

OPEN EVENT
LANGUAGE: RUS

March 27, 2025
3.30 p.m.– 7.00 p.m.

AEB North-Western Regional Committee

Venue: Grand Hotel
Europe
(St.Petersburg,
Mikhaylovskaya st. 1/7)

ANNUAL GENERAL MEETING – 2025

PROGRAM

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

16:00 – 17:00 **THE IMAGE AND BRAND OF THE REGION: FORMATION OF THE ESSENCE AND FEATURES**

Moderator: **Tadzio SCHILLING**, CEO, AEB

KEY SPEAKERS:

Anastasia MIKHALCHENKO, Director, Economic Development Agency of Leningrad Region

Igor PAVLOVSKIY, Chief Editor, Delovoy Petersburg

Egor STARSHOV, Associate Professor/ Deputy Head, Department of Public Administration, Graduate School of Management St.Petersburg University

17:00 – 17:45 **ANNUAL MEETING OF THE NORTH-WESTERN REGIONAL COMMITTEE**

REPORT ON THE COMMITTEE'S ACTIVITIES FOR 2024.

Elena KIYANOVA, Chair of the AEB NWRC / Chair of the National Corporate Volunteer Council in St. Petersburg and the Leningrad Region, Philip Morris Sales and Marketing

ELECTION OF THE 9TH MEMBER OF THE AEB NWRC'S STEERING GROUP, CANDIDATES PRESENTATIONS, CHOOSING 2 MEMEBERS OF THE COUNTING COMMISSION, VOTING, COUNTING OF VOTES

17:45 – 18:00 **Q&A SESSION**

18:00 – 19:00 **NETWORKING RECEPTION**

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

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