

The memorandum about

BIG-RU

BACnet Interest Group Russia

National BACnet Association in Russia

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1. BIG-RU Objectives:

- The promotion of BACnet technology in Russian Building Automation and Controls (BACS) market, using the experience of Russian HVAC association (ABOK) and in collaboration with ASHRAE, BIG-EU and BMA.
- The assistance to BIG-RU members in establishing of business relationship with Russian BACS companies for implementing BACnet in the construction area.

**Note: BIG-RU will be a platform for BACnet companies to exchange the experience and to start the BACnet business into Russian BACS market.*

2. Common positions

2.1 Companies and individuals who are related with BACnet are invited to become **members** of BIG-RU association: hardware manufacturers and suppliers, software or systems; consulting companies; research centers or associations; service companies; individuals who are interested in BACnet.

2.2 BIG-RU association is going to be organized with assistance of ABOK and ABOK committee "Intelligent Buildings".

3. BIG-RU Strategies

3.1 Technical strategy

**Note: This strategy is to prepare enough qualified technical experts in Russia in order they could implement BACnet equipment in their BACS projects.*

3.1.1 BACnet training center

- There will be created BACnet training center with separate working stands for **members** of BIG-RU.
- In the training center 2-days BACnet training courses will be organized not less than 4 times per year.

**Note: It is supposed that for 3 years of training center existence there will be educated more than 80% of Russian BACS companies (2-3 experts from each firm).*

- In order BIG-RU training center could start to work few ABOK committee "Intelligent Buildings" experts should receive a common knowledge of BACnet in ASHRAE or BIG-EU. Then they will be teachers in BIG-RU training center.
- There will be developed for BIG-RU training center 2 educational courses for Russian audience:
 - Introduction to BACnet;
 - The work with hardware & software from BACnet companies which are **members** of BIG-RU.

**Note: All necessary educational materials will be prepared, using the materials received from ASHRAE and BIG-EU and adopted by ABOK committee.*

- All specialists who will educate in BIG-RU training center should receive BIG-RU diplomas.

3.1.2 BIG-RU E-newsletter for Russian BACS market

There will be prepared BIG-RU E-newsletter with the information from BIG-RU members and distributed by E-mail among Russian BACS specialists and companies (around 1000 subscribers/monthly).

3.1.3 Exhibitions and conferences

Participation with BIG-RU members common booth in the professional exhibitions (like it was done by BIG-EU on "Light and Building"-2004).

3.1.4 Publications about BIG-RU and BACnet

Publications in "ABOK" Journal and other professional magazines articles about the experience of BACnet implementation worldwide.

3.1.5 Web promotion of BIG-RU work

There will be special chapter on ABOK web-site (www.abok.ru) and also www.BACnet.ru already registered for the purpose of BIG-RU.

3.2 Business strategy

**Note: This strategy is to help BIG-RU members to establish business connections with Russian market key-players. And second aim of this strategy is to show Russian investors and developers: where is their profit with BACnet systems.*

3.2.1 Assisting BIG-RU members to find a reliable company/partner in Russian building automation market for a future cooperation.

**Note: In order to reach one of BIG-RU goals (establishing with Russian BACS companies dealer/distributor relationship), BIG-RU having big experience and understanding of Russian BACS market, takes care about the promotion of association member's brand. And also search for reliable BACS companies to work with on Russian market. Therefore, BIG-RU member doesn't carry much financial risks at the beginning period (organizing office, etc.).*

- BIG-RU will prepare a brief marketing survey: Who is who is Russian Building Automation market? (*in English*)
- BIG-RU will find 3-4 reliable companies and organize meetings with BIG-RU member company for the subject of future cooperation.
- There will be on www.BACnet.ru special chapter for every BIG-RU member with the information about company's equipment and services.
- The advertisement materials of BIG-RU members will be distributed during training courses and on conferences and seminars where BIG-RU will take part.

**Note: If member would like to translate its advertisement materials and print it in Russian, BIG-RU could help, but it should be described with separate agreement.*

- Training courses in BIG-RU training center will be done on the equipment (hardware & software) of BIG-RU member.

3.2.1 Preparing for investors and developers special newsletter from BIG-RU with success stories about BACnet projects.

- Distribution of this information among Russian investors, contractors and developers in order to show their benefits of BACnet.
- Organizing of workshops for business audience: investors, contractors and developers.
- BIG-RU will be searching for pilot projects in Russia where BIG-RU members could participate with their equipment or services. This point could be completed with assistance of ABOK and Moscow Government.

4. BIG-RU member responsibilities

- **Members** of BIG-RU should pay annual fees. The amount of annual fee will be set up by BIG-RU Council.
- **Members** of BIG-RU support training center with their hardware & software (for the period of their membership - optionally), advertisement materials and catalogues of equipment for free of charge. It will be placed on the member's stand in the training center.
- **Members** of BIG-RU carry expenses for their equipment and catalogues shipping to Russia and possible custom expenses.
- BIG-RU **members** give ABOK the support in installing and tuning their equipment in BIG-RU training center (optionally).
- BIG-RU **members** support ABOK with articles about BACnet implementation and other information on BACnet.

5. BIG-RU foundation and management

5.1 BIG-RU foundation

- In order to organize BIG-RU as independent national Russian association there should be 10 founders with founding fee of 5000\$ per each company.
**Note: The budget draft of BIG-RU 1st year existence is 50000\$. That's why 10 founders.*
- BIG-RU founder could be a company which take significant place in the world building automation market and which would like to give a support for BIG-RU foundation.
**Note: By the Russian laws the association founders - are the members of the association automatically.*
- These 10 founding companies will set up BIG-RU Council, which will determine BIG-RU ideology and confirm its plan of activities.
- BIG-RU Executive director (*Andrey Golovin*) will be the responsible person for BIG-RU foundation and further work.

5.2 BIG-RU management

- General meeting of BIG-RU members will have highest decision (holding once a year).
- BIG-RU Council will be set up for 3 years period in order to operate between BIG-RU general meetings.
- Then Council should be re-elected among BIG-RU members.
**Note: It means that companies which will support BIG-RU foundation automatically become Council members for 3 years. Companies which become BIG-RU members later on couldn't enter BIG-RU Council until the re-election of it after 3 years period.*
- BIG-RU Council will determine on its 1st meeting BIG-RU membership categories and fees amounts.
- A company could become BIG-RU **member** for a period – 1 year. Then, membership could be continued.
- BIG-RU Council will determine the **exact** list of members' benefits.

6. Other circumstances

6.1. Scientific co-sponsors of BIG-RU: ABOK, ASHRAE, BMA, BIG-EU, ISO, CABA, other sister-societies and organizations.

**Note: All necessary agreements will be signed after BIG-RU will be established.*

6.1.1 Scientific co-sponsors support ABOK with information materials, which are necessary for BIG-RU training courses program and other work.

6.2. To the present moment BIG-RU has **information support** from ABOK Journal, ASHRAE Journal, CABA E-newsletter, AutomatedBuildings.com; more to come.