

# RUSSIAN SMALL AND MEDIUM-SIZED ENTERPRISES FORUM PROGRAMME

June 5, 2024, St. Petersburg

Programme accurate as at June 11, 2024

June 5, 2024

**10:00–11:30**

pavilion G  
conference hall G3

Russian Small and Medium-sized Enterprises Forum: Industries

## Eco-friendly Retail and E-commerce: Commerce as an Agent of Sustainable Change

Developing environmentally responsible consumption is one of the key challenges to achieving national environmental goals. Retail and e-commerce can make a significant contribution to the development of a culture of environmentally responsible behaviour. A particular feature of the retail and e-commerce sector is that it has a large number of participants in the economic chain. For a successful transformation, it is necessary to combine the efforts of all parties, taking into account their interests. How may all stakeholders interact in order to achieve sustainable development goals? What steps are being taken today to create a new consumer culture and high environmental standards? What role do regulators play in this process? What application solutions exist in retail to implement ESG strategies? How can the unification of digital e-commerce platforms influence agenda-setting?

### Moderator:

- **Ivan Gusakov**, Managing partner, Ecoplatform

### Panellists:

- **Tatyana Bakalchuk**, General Director, Wildberries
- **Nadezhda Galaktionova**, Director of Sustainable Development, Magnit
- **Alexey Konovalov**, Co-founder, Commercial Director, LLC "SYNERGETIC"
- **Natalia Neverskaya**, Director for Government Relations, Leroy Merlin
- **Maxim Rogozhko**, General Director, Co-founder, OptiCom
- **Andrey Sharonov**, Chief Executive Officer of the Development Alliance; Chairman of the Supervisory Board, Association of Digital Platforms
- **Artem Sokolov**, President, The Association of Internet Trade Companies
- **Tatyana Yanyшева**, Brand manager, VkusVill company

**10:00–11:30**

pavilion G  
conference hall G4

Russian Small and Medium-sized Enterprises Forum: Growth

Debates

## Self-Employed: Entrepreneur or Not?

In modern society, an increasing number of people choose self-employment as a type of occupation and a way to earn money. However, the question arises: is a self-employed person an entrepreneur? On the one hand, the self-employed do not create a legal entity or hire employees, which distinguishes them from entrepreneurs. On the other hand, they organize their activities independently, are responsible for the results of their work, and pay taxes. What kind of criteria are there for defining an entrepreneur? What rights and obligations do the self-employed have? What are the similarities and differences between the self-employed and entrepreneurs?

### Moderator:

- **Alexander Deryabin**, Chairman of the Omsk regional branch, OPORA RUSSIA

### Panellists:

- **Marina Bludyan**, First Vice President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Denis Dybov**, Director of the Department of Entrepreneurship Development, Chamber of Commerce and Industry of the Russian Federation
- **Maria Litvinova**, Executive Director, Association of Pharmacy Institutions "SoyuzPharma"
- **Mikhail Ryzhenkov**, Deputy Managing Director, Avito
- **Marina Sedlovskaya**, President, Association of Entrepreneurs in the Beauty Industry "Beautiful Business AKB"
- **Alla Volchkova**, Director, Health and Beauty Center

10:00–11:30

pavilion G  
conference hall G6

Russian Small and Medium-sized Enterprises Forum: Foreign Economic Activity

**Interaction between SMEs in Russia and China**

Trade turnover between Russia and China is rising every year. But it is not only the economy that drives the expansion of bilateral relations between our countries. The years 2024–2025 have been declared the Years of Culture between Russia and China. The aim of the project is to further develop Russian–Chinese relations and boost bilateral cultural ties. Will such rapprochement, including in the cultural sphere, help to integrate our economies? What is the current situation regarding trade turnover between Russia and China? Export of Russian products: myth or reality? How to pay for goods in China? What possible pitfalls should be kept in mind in order to avoid losses when working with China?

**Moderator:**

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

**Panellists:**

- **Iлона Gorsheneva-Dolunts**, Director, Owner, InterBiz Trade and Logistics Company
- **Vasily Kuzovkov**, Director, AVASOFT Systems; Director, Energosoft
- **Alexey Maslov**, Director, Institute of Asian and African Studies, Lomonosov Moscow State University
- **Dmitry Prokhorenko**, Director Development Overseas Network, Russian Export Center
- **Yuan Yi**, Senior Partner, Moscow Office, DHH Law Firm

10:00–11:30

pavilion G  
conference hall G7

Russian Small and Medium-sized Enterprises Forum: Industries

Workshop

**The Quota Worked: How SMEs Took Over Corporate Procurement**

Ten years ago, the government of the Russian Federation established a quota for state-owned companies to purchase from SMEs. This step, among others, allowed SMEs unimpeded access to procurement by major state-owned companies. By participating in procurement, SMEs expand the market for their products, which ultimately leads to the SME sector in the Russian economy expanding. At present, it is state-owned companies that ensure a constant and growing demand for the products and services of small businesses. By guaranteeing entrepreneurs access to the purchases made by major customers, the government both meets the needs of companies who are customers, and enables small businesses to boost their selling power. After 10 years of these kinds of procurements, can we conclude that this measure has been successful? Were the companies (customers) able to fulfil their needs by working with small businesses? How can the largest customers boost the number of entrepreneurs participating in their procurements in the future? Does the guaranteed sales market allow entrepreneurs to think about expanding their capacity?

**Moderators:**

- **Vladimir Gerasimov**, Deputy General Director, Interfax Information Services Group
- **Dmitry Panov**, Coordinator of the "Business Russia" in the North-Western Federal District
- **Dmitry Sytin**, First Deputy General Director, Electronic Trading Development Center

**Panellists:**

- **Sergey Anokhin**, First Vice President - Financial Director, Rostelecom
- **Elena Dybova**, Vice President, Chamber of Commerce and Industry of the Russian Federation
- **Maria Glukhova**, Executive Vice President, Russian Union of Industrialists and Entrepreneurs (RSPP)
- **Petr Ivanov**, Deputy Head, Federal Antimonopoly Service of the Russian Federation (FAS Russia)
- **Andrey Kashutin**, General Director, UETP
- **Evgeny Knyazev**, Vice President, Head of the Procurement, Logistics and Tendering Unit of Rosgeo
- **Alfia Kogogina**, First Deputy Chairman of the Committee of the State Duma of the Federal Assembly of the Russian Federation on Small and Medium Entrepreneurship
- **Natalia Korotchenkova**, Secretary of State – Deputy General Director, Member of the Board, Russian Small and Medium Business Corporation
- **Alexey Kuchmin**, Founder, AIR Group of Companies
- **Igor Redkin**, Head of Legal Support of Contractual Work and Procurement Activities of the Legal Block, VEB.RF
- **Yuriy Shilov**, General Director, Ivanovo Textile Company

- **Maxim Tretyakov**, General Director, Elkat

**10:00–11:30**

passage in zone G  
VinoGrad conference  
hall

Russian Small and Medium-sized Enterprises Forum: Industries

### **Socially Responsible Franchising**

Franchising is a universally recognized business development technology that enables the nurturing of sustainable entrepreneurs, replication of successful business models and the creation, through the synergy of resources and joint efforts, an ecosystem of enterprising entrepreneurs, where the maximum effect of socioeconomic transformation is achieved. Based on the results of analyses of well-known franchise networks, it can be concluded that franchise owners assume increased responsibility towards consumers and existing partners. The beneficiaries of the franchising effect are not only the participants of the franchise agreement, but also the end consumers, the population of cities and regions, and public authorities. Today, the franchise market is not regulated by a separate law. How may we make the process of selling and buying franchises safe and transparent for both parties? There is franchising in Russia, but there is no law, so what should be done? Socially responsible franchising as a reliable way to scale your network: why is it beneficial for the franchisor to support franchisees? How to work with franchisees, increase their profits, and prevent them from leaving the network: a review of case studies? Socially responsible franchising is supported by the state: which state franchising regulation programmes contribute to SME development?

#### **Moderators:**

- **Maria Kizima**, Co-founder, Franchising-intellect, digital franchising platform "Scale it"
- **Galina Radaeva**, Chairman, Council of the All-Russian Professional Union of Franchise Market Participants

#### **Panellists:**

- **Yulia Alferova**, Director General, National Agency for Entrepreneurship Development, Director of the Competence Center Digital Transformation of Business and Public Administration of the Digital Economy Development Fund
- **Alexander Demin**, Chairman of the Committee of the State Duma of the Federal Assembly of the Russian Federation on Small and Medium Enterprises
- **Yuliya Kukota**, Head of Regional Direction Order Pick-up Point, Wildberries
- **Alexey Lokontsev**, Founder, TOPGUN
- **Tatyana Mineeva**, Commissioner for Entrepreneurs' Rights Protection in Moscow
- **Boris Nuraliev**, Founder, Director, 1C
- **Ivan Podbereznyak**, Chairman of the Board, SME Bank
- **Anton Slobodchikov**, Head of the Altai Territory Department for the Development of Entrepreneurship and Market Infrastructure
- **Tatyana Talashkina**, Founder, GMT clinic
- **Alexander Tsypkin**, Writer, Scriptwriter
- **Andrey Zubarev**, General Director, Khanty-Mansi Autonomous Okrug-Yugra "My Business" Foundation

**10:30–11:30**

pavilion G  
conference hall G1

Russian Small and Medium-sized Enterprises Forum: Promotion

Masterclass

### **Efficient Production in 5 Steps: Modern Approaches to Increasing Labour Productivity**

The President of Russia has made boosting labour productivity a national priority. Small businesses have significant potential to increase productivity and move to an innovative economic model. In the conditions of the modern market, where competition is becoming tougher and consumer demands are becoming increasingly higher, enterprises need to constantly look for new ways to improve production efficiency. Let's consider the analysis of the results of the current National Project and proposals for its adjustment, as well as modern approaches to boosting labour productivity, which will help to improve product quality, reduce costs, and increase the competitiveness of your enterprise.

#### **Panellists:**

- **Dmitry Pishalnikov**, General Director, Member of the Management Board, Krasnokamsk Metal Mesh Plant
- **Valery Shinkarenko**, Chairman of the Committee on Migration and Labor Productivity, Chamber of Commerce and Industry of the Leningrad Region

**10:30–11:30**pavilion G  
conference hall G2**Russian Small and Medium-sized Enterprises Forum: Promotion**

TED talk

**Competency Time**

To develop or to regulate? How to find the balance in the development of the business education market? What do entrepreneurs learn and which competencies contribute to business development? What are business coaches, and should their activities be regulated? How to provide continuous learning opportunities for entrepreneurs?

**Moderator:**

- **Alexey Zharkov**, Founder, Business Family; Business Trainer

**Panellists:**

- **Natalya But**, Co-founder, iDialogue
- **Tatyana Ilyushnikova**, Deputy Minister of Economic Development of the Russian Federation
- **Veniamin Kizeev**, Member of the Board, "SOVNET" Project Management Association; Member of the Board of Directors, WINbd Management Academy
- **Valentina Kurenkova**, Director for Government Relations and Deputy General Director, Netology
- **Elena Pistunova**, Executive Director, Foundation of Business Development of the Krasnodar Region
- **Vladimir Stroev**, Rector, State University of Management

**11:45–12:15**pavilion H  
Krasnodar Region Hall**Russian Small and Medium-sized Enterprises Forum: Promotion**

Masterclass

**Advertising: The Art of Attracting Attention**

SMEs are a key driver of the domestic economy. In the current environment, companies are looking for the most effective area of growth and to attract new consumers. To this day, advertising continues to prove its effectiveness as the most important tool for the growth of small and medium-sized enterprises. Variability and current trends enable SMEs to utilize the full range of advertising opportunities. The key to using advertising, as in the past, remains the expediency and orientation of tools to attract the attention of new consumers. How to determine which advertising tool is the right one? Where to find ideas for positioning the company? How can small and medium-sized businesses effectively advertise themselves? How to plan an advertising campaign? How to spend the budget effectively? What communication channels are worth using?

**Moderator:**

- **Dmitry Strelnikov**, President, Union of Outdoor Advertising Operators

**Panellists:**

- **Igor Bazhan**, Marketing Director, RIM Media Group
- **Tatiana Kovalevskaya (Doldo)**, Director for Sales, MTC ADS
- **Olga Rubleva**, General Director, United Partners

**12:15–13:45**Congress Centre  
zone B, 2nd floor,  
conference hall B2**Russian Small and Medium-sized Enterprises Forum: Foreign Economic Activity****Role of Economic Diplomacy and Trade Relations in Greater Eurasia in the Current International Environment**

Events are forcing businesses to literally reinvent systems and mechanisms of international trade and economic cooperation. One could wait for the situation to stabilize and for new relations to be established in the changed reality, but the economy does not tolerate such pauses. Entrepreneurs and their associations must act here and now, finding new forms of cooperation, making mistakes and achieving success. What experience is applicable and what recommendations exist regarding these vital questions that have no ready-made, standardized answers?

**Moderator:**

- **Alexey Bobrovsky**, Economic Observer

**Panellists:**

- **Antonio Fallico**, President, Conoscere Eurasia Association
- **Anatoly Korneev**, Co-founder, Vice President, Simple Group
- **Pierpaolo Lodigiani**, Chief Executive Officer, Investa Finance
- **Andrey Pantyukhov**, General Director, Ikon Tyres

- **Donato Parisi**, Founder, Parisi & Co
- **Philippe Pegorier**, Partner, Kesarev
- **Irina Potapova**, General Director, Alliance Health Technology
- **Tadzio Schilling**, Chief Executive Officer, Association of European Businesses (AEB)
- **Carlo Spada**, General Director, EDILSIDER
- **Vittorio Torrembini**, President, Association of Italian Entrepreneurs in Russia (GIM Unimpresa)

12:15–13:45

pavilion G  
conference hall G1

Russian Small and Medium-sized Enterprises Forum: Industries

### Entrepreneurship as a Profession: Economic Impact on the Country

Is entrepreneurship a profession? There is a perception that entrepreneurship is not a profession; that entrepreneurship does not need to be learned, since it is an innate talent. If this is true, then why do 97% of SMEs have annual revenues of less than RUB 10 million and why is the share of SMEs in the country's GDP at the lowest level among developed countries for the last 30 years? There are more than 6.3 million de facto entrepreneurs in the country, yet de jure, there is no such profession. At the same time, we see a growing need for systematic knowledge among entrepreneurs themselves. Many, realizing that short-term courses do not have the desired effect, are seeking a fully-fledged, systematic entrepreneurial education. Colleges and universities are responding to the demand by opening departments and courses on entrepreneurship. However, due to the lack of professional and educational standards, they 'hide' it within the professions of management, economics, etc. The lack of professional standards limits the development of entrepreneurial education and the science of entrepreneurship. The solution to this issue may become a new driver of economic development in the Russian Federation. What do entrepreneurs think about the profession of Entrepreneur? What is the attitude of representatives of higher and secondary education to the educational standard? What economic effect can the Russian Federation obtain with the approval of the 'Entrepreneur' professional standard?

#### Moderator:

- **Eduard Omarov**, Vice-President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA

#### Panellists:

- **Alena Arshinova**, Chairman of the Council, Eurasia Non-profit organization
- **Oleg Makarov**, Advisor to the Head of the Federal Agency for Youth Affairs (Rosmolodezh)
- **Andrey Sharonov**, General Director, National Alliance for Social and Environmental Responsibility, Corporate Governance and Sustainable Development; Chairman of the Supervisory Board, Association of Digital Platforms
- **Semyon Tenyaev**, Founder, TenChat
- **Alexander Vedekhin**, Deputy Director of the Department of State Youth Policy and Educational Activities, Ministry of Science and Higher Education of the Russian Federation

#### Front row participants:

- **Dmitry Abbakumov**, General Director, Leonardo; member of the general council, coordinator for the Central Federal District, Business Russia
- **Alexey Grishchenko**, Acting Director General, Delovaya Sreda (Business Environment)
- **Victor Ivlev**, Chairman of the Committee for the Development of Youth Entrepreneurship, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Valentina Kurenkova**, Director for Government Relations and Deputy General Director, Netology
- **Yulia Shishkina**, Department for the Implementation of Special Projects, Chamber of Commerce and Industry of the Russian Federation

12:15–13:45

pavilion G  
conference hall G2

Russian Small and Medium-sized Enterprises Forum: Growth

### Sustainable Partnership between Government and Business

Creating a trusting relationship in the triangle 'government – big business – small business' is possible on the basis of partnership programmes, a fully-fledged information system and problem-free interdepartmental relations. The key areas of consolidation are: affordable finance, promotion and sustainable training, and human resources development. What measures is the government taking to stimulate the development of small businesses and the economy? What kind of role do major corporations play in the development of SMEs? Does cooperation between the state and business contribute to economic growth? Which cooperation mechanisms are effective?

**Moderator:**

- **Tatyana Ilyushnikova**, Deputy Minister of Economic Development of the Russian Federation

**Panellists:**

- **Konstantin Basmanov**, Vice-Chairman, Promsvyazbank
- **Sergey Belyakov**, Managing Director, Ozon
- **Vladislav Fedulov**, Managing Director for Government Relations, Avito
- **Elina Isagulova**, Vice President for B2B Commerce and Operations Management, VK
- **Olga Khomova**, General Director, State Academic Capella in St. Petersburg
- **Tatyana Mineeva**, Commissioner for Entrepreneurs' Rights Protection in Moscow
- **Elena Myakotnikova**, Member of the Executive Committee, Director of Sustainable Development, RUSAL
- **Kirill Soloveychik**, Chairman of the Committee on Industrial Policy, Innovation and Trade of St. Petersburg
- **Irek Timergaliev**, Director of Data and Analytics, Platform CPO HeadHunter

**Front row participant:**

- **Alina Efimova**, Deputy General Director for Sales and Business Development, Gazprom Media Advertising

**12:15–13:45**pavilion G  
conference hall G3**Russian Small and Medium-sized Enterprises Forum: Foreign Economic Activity**

## Workshop

**Foreign Economic Activity: A Growth Opportunity for SMEs**

In recent years, foreign economic activity in our country has become increasingly dependent on the cohesive work of all market participants. Knowledge of all possible mechanisms of interaction, building simple and straightforward links with the federal executive bodies responsible for this area, and the transfer of knowledge and experience are what participants want most in this area of business, especially regarding small and medium-sized businesses. What is the most effective way to interact with trade representatives abroad? What export support measures exist at the moment? What are the current payment bottlenecks for all participants in foreign economic activity? What are the current land routes for transporting cargo? What additional opportunities exist for Russian exporters of agricultural products? What opportunities are open for exporters to develop small and medium-sized businesses in the new economic environment, with closer cooperation with state centres of development?

**Moderator:**

- **Nikolai Dunayev**, Chairman of the Management Board, Sibiryа Export-Import Incorporated

**Panellists:**

- **Roman Chekushov**, Director of the Department of International Cooperation and Licensing in the Field of Foreign Trade, Ministry of Industry and Trade of the Russian Federation
- **Ebrahim D. Mello**, Director of External Relations, Dipsy-Trade
- **Vitaly Nagalin**, Head of Industry Development Department, Agroexport
- **Dmitry Prokhorenko**, Director Development Overseas Network, Russian Export Center
- **Ekaterina Remizova**, Founder, General Director, Alpha Resource
- **Yuriy Shilov**, General Director, Ivanovo Textile Company
- **Evgeniy Sinelnikov**, Head of the Chelyabinsk branch, TRASKO
- **Sergey Sokolov**, General Director, Novosibirskkhleboprodukt

**12:15–13:45**pavilion G  
conference hall G4**Russian Small and Medium-sized Enterprises Forum: Growth****Human Capital in SMEs: How to Attract and Retain the Best Specialists**

Currently, many companies in the Russian Federation are facing similar problems related to staff shortages. These issues include the demographic situation, a lack of professional training, and other factors. Right now these problems have reached considerable proportions, which requires systematic support measures in order to saturate the labour market. In order to successfully expand human capital in SMEs, it is necessary to develop and implement comprehensive measures to attract and retain qualified specialists, as well as to consider migration policy as an additional source of human resources. Cooperation between educational institutions and businesses will ensure that specialists are trained and boost the level of professional training of existing employees. Attracting migrants with the appropriate skills and experience can also be an additional source of human capital for SMEs. However, it is important to develop mechanisms for the adaptation and integration of migrants to ensure they integrate successfully into the labour market and society. What are the current staffing problems faced by SMEs? What support measures can be offered to SMEs to attract and retain specialists? How to expand cooperation between educational institutions and businesses to train qualified personnel? What is the

outlook for the development of Russia's migration policy and how might this affect the recruitment of foreign employees in companies in Russia in the near future?

**Moderator:**

- **Maxim Tretyakov**, General Director, Elkat

**Panellists:**

- **Tatyana Karaseva**, Purchasing Director, Rostelecom
- **Irina Karelina**, Executive Director, Association of Global Universities; Vice President, National Research University Higher School of Economics
- **Yana Kudashkina**, Co-founder, Autocenter Duke and K; Chairman of the Committee on Ecology and Sustainable Development, OPORA RUSSIA
- **Artem Kumpel**, Avito Work
- **Sergey Nuzhdin**, President, International Association for Development and Environmental Protection
- **Olga Selezneva**, Chairman, RASTO Association; General Director, "VOLIN" Educational and Technical Center

**12:15–13:45**

pavilion G  
conference hall G5

[Russian Small and Medium-sized Enterprises Forum: Growth](#)

Financial Debate

**Big Money for Small Businesses: Hacks for Attracting Credit and Capital**

The volume of the SME portfolio totalled RUB 12.4 trillion by the end of 2023, which is a historical maximum. At the same time, the delinquency rate is the lowest in history: only 5%. Banks' interest in the sector is as high as ever, but the expansion of preferential lending programmes in the context of high interest rates is crucial. Alternatives to loans, such as leasing, factoring, crowdfunding, microfinancing and even bonds, are sometimes not only more accessible and favourable than loans, but can become the basis for financing business expansion and open up new opportunities for entrepreneurs. There is also experience of innovative forms of funding – issuing DFAs, for example, and this is also available to entrepreneurs. What kind of trouble spots need to be dealt with, limited government programmes or curtailment? Why are current resources insufficient to support non-credit forms of financing? Why is the cost of resources for micro-enterprises so high?

**Moderator:**

- **Pavel Samiyev**, Editor-in-Chief, Financial Sphere Section of Bankovskoye Obozreniye Magazine; Member of the Presidium of the Management Board, All-Russian Public Organization of Small and Medium Enterprises "OPORA RUSSIA"

**Panellists:**

- **Mikhail Bryukhanov**, Chairman of the Board of Directors, Pervouralskbank
- **Yaroslav Chereshnev**, Managing Director of Digital Bank, Sovcombank
- **Alexander Chernoshchekin**, Head of the block of medium and small business, Promsvyazbank
- **Roman Frolov**, Member of the Board of Directors, VSK
- **Evgeny Gurevich**, General Director, Kapital Life Insurance
- **Alexey Lazutin**, General Director, Mosgorlombard
- **Mikhail Mamuta**, Head of Service for Protection of Consumer Rights and Ensuring the Availability of Financial Services, Member of the Board of Directors, The Central Bank of the Russian Federation (Bank of Russia)
- **Olga Myamlina**, Financial Director, CarMoney
- **Ivan Podbereznyak**, Chairman of the Board, SME Bank
- **Evgeny Shcheklanov**, Managing Director, SberLife Insurance
- **Dmitry Taskin**, Director for Primary Bond Market Development, Moscow Exchange
- **Sergey Vologodsky**, Deputy General Director, Gazprombank Leasing

**Experts:**

- **Yuliya Bogunova**, General Director, Intek-audit
- **Egor Diashov**, General Director, Dialot Investment Company
- **Ella Gimelberg**, General Director, Pragmatic
- **Anatoly Kozlachkov**, Vice President, Association of Banks of Russia
- **Anton Kuprinov**, Executive Director, Moscow Small Business Credit Assistance Fund
- **Pavel Mitrofanov**, General Director, Expert Business Solutions
- **Ilya Pokamestov**, Associate Professor, Financial University under the Government of the Russian Federation, founder, founder, FACTORING PRO
- **Evgeny Samoilov**, General Director, Rusaudit

- **Sergey Savinov**, General Director, Interleasing
- **Oleg Senkov**, General Director, ARENZA
- **Ilya Vinokurov**, Board Member, Bond Owners Association
- **Ruslan Yalovenko**, General Director, RusMilk

12:15–13:45

pavilion G  
conference hall G6

## Russian Small and Medium-sized Enterprises Forum: Growth

Practicum

**Every Startup Must Dream of Becoming a Unicorn**

One of the priority areas of support by the Russian government is taking technology companies to IPO. In 2023–2024, there has already been an active return of issuers to the Russian IPO market: in 2023, shares of eight Russian companies were placed on the Moscow Exchange; the Russian market has not seen such a number of new issuers in one calendar year for more than 10 years. The volume of funds raised through IPOs in 2023 totalled more than RUB 40 billion. In 2024, the number of new placements may already be in the double digits, and underwriting companies expect the volume of capital raised in the course of initial public offerings to show further growth. What is the current state of the venture capital market? What investment opportunities exist today? Where should startups begin their IPO journey? What should one pay attention to? What pitfalls may be encountered along the way?

**Moderator:**

- **Elena Volotovskaya**, Managing Director, Softline Venture Partners

**Panellists:**

- **Pavel Gudkov**, Deputy Chairman of the Board for Financial Support and Technological Expertise, Skolkovo Foundation
- **Artur Martirosov**, Venture Partner, Voskhod Venture Capital
- **Kirill Varlamov**, Head, Internet Initiatives Development Fund (IIDF)
- **Valeria Vorobieva**, Director of the Department of Strategic Development and Innovation, Ministry of Economic Development of the Russian Federation
- **Artem Zhelezov**, Managing Director for Strategic and International Presence, Moscow Exchange
- **Andrey Zhizhin**, Innovation Promotion Foundation
- **Yury Zubov**, Head, Federal Service for Intellectual Property (Rospatent)

**Front row participants:**

- **Rustam Ainetdinov**, Executive Director, Skyeng
- **Yaroslav Aleynik**, General Director, Omega
- **Alexey Nazarov**, Vice President – Director of Non-Banking Services Development, Promsvyazbank
- **Alexey Palamarchuk**, General Director, NtechLab
- **Vyacheslav Shulenin**, General Director, Moscow Center for Healthcare Innovations
- **Oleg Teplov**, Chief Executive Officer, Moscow Venture Fund
- **Irina Tsaava**, Director of Capital Markets Department, Sinara Investment Bank
- **Юлия Поволоцкая**, Deputy General Director, Moscow Innovation Cluster Foundation

12:15–13:45

pavilion G  
conference hall G7

## Russian Small and Medium-sized Enterprises Forum: Promotion

Practicum

**E-commerce: How to Build Your Business**

A workshop for aspiring entrepreneurs who are planning to start selling on Wildberries or have already entered the marketplace, and need support and knowledge regarding the correct use of tools on the seller portal, want to improve the quality of their personal account and business development, and are ready to revise their views on the design of their products based on the advice of mentors.

**Panellists:**

- **Tatyana Bakalchuk**, General Director, Wildberries
- **Bogdan Bulychev**, Traveler, Blogger, Producer
- **Christina Spireva**, Director of Service Development, Wildberries

12:15–13:45

passage in zone G  
VinoGrad conference  
hall

Russian Small and Medium-sized Enterprises Forum: Industries

Pitch Session

### Media: Helping Russian Enterprises Build Strong Brands

The role of small and medium-sized enterprises in our country's economy is growing. The creation of strong Russian brands and enterprises of any scale through media tools will help to strengthen the bedrock of national pride and favourably affect the image of the country. The experience of major companies can be a striking example for the SME segment. In addition to their core activities, these companies launch programmes in the areas of social development, the environment, and preservation of cultural heritage. Today, the issue of public awareness of such companies and their significant projects is particularly relevant. What is the role of media in shaping the attractiveness of companies as employers? What is the impact of social and cultural projects on the image of companies? How effective are advertising tools at different stages of working with an audience? What successful cases of the media promoting projects and shaping the image of companies can we see today? What is the importance of media in increasing recognition?

#### Moderator:

- **Ekaterina Veselkova**, General Director, Gazprom-Media Sales House

#### Panellists:

- **Ilya Fomin**, Chairman of the Board, Union of Outdoor Advertising Operators
- **Roman Genkel**, Vice President for Development of Non-Financial Products, Regional and Foreign Network and Partnership Policy, Russian Export Center
- **Gavriil Gordeev**, General Producer, Okko
- **Guzeliya Imaeva**, Chief Executive Officer, NAFI Research Centre
- **Ulyana Khrankova**, Co-founder, Amazing Color
- **Vladislav Kreinin**, Senior Vice President, Director of Marketing and Communications Department, Sberbank
- **Nikita Pipko**, President, Igronik Group of Companies
- **Marina Razumova**, Deputy General Director, GPM RTV
- **Anna Savina**, Director, Right Outdoor Media
- **Olga Starikova**, Head of National Project Support Division, Natsionalnye Prioritety
- **Alina Zinnatullina**, General Director, Insight People

#### Front row participants:

- **Valeria Chekalina**, Blogger
- **Zhenya Ershov**, Blogger
- **David Manukyan**, Blogger, Actor, Singer
- **Lusine Pylaeva (Lucy Pylaeva)**, Fashion expert, Blogger

12:15–13:45

Congress Centre  
zone B, 2nd floor,  
conference hall B3

Russian Small and Medium-sized Enterprises Forum: Industries

### SMEs, the Actual Practice of Import Substitution, and the Role of Design in the Success of Russian Products

Russia has managed to move from the theory of import substitution to practicing it in a wide variety of industries in a very short time. Small and medium-sized businesses have shown the most impressive results. Having adapted to the new realities, entrepreneurs are not only filling niches that have been vacated, but are also creating new, even more popular products and brands. In its broadest sense, design, from customer experience to product architecture, determines success in the marketplace. What business opportunities and challenges currently exist for those involved in import substitution?

#### Moderator:

- **Alexander Gagiev**, Director of interaction with creative industries and talents in HiFi streaming Sound

#### Panellists:

- **Vladimir Bely**, Head, Alpha Robotics Venture Fund; Member of the Board of Directors, Android Technology
- **Irina Bogdanchikova**, Founder, Nextouch
- **Mikhail Ilyichev**, General Director, Zvuk
- **Aleksandr Isayevich**, General Director – Chairman of the Management Board, Russian Small and Medium Business Corporation
- **Nikolay Ivnev**, Chairman of the Board of Directors, High-Tech
- **Mikhail Khomich**, Chief Managing Director, Chief Strategist, VEB.RF; Special Projects Director, Agency for Strategic Initiatives for Promote New Projects (ASI)

- **Aleksandr Pavlov**, General Director, Russian Information Technology Development Foundation
- **Vitaly Stavitsky**, President, Union of Designers of Russia
- **Timur Yunusov**, Singer; Music Producer; Entrepreneur

13:45–14:30

pavilion H  
Krasnodar Region Hall

Russian Small and Medium-sized Enterprises Forum: Promotion

Masterclass

**YandexGPT Language Model: An Effective Assistant for SMEs**

Artificial Intelligence, large language models, and GPT are vigorously discussed on various platforms. Many people have personal experience of using language models: with a smart speaker, in a browser, in a Telegram bot. However, businesses often ask how language models can be applied to automate processes, improve customer experience, and reduce time to market, i.e. to solve real business problems. What are language models in general? How are they developed, and most importantly, what are the real cases in which they are applied in business today?

**Panellist:**

- **Dmitry Rybalko**, Product Architect of ML services, Yandex Cloud

14:15–15:45

pavilion G  
conference hall G1

Russian Small and Medium-sized Enterprises Forum: Growth

**Individual Approaches to Support: Systematic Approach to Business Support Measures**

Despite the fact that certain support measures for entrepreneurs are being implemented at the federal and regional levels, a systematic approach has not yet been developed, and there is no general strategy for the development of youth entrepreneurship. Currently, the system of state support measures for business has a number of shortcomings, such as different procedures for creating support measures and different criteria for recipients. These problems hinder the systematic management of support measures for business, and reduce the efficiency of the use of budgetary funds. What problems does the system of support measures for business have? What measures should be taken to simplify and unify the system? How to make the system more accessible for entrepreneurs? What best practices from other countries can be applied in Russia?

**Moderator:**

- **Alexey Bobrovsky**, Economic Observer

**Panellists:**

- **Alexander Demin**, Chairman of the Committee of the State Duma of the Federal Assembly of the Russian Federation on Small and Medium Enterprises
- **Mikhail Goncharov**, Founder and manager of the Teremok Restaurant Chain; Chairman of the Committee on Restaurant Business in the All-Russian Public Organization "Business Russia"
- **Pavel Gudkov**, Deputy Chairman of the Board for Financial Support and Technological Expertise, Skolkovo Foundation
- **Aleksandr Isayevich**, General Director – Chairman of the Management Board, Russian Small and Medium Business Corporation
- **Roman Petruitsa**, Director, Industrial Development Fund
- **Maxim Protasov**, Head, Russian Quality System (Roskachestvo)
- **Yakov Sergienko**, General Director, Yakov & Partners

**Front row participant:**

- **Sergei Cherkasov**, Strategy Director, Director of the Technology and Entrepreneurship Division, Agency for Strategic Initiatives to Promote New Projects

14:15–15:45

pavilion G  
conference hall G2

Russian Small and Medium-sized Enterprises Forum: Industries

**National Cosmetic Brands: From Import Substitution to International Expansion**

Having coped with the pressure of sanctions, Russian perfume and cosmetics manufacturers have expanded their share of domestic products in the market by 12 points to 32% over the last year and increased production volumes many times over. Now domestic producers are facing new challenges: increasing consumer confidence in Russian brands, establishing exports to friendly countries, developing R&D, and producing innovative products. How can they increase consumer confidence in Russian brands and build an effective system of export of Russian perfume and cosmetics? What is the unique selling proposition and how can the competition be defeated?

**Moderator:**

- **Anna Dycheva-Smirnova**, Managing Director, EXPOVISIONRUS; organizer, InterCHARM

**Panellists:**

- **Roman Genkel**, Vice President for Development of Non-Financial Products, Regional and Foreign Network and Partnership Policy, Russian Export Center
- **Sergey Kirsh**, Founder, General Director, Geltek
- **Yulia Mihaleva**, Deputy Director, Russian Quality System (Roskachestvo)
- **Natalya Shik**, General Director, SHIK
- **Mikhail Yurin**, Deputy Minister of Industry and Trade of the Russian Federation (**online**)

**14:15–15:45**pavilion G  
conference hall G3

## Russian Small and Medium-sized Enterprises Forum: Foreign Economic Activity

**International Trade in a Multipolar World: What Will Replace the WTO, the IMF and the Dollar?**

Today, the international institutions established on the basis of the Bretton Woods Agreement, which set out rules for international trade, are no longer functioning. At the same time, new formats of interaction have not yet been created. The gradual abandonment of the usual mutual settlements in US dollars leads to the search for a new pricing benchmark. The Russian Federation, as part of its participation in international organizations such as BRICS and SCO, could initiate the creation of new rules and new institutions regulating international trade which are resistant to economic wars and allow the countries that have joined to maintain their trade potential in the current crisis conditions. What tools do businesses use in their foreign trade? What are the possibilities of using platform solutions? How to conduct international trade without being tied to existing institutions? What clearing schemes are used? How to properly use digital and cryptocurrencies? What are the options for creating new institutions in a multipolar or pan-regional world?

**Moderator:**

- **Nonna Kagramanyan**, Vice-President, Head of the Executive Committee, All-Russia Public Organization Delovaya Rossiya (Business Russia)

**Panellists:**

- **Robert Agee**, President, Chief Executive Officer, American Chamber of Commerce in Russia
- **Mikhail Anichkin**, President, Peacemaker International Security Centre
- **Dmitry Antonov**, Senior Vice President, Resurs Group of Agricultural Enterprises
- **Roman Chekushov**, Director of the Department of International Cooperation and Licensing in the Field of Foreign Trade, Ministry of Industry and Trade of the Russian Federation
- **Ilya Ivaninskiy**, Director of the Center for Business Education and Analytics, Central University; Partner, Yakov & Partners
- **Divesh Kumar**, Honorary Representative, Pharmaceuticals Export Promotion Council of India
- **Dmitry Polikanov**, Deputy Head, Federal Agency for the Commonwealth of Independent States Affairs, Compatriots Living Abroad, and International Humanitarian Cooperation (Rossotrudnichestvo)
- **Elina Sidorenko**, Director of the Center for Digital Economy and Financial Innovation, MGIMO University; General Director, Platform for Business.RF
- **Alexander Zhuravsky**, Deputy Head of the Office of the President of the Russian Federation for Public Projects

**Front row participants:**

- **Olga Belyakova**, Director for International Development, "National Association of Investment and Development Agencies"
- **Maxim Chereshev**, Chairman, Russian Trade and Economy Development Council;
- **Mikhail Makarov**, Director of the International Relations Office, Agency for Strategic Initiatives to Promote New Projects
- **Anna Nikitchenko**, Vice President, National Institute for Systems Research on Entrepreneurship
- **Aleksey Poroshin**, General Director, FIRST Investment Consulting Group
- **Mikhail Sadchenkov**, Chief Executive Officer, National Brand NPO; Editor-in-Chief, Head, Made in Russia Media Platform
- **Yury Saprykin**, Vice President for Regional and International Development, Skolkovo Foundation
- **Sergey Sokolov**, General Director, Novosibirskkheleboprodukt
- **Vitaliy Stepanov**, General Director, Moscow Export Center

14:15–15:45

pavilion G  
conference hall G4

Russian Small and Medium-sized Enterprises Forum: Foreign Economic Activity

**Interaction between SMEs in Russia and the Arab World**

In the context of globalization and increased competition in the world markets, cooperation with Arab countries is becoming increasingly relevant. The Arab world is one of the world's biggest economic regions, where rich natural resources, industry, and agriculture are concentrated. The growing market for goods and services in the Arab world holds great potential for Russian entrepreneurs. Also, innovative solutions and distinctive products from Russia can meet the needs of Arab consumers. The interaction between SMEs from Russia and the Arab world can become the basis for long-term and mutually beneficial cooperation. This will help to strengthen international relations, boost the economy, and improve the wellbeing of our countries. What is the right way to build a high-quality dialogue aimed at strengthening trade and economic relations between SMEs in Russia and the Arab world?

**Moderator:**

- **Nadiya Cherkasova**, Vice-President, OPORA RUSSIA

**Panellists:**

- **Walid Abdelfattah Farghal Abdalla**, General Director of the AIM Congress, AIM Global Foundation
- **Siham Ahmed Al Harthi**, Chief Executive Officer, Siham Development & Investment
- **Rashid Afnan Al Zayani**, President, MENA Businesswomen's Network (**online**)
- **Omar Al-Ubaydli**, Acting Director of Studies and Research, Derasat (**online**)
- **Abdullah Baabood**, Member of the Board of Directors, State Islamic Area Studies (**online**)
- **Roman Chichkanov**, Founder, MAYRVEDA; Head of the subcommittee on preventive medicine and health tourism, All-Russian public organization "Business Russia"
- **Ilya Churakov**, Founder of the digital acceleration center in the United Arab Emirates
- **Najibullah Jabbori**, Representative of Russian Export Center in the United Arab Emirates
- **Alexey Palamarchuk**, General Director, NtechLab
- **Abdulaziz Bin Saqar Saudi**, Founder, Chairman, Gulf Research Center (**online**)
- **Valery Tumin**, Member of the Expert Council for the Development of the Digital Economy, Committee of the State Duma of the Federal Assembly of the Russian Federation on Economic Policy

14:15–15:45

pavilion G  
conference hall G5

Russian Small and Medium-sized Enterprises Forum: Industries

**Production Solves Everything: Will SMEs Become the Engine of the Country's Technological Sovereignty?**

The current economic situation should drive the development of the manufacturing business in the country. This should be facilitated by a comprehensive and carefully thought out government policy aimed at progressive development and systematic support. The share of small and medium-sized businesses in the manufacturing sector remains low, around 8%, far lower than in China and Western countries. At the same time, it is feasible for our country to develop manufacturing SMEs and ensure independence and economic breakthrough by launching a programme similar to Soviet-era industrialization, which resulted in rapid industrial growth. In many respects, the acute issue of human resources is a determining factor in the expansion of manufacturing businesses. According to research and business surveys, more than 60% of enterprises are experiencing staff shortages. At the same time, the modern economy is a knowledge economy, which is primarily based on intellectual, rather than physical labour. In order to address the issue of import substitution, technological and technical breakthrough, we need highly qualified specialists who can offer scientific developments and solutions of potential interest to business and the state. What factors limit and which, on the contrary, stimulate the development of small high-tech manufacturing companies? What support measures exist on the part of the state and development institutions? What does business really need? Staff shortages for manufacturing SMEs: should we focus on robots and artificial intelligence, or does the engineer decide everything?

**Moderators:**

- **Elena Dybova**, Vice President, Chamber of Commerce and Industry of the Russian Federation
- **Alfia Kogogina**, First Deputy Chairman of the Committee of the State Duma of the Federal Assembly of the Russian Federation on Small and Medium Entrepreneurship

**Panellists:**

- **Sergey Bashkatov**, General Director, AMA PRODUCTION
- **Marina Bludyan**, First Vice President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Evgeny Chupin**, Marketing Director, Privodnaya Tekhnika Group of Companies

- **Alexander Izyukov**, Director, EVORUS
- **Natalia Korotchenkova**, Secretary of State – Deputy General Director, Member of the Board, Russian Small and Medium Business Corporation
- **Mikhail Labudin**, Director, Association of Clusters, Technology Parks and SEZ of Russia
- **Alexey Matantsev**, Development Director, Gidront
- **Alexey Matushansky**, Director of the Department for Strategic Development and Corporate Policy, Ministry of Industry and Trade of the Russian Federation
- **Vitaly Medko**, Managing Partner, Law Firm Medko Group
- **Natalia Neverskaya**, Director for Government Relations, Leroy Merlin
- **Vladimir Pastukhov**
- **Stanislav Studzinsky**, Deputy General Director, PM Vent
- **Valeria Vorobieva**, Director of the Department of Strategic Development and Innovation, Ministry of Economic Development of the Russian Federation
- **Farid Zakirov**, General Director, KIP Master
- **Denis Zhuravskiy**, Chief Executive Officer, Association of Industrial Parks of Russia

14:15–15:15

pavilion G  
conference hall G6

## Russian Small and Medium-sized Enterprises Forum: Promotion

Masterclass

**Elevator Pitch: Attracting an Investor**

An elevator pitch is a short but succinct story about the essence of a product or service being sold. It should convey to an investor or future partner the importance of launching a business project in the time it takes for a lift to rise, without the opportunity to show colourful presentations, tables, and statistics about the project's growth on a computer. As part of the Masterclass, we propose to examine the most pressing issues for startups, and hold an interactive session in the format of short presentations by startups to potential investors, with a breakdown of typical mistakes.

**Moderator:**

- **Elena Volotovskaya**, Managing Director, Softline Venture Partners

**Panellists:**

- **Evgeniy Chernykh**, General Director, Exodrive
- **Alexander Panov**, Chief Executive Officer, Neiry
- **Vyacheslav Shulenin**, General Director, Moscow Center for Healthcare Innovations
- **Kirill Varlamov**, Head, Internet Initiatives Development Fund (IIDF)
- **Alexey Zharkov**, Founder, Business Family; Business Trainer

**Experts:**

- **Alexey Belyakov**, Vice-President, Executive Director of Advanced Manufacturing Technology Cluster, Skolkovo Foundation
- **Alexander Kanatov**, Executive Director, Stakhanovets
- **Valentina Kurenkova**, Director for Government Relations and Deputy General Director, Netology
- **Artem Tarakanov**, Global Chief Executive Officer, Softline

14:15–15:45

pavilion G  
conference hall G7

## Russian Small and Medium-sized Enterprises Forum: Industries

Pitch Session

**Digital Platforms: The New Incubators of SMEs?**

In today's market conditions, SMEs face a number of challenges, such as a lack of financing, intense competition, a lack of qualified personnel, and more. In this regard, the issue of finding new ways to develop and support SMEs becomes relevant. In the past, business incubators were used for this purpose, which provided support for projects of young entrepreneurs at all stages: from idea to realization. Today, one possible solution is the use of digital platforms. Have digital platforms been able to become the 'new incubators'? How can SMEs use digital platforms for their development?

**Moderator:**

- **Andrey Sharonov**, General Director, National Alliance for Social and Environmental Responsibility, Corporate Governance and Sustainable Development; Chairman of the Supervisory Board, Association of Digital Platforms

**Panellists:**

- **Vasiliy Baranov**, Director, Tvoe Delo
- **Sergey Belyakov**, Managing Director, Ozon

- **Vladislav Fedulov**, Managing Director for Government Relations, Avito
- **Anton Petrakov**, Director for Government Relations, Yandex.Taxi
- **Andrey Shubin**, Executive Director, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Denis Spirin**, Founder of brands Everena, Fleola, Estevika

**14:15–15:45**

passage in zone G  
VinoGrad conference  
hall

## Russian Small and Medium-sized Enterprises Forum: Growth

**Franchising as an Investment**

Franchising has been gaining popularity recently, as if the industry has been given a new lease of life. As a rule, the franchise business model differs from classic businesses, firstly, in terms of its high transparency of processes and payments. Since the franchisor's profit depends, most often, on the franchisee's turnover, it does everything to have control over revenue streams. Secondly, it has a stable, proven structure, a system of training and transfer of experience and knowledge, which leads to the fact that businesses opened by franchise in 86% of cases survive and operate, while 90% of startups close down in the very first year. Why else is it profitable to invest in franchising? How to raise public awareness of franchising investment opportunities? How should an investor choose a franchise? What are the main criteria of a profitable franchise? How can we reduce the risks of franchise investment? How can entrepreneurs and investors be motivated to go into the franchise business?

**Moderator:**

- **Konstantin Urvantsev**, Founder, FranchCamp.ru

**Panellists:**

- **Sergey Afanasyev**, Director of the Department of Economic Development – Deputy Governor of the Khanty-Mansi Autonomous District – Yugra
- **Dmitry Baranov**, Franchising Project Manager, MEDSI Group of Companies
- **Sergei Cherkasov**, Strategy Director, Director of the Technology and Entrepreneurship Division, Agency for Strategic Initiatives to Promote New Projects
- **Vasil Gazizulin**, Founder, Managing Partner, TopFranchise.ru
- **Karina Gudova**, Director of Product and Channel Development at Kitchen Dvor
- **Nikolay Polyakov**, General Director, SOKOLOV
- **Alexander Popov**, General Director, Samolet Plus

**16:00–18:00**

Congress Centre  
zone D, VEB.RF  
conference hall D2

## Russian Forum of Small and Medium Enterprises

Plenary session

**Promoting Quality Growth: Strategies and Tools for SMEs**

In Russia, the government pays special attention to supporting SMEs; it seeks to create favourable conditions for them to develop and be competitive. The new priority areas focus on the transition from quantitative to qualitative growth and increased labour productivity. The aim is not just to increase the number of small enterprises, but also to improve their efficiency, productivity, and potential for innovation. One of the key benchmarks for achieving qualitative growth is the growth of revenue per employee at a rate higher than GDP growth. This indicator will stimulate enterprises to increase labour productivity, introduce advanced technologies, and optimize their business processes. In order to achieve the priority goals, additional development tools and strategies will be devised: support for SMEs' entry into foreign markets, the development and modernization of business infrastructure, and the creation of favourable conditions for the launch and growth of small enterprises.

**Moderator:**

- **Dmitry Grinkevich**, Deputy Editor-in-Chief, Vedomosti Business Edition

**Panellists:**

- **Aleksandr Isayevich**, General Director – Chairman of the Management Board, Russian Small and Medium Business Corporation
- **Alexander Kalinin**, President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Mikhail Khomich**, Chief Managing Director, Chief Strategist, VEB.RF; Special Projects Director, Agency for Strategic Initiatives to Promote New Projects (ASI)
- **Vasily Kuzovkov**, Director, AVASOFT Systems; Director, Energosoft
- **Sergey Lapenko**, Founder, AURORA-CRIMEA
- **Alexander Nikitin**, Director, INTELKA Group of Companies
- **Sergey Polyakov**, General Director, Foundation for Assistance to Small Innovative Enterprises in Science and Technology
- **Maksim Reshetnikov**, Minister of Economic Development of the Russian Federation

- **Andrey Sharonov**, General Director, National Alliance for Social and Environmental Responsibility, Corporate Governance and Sustainable Development; Chairman of the Supervisory Board, Association of Digital Platforms
- **Denis Spirin**, Founder of brands Everena, Fleola, Estevika

**Front row participants:**

- **Konstantin Basmanov**, Vice-Chairman, Promsvyazbank
- **Elena Dybova**, Vice President, Chamber of Commerce and Industry of the Russian Federation
- **Mikhail Mamuta**, Head of Service for Protection of Consumer Rights and Ensuring the Availability of Financial Services, Member of the Board of Directors, The Central Bank of the Russian Federation (Bank of Russia)
- **Anatoly Popov**, Deputy Chairman of the Executive Board, Sberbank