

LANGUAGES: RUS - ENG

18 April 2018 **CONFERENCE**

Metropol Hotel Moscow
(Moscow, Teatralny Proezd 2,
Vrubel Hall)

“GET READY FOR THE 2018 FIFA WORLD CUP RUSSIA!”

9:00 - 9:30 REGISTRATION & COFFEE

SESSION “MIGRATION ISSUES AND HOTEL BUSINESS” (9:30 – 13:00)

Moderators: **Armin Eberhard**, AEB Hotels and Tourism Committee Chair / General Director, Renaissance Moscow Monarch Center Hotel

Ludmila A. Shiryaeva, AEB Migration Committee Chair / Executive Director, Tax and legal Services, EY

9:30 – 9:40 OPENING REMARKS
Frank Schauff, CEO, AEB

9:40 – 10:10 MAIN ASPECTS OF THE WORLD CHAMPIONSHIP IN RUSSIA
Andrey Pavlov, Head of Planning Department, Local Organising Committee 2018
Oksana Tubman, Head of Accommodation Division, Local Organising Committee 2018

10:10 - 10:40 PREPARING THE CITY FOR THE WORLD CUP
Nikolay Gulyaev, Minister of Moscow City Government, Head of Department for Sport and Tourism
REQUIREMENTS FOR ACCOMODATION IN MOSCOW HOTELS
Alexey Tikhnenko, Head of Hospitality Division, Moscow Department for Sport and Tourism

10:40 – 11:00 PRESENTATION
MATCH Hospitality (*invited*)

11:00 – 11:20 CITY VOLONTEERS FOR WORLD CUP FIFA 2018 IN MOSCOW
Irina Shvets, Head of “Mosvolonter” center

11:20 – 11:50 COFFEE BREAK

11:50 – 12:10 MIGRATION REGISTRATION OF FOREIGN CITIZENS
Aleksander Aksenov, Deputy Head of Migration Directorate, Ministry of Internal Affairs

12:10 – 12:30 MIGRATION REGISTRATION: RESULTS OF THE CONFEDERATION CUP 2017 AND HOW IT WILL WORK DURING WORLD CUP FIFA 2018
Alexey Filipenkov, AEB Migration Committee Deputy Chair / Partner, Visa-Delight

12:30 – 13:00 QUESTIONS AND ANSWERS. DISCUSSION

13:00 – 14:00 LUNCH

SESSION "ISSUES OF TRANSPORT AND LOGISTICS" (14:00 – 15:40)

Moderators: **Vitaliy Bogachenko**, AEB Construction Industry and Building Material Suppliers Committee Chair / Corporate Affairs Director, Lafarge Holcim

Dmitry Cheltsov, AEB Customs and Transport Committee Chair / General Delegate of IRU to Eurasia

14:00 – 14:20 ENFORCEMENT OF THE FIFA'S INTELLECTUAL PROPERTY RIGHTS BY THE CUSTOMS BODIES ON THE EVE AND DURING THE WORLD CUP FIFA 2018 IN THE RUSSIAN FEDERATION

Sergey Shklyaev, Head of Directorate on Trade Restrictions, Currency and Export Control, Federal Customs Service

14:20 – 14:40 PRESENTATION

Aleksey Bakirey, Director of Department for State Policy on Automobile and Urban Passenger Transport, Ministry of Transport of the Russian Federation

14:40 – 15:00 PRESENTATION

Representative of ANO "Transport Directorate-2018" (*invited*)
Department for Transport and Development of Road and Transport Infrastructure of Moscow City Government (*invited*)

15:00 – 15:20 OPTIMIZATION OF LOGISTIC PROCESSES PRIOR TO FIFA WORLD CUP
Rafael Zokhrabyan, Legal and Public Affairs Director, Saint-Gobain CIS

15:20 – 15:40 QUESTIONS AND ANSWERS. DISCUSSION

15:40 – 16:00 COFFEE-BREAK

SESSION "INDUSTRIAL FEATURES AND LEGAL QUESTIONS" (16:00 – 17:40)

Moderator: **Anton Bankovskiy**, AEB Intellectual Property Committee Chair / Partner, Head of Intellectual Property CMS Russia

Alexey Grigoriev, AEB Retail Trade Committee Chair / Head of Representative Office, Vice-President Corporate Public Policy, METRO AG

16:00 – 16:20 JOINT METHODS OF COMBATING COUNTERFEIT PRODUCTS

Nadezhda Zelenskaya, Product Direction, Auchan Russia

16:20 – 16:40 WORLD CHAMPIONSHIP AND THE LEGAL REGULATION OF THE HOSPITALITY INDUSTRY: HOW HOTELS DO NOT LOSE WITH A LARGE SCORE?

Anton Nakou, Counsel, Castrén & Snellman International Ltd.

16:40 – 17:00 INVITING BUSINESS PARTNERS TO A SOCCER MATCH: COMPLIANCE RULES TO REMEMBER

Artem Boyko, Dr., LL.M., Lawyer, Senior Associate, OOO Rödl & Partner

17:00 – 17:20 HOW TO ADVERTISE AND NOT BREAK THE FIFA 2018 LAW"

Evgeny Oreshin, Head of Group, IP/Digital & Litigation, Bryan Cave Leighton Paisner

Irina Shurmina, Associate, IP/Digital, Bryan Cave Leighton Paisner

17:20 – 17:40 QUESTIONS AND ANSWERS. DISCUSSION

17:40 – 18:00 CLOSING OF THE CONFERENCE. NETWORKING

Working language: English and Russian, interpretation will be provided

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