

**Presentation of the candidates
for the Steering Group
of the AEB North-Western Regional
Committee
for
2020-2021**

List of Nominees for the AEB NWRC Steering Group (in alphabetical order)

Bitzi, Andreas

Chekhova, Anna

Coster, Arno

Kapkaeva, Natalia

Krylov, Vsevolod

Mikkonen, Timo

Novoselova, Elena

Poddubny, Anton

Rassadin, Anton

Shavshina, Wilhelmina

Sobolev, Maksim

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**Andreas
Bitzi**
director – owner
quality partners

Age: 41
Nationality: Swiss

Member of the Steering Group of AEB in the North-West Regional Committee for the last 8 years and its Chairman for the last 4 years.

Joined quality partners as owner and general director in 2017. Have since led the company very successfully and built up a team of 25 employees. quality partners are active members of AEB in St. Petersburg and Moscow.

Work experience:

- 2017 – today quality partners, St. Petersburg & Moscow
director – owner
- 2008 – 2017 Schneider, St. Petersburg, Russia
director – partner
- 2007 – 2008 Hewlett Packard, Switzerland
business unit finance manager
- 2004 – 2007 Swiss Krono Group, several locations in Russia and Ukraine
financial director, IT project manager, controller

My input and agenda for AEB:

I am a communicative and hands-on person who constantly looks for solutions, is close to his many clients and is familiar with their every-day business issues and challenges in finance, legal, tax, HR, migration and localisation issues. This will make it possible to bring the view of many businesses into the committee and work on solutions for the European business community, making me a perfect member of the Steering Group of the AEB North-Western Committee.

In my spare time, I am active in the Rotary Club St. Petersburg International, like skiing, running, fitness, travelling, reading and politics.

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Age: 41 years

Studies: Saint-Petersburg State University of Economics and Finance

Languages: Russian - native, English – fluent, German - intermediate

Nearly 20 years experience in banking, 15 years in corporate banking departments of several Russian banks, being a part of international private banks

Work experience:

15 years working experience in corporate banking departments in Saint-Petersburg:

Since Nov. 2019	Head of Saint Petersburg Representative Office of COMMERZBANK (EURASIJA) AO
2012 - 2019	Sr. Relationship Manager, Vice President, Raiffeisenbank AO
2011 - 2012	Deputy Head of Corporate clients unit, ROSBANK (SG Group)
2004 – 2011	Sr. Relationship Manager, BSGV (SG Group)

My input and agenda for AEB:

- *Promotion of AEB's activities within the business community in the North-West of Russia*
- *Possibility to make presentations on Russian banking and financial outlook*
- *Good expertise in understanding business and financial needs of legal entities operating in different industries*

**Anna
Chekhova**
**Head of St.
Petersburg
Representative
Office,
COMMERZBANK
(EURASIJA) AO**

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Arno

Coster

SCHNEIDER GROUP

**General Director,
St. Petersburg**

Age: 56 years

Degree: Masters Degree, Certified Manager, James Madison University

Languages: Dutch, English, German

Professional exams: General Management, Sales Management.

Work experience:

Kaspersky Lab

Linxtelecom/Linxdatacenter

Novell

Managing Director Europe

Chief Sales Officer

Director Benelux

My input and agenda for AEB:

- *To support it's members with information about the economic environment in Russia and abroad, in relation to topics such as Digitalisation, Globalization and Continental Initiatives.*
- *To support it's members to further develop business in the North-West Region and attract Businesses from abroad.*
- *Increase attraction for Businesses and to demonstrate that NWRC is a huge business hub for Russia and business abroad.*

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**Natalia
Kapkaeva**

**Head of the
Representative
Office of Port of
Hamburg Marketing
(Germany) in
Russian Federation**

Age: 45 years

Studies: Saint Petersburg State University of Economics; Vlerick Leuven Gent Business School, MBA General International Management

Languages: Russian – native, German, English,

Work experience:

More then 20 years experience in Transport and Logistics Business in Russia and Germany.

Since 2008	Head of the Representative Office of Port of Hamburg Marketing (Germany) in Russian Federation
2000 - 2008	Development Director, Group of Transport Companies Rusmarine
1995 - 2000	Agent of P&O Nedlloyd Line

My input and agenda for AEB:

- *Opportunity to widen our cooperation with AEB*
- *Further promotion of AEB activities within the German & Hamburg's Business Community as well as among our membrs in Germany and Russia*
- *Personal contribution in the area Transport and Logistics*

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**Vsevolod
Krylov**
**Business
Development
Director,
Stockholm School
Of Economics in
Russia**

Age: 54 years

Studies: Diploma in Business Administration, Stockholm School of Economics Russia
Languages: Russian - native, English, Swedish - fluent

Work experience:

Over 20 years experience in marketing and public relations in different companies, as well as national sales manager at Frigoglass Eurasia (part of the Hellenic Bottlers Company).

Since 2019	Business Development Director at SSE Russia
2007 – 2019	Program Director at SSE Russia
2001 – 2007	General Manager of Frigorex LLC
1998 – 2001	Country Sales Manager at Frigoglass Eurasia
1988 – 1998	Interpreter, Public Relations Director, Country Manager at organizations which do not exist anymore but which contributed a lot to develop managerial skills and better understanding of life and business reality

My input and agenda for AEB:

- *strengthening the role of AEB in the North-West of Russia and increasing its influence through specialized events*
- *adding academic touch to the content of events in order to structure delivery of the material*
- *personal contribution in the areas of leadership and people motivation*
- *searching for valuable speakers in the alumni network of SSE Russia*

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**Timo
Mikkonen**

**Director, Sales, East
Europe**

Oras Group Oy

Age: 55 years

Degree: M.Sc.(Econ.) University of Tampere, Finland

Languages: Finnish native, fluent English and Russian, basic Swedish and German

Have participated to the development since AEB North-Western Regional Committee was established.

Work experience:

08/2014 – Continues	ORAS GROUP Oy, Director, Sales, East Europe
2009 – 01/2012	KUUSAKOSKI Oy, Country Manager, Russia & CIS
2002 – 01/2012	KUUSAKOSKI OY, General director / ZAO Petromax
2000 – 2001	SONERA / ZAO Sonic Duo (MEGAFON), Moscow, Russia, CFO
1997- 2000	CARLSBERG / AO Vena, St. Petersburg, Russia, Financial and Administrative Director
1995 - 1997	M-REAL, AO Komsomolets, St. Petersburg, Russia, CFO
1994 – 1995	SPAR / AO PeterSpar, St. Petersburg, Russia

My input and agenda for AEB:

- *Continue to improve the business environment and investment climate for European companies*
- *Develop actively its activities in North West Russia and continue to strengthen its ties and relationships with St. Petersburg City and Len Oblast administrations*

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**Elena
Novoselova**
**Deputy General
Manager,**
Regional Development,
Russia & CIS,
Coleman Service UK

Elena has been

- Chair of the AEB North-Western Regional Committee's HR & Migration Subcommittee for the last 8 years,
- the member of the AEB NWRC Steering Group for the last 5 years and
- the Deputy Chair of the AEB NWRC Steering Group for the last 4 years.

Work Experience:

June 2009 – present Coleman Service UK, Deputy General Manager, Regional Development, Russia & CIS

- Manage, support and mentor the regional branches encouraging personnel development and team work, opens new branches (Russia & CIS);
- Manage operational, service and administrative sides of the business
- Manage revenue and costs to ensure growth and profitability
- Responsible for Russia & CIS sales and business development

My input and agenda for AEB:

I will be thankful for your vote. I promise to use my experience, knowledge and enthusiasm to attract new members to AEB, to strength the position of AEB in North-West Region. I plan to organize interesting events, offer new ideas and initiatives to make our activities more fruitful and useful for members of AEB in North-West Region.

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**Anton
Poddubny**
Counsel,
Dentons

Member of the Steering Group of the AEB North-West Regional Committee for 4 years
Languages: English, Russian and Spanish

Work experience:

Counsel - Dentons (formerly Salans), St. Petersburg (2015 to date)

Senior associate, counsel - Borenus, St. Petersburg (2013-2015)

Associate, senior associate - Mannheimer Swartling, St. Petersburg (2008-2013)

Associate - Egorov, Puginsky, Afanasiev & Partners, St. Petersburg (2006-2007)

My input and agenda for AEB:

Dear Colleagues and Friends,

I feel honoured to have the opportunity to stand for election to the Steering Group of AEB North-West Regional Committee in 2020.

Being a member of the Steering Group, during the past few years I have been actively working on a long-range plan of the AEB Committee aimed to improve the business environment in Russia and strengthen the economic ties between Russia and EU.

I know it is a significant commitment to be a member of AEB, and I am prepared to contribute along with the newly elected colleagues to build upon the success of the past and fulfill the AEB mission to support, promote and protect your interests and the wider European community.

Should I be elected for the third term, I will remain a strong advocate for the AEB strategy and do my best to develop respectful relations with its members, share expertise and be involved in networking so that we can benefit from it and reinforce AEB status in the North-West Region.

I look forward to our fruitful collaboration and encourage all AEB Steering Group members to consistently bring meaningful changes to achieve higher goals."

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Born in 1974

Nationality: Russian

Languages: native Russian, fluent English, good command of French, German, Polish, Ukrainian

Degrees in Commercial Law, Higher School of Economics (2011);
Public Relations, St. Petersburg University for Telecom (2006);
Math Linguistics, St. Petersburg State University (1997)

A business association professional knowing the business from both inside and outside.

Anton Rassadin

Head of Corporate
Communications, GR
BSH Russia

Work experience:

2011—...	BSH Russia, Head of Corporate Communications, GR
2004—2011	AmCham, Membership & Marketing Director St. Petersburg
2000—2004	St. Petersburg State University, Senior Lecturer
1998—2000	Speak Globally Communications (U.S.), Branch Director

My input and agenda for AEB:

"We are living and working in an uneasy environment and should join efforts to manage and succeed. Doing European business is not just about money, it is about professing, promoting and sticking to the European principles and values. I feel European, I share the European values, I appreciate the European environment and my working in it.

I know well what a business association is, what it needs and what it can offer to its members. It seems to be a synergy we are always looking for, isn't it?"

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- Diversified experience and comprehensive expertise in regulatory sphere, customs administration, implementation of customs policy in activities of foreign companies, projects related to foreign and global trade, import and localization.
- Over 7 years of working experience in State authorities. Currently acting as expert for Federal Customs Service.
- Extensive experience in cooperation with Eurasian Economic Commission, the Ministry of Economic Development, the Ministry of Industry and Trade, the Ministry of Finance, customs authorities, and other public institutions.

Membership:

- Member of the advisory council at the State Duma Committee for Budgets and Taxes;
- Member of a number of working groups of the Eurasian Economic Commission;
- Deputy chair of the Transport and Customs Committee of the Association of European Businesses (AEB);
- Deputy chair of AEB North-West Steering Committee;
- Active member of the St Petersburg International Business Association for North-West Russia (SPIBA).

My input and agenda for AEB:

Main goal is to improve interaction between business community and state authorities, assist business community in strengthening its positions and opening the doors for the new opportunities.

**Wilhelmina
Shavshina**

**Legal Director,
Head of Foreign
Trade and Customs
Regulation Practice,
DLA Piper**

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Maksim

Sobolev

**Commercial Real
Estate Director,
YIT**

Born in Leningrad region in 1975.

Education:

1999-2000 International Management Institute St.-Petersburg, Strategic Marketing

1992 – 1997 State Pedagogical University of Russia, Psychology.

Work experience:

2010 – present - YIT Saint-Petersburg, Director for Commercial Real Estate

"YIT Saint Petersburg" is a regional division of the Finnish concern YIT. The company, which has been operating since 1988, has built more than 190 objects for various purposes: shopping complexes and hotels, cultural institutions and offices, gas stations, engineering infrastructure, large factories.

www.yitgroup.com

My input and agenda for AEB:

I have extensive experience in dealing with various business associations, government agencies, and businesses (both national and international). This allows me to have a comprehensive view of the business development of the region.



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ASSOCIATION OF EUROPEAN BUSINESSES

68/70 Butyrsky Val, bld.1
127055 Moscow, Russia
Tel.: +7 (495) 234 27 64
Fax: +7 (495) 234 28 07

www.aebrus.ru

AEB REGIONAL BRANCHES

ST. PETERSBURG

Nevkiy prospekt 55, 4th floor
191025 St. Petersburg
Russian Federation

Tel.: +7 (812) 332-28-66
Fax: +7 (495) 234 28 07
E-mail: spb@aebrus.ru

KRASNODAR

Gimnazicheskaya str. 51, office 303,
350000 Krasnodar
Russian Federation

Tel.: +7 (861) 267 34 13
Fax: +7 (495) 234 28 07
E-mail: info@aebrus.ru