



**EUROPEAN AND RUSSIAN
BUSINESS FORUM**
Successful Together

September 23th and 25th, 2010
Park Inn Pribaltiyskaya Hotel
St. Petersburg
Ulitsa Korablestroiteley 14

DRAFT PROGRAMME

Thursday, September 23rd

15.00-18.00	<p style="text-align: center;">Parallel events to mark the official opening of the Forum</p> <p>Master-Class: Mechanism of Organisation of Project Financing and Principles of Formation of Public-Private Partnerships</p> <p>Moderator: Evgeny Sidorenko, Managing Director, Raiffeisen Investment Ltd. (tbc).</p> <p>Organisers:</p> <ul style="list-style-type: none">• Association of European Businesses (AEB) Banking committee;• AEB Finance and Investments committee;• Business Council Northern Dimension, working group on banking. <p>Key topics:</p> <ul style="list-style-type: none">• Basic bank requirements to preparation of investment projects.• Primary errors in preparation of business plans.• Principles of organisation of public-private partnership in implementation of large infrastructural projects.• Examples of presentation of two or three projects with analysis of their strengths and weaknesses. <p>Speakers:</p> <ul style="list-style-type: none">• Opening and welcoming address Christian Ziegler, Partner, Rödl & Partner; Chairman of the AEB Finance and Investments Committee;• Alexander Ivanov, Director, Department of structural and debt financing, Vneshekonombank (tbc);• Martin Glimmerholm, Head of International Business Division, Nordea Bank;• Elena Tkachenko, Professor in the Department of Business Economy and Production Management at St. Petersburg State University of Economics and Finance;• Karina Chichkanova, Partner and Head of Real Estate and Development Practice of Salans, St. Petersburg.
	<p>Master-Class: Building your reputation: Russia in Europe, Europe in Russia</p> <p>Moderator: Igor Reichlin, Managing Partner of OOO "Reichlin&Partners", Chairman of the AEB PR and Communications Committee</p> <p>Organiser: AEB Public Relations and Communications Committee</p> <p>Key topics:</p> <ul style="list-style-type: none">• Opening and welcoming address

	<p>Frank Schauff, Chief Executive Officer, Association of European Businesses</p> <ul style="list-style-type: none"> • Introduction: Reputation - your key asset. <p>Igor Reichlin, Managing Partner of OOO "Reichlin&Partners", Chairman of the AEB Public Relations and Communications Committee</p> <ul style="list-style-type: none"> • Can a company import its reputation into a new market? <p>Marina Tatarskaya, PR Director of ZAO Ferrero Russia;</p> <ul style="list-style-type: none"> • Cultural clichés in a cross-cultural business environment: help or hindrance? <p>Prof. Sergey P. Myasoedov, President of Business Management Institute, the Academy of National Economy of the Russian Government (tbc);</p> <ul style="list-style-type: none"> • A reputation pyramid: where's the boss? <p>Maria Bezhanova, PR Manager, Metro AG (tbc);</p> <ul style="list-style-type: none"> • Reputation risks in the social and ecological aspects of international investment projects in Russia <p>Sergey Bourtsev, Managing Partner of ERM Eurasia in Russia and Kazakhstan.</p>
17.00-18.30	<p>Sitting of the Northern Dimension Business Council (for members of Business Council only)</p> <p>Moderators:</p> <ul style="list-style-type: none"> • Aleksey Mordashov, Chief Executive Officer of Severstal; • Tapio Kuula, President and Chairman of the Board of Fortum Corporation.
19.00-21.00	Reception in the Palace of Prince Vladimir (by invitations)
Friday, September 24th	
08.00-09.00	Registration of participants
09.00-10.00	Forum's official opening ceremony
	<p>Moderator: Roger Munnings, Deputy Chairman of the AEB Executive Board</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Ilya Klebanov, Plenipotentiary Envoy of the President of the Russian Federation to the North-West Federal District; • Andrey Klepatch, Deputy Minister of Economic Development and Trade of RF (tbc); • Mikhail Oseevsky, Vice-Governor of St Petersburg, Head of Saint Petersburg Governor's Administration; • Peter Balas, Deputy Director General, Directorate-General for Trade of the European Commission; • Reiner Hartmann, Head of Representative Office E.ON Ruhrgas AG, Chairman of the Executive Board, Association of European Businesses (AEB).
10.00-12.00	<p>Session 1: World financial crisis and its consequences on business development in Russia and the EU. Opportunities for foreign investors.</p> <p>Moderator: David Thomas, President of Volvo Car Russia.</p> <p>Key topics:</p> <ul style="list-style-type: none"> • World financial and economic crisis and its consequences for Russia and the EU. • Russian market after the crisis; opportunities for foreign investors. • Relationship between the business and government sectors in the development of anti-crisis measures. • Is a successful implementation Public-Private Partnership projects possible? • Investments in the regions - major problems. • Issues related to investing into strategic branches of the Russian economy. <p>Speakers:</p> <ul style="list-style-type: none"> • Tapio Kuula, President and Chairman of the Board of Fortum Corporation, Co-chairman

	<p>of the Northern Dimension Business Council;</p> <ul style="list-style-type: none"> • Philippe de Buck, Director General of BUSINESSEUROPE; • Pedro Alba, World Bank Country Director for Russia; • Natalya Khanzhenkova, Managing Director for Russia, European Bank for Reconstruction and Development; • Sergey Morozov, Governor of Ulyanovsk Oblast; • Karl Johansson, Managing Partner of Ernst & Young (CIS) B.V.; Coordinator of the Foreign Participants of the Foreign Investment Advisory Council (FIAC).
12.00-12.30	Coffee break. Press approach.
12.30-14.00	<p>Session 2: Opportunities for the development of European businesses in Russia. The practical implementation of the partnership for modernisation. Innovations without borders: break through projects and regulatory framework.</p> <p>The session is organized in cooperation with the EU-Russia Industrialists' Roundtable (IRT)</p> <p>Moderators:</p> <ul style="list-style-type: none"> • Frank Schauff, Chief Executive Officer, Association of European Businesses; • Ksenia Datsko, Head of the IRT Russian Secretariat. <p>Key topics:</p> <ul style="list-style-type: none"> • State measures on supporting Russian manufacturers and investment attraction. • Business and authorities - from corruption to civilised lobbying. • The Anticorruption Charter's work experience. • Technical regulation and standardisation. • Innovation market in Russia and the EU from the point of view of global players and start ups. • Production localisation in joint ventures. <p>Speakers:</p> <ul style="list-style-type: none"> • Lars Corneliussen, Managing Director of Volvo Group Russia; • Eric Faidy, Managing Director of Michelin Russia and CIS; • Anatoly Artamonov, Governor of Kaluga Oblast (tbc); • Representative of the IRT (tbc); • Representative of the IRT (tbc).
14.00-15.00	Lunch
15.00-16.30	<p>Session 3: New Russian European initiatives in business. Northern Dimension Business Council.</p> <p>Moderator: Slava Khodko, Vice-President, Chairman of the Executive Committee of the Association North-West.</p> <p>Key topics:</p> <ul style="list-style-type: none"> • Cooperation between Russia and EU: The Northern Dimension Business Council programme as a new initiative. • European protectionism. • Investments into Europe - major issues. <p>Speakers:</p> <ul style="list-style-type: none"> • Paavo Lipponen, Ex-Prime-minister of Finland; • Fernando Valenzuela, Head of Delegation of the European Union to the Russian Federation; • Yuriy Stetsenko, Director of the European Countries Department, Ministry of Economic Development of the RF;

	<ul style="list-style-type: none"> • Tapio Kuula, President and Chairman of the Board of Fortum Corporation, Co-chairman of the Northern Dimension Business Council; • Sergey Bodrunov, Co-Chairman of the Working group for Machine-Building and Autocomponents of the Northern Dimension Business Council; • Tom Hyldelund, Managing Director, Maersk Russia, Finland, Baltics; • Tatiana Tylevich, Chief Executive Officer of Imperial Porcelain Manufactory.
16.30-16.45	Coffee break. Press approach.
16.45-18.15	<p>Session 4: Pressing issues of doing business in Russia: Practical aspects.</p> <p>Key topics:</p> <ul style="list-style-type: none"> • Russian tax system and its specificity for foreign investors. • Problem of intellectual property rights. • Business registration procedure in Russia and the "one window" approach. • Customs procedures. The Customs Union of Russia, Belorussia and Kazakhstan. • Issues related to Human Resources (HR). <p>Speakers:</p> <ul style="list-style-type: none"> • Konstantin Chaika, Deputy Head of the Federal Customs Service of RF; • Alina Lavrentieva, Partner Taxes and Legal Services, PricewaterhouseCoopers in Russia; • Olga Litvinova, Managing Partner of DLA Piper, St. Petersburg; • Dominique Fache, Vice President of Enel Russia; • Olga Bantsekina, Head of Representative Office Coleman Services UK in Russia, Chairwoman of the AEB HR Committee. <p>Special quest speech by Wolfgang Clement, ex-Minister of Economics and Labour of the Federal Republic of Germany, ex-Prime Minister of Northern Rhine-Westphalia.</p>
19.15-19.30	Departure to Reception
20.15-22.00	A Reception for the Forum's guests and participants in the UK Consulate General
Saturday, September 25th	
09.00-11.00	Parallel events
	<p>Round table: Pharmaceuticals.</p> <p>Moderators:</p> <ul style="list-style-type: none"> • Smirnov Sergey, General Director of Novo Nordisk A/S Russia, Chairman of the AEB Health and Pharmaceuticals Committee; • Zakhar Golant, Deputy Chairman of the Public Health Committee, Government of St. Petersburg (tbc). <p>Organisers:</p> <ul style="list-style-type: none"> • AEB Health and Pharmaceuticals Committee; • Committee of Economic Development, Industry Policy and Trade of St. Petersburg. <p>Key topics:</p> <ul style="list-style-type: none"> • Opening and welcoming address Mikhail Oseevsky, Vice-Governor of St Petersburg, Head of Saint Petersburg Governor's Administration; • Frank Schauff, Chief Executive Officer, Association of European Businesses • Evolution of pharmaceutical sector legislation in Russia. Kolesnikov Sergey, Deputy Chairman of Healthcare Committee of State Duma of RF (tbc); • Establishing and developing innovative pharmaceutical industry clusters in Russia. Short-

	<p>and long-term prospects. Project of the Federal special-purpose programme “Development of the health and pharmaceutical industry”.</p> <p>Sergey Tsyb, Head of Department of Chemical Industries and Bio-Engineering Technologies of the Ministry of Industry and Trade of RF (tbc);</p> <ul style="list-style-type: none"> • Pharmaceutical sector development in the context of a new scheme of drug insurance. The role of the Ministry of Health and Social Development of RF in the process. Vladimir Zelensky, Director of Department of Health Insurance Development, Ministry of Healthcare and Social Development of RF (tbc); • Pharmaceutical industry in St. Petersburg. Plans of developing pharmaceutical clusters in St. Petersburg and Leningrad region. Zakhar Golant, Deputy Chairman of the Public Health Committee, Government of St. Petersburg (tbc); • Plans of developing the pharmaceutical cluster in Kaluga region. Maxim Akimov, Vice Governor of Kaluga region; • Encouraging economic climate for innovative development and modernization of pharmaceutical industry. The role and contribution of Russian and foreign pharmaceutical companies. Sergey Dokuchaev, Chairman of the Board, ZAO AKB “Lanta-Bank”; • Plans of OAO “Russian Venture Company” in the field of innovative development of pharmaceutical sector. Andrey Vvedensky, Program and Project Department Director of OAO “Russian Venture Company”; • Transfer of production of medicinal products to Russia. Western point of view of critical issues. Christoph Dengler, Mannheimer Swartling, St. Petersburg.
	<p>Round table. Europe and Russia: Common Ways Towards Energy Efficiency</p> <p>Moderator: Jeroen Ketting, Chief Executive Officer of Lighthouse Group Russia, Chairman of the AEB Energy Efficiency committee;</p> <p>Organiser: AEB Energy Efficiency Committee.</p> <p>Key topics:</p> <ul style="list-style-type: none"> • Reality in energy efficiency in Russia • Energy efficiency lessons learned in the EU. Failures and successes. • What to do in Russia? <p>Speakers:</p> <ul style="list-style-type: none"> • Serge Vignerie, Marketing Director of Legrand Group Russia & CIS; • Xavier Perret, Head of Representation of GDF SUEZ; • Dominique Fache, Vice President of Enel Russia; • Eric Rasmussen, Chief Executive Officer of Logstor.
11.00-11.20	Coffee break
11.20-14.00	Parallel events
	Continue of Round table: Pharmaceuticals
	Continue of Round table. Europe and Russia: Common Ways Towards Energy Efficiency
	<p>Presentations of the investment potential of Russian Regions of:</p> <ul style="list-style-type: none"> • Kaluga Oblast • Ulyanovsk Oblast • Chelyabinsk Oblast • Yaroslavl Oblast

	<ul style="list-style-type: none"> • Voronezh Oblast • Nenets Autonomous Okrug
	Business Contacts Exchange (upon request)
14.00-15.00	Closing cocktail

On September 24th and 25th, parallel to the Forum's an exhibition will be held. Representatives of several Russian regions, Russian, as well as foreign companies (upon request) shall participate in the exhibition.

A cultural program can be organised, upon individual request.

Organizational operators



Under auspices of



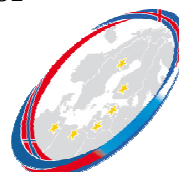
Committee for
External Relations
of St. Petersburg



European Union



Association
North-West



Northern
Dimension
Business
Council



Committee for
Economic Development,
Industrial Policy and
Trade of St. Petersburg

Platinum sponsor



THE LEADING GLOBAL
BATHROOM BRAND
www.roca.com

Silver sponsor



Official Car for the Forum



Sponsors

FERRERO



LADOGA

МАКС
СТРАХОВАЯ КОМПАНИЯ



CHÂTEAU LE GRAND VOSTOCK
DEPUIS 2008

UOMO
COLLEZIONI
УОМО КОЛЛЕКЦИИ

Under informational support



Saint-Petersburg Chamber
of Commerce and Industry



Forum Info Sponsors:



The Moscow Times

OWC Foreign Trade Publishing House
www.owc.de