



RUSSIAN SMALL AND MEDIUM-SIZED ENTERPRISES FORUM PROGRAMME

Programme accurate as at June 4, 2019

June 5, 2019

10:00–11:30

Pavilion G
conference hall G1

Russian Small and Medium-Sized Enterprises Forum

Youth Track

Creating an Ecosystem to Foster Youth Entrepreneurship

The Federal Project 'Fostering Entrepreneurship' focuses on supporting entrepreneurial activity of young people, including pupils and students as these groups hold the greatest potential for SME business. Creating an environment conducive and supportive of young entrepreneurs is one of the main pre-conditions to deliver the objectives set by the project. Some of the key questions to be addressed by the session are:

- What are the essential elements of an ecosystem for development of youth entrepreneurship?
- Community building as the cornerstone of entrepreneurial activity
- Mentoring and coaching of young entrepreneurs
- Tools available for the advancement of young entrepreneurs

Moderator:

- **Artyom Androsov**, Member of the Supreme Council of the Party, United Russia Political Party

Panellists:

- **Milena Arslanova**, Director, Investment Policy and Entrepreneurship Development Department, Ministry of Economic Development of the Russian Federation
- **Nadiya Cherkasova**, Deputy President - Chairman of the Board, Otkritie Bank
- **Alexander Deryabin**, Director General, Snail
- **Yevgeny Gudov**, Founder, Planetarium No. 1
- **Radiy Khabirov**, Acting Head of the Republic of Bashkortostan
- **Nikolay Kuzyakov**, Co-Founder, Vanyushkiny Sladosti
- **Eduard Omarov**, Vice-President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Tatiana Zhuravleva**, Head of 100 Cities Project, Urban Competence Centre, Agency for Strategic Initiatives to Promote New Projects

10:00–11:30

Pavilion G
conference hall G2

Russian Small and Medium-Sized Enterprises Forum

Training Track

Outsourcing as a Form of Public–Private Partnership

The growth of outsourcing in services and business processes has created a sizable niche for SMEs. While outsourcing of accounting, IT, consulting and other services is well-established by now, it has a great potential in healthcare, housing and communal services, logistics, construction, hotel and restaurant business and in many other sectors. Expansion in procurement, which is accessible to SMEs, allows businesses to provide operational and other support not only to other companies but also to government-funded organizations. The ultimate goal of outsourcing is to increase business efficiency and to free-up financial and human capital for investment in new areas of business. Outsourcing is also widely recognized tools to boost labour productivity.

Key topics to be addressed in the session are:

- The experience of regions in outsourcing of municipal services to SMEs
- Is outsourcing a useful tool and what are the risks for the state and business to lose control in the process?
- Who is most threatened by the outsourcing and who benefits most?
- Should outsourcing in Russia be actively promoted or left to a natural growth?



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Forum Moderator:

- **Andrey Shubin**, Executive Director, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA

Panellists:

- **Natalia Egorova**, First Deputy Minister of Housing and Utilities of the Moscow Region
- **Natalia Larionova**, Member of the Management Board, State Secretary, and Deputy Chief Executive Officer, SME Corporation
- **Tamara Merebashvili**, General Director, Inter RAO - Information Technologies
- **Vladimir Mishelovin**, Head of Fiscal Control Department, Federal Antimonopoly Service of the Russian Federation
- **Sergey Prikolotin**, Minister of Health of Chelyabinsk Region
- **Alexander Svinin**, First Deputy Prime Minister of Udmurt Republic
- **Elena Volotovskaya**, Head, Softline Venture Partners

Front row participants:

- **Evgeniy Friedman**, Director, Fenix Management LLC
- **Dmitry Panov**, General Director, Doveriye Group
- **Sergey Prokofiev**, Managing Partner, Uneo Lab
- **Nikolay Sudarikov**, Founder, Kvartet M Company

10:00–11:30

Pavilion G
conference hall G3

[Russian Small and Medium-Sized Enterprises Forum](#)

Investment Track

What are the Key Barriers and Bottlenecks for Small Business to Access Financial Markets? Open Debate

Availability of credit to small businesses remains a pressing problem for the banking system and the economy as a whole. Low loan rates and government support programmes were the main drivers of the SME-lending segment in 2018. As part of the federal project 'Expansion of access for SMEs to financial resources, including preferential financing', a number of programmes for preferential lending for SMEs were re-launched. Public funding is available at subsidized interest rates and the list of authorized banks is being extended. Are entrepreneurs well-informed about the availability of subsidies and what their key needs are? Notwithstanding the large quantity of public funds and programmes currently in operation, their ability to target the correct recipients and the efficiency of resource allocation remains questionable. The team 'Entrepreneurs' and the team 'Financiers' will discuss availability of small business financing, as well as the scope and reach of state support programmes for SMEs. The discussion will touch upon the topical issues of account blocking and blacklisting, as well as the effectiveness of support programmes.

Key topics to be addressed in the session are:

- How can the transparency of blacklisting processes be increased and losses from account blocking reduced?
- Can the rates of the loans available to SMEs be low and the SME lending grow rapidly at the same time?
- How effective are support programmes and are businesses aware of the support available to them? How widespread is the practice of SMEs receiving funds?

Moderator:

- **Pavel Samiyev**, Editor-in-Chief, Financial Sphere Section of Bankovskoye Obozreniye Magazine

Arbitrators:

- **Dmitry Golovanov**, Chairman of the Board, SME Bank
- **Victoria Kuznetsova**, Member of the Board, Deputy General Director, Russian Small and Medium Business Corporation
- **Mikhail Mamuta**, Head of Service for Protection of Consumer Rights and Ensuring the Availability of Financial Services, Member of the Board of Directors, Central Bank of the Russian Federation

Entrepreneurs Team:

- **Sergey Bekrenev**, President, European Legal Service
- **Marina Bludyan**, First Vice President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Arseniy Poyarkov**, President, BusinessDrom
- **Ruslan Yalovenko**, Chairman of the Board of Directors, Rus Agro-Industrial Complex

Financiers Team:

- **Konstantin Basmanov**, Head of Small and Medium Enterprises Unit, Promsvyazbank



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- **Konstantin Bobrov**, Chairman, URALSIB BANK
- **Alexander Chernoshchekin**, Advisor to the President and Chairman of the Board, Sviaz-Bank
- **Dmitry Peshnev-Podolsky**, Chairman of the Executive Board, BKS Bank
- **Anastasiya Sergeyeva**, Deputy Executive Director, Fund of Small Business Credit Assistance of Moscow

10:00–11:30

Pavilion G
conference hall G4

Russian Small and Medium-Sized Enterprises Forum

International Track

Interaction Between Big and Small Businesses in Industry

One of the preconditions for a dynamic development of an economy is an effective collaboration in manufacturing between major, systemically important companies and SMEs, which often are international. The former place orders and provide demand, research funding and market access, while the latter are able to respond quickly to changes, are flexible and deliver higher quality. This is particularly important for sectors where innovation is at the core of success. Economic growth and value creation demand that harmonious relations exist between these two segments of the economy yet this cannot always be achieved. Italy and other European countries have some of the best experiences in this respect. The heads of major technology companies of Italy and Russia and their partners among SMEs will discuss the possible forms of collaboration between big and small businesses, as well as explore and existing challenges and prospects.

Moderator:

- **Alexey Bobrovsky**, Head of the Economic Programme, Russia 24 TV Channel

Panellists:

- **Alexander Braverman**, General Director, Chairman of the Board, Russian Small and Medium Business Corporation
- **Andrea Clavarino**, Executive Vice President, Coeclerici SpA
- **Antonio Fallico**, President, Conoscere Eurasia Association; Chairman of the Board of Directors, Banca Intesa
- **Francesco Profumo**, President, ACRI; President, Compagnia di San Paolo; President, Fondazione Bruno Kessler
- **Alexander Sokolov**, Deputy Chairman of the Board for Competition Policy, Russian Highways State Company
- **Pasquale Terracciano**, Ambassador Extraordinary and Plenipotentiary of the Italian Republic to the Russian Federation
- **Vincenzo Trani**, Chairman, Mikro Kapital Group; Founder, Delimobil

Front row participants:

- **Andrea Benveduti**, Councilor for Economic Development and Entrepreneurship, Liguria Regional Executive
- **Valeriy Ermakov**, Vice President, Corporate and Government Segments, Rostelecom
- **Anton Kuprinov**, Executive Director, Moscow Small Business Credit Assistance Fund
- **Alexander Prokudin**, General Director, Inkompro
- **Luigi Ruggerone**, Head of Innovation Business Development, Intesa Sanpaolo Innovation Center
- **Maxim Tretyakov**, Vice President, OPORA Non-Profit Association; Vice President, Member of the Management Board, Electrocable Association
- **Giuseppe Zampini**, President, Confindustria Liguria; Chief Executive Officer, Ansaldo Energia SpA



10:00–11:30

Pavilion G
conference hall G6

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Foresight 2036

A study by the sociological research centre, NAFI, reveals that the image of the entrepreneur is undergoing a transformation in the minds of modern Russians, from someone associated with cut-throat capitalism, shuttle traders and crime to an educated, enterprising person who earns his living through honest work. He is successful, enjoys freedom of choice, and loves his work, which enables him to be independent, and the business gives his family a stable income. In the minds of most of the population, an entrepreneur is, above all, a clever, goal-oriented person, independent and dynamic, and a risk-taker. Ambition and entrepreneurial spirit, and the desire to develop and achieve more, are usually seen as important features of the businessman's character. In order to achieve excellent results, entrepreneurs often sacrifice all their free time. A wide-ranging education in different fields, which for entrepreneurs often means not just in a standard university, helps them to immerse themselves in all operational business processes and fine-tune their work. What kinds of skills and education will entrepreneurs need in 10–20 years' time? Participants in the Foresight 2036 session will attempt to construct a comprehensive image of the entrepreneur of the future.

Moderator:

- **Ana Mavricheva**, Entrepreneur; Author of the Book "Publicity Code in the Digital Era"

Panellists:

- **Alexander Chulok**, Director, Centre for Science and Technology Foresight, National Research University Higher School of Economics
- **Alexey Grishchenko**, Deputy General Director, Delovaya Sreda (Business Environment)
- **Pavel Kuryanov**, General Director, Black Star
- **Kristina Potupchik**, President, Open New Democracy Fund (FUND)
- **Vadim Zhivulin**, Deputy Minister of Economic Development of the Russian Federation
- **Uliana Zinina**, Head of Public Policy, Russia and CIS, Facebook

10:00–10:30

Pavilion G
Innovation Space

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Master Class on How to Determine the Export Potential of Your Business and Choose a Market

Panellist:

- **Mikhail Menshikov**, Export Marketing and Research Project Manager, Russian Export Center

10:45–11:15

Pavilion G
Innovation Space

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Masterclass: Access to Global Markets. How to Make a Cool Selling Site

Panellist:

- **Pavel Pak**, Head of Strategic Partnerships Direction, Google Russia

11:30–12:00

Pavilion G
Innovation Space

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Master Class on Export Electronic Commerce.

Panellist:

- **Alexey Murzenok**, Director of Electronic Sales Development, Russian Export Center



12:00–13:30

Pavilion G
conference hall G1

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Youth Track
Investment Fair

The Investment Fair is a flagship project of the Committee for Development of Youth Entrepreneurship bringing together entrepreneurs, investors and government officials. As part of the fair eight investment projects will be presented to the investors. The project, which has already attracted 250 million roubles in private investment and created more than 200 jobs, will be launched in eight federal districts by the end of 2019. The fair will demonstrate how the project will be implemented. Consulting and training have already been provided to over 1,500 other projects, and more than 30 entrepreneurs have found investors.

Moderator:

- **Maria Voitenko**, General Director, Perfect Insurance Bureau

12:00–13:30

Pavilion G
conference hall G2

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Training Track
Mentor Lounge

Mentor Lounge is a unique new networking format. Major businessmen and industry experts meet with entrepreneurs, share experience, knowledge and proven business tools. The Mentor session will result in case studies or business analysis, problem solving and establishing new contacts.

12:00–13:30

Pavilion G
conference hall G3

[Russian Small and Medium-Sized Enterprises Forum](#)

Investment Track
Small Business in the Urban Economy

Small and medium-sized enterprises are the foundation and backbone of urban economy, generating added value, tax revenue, and new jobs. Unifying the most effective types of support for entrepreneurs such as financial and material support, access to information, consultations, services provided by the Business Navigator, and others could help grow SME sector in towns and cities. Access to information is often vital for entrepreneurs, particularly regarding:

- opportunities for business development via franchising;
- comprehensive urban construction projects;
- opportunities to become involved in procurement processes by major companies in partnership with public sector;
- training programmes, etc.

These objectives can be achieved using a one-stop shop approach, where all the tools and services are available at a single point.

What is the most effective way of boosting the SME sector in smaller towns and cities? What can be done to simplify the process of launching a standard business? Could experienced entrepreneurs with a successful track record in business development replicate their experience across smaller towns and cities via a franchising model?

Moderator:

- **Pavel Orlov**, Anchor, Russia-24 TV Channel

Panellists:

- **Alexander Braverman**, General Director, Chairman of the Board, Russian Small and Medium Business Corporation
- **Alexander Brechalov**, Head of the Udmurt Republic
- **Alexey Grigoriev**, Head of Moscow Representative Office, METRO AG; Director of Corporate Public Policy, METRO in Russia
- **Irina Makieva**, Deputy Chair, State Development Corporation "VEB.RF"
- **IlNaz Nabiullin**, Founder, Chio Chio Hairdresser Chain
- **Agnessa Osipova**, President, Russian Franchise Association (RFA)
- **Marina Romanova**, Deputy Chair, State Development Corporation "VEB.RF"

Front row participants:

- **Dmitry Golovanov**, Chairman of the Board, SME Bank



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- **Rifat Shaikhutdinov**, Deputy, Member of the Committee of the State Duma of the Federal Assembly of the Russian Federation on Economic Policy, Industry, Innovative Development, and Entrepreneurship
- **Andrey Sharov**, Vice-President, Head of GR Directorate, Sberbank

12:00–13:30

Pavilion G
conference hall G4

[Russian Small and Medium-Sized Enterprises Forum](#)

International Track

What are the Key Challenges, Constraints and Growth Points of the Digital Trade in Russia?

The e-commerce sector is developing rapidly and, despite the economic slowdown and declining purchasing power, has experienced a rapid growth over the last few years with the volume of online retail market exceeding 1.5 trillion roubles in 2018. Yet a number of systemic problems hampering business development of bona fide participants of the Russian market remain.

Key questions to be addressed during the session:

- Is it possible to create a unified government-funded online environment for exporters to support Russian producers?
 - What is preventing export of Russian consumer goods?
 - Will Russian goods be able to compete on foreign markets?
 - What effective 'protectionist measures' of local players are used abroad?
 - What are the prospects for regulating cross-border e-commerce?
 - How can Russian online stores be prevented from moving to the jurisdictions of bordering economies?
- How can diminishing investments in the domestic infrastructure, avoidance of customs duties and VAT be prevented?

Moderators:

- **Aleksey Fedorov**, Managing Partner, 220 Volt Group; Chairman of the Trade Committee, Delovaya Rossiya (Business Russia)
- **Artem Sokolov**, President, The Association of Internet Trade Companies

Panellists:

- **Anton Buzdalín**, General Director, eApteka
- **Artem Glushchenko**, Director for Government Relations, Yandex.Market
- **Alexey Kozhevnikov**, Senior Vice President, Russian Export Center
- **Sergey Kuchushev**, Director for Government Relations, Ozon Group
- **Anna Nesterova**, Founder, Chairman of the Board of Directors, Global Rus Trade

12:00–13:30

Pavilion G
conference hall G6

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Young Leaders in an Era of Global Transformation. Cooperation for Sustainable Development

In the modern era of global transformation and fast technological development, the international community is seeking out optimal solutions to achieve responsible, sustainable and balanced growth. Young leaders and entrepreneurs are playing an active role in this process, creating innovative solutions to ongoing problems in all areas of human development. The best Russian and international practices, specific projects in the realm of social entrepreneurship, education, technology, sustainable cities, and the promotion of the UN Sustainable Development Goals will be presented at the session of the permanent international pool of young leaders Friends for Leadership, who are involved in the creation and promotion of multilateral economic and humanitarian collaborative projects.

Moderator:

- **Roman Chukov**, Chairman of the Board, Russian Center for Promotion of International Initiatives; Assistant to Youth Policy Director, Roscongress Foundation

Panellists:

- **Teresa Astolfi**, Head of the International Directorate, People's Party in the Congress of Deputies of the Kingdom of Spain
- **Matias Badano**, Founder, NANOTICA Agro
- **Amra Naidoo**, Co-Founder, Accelerating Asia
- **David Okpatuma**, Executive Director, Friends Pro Earth
- **Reis Rodrigo**, Founder, Executive Director, Instituto Global Attitude



14:00–16:00

Pavilion G
conference hall G2

Russian Small and Medium-Sized Enterprises Forum

Steps to Accelerate Export

An export accelerator is an integrated system comprised of educational, financial and non-financial measures aimed at supporting and accelerating export related activities of companies, including those with no previous export experience. The determination to increase Russian non-commodity and non-energy exports to 250 billion US dollars with the share of SMEs in non-energy exports reaching 10% is based not only on the ambitious goals set by the policy makers, but also on the experience of other countries in promoting their exports. Ability to compete in global markets requires effective state support measures, which are specifically tailored for the particular group of export products, size of exporting company, geography of supplies and many other factors. Export acceleration programmes under development take into account cases and real-life experience of leading international experts in the field, which will provide participants of the programme knowledge of the beginning-to-end cycle of a company, training in export related skills and concluding export contracts. An accelerator offers a tailored solution to each participant of the programme, providing a multi-pronged approach to meet their particular needs.

Moderator:

- **Alexey Kozhevnikov**, Senior Vice President, Russian Export Center

Panellists:

- **Marina Bludyan**, First Vice President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Andre Fritsche**, Director, Governmental Relations Department, German-Russian Chamber of Commerce; Representative of the Federal State of Hesse in the Russian Federation
- **Nonna Kagramanyan**, Vice-President, Head of the Executive Committee, All-Russia Public Organization Delovaya Rossiya (Business Russia)
- **Ilya Kreto**v, General Manager Russia and Emerging Europe, eBay
- **Kirill Nikitin**, Partner, Government and Public Sector Leader, PwC Russia
- **Andrey Slepnev**, Chief Executive Officer, Russian Export Center
- **Marina Zhunich**, Director for Government Relations, Google Inc.

Front row participants:

- **Julia Burovnikova**, First Deputy Director, Commercial Director, TRUD Plant
- **Kirill Ilichev**, General Director, Moscow Export Centre
- **Mikhail Khomich**, Permanent Representative for the Head of the Udmurt Republic under the President of the Russian Federation– Deputy Prime Minister, Udmurt Republic
- **Victoria Linkevich**, Founder, Leader, "GUSTO Family"
- **Sergey Polyakov**, General Director, Foundation for Assistance to Small Innovative Enterprises in Science and Technology
- **Laurent Probst**, Partner and Leader, Research & Development Activities Unit, PwC Consulting Luxembourg
- **Kirill Soloveychik**, General Director, HOLDING LENPOLYGRAPHMASH

14:30–16:00

Congress Centre
Sberbank Hall

Russian Small and Medium-Sized Enterprises Forum

Youth Track

A New Generation of Entrepreneurs

Fewer and fewer people do business guided by the old principles. Times are changing, the economy is changing and, as a result, entrepreneurs are changing too. Client experience is coming to the fore. The new economy is opening up fundamentally new opportunities for the most active members of society. Money is no longer a privilege of a selected few. An entrepreneur from a small town is able to attract and work with a huge audience of customers. Access to specialists and technologies is so open that today you can be in Moscow and your team can work around the world. It is time for new opportunities.

Key topics to be addressed in the session:

- How can a new generation of entrepreneurs transform the country's economy?
- How do entrepreneurs of Generation Y think?
- How can entrepreneurial activity in the country be boosted and a new entrepreneurial ecosystem created?

Moderator:

- **Andrey Sharov**, Vice-President, Head of GR Directorate, Sberbank



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Forum Panellists:

- **Pavel Kuryanov**, General Director, Black Star
- **Samira Mustafaeva**, Founder, Main Coach, SM Stretching Studio
- **Andrey Romanenko**, Chief Executive Officer, Shareholder, Evotor
- **Evgeniya Ronzhina**, Founder, MyBusiness.Community
- **Andrey Shutov**, Founder, Factorial Group
- **Andrei Vanin**, Vice President, Head of Legal Entities Ecosystem Directorate, Sberbank

14:30–16:00

Pavilion G
conference hall G3

[Russian Small and Medium-Sized Enterprises Forum](#)

Investment Track

Innovations Transforming the World. Who is Investing in Technology Start-Ups?

Cybersport, delivery services, transport, artificial intelligence, logistics, fintech, foodtech, telecom, streaming services, offline and online retail are some of the sectors undergoing rapid growth and attracting large volumes of capital, as in most cases a fast-growing start-up is backed by big investments.

Key topics to be addressed in the session:

- How do innovative projects attract investments?
- What are the key differentiators for investment in the national and global technology markets?
- Venture investment

Moderator:

- **Andrey Shubin**, Executive Director, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA

Panellists:

- **Maxim Balanov**, Executive Director, Regional Integrated Center - St. Petersburg
- **Alexey Basov**, Deputy General Director, Investment Director, RVC
- **Alexey Fursin**, Head of the Entrepreneurship and Innovation Development Department of Moscow, Moscow City Government
- **Natalia Korotchenkova**, Deputy General Director, Russian Small and Medium Business Corporation
- **Mikhail Prepelitsky**, President, Onetrak
- **Victor Sedov**, Member of the Board Presidium, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Elena Volotovskaya**, Head, Softline Venture Partners

Front row participants:

- **Marat Kapelyushnik**, Founder, Chief Executive Officer, Astelion
- **Nikolai Legkodimov**, Partner, Head of Emerging Technologies in Risk Consulting, KPMG in Russia and the CIS
- **Sergey Polyakov**, General Director, Foundation for Assistance to Small Innovative Enterprises in Science and Technology

14:30–16:00

Pavilion G
conference hall G4

[Russian Small and Medium-Sized Enterprises Forum](#)

International Track

Global Value Chains

Development of the value chains has become a global phenomenon and this session will explore the potential measures governments should implement to maximize the benefits of global value chains.

Key topics to be addressed at the session:

- Regulation of the customs value of goods imported into Russia.
- What is the role of SMEs in creating and developing value chains?
- What issues are relevant for businesses in the context of value chain development?
- How can the 'Made in Russia' brand be obtained and what advantages does it give?
- What are the success stories of involving SMEs in value chain development?

Moderator:

- **Julia Ermilova**, Head of Direction, Russian News Agency TASS

Panellists:

- **Nikita Bantsekin**, Member of the Management Board, Head of Public Relations and International Activities Directorate, Russian Small and Medium Business Corporation



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- **Elena Bondar**, Deputy Director, Customs Cost Control Division, North-West Customs Office (Federal Customs Service of Russia)
- **Azat Gazizov**, First Vice President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Ekaterina Lebedeva**, Vice President, Saint-Petersburg Chamber of Commerce and Industry
- **Cui Lianbao**, Vice Chairman, China International Cooperation Association of Small and Medium Enterprises
- **Jaana Rekolainen**, Chief Executive Officer, Finnish-Russian Chamber of Commerce
- **Kirill Sergashov**, Deputy Director of Investment Policy and Entrepreneurship Development Department, Ministry of Economic Development of the Russian Federation

Front row participants:

- **Rustam Hafizov**, Deputy Director, Association of Innovative Regions of Russia (AIRR)
- **Maxim Khudalov**, Director of Corporate Ratings Group, Analytical Credit Rating Agency (ACRA)
- **Alina Lavrentieva**, Partner, Private Business Consulting Leader, PwC Russia
- **Irina Pisarevskaya**, Member of the General Council, Delovaya Rossiya (Business Russia); Chairman of the Board of Directors, Investment Development Group AB

14:30–16:00

Pavilion G
conference hall G6

[Russian Small and Medium-Sized Enterprises Forum](#)

Training Track

History of Business Breakthroughs: Life Hacks by Pre-revolutionary Entrepreneurs

Business solutions and life hacks of pre-revolutionary entrepreneurs have made a huge contribution to the growth of the economy, industry and agriculture, as well as science, education, culture and the social sphere, and are an under-tapped resource for business in Russia today. Participants of this session will share their experience that cannot be found in business textbooks and offer inspiring creative solutions based on their own business.

Key topics to be addressed in the session:

- The federal project 'Promotion of Entrepreneurship' offers a fundamentally different view of an entrepreneur as demonstrated by the legacy of outstanding Russian businessmen.
- What contribution did pre-revolutionary entrepreneurs make to Russia's development? New industries, export products, innovations and start-ups: facts and figures.
- Business success based on Russian historical experience: is it possible? Life hacks from pre-revolutionary entrepreneurs in Russia: descendants of entrepreneurs reveal business secrets of their outstanding predecessors.

Moderator:

- **Arkadiy Mamontov**, Anchor, TV Journalist

Panellists:

- **Dmitry Abrikosov**, Co-Founder, General Director, A.I. Abrikosov & Sons
- **Gleb Arkhangelsky**, Founder of the Russian School of Time Management
- **Alexander Bessolitsyn**, Professor of the Department of Economic History, Institute of Social Sciences, Russian Academy of National Economy and Public Administration under the President of the Russian Federation (RANEPA); Leading Researcher, Institute of Russian History of the Russian Academy of Sciences
- **Elena Bondarenko**, Director, Practicum for Directors Programme, Moscow School of Management SKOLKOVO
- **Sergey Golubev**, Chief Executive Officer, Social Investment Fund
- **Anatoly Kirsanov**, General Director, Innovatiks
- **Victor Semenov**, Chairman of the Supervisory Board, Belaya Dacha
- **Denis von Meck**, Representative of the von Meck family, Entrepreneur, Collector, Public Figure
- **Vadim Zhivulin**, Deputy Minister of Economic Development of the Russian Federation
- **Vladislav Zhukovich**, Deputy Chairman, Commission for Value-Based Entrepreneurship, All-Russian Non-Governmental Organization of Small and Medium Business OPORA RUSSIA



16:30–18:00

Pavilion G
conference hall G9

Russian Small and Medium-Sized Enterprises Forum

Plenary Session

Engagement in Entrepreneurship: On the Road to Success

Russia has significant potential for growth in the SME sector. This potential can be realized by promoting entrepreneurial activity and encouraging the public to become more active in this sphere. Entrepreneurial activity is becoming increasingly important to both the economy and social development. Engagement in small enterprise and the formation of a positive view of entrepreneurship, both as a profession and as a creative force, are important parts of the new government policy on business and entrepreneurship. This session will discuss effective entrepreneurship development and engagement instruments that can be used in the country as a whole and in individual regions, as well as regional instruments and mechanisms for promoting entrepreneurship from the point of view of businesses themselves. Regions play an important role in implementing the federal project to promote entrepreneurship. A systematic, comprehensive approach to promoting entrepreneurship based on best practices must be implemented. Therein lies the key to a rapid positive result. What measures can be taken to increase the attractiveness of business? What steps are regions already taking and what has their effect been? How can the country increase the education and awareness levels of entrepreneurs and simplify beginner entrepreneurs' access to initial capital? Can international experiences in increasing engagement in entrepreneurship be applied to Russia's situation?

Moderator:

- **Alexander Kalinin**, President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA

Panellists:

- **Tatyana Bakalchuk**, General Director, Wildberries
- **Alexander Braverman**, General Director, Chairman of the Board, Russian Small and Medium Business Corporation
- **Alexey Fursin**, Head of the Entrepreneurship and Innovation Development Department of Moscow, Moscow City Government
- **Dmitry Maksyuta**, Founder, Remontologika Architectural and Construction Bureau
- **Mikhail Mamuta**, Head of Service for Protection of Consumer Rights and Ensuring the Availability of Financial Services, Member of the Board of Directors, Central Bank of the Russian Federation
- **Sergey Morozov**, Governor of Ulyanovsk Region
- **Vadim Zhivulin**, Deputy Minister of Economic Development of the Russian Federation

Front row participants:

- **Konstantin Basmanov**, Head of Small and Medium Enterprises Unit, Promsvyazbank
- **Nadiya Cherkasova**, Deputy President - Chairman of the Board, Otkritie Bank
- **Grigory Ivliev**, Head, Federal Service for Intellectual Property (Rospatent)
- **Alexey Kozhevnikov**, Senior Vice President, Russian Export Center
- **Andrey Sharov**, Vice-President, Head of GR Directorate, Sberbank