



July 7, 2026

Open event organized by AEB Food Processing Committee

## Transformation of Public policy on Promoting Healthy Lifestyle: what to expect and how to adapt business-strategies?

**AEB Conference Centre**

10:00 – 14:00

9:30

Registration and welcome coffee

10: 00

Welcome speech

10:15 – 11:10

**Key trends and prospects for public policy on promoting healthy lifestyle and combating obesity**

Yuri Panasik, Partner, Kesarev  
Lilia Nazarova, Senior Adviser, Kesarev  
Ivan Dmitriev, Senior Advisor, Kesarev

11:10 – 11:20

Coffee break

11:20 – 14:00

**Discussion "New requirements in the field of combating obesity: business adaptation and regulatory risk management".**

Moderator: Kristina Artyukhina, Chair of the AEB Food Industry Committee

**Food industry regulation within the healthy lifestyle paradigm - approaches and open questions.**

Dmitry Miklin, Chairman of the AEB Working Group on Specialized Nutrition.

**Introduction of preventive services in VHI: regulatory aspects and recent achievements.**

Artem Karpov, Head of Personal Insurance, SOGAZ Insurance  
Alexey Vigdorichik, Director of Personal Insurance Product Development, Zetta Life Insurance

**Behaviour, consumption and attitudes of Russians towards healthy lifestyle.**

Elena Kuznetsova, Executive Director of the Consumer, Brand and Consumer Behaviour Research Department, GFK Rus

### АЕБ Спонсоры 2026

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