



Association  
of European  
Businesses

**Open event**  
**Language: RUS**

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

**24 September 2019**  
**10:00-12:00**  
(registration from 09:30)

**MEET THE MEDIA: "EXPERT" MEDIA HOLDING**

**AEB Conference Center**  
Moscow, 68/70 Butyrskiy Val,  
bld.1, office 13

**"EXPERT VIEW ON THE INTERACTION BETWEEN  
BUSINESS AND MEDIA IN CURRENT INFORMATION  
SPACE"**

## **PROGRAM**

- Moderator:** **Marina Tatarskaya**, Chairperson of the AEB PR & Communications Committee, PR Director, Ferrero Russia
- 09:30 – 10:00** **REGISTRATION AND WELCOME COFFEE**
- 10:00 – 10:10** **OPENING REMARKS**  
**Frank Schauff**, AEB CEO
- 10:10 – 10:20** **INTRODUCTORY REMARKS**  
**Marina Tatarskaya**, Chairperson of the AEB PR & Communications Committee, PR Director, Ferrero Russia
- 10:20 – 10:40** **FORMS OF INTERACTION BETWEEN BUSINESS AND MEDIA AT CURRENT STAGE OF DEVELOPMENT**  
**Tatiana Gurova**, Editor-in-chief, media holding "Expert"
- 10:40 – 11:00** **MEDIA MARKET: STATE OF PLAY AND PROSPECTS. THE KEY DRIVERS AND MEDIA TRENDS**  
**Oleg Hinkis**, Marketing Director, media holding "Expert"
- 11:00 – 11:20** **INFORMATION RESOURCES by "EXPERT": BUSINESS CASES OF PARTNERSHIP PROJECTS**  
**Irina Pshenichnikova**, Commercial Director, media holding "Expert"
- 11:20 – 12:00** **DISCUSSION, Q & A SESSION**

**Working language:** **Russian.** Translation **is not** provided.

**Contact person:** **Tatiana Morozova**, AEB Committees Coordinator, tel. (495) 234 27 64, ext. 120,  
[Tatiana.Morozova@aebrus.ru](mailto:Tatiana.Morozova@aebrus.ru);

AEB SPONSORS 2019 – СПОНСОРЫ АЕБ 2019

• Allianz IC OJSC • Atos • Bank Credit Suisse (Moscow) • BP • BSH Bytovyje Pribery OOO • Cargill Enterprises Inc. • CHEP Rus LLC • Clifford Chance • Continental Tires RUS LLC  
• Creon Capital S.a.r.l • DuPont Science & Technologies • Enel Russia • ENGIE • Eni S.p.A • Equinor Russia AS • EY • FAURECIA Automotive Development LLC • GE (General Electric  
International (Benelux) B.V.) • HeidelbergCement • ING Wholesale Banking in Russia • John Deere Rus, LLC • KPMG • ManpowerGroup • Mercedes-Benz Russia • Merck LLC  
• Messe Frankfurt Rus Ltd • MetLife • METRO AG • Michelin • Novartis Group Russia • OBI Russia • Oriflame • Porsche Russland • Procter & Gamble • PwC • Raiffeisenbank AO  
• ROCA • Shell Exploration & Production Services (RF) B.V. • Signify • SOGAZ Insurance Group • Total E&P Russia • Unipro PJSC • VimpelCom PJSC (Beeline) • YIT

Ассоциация европейского бизнеса  
Россия, 127055 Москва,  
Ул. Бутырский Вал 68/70, стр. 1

Тел.: +7 (495) 234 27 64  
Факс: +7 (495) 234 28 07

E-mail: [info@aebrus.ru](mailto:info@aebrus.ru)  
[www.aebrus.ru](http://www.aebrus.ru)