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## **M-ENABLING LAUNCHES INAUGURAL EVENT IN RUSSIA**

**MOSCOW (May 20, 2015)** – Within the development of business initiatives in Russia, organizers E.J. Krause & Associates and Global Initiative for Inclusive Information and Communication Technologies (G3ict), produced for the first time **M-Enabling Russia**, an international social project focused on accessible mobile information and communication technologies. The launch of **M-Enabling Russia**, a conference and showcase dedicated to promoting mobile accessibility and assistive applications and services for senior citizens and users with disabilities, was held on May 13, 2015 at the Renaissance Moscow Monarch Center Hotel.

Co-organizers of **M-Enabling Russia**, E.J. Krause & Associates, a leading exhibition and conference management company, and G3ict, aimed to capture the many new opportunities to help serve the fastest growing user group in the mobile marketplace, seniors and users with disabilities. In addition, the event received support from Bauman Moscow State Technical University. The Center for the Development of Social Innovation, “Enabling Technologies,” became a strategic partner of **M-Enabling Russia 2015**.

**M-Enabling Russia** is the third international event added to the **M-Enabling Summit series**. The **M-Enabling Summit**, a two day high-level conference and showcase, held in cooperation with the Federal Communications Commission (FCC), has been organized in Washington, DC for the past four years. The **M-Enabling Summit** analyzes in-depth market challenges and opportunities presented by leading mobile service providers from around the world. The program focuses on accessibility innovations, featuring 150 key industry speakers, private sector leaders, app developers, policy makers, mobile accessibility experts and disability advocates all sharing their experience.

**M-Enabling Russia 2015** gained high level government support from the Ministry of Industry and Trade of the RF, the Ministry of Telecomm and Mass Communication of the RF, the Ministry of Labor and Social Protection of the RF, the Informational center UNIC, the Agency for strategic initiatives, professional organizations, funds and structures.

Alex Leblois, President of G3ict, commented on the importance of the project: *“The high level and active participation of government, advocates and private sector organizations at **M-Enabling Russia** demonstrates the importance and potential for mobile technologies in Russia because of the great presence of seniors and persons with disabilities in the growing digital economy. The quality of interactive presentations and debates was exceptional for the first event of this kind, reflecting Russian expertise in information technologies and disability issues. It was also clear through the **M-Enabling** panels and experience sharing that Russian developers and companies can significantly contribute to the global marketplace. With seven billion mobile devices in use today around the world, and one billion persons with disabilities, many of whom are seniors, accessible and assistive technology solutions are in very high demand. At **M-Enabling Russia**, Russian developers and companies are well positioned to benefit from this global opportunity in which they can further explore. We are looking forward to a stronger and even larger 2016 **M-Enabling Russia**.”*

More than 200 attendees from Russia and the CIS, The United States, Brazil, Germany, and India visited **M-Enabling Russia**. The list of international and domestic participation supported the unique exchange of practices and expertise, and focused on the latest worldwide developments in the industry.

Leblois welcomed participants, delegates and guests at the opening ceremony. Influential keynote speakers included Javed Abidi of the Disabled People’s International (DPI), Dmitry Khalin, Technical Director of Microsoft Russia, and Stanislav Ivanov, Vice President of All-Russian Society of Blind.

Professionals from both industry and private sector, as well as representatives from state and disability advocacy groups participated in parallel session discussions. **M-Enabling Russia 2015** was the ideal platform to discuss the acquisition on general access to information and communication technologies, excluding discrimination based on the characteristics of disability.

The **2<sup>nd</sup> edition M-Enabling Russia** will take place April 6-7, 2016. For more information on **M-Enabling Russia**, please visit [www.m-enabling.ru](http://www.m-enabling.ru)

**About Bauman Moscow State Technical University (BMSTU):**

The first general university in the world and the only National Research University of engineering and technology, which effectively develops and successfully implements special educational and rehabilitation programs for engineering education for the deaf and hard-of-hearing people. These programs are implemented by Moscow Center for Complex Rehabilitation of the Deaf and Hard-of-Hearing (GUIMC), established in 1994 as BMSTU academic department.

[www.bmstu.ru](http://www.bmstu.ru)

[www.guimc.bmstu.ru](http://www.guimc.bmstu.ru)

**About G3ict:**

G3ict – the Global Initiative for Inclusive Information and Communication Technologies – is an advocacy initiative launched in December 2006 in cooperation with the Secretariat for the Convention on the Rights of Persons with Disabilities at UNDESA. Its mission is to facilitate and support the implementation of the dispositions of the Convention on the Rights of Persons with Disabilities (CRPD) promoting digital accessibility and Assistive Technologies. Participating organizations include industry, academia, the public sector and organizations representing persons with disabilities. For more information, please visit [www.g3ict.org](http://www.g3ict.org)

**About E.J. Krause & Associates:**

For more than 30 years, E.J. Krause & Associates, Inc. (EJK) has been a worldwide leader in exhibition and conference management. EJK is one of the largest privately held exhibition management companies in the world, with offices on three continents. EJK produces a growing portfolio of over 40 events, serving 14 different industries. We excel in creating global brand leading events, bringing companies together to network and generate business. For more information please visit [www.ejkrause.com](http://www.ejkrause.com)