



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 – 17:20 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*)

Kirill POZDNYAK, Deputy Director, "My Business" St.Petersburg, Committee for Industrial Policy, Innovations and Trade of St. Petersburg

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

Anastasia MIKHALCHENKO, Director, Economic Development Agency of Leningrad Region

Olga KAZANSKAYA, Deputy Chief State Labor Inspector in St. Petersburg (SLI)

Elena VASILIEVA, Director of the Center for International Scientific Research and Projects, St. Petersburg State University of Economics

FIRST ROW EXPERTS:

Oleg ALEKSEEV, Head of the additional education department, Institute of the Federal Service for Labor and Employment

Inga BATMANOVA, GR Director, Systeme Electric

17:20 – 18:20 THE PATH TO BUSINESS RESULTS THROUGH TRUST AND OPENNESS, CREATING AN INCLUSIVE ENVIRONMENT

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

SPEAKERS:

Ekaterina PUTRONEN, Chair, Public Communications Committee of Leningrad Region

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

Elna ZHUK, Regional Corporate Affairs and Sustainability Manager, KraftHeinz Vostok

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

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

FIRST ROW EXPERTS:

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

18:20 – 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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