



OPEN EVENT AEB GR ACADEMY LAUNCH EVENT

## GR IS EVERYWHERE: TIME TO CHANGE GEAR

AEB Conference Hall  
September 10, 2024

### PROGRAM

14:30 **Opening Remarks**  
Tadzio Schilling, CEO, AEB

14:45 **Panel Session I**  
**From Firefighting to Strategic Decision Making: GR in the World of Tomorrow**

After the outbreak of the 2020 Covid-19 pandemic and even more so after the events in February/March 2022, GR has become omnipresent: there is virtually no issue without a significant GR dimension, hence the title of the Conference: "GR is Everywhere". Leading GR experts will discuss how GR, the role of Associations has changed and how the function is undergoing increasing professionalization.

Panelists:

Alexey Grigoriev, Head of Representative Office, Metro Cash & Carry  
Marina Balabanova, expert  
Alexander Ivlev, Coordinator, FIAC  
Rafael Zokhrabyan, General Director, Saint-Gobain  
Expert invited (tbc)

Moderator: Vitaly Zhigulin, Partner, Kesarev

15:45 Coffee Break

16:00 **Panel Session II:**  
**More Than Just Connections: Success Factors and Professionalization of GR**

GR activities help businesses communicate their position to government agencies, protect the interests of their company or industry, and come to a common understanding of how legal regulations should work. On the other hand, they also help to achieve positive results for a company or an entire industry.

Panelists:

Maria Kelembet, GR Director, Cian  
Alexander Perekrest, GR Director, La Moda  
Vitaly Bogachenko, Director for Corporate Affairs and Sustainable Development, Cementum  
Andrey Lyan, GR Director, Cargill

Moderator: Tagir Kalimullin, Vice President for GR, M.Video

17:00 Coffee Break

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17:15 **Panel Session III:  
Beyond GR: Cross-Functional Cooperation and Crisis Management**

GR cases are often solved not only by GR specialists, but also by representatives of other functions in the company. It is mainly due to such interaction that the result is achieved, allowing the case to be solved in favor of the company.

Panelists:

Mikhail Maslov, Managing Partner, Maslov  
Ekaterina Kotkova, Head of GR, Mikhailov & Partners  
Yury Panasik, Partner, Kesarev  
Expert invited (tbc)

Moderator: Arina Khodyreva, Vice President, Integrated Communications, PBN

18:00 **Closing remarks**  
Tadzio Schilling, CEO, AEB

18:00 Networking

Language(s): Russian, English (no translation)

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