

**CONFERENCE**  
Language: ENG

14 March 2017  
09:30 - 15:30  
InterContinental  
Moscow Tverskaya Hotel  
Tverskaya str. 22, Moscow

**14<sup>th</sup> AEB HR Conference**  
organized by the AEB HR Committee

**EFFECTIVE HR : TO A BRIGHTER FUTURE**

**PROGRAMME**

- 08:45 - 09:30**    **REGISTRATION**
- 09:30 - 09:40**    **WELCOME SPEECH**  
**Frank Schauff**, CEO, Association of European Businesses
- 09:40 – 10:40**    **CEOs PANEL DISCUSSION: THE RELATION BETWEEN CEO AND HR – A CHALLENGE OR AN OPPORTUNITY?**
- Moderator: Michael Germershausen**, AEB HR Committee Chairman, Managing Director, Antal Russia
- Annett Viehweg**, Chairperson of the AEB Banking Committee, CEO, Deutsche Bank Russia
- Hansjürgen Overstolz**, President & CEO, Robert Bosch Russia
- Robert H Nichols**, Managing Director, 3M Russia
- Perry Neumann**, Managing Director Russia & Belarus (Mow NE), OOO Kuehne + Nagel
- Nicolay Shcherban**, CEO, Utkonos
- 10:40 – 11:00**    **COFFEE BREAK**
- 11:00 – 12:30**    **PARALLEL SESSIONS**
- SESSION I (HALL "RODCHENKO"): MANAGEMENT OF HR OPERATIONAL COSTS: KEEPING PACE WITH THE TIMES**  
(prepared by AEB Compensation & Benefits Sub-Committee)
- Moderator: Ekaterina Ukhova**, Partner, EY
- TRANSFER OF HR FUNCTIONS TO SHARED SERVICE CENTER**  
**Irina Novikova**, Manager, People Advisory Services, EY  
**Dmitry Suchkov**, C&B Center of Excellence Head, Novartis Group Russia
- DIGITAL HR: NEW OPPORTUNITIES**  
**Taras Polischuk**, Program Director, IBS
- IMPACT OF DIGITAL ON THE HR FUNCTION: ROBOTIC PROCESS AUTOMATION AND AI (ARTIFICIAL INTELLIGENCE)**  
**Margarita Patrusheva**, Senior Manager, Accenture Strategy- Talent & Organization, Accenture
- HR OPERATIONAL COSTS: TRYING TO KEEP THE BALANCE**  
**Larisa Igumnova**, C&B Head, OBI Russia

## **DISCUSSION, QUESTIONS & ANSWERS SESSION**

### **SESSION II (HALL "TATLIN"): ROBOTS ARE ON THE MARCH (prepared by the AEB Recruitment Sub-Committee)**

**Moderator:** **Tatiana Baskina**, Chairperson of the AEB Recruitment Sub-Committee, Deputy Director General, Professional Community Affairs, ANCOR

### **HR DIGITAL –TRENDINESS OR SUSTAINABLE TREND?**

**Irina Aksenova**, Deputy Director General, Key Accounts, Coleman Services UK

### **DIGITAL TECHNOLOGIES AND MACHINE LEARNING IN RECRUITMENT: CV MATCHING, TRUERECORD**

**Andrey Bivetski**, Managing Director, SAP Labs in CIS

### **WATCH MOVIES – BE EFFICIENT**

### **(DIGITAL INTERVIEW IS A TOOL FOR TALENT SELECTION)**

**Liudmila Volkova**, Head of Division, Department of HR Competencies, Sberbank

### **NEW ERA OF RECRUITMENT: MORE OPPORTUNITIES FOR CANDIDATES AND EMPLOYERS**

**Svetlana Mikhailova**, Head of Talent Management METRO Cash & Carry  
Russia

### **TALENT ATTRACTION AT PEPSICO: DIGITAL TOOLS AND PRACTICES**

**Elena Zakharova**, Talent Acquisition Manager, Supply Chain, PepsiCo

## **DISCUSSION, QUESTIONS & ANSWERS SESSION**

**12:30 – 13:00**

### **COFFEE BREAK**

**13:00 – 14:30**

### **PARALLEL SESSIONS**

### **SESSION I (HALL "RODCHENKO"): ADULT LEARNING AND CREATING EDUCATIONAL ENVIRONMENT**

**(prepared by the AEB Assessment, Training & Development Sub-Committee)**

**Moderator:** **Irina Zarina**, Chairperson of the AEB Assessment, Training and Development Sub-Committee, Managing Director, CEB SHL Russia & CIS

### **HOW TO TEACH PEOPLE THINGS THEY DON'T WANT TO LEARN: KASPERSKY LAB APPROACH FOR CYBERSECURITY AWARENESS TRAINING**

**Vyacheslav Borilin**, Security Awareness Program Manager, Kaspersky Lab

### **LEADERSHIP DEVELOPMENT AND ENGAGEMENT, MTS CASE STUDY**

**Oxana Kukharchuk**, Director of Corporate University, MTS

### **EXECUTIVE EDUCATION IN THE ENERGY SECTOR: CHALLENGES AND OPPORTUNITIES**

**Ekaterina Kravetskaya**, Senior Business Advisor Russia, Gasunie

### **PARTICIPATION IN YOUNG PROFESSIONALS (WORLD SKILLS)-THE WAY TO IMPROVE A LEVEL OF TECHNICAL COMPETITION OF THE NATION**

**Petr Nekrasov**, Head of Direction, IEK Group of Companies

## **DISCUSSION, QUESTIONS & ANSWERS SESSION**

### **SESSION II (HALL "TATLIN"): THE DANGERS WE AVOIDED IN 2016 AND HOPES FOR 2017 (prepared by the AEB Labour Law Sub-Committee)**

*(Session is conducted in Russian with simultaneous interpretation into English)*

**Moderators:** **Evgeny Reyzman**, Chairman of the AEB Labour Law Sub-Committee, Counsel, Baker McKenzie

**Julia Borozdna**, Deputy Chairperson of the AEB Labour Law Sub-Committee, Partner, Head of Employment and Migration Law Practice, Pepeliaev Group

**Experts:**

**Marina Ryzhkova**, Partner, Dentons

**Sergei Kuksa**, Partner, Personnel Law Bureau (PLB)

**14:30 – 15:30**

**BUFFET LUNCH / COCKTAIL**

**Working language:** **English.** Interpretation **will not be** provided.

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