



OPEN EVENT
Languages: **RUS/ENG**

October 26, 2023
10:00 – 12:30

AEB Conference center
(Ul. Butyrsky Val 68/70, Bld.
1, 1st floor, office 13)

SPECIFICS OF GR-COMMUNICATION IN BELARUS

PROGRAM

Moderator: **Tadzio SCHILLING**, CEO, AEB

09:30 – 10:00 **REGISTRATION & WELCOME COFFEE**

10:00 – 10:10 **WELCOME REMARKS**
Tadzio SCHILLING, CEO, AEB

10:10 – 10:30 **SPECIFICS OF GR COMMUNICATION IN BELARUS AFTER 2020**
Andrei KOSKO, Senior Counsel, Belarus, Kesarev

10:30 – 10:50 **DIRECT SELLING INDUSTRY – EXPERIENCE OF ESTABLISHING A
SPECIALISED ASSOCIATION IN BELARUS AND ITS FIRST STEPS**
Dmitry MIKLIN, Government Relations Director, HERBALIFE NUTRITION

10:50 – 11:10 **GR&PR CAMPAIGN IN BELARUS RE LEGISLATION FOR A NEW
CATEGORY OF NICOTINE-CONTAINING PRODUCTS**
Andrej RESNIKOV, GR Head on Technical Regulation and Product Labelling,
ITMS (early – British American Tobacco)

11:10 – 11:30 **DISCUSSION, Q&A SESSION**

11:10 – 12:30 **NETWORKING COFFEE**

Working languages: **Russian and English**, interpretation will **be** provided

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