

SAN TELMO INTERNATIONAL INSTITUTE

Moscow School of Management SKOLKOVO

Seminar, ***Remaining competitive in challenging times***
Moscow, Wednesday 27 May 2105

Timetable (*Provisional*)

09:00 – 09:30	Check – in and registration
09:30 – 09:45	<u>Welcome.</u> <i>Mr. Antonio Garcia de Castro Dean of San Telmo International Institute</i> <i>Mr. Andrei Sharonov Dean of Moscow School of Management Skolkovo</i>
09:45 – 10:00	<u>Introducing the seminar: Objectives for the day.</u> <i>Prof. Manuel González Toruño Conejo</i>
10:00 – 10:40	Teamwork – Case study: Shouldice Hospital
10:40 – 11:50	<u>Competing through powerful business models.</u> Case discussion Shouldice Hospital <i>Reading: The four things a service business must get right (material to handle in class)</i> <i>Prof. Luis María Huete</i>
11:50 – 12:15	Tea/Coffee Break
12:15 – 13:30	<u>The power of a strategic mindset.</u> Interactive lecture Improving Internal Coordination, note and workshop Who has the D? (materials to handle in class) <i>Prof. Luis María Huete Gómez</i>
13.40 – 14.15	<u>“Remaining competitive in the new reality”.</u> <i>Mr. Alexey Marey, Chief Executive Officer Alfa Bank</i>
14.25 – 15.45	Lunch
16:00 – 16.30	Teamwork – Case Study: Roca Russia
16:30 – 18:00	<u>Competing through building high local competitive advantages in Russia</u> Case discussion: Roca Russia <i>Prof. Miguel Ángel Llano Irusta</i> <i>Mr. Antonio Linares, Country Manager and Managing Director Roca Group Russia</i>





- 18.00 – 18:15 Coffee Break
- 18:15 – 19:30 **Nestlé: Lessons we can learn from a world leader in its field, and things we could apply in our own companies.**
Prof. Antonio García de Castro
Mr. Maurizio Patarnello, CEO Nestlé Russia and CIS
- 19:30 – 20:30 Pre – dinner Drinks & Iberian Ham tasting
- 20:30 – 22:00 Dinner.
Guest speaker:
Mr. David Gray, CEO PwC: **“Russia Survive, not thrive - Russian CEOs’ perspective”**.
Host:
Mr. Andrey Sharonov, Dean The Moscow School of Management SKOLKOVO



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09:00 – 09:10	<u>Introduction and objectives for the day.</u> <i>Prof. Manuel Gonzalez Toruño Conejo</i>
09:10 – 09:40	Teamwork – Case study: HEG Munich
09:40 – 10:30	<u>Building and managing successful top teams.</u> HEG Munich <i>Prof. Luis María Huete Gómez</i>
10:30 – 11:00	Tea/Coffee Break
11:00 – 12:00	<u>Round Table with Key leaders</u> <i>Russians and European leaders</i> <i>Kent McNeley, CEO Azerfon</i> <i>Stuart Lawson, Executive Director EY, Russia and CIS</i> <i>Rostilav Ordovsky, Founder and President of Rostik Group (to be confirmed)</i>
12:00 – 13:15	<u>The psychology of leadership. Building resilience in difficult times.</u> <i>Prof. Luis María Huete Gómez</i>
13:15 – 14:45	Lunch
15:00 – 16:30	<u>Winning strategies of Russian entrepreneurial champions. Unobvious Russia</u> <i>Alexey Kalinin, Director for SKOLKOVO Institute for Emerging Markets</i>
16:30 – 17:00	Final conclusions. Introducing Advanced Leadership Programme Russia. Feedback questionnaires