



**THE RUSSIAN - EUROPEAN
BUSINESS FORUM**
Successful Together


September 23th and 25th, 2010
Park Inn Pribaltiyskaya Hotel
St. Petersburg
Ulitsa Korablestroiteley 14

PROGRAMME


Thursday, September 23rd

14.00-19.00	Registration of participants
15.00-18.00	Events held in parallel on the eve of the official opening of the Forum Master-Class: System of Organising Project Financing and Principles of Formation of Public-Private Partnerships Venue: Conference room Green 7 Moderator: Evgeny Sidorenko , Managing Director, Raiffeisen Investment Ltd. Organisers: <ul style="list-style-type: none">• Banking committee of Association of European Businesses (AEB)• AEB Finance and Investments committee• Working group on banking of the Northern Dimension Business Council Key topics: <ul style="list-style-type: none">• Basic bank requirements for the preparation of investment projects• Common errors made when preparing a business plan• Principles of organisation of public-private partnership in implementation of large infrastructural projects• Case study: a presentation of two or three projects, with an analysis of their strengths and weaknesses Welcome address: Christian Ziegler , Partner, Rödl & Partner; Chairman, AEB Finance and Investments Committee Speakers: <ul style="list-style-type: none">• Alexander Bazhenov, Director, Public-Private Partnership Center, Vneshekonombank• Martin Glimmerholm, Head of International Business Division, Nordea Bank• Elena Tkachenko, Professor in the Department of Business Economy and Production Management at St. Petersburg State University of Economics and Finance• Karina Chichkanova, Partner and Head of Real Estate and Development Practice of Salans, St. Petersburg
	Master-Class: Building your reputation: Russia in Europe, Europe in Russia Venue: Conference room Green 8 Moderator: Igor Reichlin , Managing Partner of OOO "Reichlin&Partners"; Chairman, AEB PR and Communications Committee Organiser: AEB Public Relations and Communications Committee

	<p>Welcome address: Frank Schauff, Chief Executive Officer, Association of European Businesses</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Introduction: Reputation - your key asset • Igor Reichlin, Managing Partner of OOO "Reichlin&Partners"; Chairman, AEB PR and Communications Committee • Can a company import its reputation into a new market? Marina Tatarskaya, PR Director of ZAO Ferrero Russia • Corporate Social Responsibility as an important factor for building a reputation in a new market Grigory Tulchinsky, Professor of University - Higher School of Economics (St. Petersburg branch) • Reputation risks for European investors. How to identify and control them? Oleg Babinov, Head of Russia, Eastern Europe and Eurasia Practice, The Risk Advisory Group plc • Reputation risks in the social and ecological aspects of international investment projects in Russia Sergey Bourtsev, Managing Partner of ERM Eurasia in Russia and Kazakhstan • Experience of German companies in conservation and consolidation of reputation in St. Petersburg and Leningrad region Vladimir Patyaka, Deputy Head of the Hamburg Chamber of Commerce in St. Petersburg • Reputation of a foreign employer as a key asset for attracting qualified staff Susanne Doenitz, Managing Partner of Alexander Hughes CIS
17.00-18.30	<p>Official meeting of the Northern Dimension Business Council (for members of Business Council only)</p> <p>Moderators:</p> <ul style="list-style-type: none"> • Alexey Mordashov, Chief Executive Officer of Severstal, Co-chairman of the Northern Dimension Business Council • Tapio Kuula, President and CEO of Fortum Corporation, Co-chairman of the Northern Dimension Business Council
18.30-21.00	<p>Reception (by invitation only)</p> <p>Venue: Conference room Blue 1</p>
Friday, September 24th	
08.00-09.00	Registration of participants
09.00-10.00	<p>Forum's official opening ceremony</p> <p>Venue: Conference room Blue 4</p>
	<p>Moderator: Roger Munnings, Member of the Board, AFK Sistema, Deputy Chairman of the AEB Executive Board</p> <p>Venue: Conference room Blue 4</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Ilya Klebanov, Plenipotentiary Envoy of the President of the Russian Federation to the North-West Federal District • Andrey Klepatch, Deputy Minister of Economic Development and Trade of the Russian Federation (tbc) • Mikhail Oseevsky, Vice-Governor of St Petersburg, Head of St. Petersburg Governor's Administration • Peter Balas, Deputy Director General, Directorate-General for Trade of the European Commission

	<ul style="list-style-type: none"> • Reiner Hartmann, Head of Representative Office E.ON Ruhrgas AG, Chairman of the Executive Board, Association of European Businesses (AEB)
10.00-12.00	<p>Session 1: World financial crisis and its consequences on business development in Russia and the EU. Opportunities for foreign investors.</p> <p>Venue: Conference room Blue 4</p> <p>Moderator: David Thomas, President of Volvo Car Russia</p> <p>Topics for discussion:</p> <ul style="list-style-type: none"> • World financial and economic crisis and its consequences for Russia and the EU • Russian market after the crisis; opportunities for foreign investors • Relationship between the business and government sectors in the development of anti-crisis measures • Is a successful implementation of Public-Private Partnership projects possible? • Investments in the regions - major problems • Issues related to investing into strategic branches of the Russian economy <p>Speakers:</p> <ul style="list-style-type: none"> • Tapio Kuula, President and CEO of Fortum Corporation, Co-chairman of the Northern Dimension Business Council • Philippe de Buck, Director General of BUSINESSEUROPE • Pedro Alba, World Bank Country Director for Russia • Natalya Khanzhenkova, Managing Director for Russia, European Bank for Reconstruction and Development • Sergey Morozov, Governor of Ulyanovsk Oblast • Alexander Grebeniuk, Managing Partner of Ernst & Young St. Petersburg
12.00-12.30	<p>Coffee break. Press approach.</p> <p>Venue: Lobby</p>
12.30-14.00	<p>Session 2: Practical implementation of the Partnership for Modernisation: Innovations without borders. European and Russian Businesses to seize new opportunities</p> <div style="text-align: center;">  <p>EU-RUSSIA INDUSTRIALISTS ROUND TABLE</p> </div> <p>The session is organized in cooperation with the EU-Russia Industrialists' Roundtable (IRT)</p> <p>Venue: Conference room Blue 4</p> <p>Moderators:</p> <ul style="list-style-type: none"> • Frank Schauff, Chief Executive Officer, Association of European Businesses • Ksenia Datsko, Head of the IRT Russian Secretariat <p>Topics for discussion:</p> <ul style="list-style-type: none"> • State support measures for local manufacturers and investment attraction in Russia and the EU. Dialogue between businesses and authorities • Technical regulation and standardisation • Production localisation in joint ventures • Business initiatives for innovation and technology transfers <p>Speakers:</p> <ul style="list-style-type: none"> • Lars Corneliussen, Managing Director of Volvo Group Russia • Mikhail Kaykov, Vice-President of Association of Russian Builders • Eric Faidy, Managing Director of Michelin Russia and CIS • Maxim Akimov, Vice-Governor of Kaluga Oblast

	<ul style="list-style-type: none"> • Oleg Korzinov, Director for Innovative Development, ChemRar
14.00-15.00	<p>Lunch</p> <p>Venue: Lobby</p>
15.00-16.30	<p>Session 3: New Russian European initiatives in business. Northern Dimension Business Council.</p> <p>Venue: Conference room Blue 4</p> <p>Moderator: Slava Khodko, Chairman of the Executive Committee of the North-West Association, Chairman of the Board of North-West Development and Investment Promotion Agency</p> <p>Topics for discussion:</p> <ul style="list-style-type: none"> • Cooperation between Russia and the EU: The Northern Dimension Business Council programme as a new initiative • Protectionism in the EU and Russia • Investments of Russian companies in Europe - major issues <p>Speakers:</p> <ul style="list-style-type: none"> • Fernando Valenzuela, Head of Delegation of the European Union to the Russian Federation • Paavo Lipponen, Former Prime Minister of Finland, Independent consultant to Nord Stream • Yuriy Stetsenko, Director of the European Countries Department, Ministry of Economic Development of the Russian Federation • Esa Hyvärinen, Vice President of Fortum Corporation • Sergey Bodrunov, Counsellor of the Governor of St.Petersburg on Industrial Policy, Co-Chairman of the Machine-Building and Autocomponents working group, the Northern Dimension Business Council • Tatiana Tylevich, Chief Executive Officer of Imperial Porcelain Manufactory
16.30-16.45	<p>Coffee break. Press approach.</p> <p>Venue: Lobby</p>
16.45-19.15	<p>Session 4: Pressing issues of doing business in Russia: Practical aspects.</p> <p>Venue: Conference room Blue 4</p> <p>Moderator: Vladimir Katenev, President of the St.Petersburg Chamber of Industry and Commerce</p> <p>Topics for discussion:</p> <ul style="list-style-type: none"> • Russian tax system and its specificity for foreign investors • Problem of intellectual property rights • Business registration procedure in Russia and the "one window" approach • Customs procedures. The Customs Union of Russia, Belorussia and Kazakhstan • Issues related to Human Resources (HR) <p>Speakers:</p> <ul style="list-style-type: none"> • Konstantin Chaika, Secretary of state - Deputy Head of the Federal Customs Service of the Russian Federation • Dominique Fache, Head of Enel for Russia and CIS • Alina Lavrentieva, Partner Taxes and Legal Services, PricewaterhouseCoopers in Russia • Olga Litvinova, Managing Partner of DLA Piper St. Petersburg • Olga Bantsekina, Head of Representative Office Coleman Services UK in Russia <p>Speech by the special guest of the Forum: Wolfgang Clement, ex-Minister of Economics</p>

	and Labour of the Federal Republic of Germany, ex-Prime Minister of Northern Rhine-Westphalia Questions and answers
19.30	Departure to the Reception
20.15-22.00	Reception for the Forum's guests and participants in the UK Consulate General (by invitation only) Venue: Proletarskoy Diktatury Square 5, St. Petersburg
Saturday, September 25th	
8.30-9.00	Registration of participants
09.00-11.00	<p>Round table. Russia's pharmaceutical industry: current issues on development</p> <div style="text-align: center;">  <p>КЭРПИТ</p> </div> <p>The session is organized in cooperation with the Committee of Economic Development, Industry Policy and Trade of St. Petersburg</p> <p>Venue: Conference room Blue 1</p> <p>Moderators:</p> <ul style="list-style-type: none"> • Smirnov Sergey, General Director of Novo Nordisk A/S Russia; Chairman, AEB Health and Pharmaceuticals Committee • Zakhar Golant, Counsellor to the Vice-Governor Mikhail Oseevsky <p>Organiser:</p> <ul style="list-style-type: none"> • AEB Health and Pharmaceuticals Committee <p>Welcome address: Mikhail Oseevsky, Vice-Governor of St Petersburg, Head of Saint Petersburg Governor's Administration Frank Schauff, Chief Executive Officer, Association of European Businesses</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Opportunities offered by Special Economic Zones for project development in pharmaceutical companies in Russia Igor Nosov, Deputy General Director of joint-stock company "Special Economic Zones" • Establishing and developing innovative pharmaceutical industry clusters in Russia. Short- and long-term prospects. The Federal target program "Development of the health and pharmaceutical industry" Sergey Tsyb, Head of Department of Chemical Industries and Bio-Engineering Technologies of the Ministry of Industry and Trade of the Russian Federation • Changes in the field of government purchase of pharmaceuticals and medicinal products and equipment related to introducing federal electronic bidding platforms Anna Katamadze, Deputy Director of the Department of State Regulatory Economic Affairs, Ministry of Economic Development of the Russian Federation Mikhail Evraev, Head of the Department of Government-Order Process Control, Federal Antimonopoly Service of the Russian Federation Timofey Nizhegorodtsev, Head of the Department of Social and Trade Sectors Control, Federal Antimonopoly Service of the Russian Federation • Plans for developing a pharmaceutical cluster in the Kaluga region Maxim Akimov, Vice Governor of Kaluga region

	<ul style="list-style-type: none"> • Development of a pharmaceutical cluster in St. Petersburg Zakhar Golant, Councillor of the Vice-Governor Mikhail Oseevsky • Encouraging an economic climate for innovative development and modernization of the pharmaceutical industry. The role and contribution of Russian and foreign pharmaceutical companies Sergey Dokuchaev, Chairman of the Board, ZAO AKB “Lanta-Bank” • Transfer of production of medicinal products to Russia. Western point of view on critical issues Christoph Dengler, Mannheimer Swartling, St. Petersburg • Participation of higher educational and research institutions in developing Russia’s pharmaceutical industry. Establishing an inter-institutional research center Igor Narkevich, Rector of the St. Petersburg Chemical Pharmaceutical Academy
09.00-11.00	<p>Round table. Europe and Russia: Common Ways Towards Energy Efficiency</p> <p>Venue: Conference room Blue 3</p> <p>Moderator: Jeroen Ketting, General Director of Lighthouse Group Russia, Chairman of the AEB Energy Efficiency committee</p> <p>Organiser: AEB Energy Efficiency Committee</p> <p>Speakers:</p> <ul style="list-style-type: none"> • The practice of saving energy in public buildings in Russia Jeroen Ketting, General Director of Lighthouse Group Russia, Chairman of the AEB Energy Efficiency committee • The power factor correction, the key for energy efficiency Serge Vignerie, Marketing Director of Legrand Group Russia & CIS • Energy of the future: risks and rewards. Russian experience. Dominique Fache, Head of Enel for Russia and CIS • Eric Rasmussen, Chief Executive Officer of Logstor • Xavier Perret, Head of Representation of GDF SUEZ
11.00-11.20	<p>Coffee break</p> <p>Venue: Lobby</p>
11.20-14.00	Continuation of the Round Table: Russia’s pharmaceutical industry: current issues on development
11.20-14.00	Continuation of the Round Table: Europe and Russia: Common Ways Towards Energy Efficiency
11.20-14.00	<p>Presentations of the investment potential of several Russian Regions</p> <p>Venue: Conference room Green 8</p> <ul style="list-style-type: none"> • Voronezh Oblast • Kaluga Oblast • Nenets Autonomous Okrug • Ulyanovsk Oblast • Chelyabinsk Oblast • Yaroslavl Oblast
	B2B Meetings
14.00-15.00	<p>Closing cocktail</p> <p>Venue: Conference room Blue 2</p>

On September 24th and 25th, parallel to the Forum’s an exhibition is held.

Organiser



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