



Association  
of European  
Businesses

**Open Event**  
**Language: RUS**

**8 April 2015 г.**  
**Conference Center AEB**  
ul. Krasnoproletarskaya  
16, bln.3, 4<sup>th</sup> floor, office 8,  
Moscow

**Open Event organized by the AEB PR & Communications  
Committee**

## **HOW DOES INVESTMENT CLIMATE INFLUENCE BUSINESS COMMUNICATIONS, WHAT DOES CHANGE?**

**Moderator:** **Igor Reichlin**, Chair of the AEB PR & Communications Committee, Managing Partner, Reichlin & Partners

**Co-moderator:** **Yan Khanov**, Managing Partner, Publicity agency

**09:30 – 10:00** **REGISTRATION AND WELCOME COFFEE**

**10:00 – 10:20** **OPENING REMARKS**  
**Igor Reichlin**, Chair of the AEB PR & Communications Committee, Managing Partner, Reichlin & Partners  
**Yan Khanov**, Managing Partner, Publicity agency

**10:20 - 10:40** **FOREIGN INVESTORS TODAY – WHAT HAS CHANGED? HAS RUSSIA ANYTHING TO OFFER?**  
**Ekaterina Kvasova**, Director of Marketing Department, Russian Direct Investment Fund (RFPI)

**10:40 - 11:00** **WHAT IS THE REACTION OF BUSINESS ON CHANGES IN THE INVESTMENT CLIMATE?**  
**Evgeny Novikov**, PR-Director, «Delovaya Rossiya»

**11:00 - 11:20** **IMPORT SUBSTITUTION: TREAT OR OPPORTUNITY FOR FOREIGN BUSINESS**  
**Andrey Gorodov**, Department of Science, Industrial Policy and Entrepreneurship of Moscow City

**11:20 - 11:40** **WHAT TO TALK ABOUT?**  
**Alexey Bobrovsky**, Anchorman, Russia 24 TV Channel

**11:40 - 12:00** **EXPORT POTENTIAL: EXPORTER-IMPORTER DIALOGUE (Topic TBC)**  
**Ekaterina Karasina**, External Communications Managing Director, Export Insurance Agency of Russia (EXIAR)

**12:00 - 12:30** **DISCUSSION, QUESTIONS AND ANSWERS**

**Working language:** **Russian**, Translation will not be provided

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