



**THE RUSSIAN - EUROPEAN  
BUSINESS FORUM**  
*Successful Together*

September 23<sup>th</sup> and 25<sup>th</sup>, 2010  
Park Inn Pribaltiyskaya Hotel  
St. Petersburg  
Ulitsa Korablestroiteley 14

**PROGRAMME**

**Thursday, September 23<sup>rd</sup>**

14.00-19.00	<b>REGISTRATION OF PARTICIPANTS</b>
15.00-18.00	<p><b>Events held in parallel on the eve of the official opening of the Forum</b></p> <p><b>MASTER-CLASS. SYSTEM OF ORGANISING PROJECT FINANCING AND PRINCIPLES OF FORMATION OF PUBLIC-PRIVATE PARTNERSHIPS.</b></p> <p><b>Venue: Conference room Green 7</b></p> <p><b>Moderator: Valery Antonov</b>, Director, Head of Infrastructure Financing Department, Raiffeisen Investment Ltd</p> <p><b>Organisers:</b></p> <ul style="list-style-type: none"> <li>• Banking committee of Association of European Businesses (AEB)</li> <li>• AEB Finance and Investments committee</li> <li>• Working group on banking of the Northern Dimension Business Council</li> </ul> <p><b>Key topics:</b></p> <ul style="list-style-type: none"> <li>• Basic bank requirements for the preparation of investment projects</li> <li>• Common errors made when preparing a business plan</li> <li>• Principles of organisation of public-private partnership in implementation of large infrastructural projects</li> <li>• Case study: a presentation of two or three projects, with an analysis of their strengths and weaknesses</li> </ul> <p><b>Welcome address:</b> <b>Christian Ziegler</b>, Partner, Rödl &amp; Partner; Chairman, AEB Finance and Investments Committee</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <b>Maria Panina</b>, Head, Department of the expertise for Public-Private Partnership, Vneshekonombank</li> <li>• <b>Martin Glimmerholm</b>, Head of International Business Division, Nordea Bank</li> <li>• <b>Elena Tkachenko</b>, Professor in the Department of Business Economy and Production Management at St. Petersburg State University of Economics and Finance</li> <li>• <b>Karina Chichkanova</b>, Partner and Head of Real Estate and Development Practice of Salans, St. Petersburg</li> </ul>
	<p><b>MASTER-CLASS. BUILDING YOUR REPUTATION: RUSSIA IN EUROPE, EUROPE IN RUSSIA.</b></p> <p><b>Venue: Conference room Green 8</b></p>

	<p><b>Moderator: Igor Reichlin</b>, Managing Partner of OOO "Reichlin&amp;Partners"; Chairman, AEB PR and Communications Committee</p> <p><b>Organiser:</b> AEB Public Relations and Communications Committee</p> <p><b>Welcome address:</b> <b>Frank Schauff</b>, Chief Executive Officer, Association of European Businesses</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Introduction: Reputation - your key asset</li> <li>• <b>Igor Reichlin</b>, Managing Partner of OOO "Reichlin&amp;Partners"; Chairman, AEB PR and Communications Committee</li> <li>• Can a company import its reputation into a new market? <b>Marina Tatarskaya</b>, PR Director of ZAO Ferrero Russia</li> <li>• Corporate Social Responsibility as an important factor for building a reputation in a new market <b>Grigory Tulchinsky</b>, Professor of University - Higher School of Economics (St. Petersburg branch)</li> <li>• Reputation risks for European investors. How to identify and control them? <b>Oleg Babinov</b>, Head of Russia, Eastern Europe and Eurasia Practice, The Risk Advisory Group plc</li> <li>• Reputation risks in the social and ecological aspects of international investment projects in Russia <b>Sergey Bourtsev</b>, Managing Partner of ERM Eurasia in Russia and Kazakhstan</li> <li>• Experience of German companies in conservation and consolidation of reputation in St. Petersburg and Leningrad region <b>Vladimir Patyaka</b>, Deputy Head of the Hamburg Chamber of Commerce in St. Petersburg</li> <li>• Reputation of a foreign employer as a key asset for attracting qualified staff <b>Susanne Doenitz</b>, Managing Partner of Alexander Hughes CIS</li> </ul>
17.00-18.30	<p><b>OFFICIAL MEETING OF THE NORTHERN DIMENSION BUSINESS COUNCIL (for members of Business Council only)</b></p> <p><b>Moderators:</b></p> <ul style="list-style-type: none"> <li>• <b>Alexey Mordashov</b>, Chief Executive Officer of Severstal, Co-chairman of the Northern Dimension Business Council</li> <li>• <b>Tapio Kuula</b>, President and CEO of Fortum Corporation, Co-chairman of the Northern Dimension Business Council</li> </ul>
18.30-21.00	<p><b>RECEPTION (by invitation only)</b></p> <p><b>Venue: Conference room Blue 1</b></p>
<b>Friday, September 24<sup>th</sup></b>	
08.00-09.00	<p><b>REGISTRATION OF PARTICIPANTS</b></p>
09.00-10.00	<p><b>FORUM'S OFFICIAL OPENING CEREMONY</b></p> <p><b>Venue: Conference room Blue 4</b></p> <ul style="list-style-type: none"> <li>• <b>Ilya Klebanov</b>, Plenipotentiary Envoy of the President of the Russian Federation to the North-West Federal District</li> <li>• <b>Andrey Klepatch</b>, Deputy Minister of Economic Development and Trade of the Russian Federation</li> <li>• <b>Mikhail Oseevsky</b>, Vice-Governor of St Petersburg, Head of St. Petersburg Governor's Administration</li> <li>• <b>Peter Balas</b>, Deputy Director General, Directorate-General for Trade of the European Commission</li> </ul>

- **Reiner Hartmann**, Head of Representative Office E.ON Ruhrgas AG, Chairman of the Executive Board, Association of European Businesses (AEB)

10.00-12.00

**SESSION 1. WORLD FINANCIAL CRISIS AND ITS CONSEQUENCES ON BUSINESS DEVELOPMENT IN RUSSIA AND THE EU. OPPORTUNITIES FOR FOREIGN INVESTORS.**

**Venue: Conference room Blue 4**

**Moderator: David Thomas**, President of Volvo Car Russia

**Topics for discussion:**

- World financial and economic crisis and its consequences for Russia and the EU
- Russian market after the crisis; opportunities for foreign investors
- Relationship between the business and government sectors in the development of anti-crisis measures
- Is a successful implementation of Public-Private Partnership projects possible?
- Investments in the regions - major problems
- Issues related to investing into strategic branches of the Russian economy

**Speakers:**

- **Tapio Kuula**, President and CEO of Fortum Corporation, Co-chairman of the Northern Dimension Business Council
- **Philippe de Buck**, Director General of BUSINESSEUROPE
- **Pedro Alba**, World Bank Country Director for Russia
- **Natalya Khanzhenkova**, Managing Director for Russia, European Bank for Reconstruction and Development
- **Vladimir Kozin**, First Deputy Chairman of the Government of Ulyanovsk Oblast
- **Alexander Grebeniuk**, Managing Partner of Ernst & Young St. Petersburg

12.00-12.30

**COFFEE BREAK. PRESS APPROACH.**

**Venue: Lobby**

12.30-14.00

**SESSION 2. PRACTICAL IMPLEMENTATION OF THE PARTNERSHIP FOR MODERNISATION: INNOVATIONS WITHOUT BORDERS. EUROPEAN AND RUSSIAN BUSINESSES TO SEIZE NEW OPPORTUNITIES.**



**The session is organised in cooperation with the EU-Russia Industrialists' Roundtable (IRT)**

**Venue: Conference room Blue 4**

**Moderators:**

- **Frank Schauff**, Chief Executive Officer, Association of European Businesses
- **Ksenia Datsko**, Head of the IRT Russian Secretariat


**Topics for discussion:**

- State support measures for local manufacturers and investment attraction in Russia and the EU. Dialogue between businesses and authorities
- Technical regulation and standardisation
- Production localisation in joint ventures
- Business initiatives for innovation and technology transfers

**Speakers:**

- **Lars Corneliussen**, Managing Director of Volvo Group Russia
- **Mikhail Kaykov**, Vice-President of Association of Russian Builders

	<ul style="list-style-type: none"> <li>• <b>Eric Faidy</b>, Managing Director of Michelin Russia and CIS</li> <li>• <b>Ruslan Zalivatsky</b>, Minister of Economic Development, Kaluga Oblast</li> <li>• <b>Oleg Korzinov</b>, Director for Innovative Development, ChemRar</li> </ul>
14.00-15.00	<p><b>LUNCH</b></p> <p><b>Venue: Lobby</b></p>
15.00-16.30	<p><b>SESSION 3. NEW RUSSIAN EUROPEAN INITIATIVES IN BUSINESS. NORTHERN DIMENSION BUSINESS COUNCIL.</b></p> <p><b>Venue: Conference room Blue 4</b></p> <p><b>Moderator: Slava Khodko</b>, Chairman of the Executive Committee of the North-West Association, Chairman of the Board of North-West Development and Investment Promotion Agency</p> <p><b>Topics for discussion:</b></p> <ul style="list-style-type: none"> <li>• Cooperation between Russia and the EU: The Northern Dimension Business Council programme as a new initiative</li> <li>• Protectionism in the EU and Russia</li> <li>• Investments of Russian companies in Europe - major issues</li> </ul> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <b>Fernando Valenzuela</b>, Head of Delegation of the European Union to the Russian Federation</li> <li>• <b>Paavo Lipponen</b>, Former Prime Minister of Finland, Independent consultant, Nord Stream</li> <li>• <b>Evgeniy Manakin</b>, Deputy Director of the European Countries Department, Ministry of Economic Development of the Russian Federation</li> <li>• <b>Sergey Bodrunov</b>, Counsellor of the Governor of St.Petersburg on Industrial Policy, Co-Chairman of the Machine-Building and Autocomponents working group, the Northern Dimension Business Council</li> <li>• <b>Esa Hyvärinen</b>, Vice President of Fortum Corporation</li> <li>• <b>Tatiana Tylevich</b>, Chief Executive Officer of Imperial Porcelain Manufactory</li> </ul>
16.30-16.45	<p><b>COFFEE BREAK.</b></p> <p><b>Venue: Lobby</b></p>
16.45-19.15	<p><b>SESSION 4: PRESSING ISSUES OF DOING BUSINESS IN RUSSIA: PRACTICAL ASPECTS.</b></p> <p><b>Venue: Conference room Blue 4</b></p> <p><b>Moderator: Vladimir Katenev</b>, President of the St.Petersburg Chamber of Industry and Commerce</p> <p><b>Topics for discussion:</b></p> <ul style="list-style-type: none"> <li>• Russian tax system and its specificity for foreign investors</li> <li>• Problem of intellectual property rights</li> <li>• Business registration procedure in Russia and the "one window" approach</li> <li>• Customs procedures. The Customs Union of Russia, Belorussia and Kazakhstan</li> <li>• Issues related to Human Resources (HR)</li> </ul> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <b>Vladimir Ivin</b>, Head of the Analytical Department, Federal Customs Service</li> <li>• <b>Dominique Fache</b>, Head of Enel for Russia and CIS</li> <li>• <b>Alina Lavrentieva</b>, Partner Taxes and Legal Services, PricewaterhouseCoopers in Russia</li> <li>• <b>Olga Litvinova</b>, Managing Partner of DLA Piper St. Petersburg</li> <li>• <b>Olga Bantsekina</b>, Head of Representative Office Coleman Services UK in Russia</li> </ul>

	<p><b>SPEECH BY THE SPECIAL GUEST OF THE FORUM</b>  <b>Wolfgang Clement</b>, ex-Minister of Economics and Labour of the Federal Republic of Germany, ex-Prime Minister of Northern Rhine-Westphalia</p> <p style="text-align: center;"><b>Questions and answers</b></p>
19.30	<b>DEPARTURE TO THE RECEPTION</b>
20.15-22.00	<p><b>RECEPTION FOR THE FORUM'S GUESTS AND PARTICIPANTS IN THE UK CONSULATE GENERAL (by invitation only)</b></p> <p><b>Venue:</b>  <b>UK Consulate General</b>  <b>Proletarskoy Diktatury Square 5</b>  <b>St. Petersburg</b></p> <p><b>For security purposes, please bring your passport with you!</b></p>
<b>Saturday, September 25<sup>th</sup></b>	
8.30-9.00	<b>REGISTRATION OF PARTICIPANTS</b>
09.00-11.00	<p><b>ROUND TABLE. RUSSIA'S PHARMACEUTICAL INDUSTRY: CURRENT ISSUES ON DEVELOPMENT</b></p> <p style="text-align: center;">  </p> <p><b>The session is organised in cooperation with the Committee of Economic Development, Industry Policy and Trade of St. Petersburg</b></p> <p><b>Venue: Conference room Blue 1</b></p> <p><b>Moderators:</b></p> <ul style="list-style-type: none"> <li>• <b>Smirnov Sergey</b>, General Director of Novo Nordisk A/S Russia; Chairman, AEB Health and Pharmaceuticals Committee</li> <li>• <b>Zakhar Golant</b>, Counsellor to the Vice-Governor Mikhail Oseevsky</li> </ul> <p><b>Organiser:</b></p> <ul style="list-style-type: none"> <li>• AEB Health and Pharmaceuticals Committee</li> </ul> <p><b>Welcome address:</b>  <b>Mikhail Oseevsky</b>, Vice-Governor of St Petersburg, Head of Saint Petersburg Governor's Administration  <b>Frank Schauff</b>, Chief Executive Officer, Association of European Businesses</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Opportunities offered by Special Economic Zones for project development in pharmaceutical companies in Russia  <b>Igor Nosov</b>, Deputy General Director of joint-stock company "Special Economic Zones"</li> <li>• Establishing and developing innovative pharmaceutical industry clusters in Russia. Short- and long-term prospects. The Federal target program "Development of the health and pharmaceutical industry"  <b>Sergey Tsyb</b>, Head of Department of Chemical Industries and Bio-Engineering Technologies of the Ministry of Industry and Trade of the Russian Federation</li> <li>• Changes in the field of government purchase of pharmaceuticals and medicinal products and equipment related to introducing federal electronic bidding platforms  <b>Anna Katamadze</b>, Deputy Director of the Department of State Regulatory Economic</li> </ul>

	<p>Affairs, Ministry of Economic Development of the Russian Federation  <b>Mikhail Evraev</b>, Head of the Department of Government-Order Process Control, Federal Antimonopoly Service of the Russian Federation  <b>Timofey Nizhegorodtsev</b>, Head of the Department of Social and Trade Sectors Control, Federal Antimonopoly Service of the Russian Federation</p> <ul style="list-style-type: none"> <li>Plans for developing a pharmaceutical cluster in the Kaluga region  <b>Ruslan Zalivatsky</b>, Minister of Economic Development, Kaluga Oblast</li> <li>Development of a pharmaceutical cluster in St. Petersburg  <b>Zakhar Golant</b>, Councillor of the Vice-Governor Mikhail Oseevsky</li> <li>Encouraging an economic climate for innovative development and modernization of the pharmaceutical industry. The role and contribution of Russian and foreign pharmaceutical companies  <b>Sergey Dokuchaev</b>, Chairman of the Board, ZAO AKB “Lanta-Bank”</li> <li>Transfer of production of medicinal products to Russia. Western point of view on critical issues  <b>Christoph Dengler</b>, Head of German practice and pharmaceutical group in Russia, Mannheimer Swartling, St. Petersburg</li> <li>Participation of higher educational and research institutions in developing Russia’s pharmaceutical industry. Establishing an inter-institutional research center  <b>Igor Narkevich</b>, Rector of the St. Petersburg Chemical Pharmaceutical Academy</li> <li>Specificities of the drug supply system in St. Petersburg  <b>Oleg Zaitsev</b>, Deputy Chairman of the Health Committee, St. Petersburg</li> </ul>
09.00-11.00	<p><b>ROUND TABLE. EUROPE AND RUSSIA: COMMON WAYS TOWARDS ENERGY EFFICIENCY.</b></p> <p><b>Venue: Conference room Blue 3</b></p> <p><b>Moderator: Jeroen Ketting</b>, General Director of Lighthouse Group Russia, Chairman of the AEB Energy Efficiency committee</p> <p><b>Organiser: AEB Energy Efficiency Committee</b></p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>The practice of saving energy in public buildings in Russia  <b>Jeroen Ketting</b>, General Director of Lighthouse Group Russia, Chairman of the AEB Energy Efficiency committee</li> <li>The power factor correction, the key for energy efficiency  <b>Serge Vignerie</b>, Marketing Director of Legrand Group Russia &amp; CIS</li> <li>Energy of the future: risks and rewards. Russian experience.  <b>Dominique Fache</b>, Head of Enel for Russia and CIS</li> <li>Energy Efficiency in the Heating and Cooling Sector  <b>Eric Rasmussen</b>, Chief Executive Officer of Logstor</li> </ul>
11.00-11.20	<p><b>COFFEE BREAK</b></p> <p><b>Venue: Lobby</b></p>
11.20-14.00	<p><b>CONTINUATION OF THE ROUND TABLE: RUSSIA’S PHARMACEUTICAL INDUSTRY: CURRENT ISSUES ON DEVELOPMENT</b></p> <p><b>Venue: Conference room Blue 1</b></p>
11.20-14.00	<p><b>CONTINUATION OF THE ROUND TABLE: EUROPE AND RUSSIA: COMMON WAYS TOWARDS ENERGY EFFICIENCY</b></p> <p><b>Venue: Conference room Blue 3</b></p>

11.20-14.00	<p><b>PRESENTATIONS OF THE INVESTMENT POTENTIAL OF SEVERAL RUSSIAN REGIONS</b></p> <p><b>Venue: Conference room Green 8</b></p> <p><b>Moderator: Slava Khodko</b>, Chairman of the Executive Committee of the North-West Association, Chairman of the Board of North-West Development and Investment Promotion Agency</p> <ul style="list-style-type: none"> <li>• <b>Voronezh Oblast</b> Alexander Spitchak, Head of Investment Promotion Agency of Voronezh Oblast</li> <li>• <b>Kaluga Oblast</b> Olga Golobokova, Head of the Department for Investment Management, Ministry of Economic Development of Kaluga Oblast</li> <li>• <b>Pskov Oblast</b> Natalya Trunova, Chairwoman of the Tourism, Investment and Regional Development Committee, Government of Pskov Oblast</li> <li>• <b>Ulyanovsk Oblast</b> Dmitriy Ryabov, General Director, Development Corporation of Ulyanovsk Oblast</li> <li>• <b>Chelyabinsk Oblast</b> Yury Klepov, Vice-governor of Chelyabinsk Oblast</li> <li>• <b>Yaroslavl Oblast</b> Alexander Shutov, Head of the Department of Economic Development of Yaroslavl Oblast</li> </ul>
	<b>B2B MEETINGS</b>
14.00-15.00	<p><b>CLOSING COCKTAIL</b></p> <p><b>Venue: Conference room Blue 2</b></p>

On September 24<sup>th</sup> and 25<sup>th</sup>, parallel to the Forum's an exhibition is held.

### Organizer



### Operators



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## Informational Support

	
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