



Association
of European
Businesses

OPEN EVENT
Languages: ENG-RUS

November 23, 2017
**Consulate General
of Finland in St.
Petersburg**
Preobrazhenskaya pl. 4,
St. Petersburg

AEB NORTH-WESTERN REGIONAL COMMITTEE

**MAIN TRENDS IN E-COMMERCE IN RUSSIA:
CURRENT STATUS, PRACTICAL CASES AND
PROSPECTS FOR THE FUTURE**

PROGRAMME

Moderated by: **Timo Mikkonen**, Country Manager, ORAS Group, Member of the AEB North-Western Regional Committee's Steering Group

13:00 – 13:30 REGISTRATION AND WELCOME COFFEE

13:30 – 13:45 Opening remarks
Timo Mikkonen, Country Manager, ORAS Group, Member of the AEB North-Western Regional Committee's Steering Group

13:45 – 14:00 Current trends and perspectives in E-commerce in Russia (tbc)
Alexey Fedorov, President, Association of E-Trade Companies (AKIT)

14:00 – 14:15 E-commerce development: OMNI channel and online B2B trade in Russia
Yefim Aldukhov, Co-Founder, E-Commerce Solutions

14:15 – 14:30 E-Payments in Russia: Current State and Opportunities for E-Commerce
Viktor Dostov, Chair of the Board, Russian Electronic Money and Remittance Association (REMA)

14:30 – 14:45 Security in E-Commerce: Cyber-risks protection - insurance options
Pavel Ryumin, Director of Corporate Insurance Department, Allianz IC OJSC

14:45 – 15:00 Legal pitfalls and good practices in e-commerce
Pavel Savitsky, Head of Intellectual Property and & TMT, BORENIUS ATTORNEYS RUSSIA

15:00 – 15:15 Coffee- break

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15:15 – 16:30 Practical Cases in E-commerce:

What companies should pay attention to when developing their ecommerce in Russia?

Jussi Kuutsa, Country director, ITELLA

Export of goods and online trading in the 21st century: points of growth and additional opportunities

Vladimir Yanchukovsky, Regional Sales manager, DHL Express

How technologies change the retail business (tbc)

Speaker tbc, **Yandex Market**

Complex outsourcing in ecommerce in Russia

Andrey Khromov, General Director, ARISTOS GROUP

16:30 – 17:00 Questions & Answers, Networking