



ASSOCIATION OF EUROPEAN BUSINESSES

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Round Table organized by the AEB IT-Telecom Committee and OПОРА RUSSIA



“SME & Internet: Technological Possibilities, Problems & Success Stories”

Monday, March 19th, 2012

10:00 - 13:00 (registration from 9:30)

Hotel Sheraton Palace, hall “Saint-Petersburg”,
1-st Tverskaya-Yamskaya, 19, Moscow

OPEN EVENT

Supported by

9:30 – 10:00	Registration & welcome coffee
10:00 - 10:10	Opening remarks: <i>Mamuka Marhuliya, Acting Chairman of the AEB IT-Telecom Committee</i>
10:10 - 10:25	Internet Impact on the Russian Economy and SME. <i>Olga Kotsur, Consultant, Boston Consulting Group</i>
10:25 - 10:50	IT Impact on Small & Medium Businesses <i>Igor Borovikov, Chairman of the OПОРА IT Committee, member of OПОРА Presidium</i>
10:50 - 11:10	Lookout for Small Businesses <i>Victor Klimov, Deputy Chairman, RF State Duma Committee on the Economic Policy, Innovative Development and Entrepreneurship</i>
11:10 - 11:30	Getting Small & Medium Businesses Online – Google’s Experience from across the Globe & Solutions for Russia <i>Marina Zhunich, Public Policy Manager, Google Russia</i>
11:30 - 11:45	How to start business with 200\$? <i>Andrei Kotelnikov, General Director & Founder, “Hoteldiscount.ru”</i>
11:45 - 12:15	Main mistakes when starting up online <i>Anton Mazhirin, Founder Free-lance, ru, Head of Net project “Sopay”</i>
12:15-12:30	Innovative Ways of Working with Customers: Food Market Case <i>Boris Akimov, General Director, LavkaLavka</i>
	Closing remarks: <i>Mamuka Marhuliya, Acting Chairman of the AEB IT-Telecom Committee</i>
12:30-13:00	Snacks

Working languages: Russian & English

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