

OPEN EVENT
Language: RUS

**Joint event of the AEB North-Western Regional Committee and
St.Petersburg Internation Business-Association**

December 6, 2024
10:45 – 14:15

THE ROLE AND IMPORTANCE OF INTERNAL COMMUNICATIONS IN MODERN BUSINESS CONDITIONS

Venue:
Philip Morris Izhora
factory (Leningrad
Region, 7 Volkhonskoe
shosse)

ПРОГРАММА

10:45 – 11:00 ARRIVAL

11:00 – 11:10 WELCOME SPEECH

Olga SILNITSKAYA, Deputy CEO, GR director, AEB
Karina KHABACHEVA, Executive director, SPIBA

11:10 – 11:30 PRESENTATION ON THE PMI ACTIVITIES IN RUSSIA. SAFETY BRIEFING.

Elena KIYANOVA, Chair of the AEB NWRC / Manager Corporate Affairs North Region,
Philip Morris Sales and Marketing

11:30 – 12:30 FACTORY TOUR

12:30 – 12:45 COFFEE-BREAK

**12:45 – 14:00 DISCUSSION: THE ROLE AND IMPORTANCE OF INTERNAL COMMUNICATIONS
IN MODERN BUSINESS CONDITIONS**

Moderator: **Kristina MURAVIEVA**, General director "Expert. Analytics Center", Deputy Director of the Institute of Geopolitical Communications of the RUDN, Head of the Research Laboratory of Neurolinguistics and Cognitive Brain Functions of the RUDN (R&D LAB of the RUDN), member of the PC of the Russian Federation at Rosstandart for Technical Regulation and Metrology

SPEAKERS:

Valeriya BAKHTAROVA, Supervisor Operations Communications, Philip Morris Izhora

Diana VORONINA, Government Relations Manager, JACOBS DOUWE EGBERTS
NS, (*tbc)

Irina KIURU, Strategic Marketing and Business Development Director, Lindaily

Diana KUSHKHOVA, Communications manager, Baltika Breweries
NS, Unilever Rus(*tbc)

14:00 – 14:15 COFFEE-BREAK NETWORKING

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