



OPEN EVENT
LANGUAGE: ENG

January 22, 2025
15:30 – 20:00

AEB North-Western Regional Committee

Venue:
Corinthia Hotel
(St.Petersburg, Nevsky
prospect.57)

CORPORATE CULTURE AS A BASIS FOR BUSINESS SUSTAINABILITY IN THE REGIONS OF PRESENCE

PROGRAM

15:30 – 16:00 **REGISTRATION, WELCOME COFFEE**

16:00 – 17:15 **HUMAN RESOURCES AS ONE OF THE KEY FACTORS OF ECONOMIC GROWTH**

Moderator: **Tadzio SCHILLING**, CEO, AEB (*report on the AEB activities over the past year and plans for 2025*)

KEY SPEAKERS:

Anna FEDYUNINA, Vice-director for the Centre of Industrial policy studies, National Research University Higher School of Economics (*macro-economic review, human resources are one of the key factors of economic growth*)

Alexander SITOV, First deputy Chairman, Committee for Industrial Policy, Innovations and Trade of St. Petersburg

Anastasia MIKHALCHENKO, Director, Economic Development Agency of Leningrad Region

Igor BELYAEV, Head of the State Labor Inspectorate in St. Petersburg (SLI)

Elena ZAMYSHLYAEVA, Deputy Chair of St.Petersburg's Committee for

Igor MAKSIMTSEV, Rector of St. Petersburg State University of Economics
** invited speaker*

17:15 – 18:15 **THE PATH TO BUSINESS RESULTS THROUGH TRUST AND OPENNESS, CREATING AN INCLUSIVE ENVIRONMENT**

Moderator: **Elena KIYANOVA**, AEB NWRC Chair / Manager Corporate Affairs North Region, Philip Morris Sales and Marketing

SPEAKERS:

Ekaterina PUTRONEN, Chair, Public Communications Committee of Leningrad Region

Yuri BLAGOV, Director, Research Center for Corporate Social Responsibility, Graduate School of Management of St.Petersburg University

Anna SUFTINA, Manager DEI and People Engagement, Philip Morris International in Russia

Maria ZHARKOVA, Regional Director of Corporate Relations, H&N (Health & Nutrition)

Elina ZHUK, Regional Corporate Affairs and Sustainability Manager, KraftHeinz*

Tatiana ANDREEVA, Deputy Director of the Museum "Tsarskoye Selo"

18:15 – 18:30 **Q&A SESSION**

18:30 – 20:00 NETWORKING BUFFET WITH MUSICAL ACCOMPANIMENT

Working language: **Russian.** Interpretation into English will NOT be provided.

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