



Association
of European
Businesses

OPEN EVENT

Languages: ENG-RUS

April 16, 2015

09:30 – 13:00

**Vlerick Business
School**

17 Italianskaya St.
St. Petersburg

AEB NORTH-WESTERN REGIONAL COMMITTEE

**E-TRADE IN RUSSIA: CURRENT SITUATION,
CHALLENGES AND OPPORTUNITIES**

AGENDA

Chaired by: **Timo Mikkonen**, Chairman of the AEB North-Western Regional Committee

09:00 – 09:30 REGISTRATION AND WELCOME COFFEE

09:30 – 09:40 Opening remarks
Timo Mikkonen, Chairman of the AEB North-Western Regional Committee

09:40 – 10:05 Trends of E-commerce in Russia, preliminary results of year 2014 (based on the East-West Digital News research)

Cross-border sales to Russia, international online retailers selling to Russian customers

Vladislav Shirobokov, East-West Digital News

10:05 – 10:25 Methods and opportunities of attracting clients by E-trade, technologies, analytics and success cases
Anna Volovikova, Yandex

10:25 – 10:45 Three models for e-commerce deliveries to Russia
Pasi Ketonen, ITELLA

10:45 – 11:05 Selling of premium goods via internet. Case of Nokian Tyres
Olga Skachkova, Nokian Tyres,
Olga Petrova, Traffic Isobar

11:05 – 11:20 Coffee- break

11:20 – 11:40 E-Payments in Russia: Current State and Opportunities for E-Commerce
Viktor Dostov, Russian E-Money Association

11:40 – 12:00 Practical Cases in E-commerce: Avito
Henning Stenhammar, Avito

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12:00 – 12:20 Consumer rights and claims. Risk management

Pavel Savitsky, ATTORNEYS AT LAW BORENIUS RUSSIA

12:20 – 12:40 Procedure for the conclusion of agreements on the Internet: the legal aspects

Taisiya Vorotilova, Baker & McKenzie

12:40 – 13:00 Questions & Answers

Working languages: Russian-English, translation WILL be provided

Contact person: **Alla Hovhannissyan**, AEB North-Western Regional Committee Coordinator,
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