



Russian
Small &
Medium-sized
Enterprises
Forum

PROGRAMME ARCHITECTURE

RUSSIAN SMALL AND MEDIUM-SIZED ENTERPRISES FORUM

5 June 2024, St. Petersburg

Plenary session

PROMOTING QUALITY GROWTH: STRATEGIES AND TOOLS FOR SMES

GROWTH	INDUSTRIES	PROMOTION	FOREIGN ECONOMIC ACTIVITY
Practicum Every Startup Must Dream of Becoming a Unicorn	Workshop The Quota Worked: How SMEs Took Over Corporate Procurement	Masterclass Advertising: The Art of Attracting Attention	Workshop Foreign Economic Activity: A Growth Opportunity for SMEs
Financial Debate Big Money for Small Businesses: Hacks for Attracting Credit and Capital	Pitch Session Media: Helping Russian Enterprises Build Strong Brands	Masterclass Elevator Pitch: Attracting an Investor	
Human Capital in SMEs: How to Attract and Retain the Best Specialists	Entrepreneurship as a Profession: Economic Impact on the Country	Masterclass AI: An Effective Assistant for SMEs	Interaction between SMEs in Russia and the Arab World
Sustainable Partnership between Government and Business		TED talk Skills Marathon	Interaction between SMEs in Russia and China
Debates Self-Employed: Entrepreneur or Not?	Production Solves Everything: Will SMEs Become the Engine of the Country's Technological Sovereignty?	Practicum E-commerce: How to Build Your Business	International Trade in a Multipolar World: What Will Replace the WTO, the IMF and the Dollar?
TED talk Why Do Small Businesses Not Grow?	Pitch Session Digital Platforms: The New Incubators of SMEs?	Masterclass Efficient Production in 5 Steps: Modern Approaches to Increasing Labour Productivity	
Franchising as an Investment	Eco-friendly Retail and E-commerce: Commerce as an Agent of Sustainable Change		Role of Economic Diplomacy and Trade Relations in Greater Eurasia in the Current International Environment
Individual Approaches to Support: Systematic Approach to Business Support Measures	Socially Responsible Franchising		
	National Cosmetic Brands: From Import Substitution to International Expansion		

DAY OF INTERNATIONAL SME COOPERATION