



July 7, 2026

Open event organized by AEB Food Processing Committee

Transformation of Public policy on Promoting Healthy Lifestyle: what to expect and how to adapt business-strategies?

AEB Conference Centre

9:30

Registration and welcome coffee

10:00

Welcome speech

Olga Silnitskaya, Deputy CEO, GR director, AEB

Key trends and prospects for public policy on promoting healthy lifestyle and combating obesity

Speakers:

- Yury Panasik, Partner, Kesarev
- Lilia Nazarova, Senior Advisor, Kesarev
- Elena Korchagina, Senior Advisor, Kesarev

11:00

Coffee break

11:10

Discussion "New requirements in the field of combating obesity: business adaptation and Regulatory risk management"

Moderator: Kristina Artyukhina, Chair of the AEB Food Processing Committee

Food industry regulation within the healthy lifestyle paradigm - approaches and open questions

Dmitry Miklin, Chair of the AEB Working Group on Special nutrition

Introduction of preventive services in VHI: regulatory aspects and recent achievements

Artem Karpov, Head of Personal Insurance, SOGAZ Insurance

Alexey Vigdorichik, Director of Personal Insurance Product Development, Zetta Life Insurance

Behaviour, consumption and attitudes of Russians towards healthy lifestyle

Elena Kuznetsova, Executive Director of the Consumer, Brand and Consumer Behaviour Research Department, GFK Rus

Languages: Russian (translation is not provided)

Contacts:

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