



ASSOCIATION OF EUROPEAN BUSINESSES

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AEB open event organised by Small and Medium-Sized Enterprises Committee: «SMEs doing business in Russia: how to succeed?»

Thursday, December 8, 2011
09:00 - 12:00 (registration starts at 8:30)
Moscow, AEB Conference centre

Open event

Moderators: *Orlin Efremov, Chairman of the AEB SME Committee; General Director “Manutan Russia”*
Alex Medlock, Regional Director Russia & CIS, RMA Services Ltd

- 8:30 – 9:00** **Registration and coffee**
- 9:00 – 9:15** **Welcome speech and introduction**
Frank Schauff, AEB Chief Executive Officer
Orlin Efremov, Chairman of the AEB SME Committee; General Director “Manutan Russia”
- 9:15 – 9:35** **SMEs doing business in Russia: key challenges and success factors (tbs)**
Avril Conroy, President of Irish Business Club
- 9:35 – 9:55** **25 years of doing business in USSR and Russia**
Dominik Bayvet, General Director, B.V. Consult
- 9:55 – 10:15** **Russian SMEs perspective on how to succeed in Russia**
Vladimir Stepin, Financial Director, Lemax LLC (tbc)
- 10:15 – 10:30** **Coffee break**
- 10:30 – 10:50** **Back to Russia – 100 years later**
Martin Meesenburg, Managing director, gb Meesenburg OHG
- 10:50 – 11:10** **How to make a small business attractive for investors**
Steve Brown, General Director, Solntsemexico
- 11:10 – 11:30** **25 years of business in Russia - what is still the same, what has changed?**
Guillaume Vorstelman, President, Lauri Klomp, General Director, Premium Service
- 11:30 – 12:00** **Wrap-up discussion**

The working languages are **English and Russian**. Translation **will be** provided.

Contact person: Elena Kuznetsova, AEB Committees Coordinator, tel.: 234 27 64, ext.124; ek@aebrus.ru

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