



BRIEF'20

Baltic Region Investment Forum

FORUM PROGRAM

30 September 2020 live streaming

● 10:00–11:00

Registration, welcome coffee

● 11:00–12:45

Plenary public talk "Reorganization of the global value chains in the world, as a window of opportunities for Russia: new investment and export niches"

- Diagnosis of the economy after 6 months of pandemics, possible scenarios for the upcoming year, drivers of growth
- How to move from the strategy of incorporating into the global value chains to the strategy of developing regional analogues of the global value chains, with regard to the new regionalization trends of the international economy? What are the "rules" of this new game and what is its prize?
- What instruments of state support are highly demanded by the industrial enterprises, protection of home industries by the state to create national fragments of the global value chains
- Opportunities of export growth in the period of changes after the pandemics

Moderator:

- **Roman Gerasimov** – TV host

● Welcome remarks:

- **Alexander Drozdenko** – Governor of Leningrad region
- **Sergey Slipchenko** – Vice President External Affairs of affiliated companies Philip Morris International in Russia and Belarus

● Introductory presentation:

Understanding the perfect storm 2020 – **Maxim Bouev**, Vice-Rector for Strategic Development of the New Economic School

● Invited for participation:

- **Matthias Schepp** – Representative of the German economy in the Russian Federation, Chairman of the Board at the Russian-German Chamber of Commerce
- **Mikhail Kosarev** – Chair of the Board of Leningrad Region Department of the All-Russia Public Organization Business Russia, Director General of M10 Regional Development Agency
- **Nikita Gusakov** – Director General of the Russian Agency for Insurance Export credits and Investments (EXIAR)
- **Maxim Bouev** – Vice-Rector for Strategic Development of the New Economic School
- **Yuri Simachev** – Director for Economic Policy of National Research University Higher School of Economics



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12:45–13:10

Coffee break

13:10–13:30

Signing of investment agreements with the Governor of Leningrad region

13:30–13:45

Presentation of the Commendations by the Governor of Leningrad region to the regional companies

13:45–15:15

Public talk "Regional fragments of value chains in Leningrad region. Successful cases of localization"

- What are investors facing in new realities? How do investment plans change?
- How are the added value chains formed in Leningrad region, what new production facilities are coming to the region?
- What investment niches are opening up in the region in the context of ongoing reorganization of the global value chains?
- What do investors expect from the government of the region, what kind of support is especially needed?

Moderator:

- **Vladimir Nikitenko** – Deputy Representative of the German economy in the Russian Federation, Head of the North-West branch office of the Russian-German Chamber of Commerce

Introductory presentations:

- Adaptation of business supporting measures to the new economic realities. Case of Leningrad region – **Anastasia Mikhachenko**, Director of Economic Development Agency of Leningrad Region
- The German business in the Baltic region of the Northwestern Federal District: expectations vs. reality – **Vladimir Nikitenko**, Deputy Representative of the German economy in the Russian Federation, Head of the North-West branch office of the Russian-German Chamber of Commerce

Invited for participation:

- **Dmitry Yalov** – Deputy Chairman of the Government of Leningrad Region – Chairman of the Committee for Economic Development and Investment Activity
- **Andrey Ponomarev** – Director General of MW Kingisepp



- **Vitaly Kochurov** – Head of Supplier Audit and Import Substitution Department of United Shipbuilding Corporation
- **Irina Zhukova** – Director for Sustainable Development and Corporate Programs of affiliated companies Philip Morris International in Russia
- **Sergey Demenok** – Director General of Eco Resource
- **Mikhail Kosarev** – Chair of the Board of Leningrad Region Department of the All-Russia Public Organization Business Russia, Director General of M10 Regional Development Agency
- **Vladimir Zolotarev** – Director General of SEW-EURODRIVE

13:45–15:15

Public talk "Export in new realities"

- What are the trends in the changes of consumption of goods after Covid-19?
- What problems do enterprises face in the new realities?
- How do safety standards change or will change?
- What are the new trends in export activity as a result of Covid-19? (focus on moving online)
- New approach to negotiations: from offline to online
- What should business do in order to stay afloat?
- What should the state do (at the regional and the federal levels) to help Russian companies quickly find their way and not lose access to international markets, and perhaps even fill the new export niches?

Moderator:

- **Maria Chernobrovkina** – Executive Director of the American Chamber of Commerce in St. Petersburg

Introductory presentations:

- New approach to measures of support for exporters, success stories of transforming the companies of Leningrad region to exporters during the pandemic – **Olga Skorokhodova**, Head of Export Support Center of Leningrad Region
- Export ingredients: how to develop supply to German-speaking countries in 2020. New negotiation practice: do online meetings work? – **Veronika Luebke**, Director General of Bridge-One-Seven GmbH

Invited for participation:

- **Alisa Melkonyan** – Head of Tax Regional Development of KPMG in Russia and the CIS
- **Mikhail Sakhnov** – Integrated Supply Chain Director of Eastern Europe, Middle East and Africa of JACOBS DOUWE EGBERTS RUS
- **Ruslan Vasyutin** – Partner, Co-head of Tax Practice of DLA Piper Rus Limited in Russia
- **Sergey Almazov** – CEO of Delasia
- **Ekaterina Surushkina** – Head of Business Development of Tosnensky Mixed Feed Factory
- **Valeriy Gavriluk** – President of Thermex Corporation



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BRIEF & TO THE POINT

30 September 2020 live streaming

15:15 – 16:00

Lunch (by invitation)

Venue

Corinthia St Petersburg

57 Nevsky Prospect, Saint Petersburg

Contacts

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Organizers



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Российско-Германская
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