

Open event
Working language: RU

28 November 2025
14:00 – 16:00

AEB Conference center
(Moscow, Butirskiy val 68|70
building 1, office 13, Business
center Baker plaza)

**OPEN EVENT ORGANISED BY AEB ASSESSMENT, TRAINING
AND DEVELOPMENT SUBCOMMITTEE**

THE EVOLUTION OF HR: PERSONNEL DEVELOPMENT AS A STRATEGIC ASSET IN A CHANGING WORLD

PROGRAM

Moderator: **Ekaterina STRIZHOVA**, AEB Assessment, training and development Subcommittee Chairperson

14:00 – 14:05 **Welcome remarks**
Irina AKSENOVA, Chairperson of the AEB Human Resources Committee

14:05 – 14:35 **DIALOGUE "HUMAN RESOURCES MANAGEMENT IN THE DIGITAL ENVIRONMENT"**
Yulia SHEVLYAKOVA, HR Director, Colgate-Palmolive
Ekaterina STRIZHOVA, Chairperson of the AEB Subcommittee on Personnel Assessment, Training, and Development

14:35 – 15:05 **DEVELOPMENT OF STRATEGIC PRODUCTION RESOURCES THROUGH STAFF TRAINING**
Irina DANILOVA, Kappa Rus

15:05 – 15:30 **HR BLEND: A RECIPE FOR CULTIVATING COFFEE AMBASSADORS WITH MAXIMUM EFFECT**
Nadezhda GURSKAYA, HR and Talent Development Manager, JACOBS DOUW EGBERTS RUS
Irina LOBOVA, Training and Development Expert, JACOBS DOUW EGBERTS RUS

15:30 – 16:00 **QUESTIONS & ANSWERS**

Working language: **Russian**, no interpretation will be provided

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