



## ASSOCIATION OF EUROPEAN BUSINESSES

ul. Krasnoproletarskaya 16, bld. 3 • 127473, Moscow • Russian Federation  
Tel.: +7 (495) 234 2764 • www.aebus.ru • Fax: +7 (495) 234 2807

### **GR Round-table** **«European businesses and Russian State: how to build a successful communication?»**

**Friday, November 18<sup>th</sup> 2011**

**10:00-12:00 (registration starts at 09:30)**

**Association of European Businesses**

**Moscow**

**Krasnoproletarskaya Street 16/3**

**Organisator: Communications and Public Relations Committee (AEB)**

#### **Program**

**Moderator: Igor Reichlin, Communications and Public Relations Committee Chairman, Managing Partner of “Reichlin and Partners”.**

**09:30 - 10:00 Registration**

**10:00 - 10:05 Opening and welcoming word**  
Frank Schauff, Chief Executive Officer, AEB

**10:05 – 10:10 Introduction: “GR communication”**  
Igor Reichlin, Communications and Public Relations Committee Chairman (AEB),  
Managing Partner of “Reichlin and Partners”

**10:10 - 10:25 “GR as a profession: current trends and keys for success”**  
Pavel Tolstykh, Ph.D, Director of the interaction between business and government studies  
Center, professor at the High School of Economy (HSE)

**10:25 – 10:40 “GR practice of conflict resolution between a company and the State authorities”**  
Oleg Rumyantsev, Ph.D, Managing Partner of the consulting firm “Rumyantsev and  
Partners”

**10:40 - 11.00 “Technics and practical aspects of interaction between business and government”**  
Tatiana Belousovich, Director of Public Relations with public authorities Committee  
producers of plant protection products, AEB

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- Volkswagen Group Rus OOO • Volvo Cars LLC • VSK • YOKOHAMA RUSSIA LLC • Zurich Insurance Company

11:00 – 11:20 **Presentations: "The experience of European pharmaceutical companies to work with state authorities in Russia"**

**"State official vs GR-manager. Interests' unity and contradiction"**

Ivan Glushkov, Head of Corporate Development, STADA CIS

11.20 – 11.40 **"Theory and Practice of GR in the pharmaceutical industry"**

Vasiliy Gruzdev, Director of relations with the public authorities, Nycomed

11.40 – 12.00 **Presentation: "Effect of the FCPA practice in GR in Russia"**

Representative of Fleishmann Hillard Vanguard, Russia

12.00 – 12.45 **Discussion**

**The event will be held in English and Russian.**

**Contacts: Natalia Meshalkina**, AEB Committee coordinator Tel.: 234 27 64 ext. 129;

Natalia.Meshalkina@aebrus.ru

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