

AEB North-Western Regional Committee

PRESENTATION OF THE CANDIDATES FOR THE STEERING GROUP OF THE AEB NORTH-WESTERN REGIONAL COMMITTEE

2016

List of Nominees for the AEB NWRC



Steering Group

Arsenyev, Alexander

Bitzi, Andreas

Catania, Patrick

Erdmann, Torsten

Hietanen, Juuso

Mikkonen, Timo

Novoselova, Elena

Poddubny, Anton

Polyakov, Dmitry

Rassadin, Anton

Riihimäki, Henri

Shavshina, Wilhelmina

Nominees for the AEB NWRC Steering Group



Born in Saint-Petersburg in 1978, Married



**Alexander
Arsenyev**

**Vice-President, Head
of YIT Service Russia,
YIT**

Education:

2007-2009 Vlerick Leuven Gent Management School. MBA with Greatest Distinction.

1995 – 2000 Saint-Petersburg State University, Law Faculty.

Work experience:

Company: YIT Construction Ltd.

Period: from year 2000 till now

Current position: Vice-President, Head of YIT Service Russia at YIT

YIT Service Russia provides property maintenance and residential services in Russia. YIT Service Russia currently has over 22,000 customers in Russia, and its operations across the country is managed in a centralized fashion. We are developing our business to meet the needs of our customers by providing more additional services.

www.yitgroup.com

First of all, for me it is a big honor to have possibility to participate in the election. As part of AEB North-Western Regional Committee in 2012 we have done a lot to increase AEB presence in North-West Region. My current and previous working experience allows me to have a lot of business connections and activities not only in St. Petersburg but in different regions of Russia. The same allows me to have expert knowledge in different business areas including legal, maintenance, construction, B2C, B2B and other. I have a lot of energy and willingness to strengthen the position of AEB in our region further. There is a lot to be done and I see there are a lot of opportunities for AEB.

Nominees for the AEB NWRC Steering Group



Andreas Bitzi
Director - Partner
St. Petersburg Office
SCHNEIDER GROUP

Nationality: Swiss
Age: 37

Andreas has been a member of the Steering Group of AEB in the North-West Regional Committee for the last four years.

Andreas Bitzi has joined SCHNEIDER GROUP as the general director and partner of the St. Petersburg office in 2008. He has since lead the company very successfully and built up a team of 45 employees. SCHNEIDER GROUP is an active member of AEB in St. Petersburg and Moscow.

Work experience:

2008 – today SCHNEIDER GROUP, St. Petersburg, Russia
Director – Partner

2007 – 2008 Hewlett Packard, Switzerland
Business Unit Finance Manager

2004 – 2007 Swiss Krono Group, several locations in Russia and Ukraine
Financial Director, IT Project Manager, Controller

Andreas is a communicative and hands-on person who constantly looks for solutions. These attributes make him a perfect member of the Steering Group of the AEB North-Western Committee. He is close to his many clients and is familiar with their every-day business issues and challenges. This is how he will be able to bring the view of many businesses into the committee and work on solutions for the European business community.

In his spare time, Andreas is active in the Rotary Club St. Petersburg International, he likes skiing, running, fitness, travelling, reading and politics.

Nominees for the AEB NWRC Steering Group



Patrick Catania
Director of the
Branch in Russia
International Hotel
Investments
(Benelux) B.V.

Age: 52 years

Degree: University of Malta, B.A (Hons) Business Management

Languages: Maltese native, fluent English and Italian

My professional experience spans different sectors with diverse responsibilities.

2008 – To date	International Hotel Investments (Benelux) B.V. Director of the Branch in Russia
2007 – 2008	Freelance Consultant
2002 – 2006	Malta Industrial Parks Ltd Chairman and CEO
1998 – 2003	Malta Development Corporation Deputy Chairman
1995 – 1996	Ministry For Economic Affairs (Government of Malta) Advisor
1992 – 1995	Camarco Ltd Country Manager / Russia & CIS

VISION OF THE AEB NW IN 2016-18

- To facilitate communication between AEB members and the local administration of St. Petersburg City, Len Oblast and other Regions of North-West Russia
- To bring new industry representation to the North-Western Regional Committee . Promote the setting up of new industry focused sub-committees
- To promote networkworking opportunities for the benefit of AEB members

Nominees for the AEB NWRC Steering Group



Torsten Erdmann
Head of Saint Petersburg branch of Commerzbank (Eurasija) ZAO

Age: 48 years

Studies: Diploma in Business Administration, Technical University Berlin

Languages: German - native, English, Russian - fluent

More than 20 years experience in banking, corporate finance and investment advisory with Commerzbank, one of the leading German private banks.

17 years working experience in Russia and other CIS countries:

Since 2015	Head of Saint Petersburg branch of Commerzbank (Eurasija) ZAO
2008 - 2014	Head of Commerzbank AG Representative Office Moscow, Russia
2003 - 2007	Head of Commerzbank AG Representative Office Tashkent, Uzbekistan
1999 - 2002	Project Manager Merger & Acquisitions, Moscow, Russia
1995 - 1999	Junior Banker, Corporate Banking in various locations within Commerzbank Group

My input and agenda for AEB:

- 4 years experience as Member of the Board of Directors of the German-Russian Chamber of Commerce (Treasurer, Head of Committee for Financial Services);
- Further promotion of AEB's activities within the German business community in the North-West of Russia;
- More "value for money" for AEB member firms by organizing tailor-made and focused events;
- Personal contribution especially in the areas of financial services and financing.

Nominees for the AEB NWRC Steering Group



Juuso Hietanen
General Manager,
NCC Housing
(Russia & Finland)

Juuso has been a member of the Steering Group of AEB in the North-West Regional Committee for the last four years.

Work experience:

- | | |
|----------------------|--|
| Jan. 2008 - present | NCC Housing (Russia & Finland)
General manager |
| May 2006 – Jan. 2008 | NCC International Oy,
Housing development director, St. Petersburg |
| Oct.2004 – May 2006 | NCC International Oy,
Housing development manager for Baltics and St. Petersburg |
| Jan-Oct.2004 | NCC International Oy,
Project engineer coordinating housing development in Baltic countries |

"My target is to improve the investment climate and ensure benchmarking between the companies"

Nominees for the AEB NWRC Steering Group



Timo Mikkonen
General Director,
Vostok Consulting OY

Age:51 years

Degree: M.Sc.(Econ.) University of Tampere, Finland

Languages: Finnish native, fluent English and Russian, basic Swedish and German

Have been a Chair of the AEB North-Western Regional Committee for the last four years.

I have worked in Russia over 20 years in international western companies:

08/2014 – Continues	ORAS GROUP Oy, Country Manager, Russia & CIS
02/2012 – Continues	VOSTOK CONSULTING OY, General director
2009 – 01/2012	KUUSAKOSKI Oy, Country Manager, Russia & CIS
2002 – 01/2012	KUUSAKOSKI OY, General director / ZAO Petromax
2000 – 2001	SONERA / ZAO Sonic Duo (MEGAFON), Moscow, Russia, CFO
1997- 2000	CARLSBERG / AO Vena, St. Petersburg, Russia, Financial and Administrative Director
1995 - 1997	M-REAL, AO Komsomolets, St. Petersburg, Russia, Financial and Administrative Director, Controller
1994 – 1995	PAR / AO PeterSpar, St. Petersburg, Russia

VISION OF THE AEB NW IN 2016-18

- AEB has to continue to strengthen its ties and relationships with St. Petersburg City and Len Oblast administrations
- AEB has to continue to improve the business environment and investment climate for European companies
- AEB has to develop actively its activities and functions in North West Russia

Nominees for the AEB NWRC Steering Group



Elena Novoselova

Head of Regional

Development,

Coleman Services

Elena has been a member of the Steering Group of the AEB North-West Regional Committee for the last two years and a Chair of the AEB North-Western Regional Committee's HR & Migration Subcommittee for the last four years.

Work Experience:

June 2009 – present Coleman Services,
Head of Regional Development

- Manages, supports and mentors the regional branches encouraging personnel development and team work (regions of Russia: from St. Petersburg to Yuzhno-Sakhalinsk);
- Manages operational, service and administrative sides of the business
- Manages revenue and costs to ensure growth and profitability
- Responsible for the country sales and business development

Nominees for the AEB NWRC Steering Group



Anton Poddubny
Of Counsel,
Dentons

Work experience:

Of Counsel - Dentons (formerly Salans), St. Petersburg (2015 to date)
Senior associate, counsel - Borenium, St. Petersburg (2013-2015)
Associate, senior associate - Mannheimer Swartling, St. Petersburg (2008-2013)
Associate - Egorov, Puginsky, Afanasiev & Partners, St. Petersburg (2006-2007)

Anton speaks English, Russian and Spanish

"Dear Colleagues and Friends:

I am writing to explain my candidacy for election to the Steering Group of the NW Regional Committee of AEB. Should I be elected, I would work to make AEB even more active and better known in St Petersburg. First of all, this means attracting more members and having more high-quality public events, deepening our cooperation.

In addition, the subcommittee, which have made a good start, need to be further reinforced and focused on lobbying activities that directly help our members and improve the overall business climate. AEB should be the largest and strongest foreign business organization in St Petersburg, since quite simply European businesses form the bulk of the foreign investors present in St Petersburg.

I am convinced that AEB can play a particularly important role over the next several years in improving the business environment in Russia, and I believe that I can contribute to this process. I look forward to participating in the NWRC Steering Group elections and hope that my profile will add some value to the position if elected".

Nominees for the AEB NWRC Steering Group



Dmitry Polyakov
Managing partner,
Galitzine Consulting

Has been a member of AEB North-Western Regional Committee's Steering Group for the last 4 years. During the same period he has been a Chair of the AEB NWRC's Manufacturing Subcommittee.

Nationality: Russian

Languages: Russian, German, English

Education: Economics, St. Petersburg University of Economics and Finance, Russia
Economics, University of Passau, Germany

Career: Decision Consulting (St. Petersburg)
KPMG Consulting (Munich)

Since 2002 Galitzine Consulting Ltd., Moscow, Russia

Since 2005 Managing Partner of Galitzine Consulting Ltd.

Since 2013 Member of Expert Council of the Federal Agency Rosimushestvo, Member of the Council for improvement of investment climate of the Yaroslavl region

«Dear Colleagues and friends,

My wide range of contacts in the St. Petersburg and North-West government and business community allow me to support local meetings, sub-committee's actions and conferences of AEB in the North-Western region. I've worked too hard to quit now and I will be working smart to connect our members with industry and offer them our enriched experience. I'm sure AEB should look a bit more to Russian members with European background and activities. The 16 years of my business experience have taught me how to develop international partnerships and how to objectively assess the value and potential of AEB projects in the future. The time is now for a jump forward!».

Nominees for the AEB NWRC Steering Group



Anton Rassadin
GR Counselor
BSH Russia

Born in 1974, Russian

Degrees in Commercial Law, Higher School of Economics (2011);
Public Relations, St. Petersburg University for Telecom (2006);
Math Linguistics, St. Petersburg State University (1997)

Native Russian, fluent English, good command of French, German, Polish,
Ukrainian

A business association professional knowing the business from both inside and
outside.

2016–...	BSH Russia, GR Counselor
2011–2016	BSH St. Petersburg, PR&GR Commissioner
2004–2011	AmCham, Membership & Marketing Director St. Petersburg
2000–2004	St. Petersburg State University, Senior Lecturer
1998–2000	Speak Globally Communications (U.S.), Branch Director

"We are living and working in an uneasy environment and should join efforts to manage and succeed. Doing European business is not just about money, it is about professing, promoting and sticking to the European principles and values. I feel European, I share the European values, I appreciate the European environment and my working in it.

"And I know well what a business association is, what it needs and what it can offer to its members.

"It seems to be a synergy we are always looking for, isn't it?"

Nominees for the AEB NWRC Steering Group



Henri Riihimäki
Managing Director
OOO Skaala, Saint
Petersburg, Russia

Age:30 years

Degree: M.Sc.(Tech.) Lappeenranta university of technology, Finland

Languages: Finnish native, fluent English and Russian, basic Swedish

Work experience:

Since 06/2016 – ... Managing Director, OOO Skaala, Saint Petersburg, Russia

12/2011 – 06/2016 General Director, OOO Inlook Color SP, Saint Petersburg, Russia

02/2013 – 12/2015 General Director, OOO Inlook, Saint Petersburg, Russia

06/2010– 12/2011 Project coordinator at OOO Tikkurila, Saint Petersburg, Russia

VISION OF THE AEB NW IN 2016-18

- AEB has to continue to improve the business environment and investment climate for European companies
- AEB supports companies willing to reshift export oriented industrial production from West to Russia

Nominees for the AEB NWRC Steering Group



**Wilhelmina
Shavshina**
**Legal Director,
Head of Foreign Trade
Regulation and
Business
Development,
DLA Piper**

Wilhelmina is an expert in foreign trade regulation, with extensive experience relating to customs, tariff, non-tariff, technical regulation. According to *Best Lawyers*, she was ranked as Russia's best lawyer in the regulatory and customs / excise sectors in 2011-2015.

Wilhelmina coordinates major projects in the sphere of foreign economic activity, including negotiations with the Eurasian Economic Commission, the State Duma Industry Committee and the Committee for Budgets and Taxes, the Ministry of Economic Development, the Ministry of Industry and Trade, the Ministry of Finance, customs authorities, and other public institutions.

As a member of the advisory council at the State Duma Committee for Budgets and Taxes and a member of a number of working groups of the Eurasian Economic Commission, Wilhelmina focuses on the legal basis of the public governance of overseas trading activity. She was actively involved in preparing the model CIS Customs Code under the CIS Interstate Parliamentary Assembly. Wilhelmina is currently extensively involved as an expert in work on the draft Customs Code of the Eurasian Union and Rules for Inclusion of Royalties in the Customs Value of Goods. She also sits as an expert on one of the commissions in the Parliamentary Assembly of the Eurasian Economic Society.

Wilhelmina is a professor at St Petersburg State University. With the support of the Law Faculty of St Petersburg State University, on the initiative of Wilhelmina, a programme has been organised, which she directs, for postgraduate education on the legal groundwork of foreign economic trade activity for corporate legal advisors and senior management.

"I would like to thank the members of the Association of European Businesses for having the confidence in me, thus, allowing me to take an active part in the work of the AEB Steering Committee in the North-West during the last two years, including the following initiatives:

- *Carrying out annual meetings with the management of the North-West Customs Administration, including the Director of the Administration and his deputies, Heads of responsible services and departments.*
- *Pursuit of activities within the Working Group on behalf of the AEB under the Government of St Petersburg (Headquarter for the Reduction of Administrative Barriers).*
- *Building cooperation between the AEB members and St Petersburg State University for the improvement of HR policy in the North-West.*
- *Moderation and making presentations at the AEB events in St Petersburg and Moscow; annual participation in the "Northern Dimension" forum.*

Over the last two years, we have managed to obtain significant results, however we still have many strategic tasks that require both immediate decision and thorough and analytical work.

I would be grateful to the members of the Association of European Businesses if you again give me your confidence which I undoubtedly expect to justify, including by my active participation in further building of strong ties between the AEB and business communities as well as establishing constructive dialogue with the state authorities."