



ASSOCIATION OF EUROPEAN BUSINESSES

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Round Table

“Relations between European Businesses and the Russian Government: GR in Modern Russia. Management of Mutual Expectations”

Wednesday, 6 October 2010
10am – 12pm (Registration starts at 9.30am)
Association of European Business
Moscow
ul. Krasnoproletarskaya 16, bldg. 3

Organiser: AEB Public Relations and Communications Committee

Program

Moderator: Igor Reichlin, Chairman, Public Relations and Communications Committee (AEB), Managing Partner of Reichlin & Partners, LLC.

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| 9.30 – 10.00 | Registration |
| 10.00 – 10.05 | Welcoming words
Dr. Frank Schauff, General Director of AEB |
| 10.05 – 10.15 | Introduction: “GR is a new profession”
Igor Reichlin, Chairman of the AEB Public Relations and Communications Committee,
Managing Partner of Reichlin & Partners, LLC |
| 10.15 – 10.35 | Keynote presentation: “Russian government and European business: the basis of relations”
Stanislav Naumov, Stats-Secretary, Ministry of Industry and Trade of the Russian Federation (invited) |
| 10.35 – 10.50 | “International experience of the cooperation of business and the government”
Alexander Gorelik, Representative of the UNO in the Russian Federation (invited) |
| 10.50 – 11.05 | “Working with government organizations in the field of new technologies” |
| 11.05 – 11.20 | “Building an efficient GR department”
Pavel Tolstykh, Managing Director, GR Research Center (invited) |
| 11.20 – 11.35 | “Are industry associations an effective lobbying channel?”
Olga Barannikova, Managing Director, Union of Consumer market (invited) |
| 11.35 – 12 | Discussion |

The conference is held in Russian and English.

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