national certification norms and standards for computer products;
- Provision of a forum for education and discussion, exchange of opinions, ideas, technical and business information;
- Struggles against "gray" market and piracy.

Russian Computer Association

Incorporated:	In Moscow in 1993
Status:	Non-profit organization
Governing organs:	Assembly, Council, Body
Executive director:	Alexey PEKARSKY
Members:	Aquarius Systems Inform, Kami, Croc, Inc., QUORUS ACS, Systeminvest, Stins Coman, Steepler, Technoserv, Volkom, Excimer
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The Russian Computer Association immediately set out to wrestle some order from the chaos in the turbulent Russian IT scene.

To begin with, the RCA was successful in putting through the Parliament some bills related to computer manufacturing, protection of information, piracy, etc. It began to be covered and quoted by the national media. Its opinion-making activities include round-tables at Comtek exhibitions, Dator conferences and other forums.

Among other things, it sponsored Russian stands at Orgatec-94 and Cebit-95 and Russian participants in the Bled executive summit meeting.

Plans

Our plans are quite ambitious. So we want to establish a database of Russian computer companies, to become a clearinghouse for up-to-date info on the Russian computer industry, to conduct regular and ad hoc studies, to develop liaisons between Russian and international companies, consultants and organizations, to issue newsletters, to run a press-clip service, to hold meetings and training courses, to name but a few.

Advice sought

Under the Soviet rule we had no associations, and hence no experience in running an association.

We will welcome any advice and assistance from sister associations, national and international organizations, consultants, and companies.

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Our Association will become a real FOUNTAIN of information on the Russian computer market. Come to it, don't drink from water-jar!

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Association meetings

Conferences

RCA plans to hold regular national conferences for members and non-members, and for international participants.

The First Conference "Russian market of information technologies (current status and prospects)" held near Moscow last October, was quite successful. According to the Russian participants in Esther Dyson's East-West High-Tech Summit at Bled the Conference was a more exciting and informative event. Proceedings of the Conference are being published in book form.

Round tables

RCA takes part in and holds round table discussions.

Seminars

RCA hosts all sorts of seminars for Western and Russian companies on a commercial basis.

When held under the auspices of the RCA, the seminars normally draw good attendance and receive extensive coverage in the Russian computer and business press.

You are welcome!