



## RUSSIAN SMALL AND MEDIUM-SIZED ENTERPRISES FORUM PROGRAMME

June 2, 2021, St. Petersburg

Programme accurate as at June 1, 2021

June 2, 2021

**10:00–11:30**

Congress Centre  
conference hall D1

Russian Small and Medium-Sized Enterprises Forum

### **SME Digitalization: Digital Development and Digital Inequality**

Small and medium-sized businesses are ready to transform but prefer to do so gradually. The transformation process is slowed by a lack of understanding of the benefits that arise from implementing new digital technologies. However, SMEs that refuse to digitalize are destined to fall behind their competitors. During the pandemic, self-isolation, and widespread quarantine, the integration of digital technologies into business processes – transitioning business operations to the Internet even in traditionally off-line sectors – became a matter of survival, not just necessity. IT solutions for small businesses: how effective, accessible, and interesting are they for entrepreneurs? What tools and opportunities is the IT industry ready to offer small businesses? Banks for entrepreneurs in the new digital world. Is the government ready to transition from the classical model of supporting the SME sector (benefits, subsidies, fixed infrastructural instruments, etc.) in favour of a service model (supporting business operations, remote access to support and development instruments, help creating IT models for small businesses in any sector, etc.)? What effect will the implementation of IT solutions for small businesses have on existing SME support infrastructure and development institutions, including financial ones? The reputation of entrepreneurs in the digital world. How prepared are small and medium-sized businesses for digital transformation? How quickly can they adopt collaboration and remote sales technologies? How to reduce the business expenses of implementing digital business solutions (labelling, Unified State Automated Information System (EGAIS), PLATON ETC System, Mercury Automated Information System, etc.).

#### **Moderator:**

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

#### **Panellists:**

- **Nadiya Cherkasova**, Deputy President - Chairman of the Board, Otkritie Bank
- **Roman Chernin**, Head of Small Business Services, Yandex
- **Alexander Chernoshchekin**, Senior Vice President, Head of the Medium and Small Business Unit, Promsvyazbank
- **Alexey Logantsov**, Chief Executive Officer, Logasoft
- **Maxim Parshin**, Deputy Minister of Digital Development, Communications and Mass Media of the Russian Federation
- **Lyubov Pshenichnikova**, Director of Strategic Partnerships Development, Mail.Ru Group
- **Yulia Shishkina**, Department for the Implementation of Special Projects, Chamber of Commerce and Industry of the Russian Federation
- **Karolina Sokolova**, General Director, EVEREST Sales House
- **Alexander Svinin**, Trade Representative of the Russian Federation in the Republic of Singapore (**online**)
- **Elena Volotovskaya**, Vice President for Investments at Softline; Head of Softline Venture Partners



**10:00–11:30**

Congress Centre  
conference hall D2 (VEB  
Space)

Russian Small and Medium-Sized Enterprises Forum

### **Tech Entrepreneurship and the Commercialization of Intellectual Property**

According to the World Bank, rapidly growing SMEs are an important part of post-coronavirus economic recovery. This business segment's active use of tech innovations allows them to sustain rapid earnings over a significant period of time. These rapidly growing tech companies significantly increase tax revenue and non-energy non-commodity exports. Additionally, they create new jobs for highly skilled employees, thereby counteracting the brain drain. What's more, the majority of rapidly growing tech companies fly under the radar – though they are often leaders in their narrow, specialized niches – essentially serving as hidden champions. The creation of small innovative companies by educational and scientific organizations in the government sector. What is the sustainable growth secret of leading tech companies? How can rapidly growing tech companies adapt to global and local socioeconomic challenges? Overcoming barriers and reducing risks related to the development of tech entrepreneurship and the commercialization of intellectual property. What is the fastest way to go from a tech startup to an exporting corporation? What are the most in-demand support instruments for rapidly growing tech businesses? Investment in intangible assets and intangible investments. International tech entrepreneurship.

#### **Moderator:**

- **Dan Medovnikov**, Editor-in-Chief, Stimul Magazine; Director, Institute of Innovation Management, Higher School of Economics National Research University

#### **Panellists:**

- **Igor Drozdov**, Chairman of the Board, Skolkovo Foundation
- **Vladislav Fedulov**, Deputy Minister of Economic Development of the Russian Federation
- **Natalia Korotchenkova**, Deputy General Director, Russian Small and Medium Business Corporation
- **Mikhail Levchuk**, Managing Director, Argus Security
- **Natalya Popova**, First Deputy General Director, Innopraktika
- **Marina Romanova**, Chief Managing Director for SMEs and Procurements, VEB.RF
- **Petr Zaselsky**, First Deputy Chairman of the Management Board, SME Bank
- **Natalya Zolotykh**, Vice-President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA

#### **Front row participants:**

- **Sergei Borisov**, President, School of Technological Entrepreneurship
- **Henk Jan Hoogendoorn**, Managing Director of Financial Sector Office, Qatar Financial Centre
- **Larisa Katysheva**, Director of the Center for Contemporary Communications, Graduate School of Public Management (GSPM) of the Russian Presidential Academy of National Economy and Public Administration (RANEPA)
- **Maxim Kostarev**, President, Tomsk Chamber of Commerce and Industry
- **Dmitry Morozov**, General Director, BIOCAD
- **Igor Runets**, General Director, Bitriver Rus
- **Hermann Simon**, Founder, Simon-Kucher & Partners (**online**)
- **Yuri Zubov**, Deputy Head, Federal Service for Intellectual Property (Rospatent) (**online**)

**10:00–11:30**

Congress Centre  
conference hall D3

Russian Small and Medium-Sized Enterprises Forum

### **Youth Entrepreneurship at Universities: A Focus on Business Associations**

The number of entrepreneurs per capita in Russia today lags significantly behind western nations. This state of affairs hinders the country's ability to compete with the world's leading economies. What should be done in order to turn the situation around? One possible solution involves bringing the higher education system into the orbit of entrepreneurship, creating an ecosystem to support the development of entrepreneurship at universities in cooperation with the business community. This would include projects and programmes to support careers in entrepreneurship, entrepreneurship education, and an accelerator for business ideas generated by students and educators. A comprehensive approach of this kind would lay the foundation for an economic breakthrough over the next 3–5 years and create the conditions for the emergence of a new breed of entrepreneurs. How can universities build an ecosystem that will nurture entrepreneurs?



How can they partner effectively with industry associations of entrepreneurs? What career guidance programmes in entrepreneurship would be most beneficial for students? How can students' business ideas be developed? What is the best way to promote tech entrepreneurship among students?

**Moderator:**

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

**Panellists:**

- **Olga Kokorina**, Student, ITMO University
- **Daniil Kovalchuk**, Deputy Director, Analytical Centre of the Government of the Russian Federation (**online**)
- **Denis Kovalevich**, Co-founder, Shareholder, TechnoSpark Group of Companies (**online**)
- **Oleg Makarov**, Deputy Head of the Regional Development Department, Skolkovo Foundation
- **Artur Nikolaev**, Vice President, Chamber of Commerce and Industry of the Republic of Tatarstan
- **Tatyana Seliverstova**, Deputy Head, Youth Projects and Programmes Directorate, Russian Youth Association
- **Olesya Teterina**, Deputy Director, Department for the Development of Small and Medium-Sized Businesses and Competition, the Ministry of Economic Development of the Russian Federation
- **Alexander Vedyakhin**, First Deputy Chairman of the Executive Board, Sberbank
- **Artur Yusupov**, Head, Chairman of the Board, Moi Bizness Association of Entrepreneurship Development Institutes

**Front row participants:**

- **Nikita Anisimov**, Rector, Far Eastern Federal University (FEFU)
- **Alexander Deryabin**, Director General, Snail
- **Veronika Efremova**, Rector, Tyumen Industrial University
- **Anton Gopka**, Dean of the Faculty of Technological Management and Innovation, National Research University ITMO
- **Alexey Grishchenko**, Deputy General Director, Delovaya Sreda (Business Environment)
- **Orhan Mamedov**, Chairman of the Board, Agency for Development of Small and Medium-Sized Enterprises
- **Vyacheslav Shoptenko**, Director, Institute for Organizational Development and Strategic Initiatives, Russian Presidential Academy of National Economy and Public Administration (RANEPA)
- **Nikolay Solodovnikov**, Chairman of the Ulyanovsk Regional Branch, All-Russian Public Organization of Small and Medium-Sized Businesses "OPORA RUSSIA"
- **Tatiana Zhuravleva**, Director of the Urban Competence Centre, Agency for Strategic Initiatives to Promote New Projects

**10:00–11:30**

Congress Centre  
conference hall D4

Russian Small and Medium-Sized Enterprises Forum

Financial battle

**Will Loans Remain the Best Funding Instrument or Are There Better Alternatives?**

Team A: SME loans are the best funding instrument, especially when it comes to preferential programmes.

Argument: loans are the simplest and most convenient funding instrument. There are a lot of banks and credit programmes available in the market. Moreover, there is a wide range of different support programmes. Loans are the easiest funding mechanism for entrepreneurs to understand, which is why it is best to start with loans when attracting investment. For the majority of entrepreneurs, loans are the best and simplest solution to avoid excess risks and obligations. What's more, there is an opportunity to acquire preferential loans, which have minimal borrower requirements. Loans are also the easiest option if businesses decide to restructure or take a repayment holiday, if necessary.

Team B: alternative forms of funding are far more effective, convenient, and advantageous than loans.



Argument: any business, even a microbusiness, must consider alternative funding options, because they are more interesting, advantageous, and better than credits. Alternative funding instruments take into consideration the unique needs of their clients, and may therefore offer better conditions. Such forms of financing include leasing, factoring, microfinancing, and crowdfunding. If a small or medium-size business has already tried loans, they can still consider alternative options, including flotation. The Growth Sector programme exists for that purpose. Moreover, the government will reimburse flotation costs, including the expense of getting rated. This option might appeal to a small business that wants to release shares with a paid-in value as low as RUB 200–300 million.

**Moderator:**

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

**Arbitrators:**

- **Inna Dadayan**, Director, Department for Investment Policy and SME Development, Ministry of Economic Development of the Russian Federation
- **Aleksandr Isayevich**, General Director, Chairman of the Board, 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 (**online**)

**A-Team:**

- **Konstantin Basmanov**, Head of Small and Medium Enterprises Unit, Promsvyazbank
- **Nadiya Cherkasova**, Deputy President - Chairman of the Board, Otkritie Bank
- **Roman Kapinos**, Deputy Chairman of the Board, SME Bank
- **Anton Kuprinov**, Executive Director, Moscow Small Business Credit Assistance Fund
- **Alexey Voylukov**, Vice President, Association of Banks of Russia

**B-Team:**

- **Roman Goryunov**, Chairman, Russian Trading System Stock Exchange
- **Maxim Kalinkin**, General Director, Gazprombank Leasing
- **Kirill Kosminsky**, Executive Director, Association of Investment Platform Operators
- **Oxana Kovalenko**, Executive Director, Fund for Financial Support of Small and Medium-Sized Businesses of the Krasnodar Territory Microcredit Company
- **Maria Krasnovskaya**, Deputy Chairperson of the Committee for the Support and Development of Small and Medium-Sized Businesses of the Chamber of Commerce and Industry of the Russian Federation
- **Alexander Pestov**, General Director, Otkritie Factoring
- **Ilya Pokamestov**, General Director, FACTORING PRO
- **Alexey Primachenko**, Managing Partner, Global Factoring Network

**Experts:**

- **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

**11:00–14:00**

Teleconference

Russian Small and Medium-Sized Enterprises Forum

**The 4th “Russia Day” in Mecklenburg-Vorpommern**

The event will continue 15:00 - 17:00

The video conference will unite Rostock, the Leningrad Region and St. Petersburg. In a live broadcast, key representatives of various circles will discuss the current joint projects between the regions and the prospects for Russian-German cooperation. The event is organized by the State Chancellery of Mecklenburg-Vorpommern, the Chambers of Industry and Commerce of Mecklenburg-Vorpommern, the East Institute Wismar and by the Russian-German Chamber of Commerce.

**Moderators:**

- **Michael Schmidt**, Journalist
- **Falk Tischendorf**, Lawyer, Partner, BEITEN BURKHARDT



**Panellists:**

- **Dagmar Braun**, Managing Director of Braun Beteiligungs GmbH and Member of the Executive Committee of the Federation of German Industries (BDI)
- **Sviatoslav Bychkov**, Director of Communications, Ilim Timber Group, St. Petersburg, Wismar
- **Alexander Drozdenko**, Governor of Leningrad Region
- **Harry Glawe**, Minister of Economics, Labor and Health of the State of Mecklenburg-Vorpommern
- **Oliver Hermes**, Chairman of the German Eastern Business Association
- **Susanna Masson**, Managing Director, Masson GmbH
- **Sergei Nechaev**, Ambassador of the Russian Federation in Germany
- **Reinhard Ontyd**, Chief Commercial Officer, Nord Stream 2 AG
- **Vasily Osmakov**, First Deputy Minister of Industry and Trade of the Russian Federation
- **Eyk-Uwe Pap**, Managing Director, Baltic Diving und Salvage Company Rostock GmbH
- **Matthias Platzeck**, Chairman of the Board of the German-Russian Forum
- **Matthias Schepp**, Chairman, Russian-German Chamber of Commerce; Delegate of the Delegation of German Industry and Commerce in the Russian Federation
- **Manuela Schwesig**, Prime Minister of the State of Mecklenburg-Vorpommern
- **Georgy Semenenko**, General Director, Kirovskiy Zavod

**11:35–12:10**

Congress Centre  
conference hall E11

Russian Small and Medium-Sized Enterprises Forum

Presentation

**How Yandex Services are Helping Small Businesses to Grow and Become Competitive**

Behind every small business there is an entrepreneur. Often times, he or she deals with everything. Unsurprisingly, routine tasks take up a lot of energy, and there simply isn't enough time left for anything important, such as for attracting and working with clients or for organizing one-off and permanent deliveries. Recently, Yandex has developed an entire ecosystem of services for business which helps entrepreneurs automate processes and solve the main problem: lack of time and knowledge to figure everything out. Yandex tools and services also give entrepreneurs access to new advanced technologies in most business areas, which helps them develop their own digital products. This, in turn, helps entrepreneurs work and attract customers as effectively as large companies with large staffs and big budgets do.

**Moderator:**

- **Andrey Sharonov**, President, Moscow School of Management SKOLKOVO

**12:15–13:45**

Congress Centre  
conference hall B3

Russian Small and Medium-Sized Enterprises Forum

**Developing SMEs Through Russian-Mongolian International Integration and Cross-Border Cooperation**

The history of relations between Russia and Mongolia speaks to the fact that, as neighbouring countries, Russia and Mongolia are natural partners capable of satisfying each other's strategic needs on mutually beneficial terms. Developing trade and economic relations between Russia and Mongolia is a response to the longstanding mutual interests of both nations. Discussions are ongoing between Russian and Mongolian entrepreneurs on the priority areas and opportunities for joint business activities, with both parties highlighting their mutual interest in advancing trade and economic relations between the two countries. Developing SMEs is a priority area for state socioeconomic policy in Russia and Mongolia. In the present conditions, the issue of state support to SMEs is becoming ever more relevant, as SMEs play a key role in securing the economic, social and political stability of society. Of special significance is the development of cross-border cooperation between Russia and Mongolia. Russia's border regions with Mongolia include the Republics of Buryatia, Tuva and Altai, Irkutsk Region and Zabaikalye Territory, which are located in the Far Eastern and Siberian Federal Districts. A presentation of Russian and Mongolian projects showing potential in terms of developing cross-border partnership will take place as part of a roundtable discussion, along with a discussion of measures and tools to support SMEs. The SME Corporation intends to sign a Memorandum of Understanding with the Mongolian side.



**Moderator:**

- **Svetlana Paraskeva**, Co-Chairman, Russian-Mongolian Business Council (RMBC); Founder, National Council for the Development of Small and Medium Enterprises

**Panellists:**

- **Nikita Bantsekin**, Member of the Management Board, Head of Public Relations and International Activities Directorate, Russian Small and Medium Business Corporation
- **Khasar Danaazhav**, Trade Representative of Mongolia in Russia
- **Vladimir Rusinov**, Project Director, ETS
- **Gankhuyag Sodnom**, Ambassador-at-Large; Director, Investment and Research Department, Ministry of Foreign Affairs of Mongolia
- **Victor Verma**, Chief Executive Officer, Grad-SM LLC

**Front row participants:**

- **Olesya Deryabina**, First Deputy Executive Director, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Geser Dorzhiyev**, General Director, Regional Development Fund of the Republic of Buryatia
- **Unu-Undrah Enkhbayar**, Specialist, International Cooperation Department, Ministry of Food, Agriculture, and Light Industry of Mongolia
- **Bolorchuluun Tsendgombo**, Director, Policy and Planning Department, Ministry of Food, Agriculture, and Light Industry of Mongolia
- **Sainsanaa Tserenchimed**, Co-Chair, Russian-Mongolian Business Council (online) (**online**)
- **Anton Vinogradov**, Deputy Prime Minister and Minister of Industry, Trade, and Investments of the Republic of Buryatia

**12:15–13:45**

Congress Centre  
conference hall D1

Russian Small and Medium-Sized Enterprises Forum

**Export: Where and How SMEs Can Sell**

During the pandemic, the International Cooperation and Export National Project has seen substantive changes to its main goals and to the project overall. This has necessitated a 'restart' of existing support measures, including trade representative offices, a simplification of export regulations, logistical aid, supporting exhibitions and business missions, lending, and insuring against risk. Russian companies are currently hesitant to begin exporting due to a lack of confidence in their capacities and financial difficulties. Equally importantly, they are troubled by a lack of experience working with international partners and in foreign markets in general. There is a lack of understanding of their own capacities and a lack of expertise, even when cooperating with and receiving support from regional export assistance centres. Companies can only be competitive in global markets with support of effective state measures that are specifically tailored to the goods being exported, the size of the exporting company, shipping geography, as well as many other factors. What significant changes have been made to the International Cooperation and Export National Project and what are the results? How can public monitoring of the effectiveness and timeliness of spending be conducted, and how can corrections be made? What is the role of industry organizations in achieving results? Promoting regional export – is the 'single window' approach truly an effective instrument or is it just automated registration? How can exports be further increased? Are new instruments needed? KPI for exporters: who can lend a hand?

**Moderator:**

- **Nikolai Dunayev**, Vice President, OPORA RUSSIA All-Russian Non-governmental Organization of Small and Medium Business

**Panellists:**

- **Nadiya Cherkasova**, Deputy President - Chairman of the Board, Otkritie Bank
- **Alexander Kalinin**, President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Mikhail Khomich**, Permanent Representative for the Head of the Udmurt Republic under the President of the Russian Federation – Deputy Prime Minister, Udmurt Republic
- **Ilya Kretov**, General Manager Global Emerging Markets, eBay
- **Oleg Malakhov**, Member of the General Council, Delovaya Rossiya All Russia Public Organization
- **Veronika Nikishina**, General Director, Russian Export Center
- **Vasily Osmakov**, First Deputy Minister of Industry and Trade of the Russian Federation
- **Victor Pomeshchikov**, Co-Founder, TOTO-nabytek Electronic Marketplace
- **Alexander Ruppel**, Deputy Head of Administration of Krasnodar Region



**Front row participants:**

- **Ivan Demchenko**, Chief Executive Officer, Chairman of the Board, Novostal-M
- **Rushan Giniyatov**, Founder, AsiaExpert
- **Nikolay Miroshnichenko**, Founder, E.MI
- **Sergey Sokolov**, General Director, Novosibirskkheleboprodukt

**12:15–13:45**

Congress Centre  
conference hall D2 (VEB  
Space)

Russian Small and Medium-Sized Enterprises Forum

**Small and Large Cooperation: Who Benefits and How?**

In these difficult economic conditions, collaboration between small and large businesses could pave the way for mutually beneficial cooperation. Including small businesses in production cycles reduces costs for large companies and provides demand for small businesses' goods and services. This symbiotic relationship eventually improves the competitiveness of enterprises and regions as a whole. Collaboration and cooperation between SMEs and major market players. Other non-trivial aspects of searching for a niche. Building cooperation within an industry. Is such cooperation between small and large businesses a reality at this point in time? What are the main barriers to cooperation? What is required to create an effective system for cooperation? How have the restrictive measures caused by the spread of the coronavirus affected the involvement of small and medium-sized businesses in procurement by major clients. Which anti-crisis measures meant to stimulate SME involvement in procurement have had the greatest effect?

**Moderator:**

- **Maxim Tretyakov**, President, Chairman of the Board, Electrocable Association

**Panellists:**

- **Tatiana Belkevich**, President, Russian Association of participants of the fashion industry (RAFI)
- **Evgeniya Chavkina**, Director, Dives Group
- **Elena Dybova**, Vice President, Chamber of Commerce and Industry of the Russian Federation
- **Maria Glukhova**, Vice President, Russian Union of Industrialists and Entrepreneurs (RSPP)
- **Aleksandr Isayevich**, General Director, Chairman of the Board, Russian Small and Medium Business Corporation
- **Petr Ivanov**, Deputy Head, Federal Antimonopoly Service
- **Anna Katamadze**, Deputy Head, Federal Treasury
- **Alexey Lavrov**, Deputy Finance Minister of the Russian Federation
- **Marina Romanova**, Chief Managing Director for SMEs and Procurements, VEB.RF

**Front row participants:**

- **Valeriy Ermakov**, Vice President, Corporate and Government Segments, Rostelecom
- **Inessa Galaktionova**, Member of the Management Board, First Vice President for the Telecommunications Business, MTS
- **Vladimir Gerasimov**, First Deputy General Director, Executive Director, Interfax Information Services Group
- **Svetlana Khorunzhaya**, Procurement Director of the Procurement Division, Inter Rao
- **Evgeniy Kravchenko**, Senior Managing Director, Director of Trade Finance Division, Sberbank
- **Kirill Lilo**, Deputy Chairman of the Board, My Business Association; Director, Foundation "Center for Entrepreneurship Support of the Kaliningrad Region"
- **Irina Orel**, Deputy Director, Department for Investment Policy and SME Development, Ministry of Economic Development of the Russian Federation
- **Viktor Simonenko**, Head of IT and Analytics Department, Energostroysnabkomplekt UES
- **Mikhail Sutyaginskiy**, Chairman of the Board of Directors, Titan Group of Companies
- **Dmitry Yalov**, Deputy Chairman of the Leningrad Region Government, Chairman of the Committee on Economic Development and Investment Activity
- **Petr Zaselsky**, First Deputy Chairman of the Management Board, SME Bank



**12:15–13:45**

Congress Centre  
conference hall D3

Russian Small and Medium-Sized Enterprises Forum

### **Educating Entrepreneurs**

Teaching entrepreneurship is strategically and operationally valuable. Russia is currently in dire need of literate entrepreneurs, which is why it is vital that the younger generation produces professional entrepreneurs. What methods can be used to identify entrepreneurial skills? An important part of learning and understanding the process of building a business model is the support of experienced mentors, who have gone through the process themselves and can warn their mentees of common pitfalls. What is the state of the current educational system? How well does it satisfy the needs of entrepreneurs? What knowledge do current graduates lack in terms of the real sector? Can a business become a client, putting in orders for well-trained staff? Postgraduate education: best practices and business input. Where and how can entrepreneurs acquire skills? Evaluating the effectiveness of entrepreneurial skills training. Do entrepreneurs need classroom instruction? Is an experienced mentor the key to success?

#### **Moderator:**

- **Sergei Borisov**, Chairman of the Jury of the Competition; Chairman, Board of Trustees, OPORA RUSSIA All-Russian Non-Governmental Organization of Small and Medium Business

#### **Panellists:**

- **Alexander Auzan**, Dean of Faculty of Economics, Lomonosov Moscow State University
- **Sergei Ermakov**, General Director, SantechUral
- **Yana Kudashkina**, Co-founder, Director of Corporate Development, Autocentre Duke and K
- **Vladimir Litvinenko**, Rector, Saint-Petersburg Mining University
- **Yelena Lyapunтова**, Chairperson, Coordinating Council, League of University Professors Interregional Public Organization
- **Vladimir Vasiliev**, Rector, ITMO University
- **Elena Volotovskaya**, Vice President for Investments at Softline; Head of Softline Venture Partners
- **Nina Yanikina**, Rector, University of National Technology Initiative 2035

#### **Front row participants:**

- **Anna Danilina**, Vice President, School of Technological Entrepreneurship
- **Anastasia Hafizova**, Director, Talant Plus

**12:15–13:45**

Congress Centre  
conference hall D4

Russian Small and Medium-Sized Enterprises Forum

### **Regulatory and Licensing Reform: Protecting the Rights of Entrepreneurs**

2020 is over, and here are some of the results: the number of small and medium-sized enterprises has fallen by 250 thousand, the lockdowns are loosening their hold, the government has spent billions of roubles towards supporting businesses, while the number of federal laws and regulatory acts concerning entrepreneurial activities has not decreased. The regulatory and legal framework in all sectors and industries should be friendly, especially to small enterprises, and should take into account the specifics of small-scale entrepreneurial activity.

- Working with entrepreneur appeals, its effectiveness, measures to reduce the number of appellants
- Alternative dispute resolution by federal executive bodies
- Outcome of the regulatory guillotine. Evaluating participants. Establishing requirements to avoid the guillotine. Regulatory impact assessment.
- The Bank of Russia's regulatory guillotine.
- Deregulating foreign exchange
- Can reducing the administrative burden on businesses be a significant factor in accelerating socioeconomic development? What are the main trends?

#### **Moderators:**

- **Marina Bludyan**, First Vice President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Dmitry Petrovichev**, Vice President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA; Managing Director of the Bureau for the Protection of the Rights of Entrepreneurs and Investors





**Panellists:**

- **Olga Chepurina**, Deputy Government Chief of Staff
- **Vladislav Korochkin**, Member of the Public Chamber of the Russian Federation
- **Alexander Litvak**, Director, Department of Regulatory Policy and Regulatory Impact Assessment, Ministry of Economic Development of the Russian Federation

**Front row participants:**

- **Igor Bukharov**, President, Federation of Restaurateurs and Hoteliers
- **Evgeny Danchikov**, Minister of the Government of Moscow, Head of the Main Control Department of the City of Moscow
- **Ekaterina Golub**, Executive Director, Forum Analytical Centre (**online**)
- **Alexander Grot**, President, Association of Private Multidisciplinary Clinics of Moscow and Central Federal District
- **Aleksey Kozhevnikov**, General Director, Konstruktor Puteshestvij LLC
- **Andrey Krichevsky**, Chairman, Committee on Intellectual Property and Creative Industries, Russian Union of Industrialists and Entrepreneurs; President, IPChain
- **Yuriy Ryabichev**, Chairman of the Board, Association of Russian Cleaning and Facility Operators
- **Savva Shipov**, Deputy General Director - Director for Digital Transformation, URALCHEM
- **Elina Sidorenko**, Leader of the Work Group for the Assessment of Risks Associated with Cryptocurrencies, State Duma of the Federal Assembly of the Russian Federation
- **Sergey Vanin**, Executive Director, Imeda Association

**13:50–14:20**

Congress Centre  
conference hall E11

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

Master Class

**Venture Capital Investment and Business Angels: How to Meet, Interest, and Keep an Investor**

**14:30–16:00**

Congress Centre  
conference hall B1

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

**Italian Lessons: Small and Medium-sized Businesses on the Path to a Circular Economy**

Innovative solutions, the realities of a post-COVID world, and the Fourth Industrial Revolution are putting enterprises on the fast track to a circular economy. A circular economy is an economic system based on the continual reuse of resources and the reduction of waste. When resources are limited, a circular economy becomes a sort of inevitability, part of a new reality, and is meant to apply to all sectors – from manufacturing and infrastructure to the service sector. Small and medium-sized businesses are poised to play an enormous role in these processes. This new challenge opens up new doors for such flexible organizations, which are capable of rapidly adopting and promoting innovative solutions and adapting to changing conditions. Italy's experience, where SMEs form the basis of the economy, could prove exceedingly valuable at this point in time.

**Moderator:**

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

**Panellists:**

- **Alessandro Delli Noci**, Minister of Economic Development, Puglia Region of the Italian Republic
- **Antonio Fallico**, President, Conoscere Eurasia Association; Chairman of the Board of Directors, Banca Intesa
- **Sergio Fontana**, President, Confindustria Association of Industrialists for Apulia; Chief Executive Officer, Farmalabor
- **Elena Martynova**, Deputy Head, The Federal Service for State Registration, Cadastre and Cartography (Rosreestr)
- **Vera Paramonova**, Chief Executive Officer, Mikran Research and Production Company
- **Viktor Rulevskiy**, Rector, Tomsk State University of Control Systems and Radioelectronics
- **Massimiliano Tellini**, Head of Circular Economy, Intesa Sanpaolo Innovation Center
- **Pasquale Terracciano**, Ambassador Extraordinary and Plenipotentiary of the Italian Republic to the Russian Federation



**Front row participants:**

- **Giuseppe D'Ippolito**, Chief Executive Officer, iVis Technologies
- **Igor Gorkov**, General Director, Nexign
- **Roberto La Forgia**, Chief Executive Officer, Beforpharma S.r.l
- **Aleksey Melnikov**, General Director, Marvel KT
- **Giancarlo Negro**, Links Management & Technology S.p.a.
- **Giovanni Sebastiano**, Head of Strategy, Communications, and Investor Relations, Exprivia
- **Vittorio Torrembini**, President, Association of Italian Entrepreneurs in Russia (GIM Unimpresa)
- **Angelo Michele Vinci**, President, Masmec Biomed
- **Kirill Zaputryaev**, Commercial Director, Medical Imaging Systems

**14:30–16:00**

Congress Centre  
conference hall B3

Russian Small and Medium-Sized Enterprises Forum

**SME Involvement in Implementing Major Infrastructure Projects. PPPs**

What is the role and potential of SMEs in implementing national infrastructure projects such as the Housing and Urban Environment National Project, the Safe and High-Quality Roads National Project, and the Comprehensive Plan for the Modernization and Expansion of Trunk Infrastructure until 2024? The synergy of implementing the Small and Medium-Sized Businesses and Support for Individual Entrepreneurs National Project and infrastructure projects.

- Territorial planning that accounts for the comprehensive development of transport infrastructure.
- The role of SMEs in planning territorial development. Possible solutions. The experiences of regions.
- Planning new cities and roads. The unique aspects of implementing national projects. The pricing problem. The fixed prices of state contracts. Implementing innovations. A surplus of design solutions.
- Building new housing. Construction SMEs participating in the national project. Advanced infrastructure construction as a government objective. Building Information Modelling (BIM). Human capacity.
- Urban renewal – 100% the market niche of SMEs. A comprehensive approach. The experiences of municipalities.

**Moderator:**

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

**Panellists:**

- **Roman Kapinos**, Deputy Chairman of the Board, SME Bank
- **Olga Karaseva**, Head, Pricing Department, ROSDORNII Federal Autonomous Organization
- **Grigory Nevostruev**, Deputy Chairman of the Government of the Perm Territory
- **Alexander Semenchishin**, Director, Department of Economics and Projects, Ministry of Transport of the Russian Federation
- **Alexander Smekalin**, Chairman of the Government of Ulyanovsk Region
- **Nikolay Smirnov**, Minister of Energy and Housing and Utility Services of the Sverdlovsk Region
- **Alexander Sokolov**, Deputy Chairman of the Board for Competition Policy, Russian Highways State Company
- **Dmitry Volkov**, Deputy Minister of Construction, Housing and Utilities of the Russian Federation (**online**)

**Front row participants:**

- **Yuriy Agafonov**, General Director, NP "ASDOR"
- **Lyudmila Kibalnikova**, Director, Our Region (**online**)
- **Mark Markov**, Manager, BusinessPartner Company
- **Victor Ostakhov**, Chairman of the Board of Directors, Imperial Group



**14:30–16:00**

Congress Centre  
conference hall D1

Russian Small and Medium-Sized Enterprises Forum

### **Small Businesses in Municipalities**

Small enterprises can serve as a source of urban socioeconomic development. Small businesses are in a position to help local authorities address the issues of unemployment and increase tax revenue. Small businesses can help reduce out migration from small territories, preserving small territories as they are.

- Incentivizing municipalities to develop SMEs
- The digital transformation of municipalities (Smart Cities)
- Implementing and developing private-municipal partnerships: effects and rationale
- Can experienced entrepreneurs that are successfully running their own businesses scale their experiences in smaller cities, for example, through franchising?

#### **Moderator:**

- **Vladislav Korochkin**, Member of the Public Chamber of the Russian Federation

#### **Panellists:**

- **Artem Artemiev**, President, TITAN Non-profit Partnership of industrialists
- **Stanislav Cherdantsev**, Head of the Guryevsky Municipal District
- **Alexander Glazkov**, Head of the Satkinsky Municipal District
- **Alexander Moor**, Head, All-Russian Center for National Building Policy
- **Svetlana Tananova**, General Director, Capital-PROK

#### **Front row participants:**

- **Vitaliy Gumenyuk**, Founder and Vice President, Far Eastern Centre for the Study of Security Problems Autonomous Non-profit Vocational Education Organization (online) (online)
- **Sergei Lapenko**, Member, Crimean Regional Headquarters, All-Russia People's Front (online)

**14:30–16:00**

Congress Centre  
conference hall D2 (VEB  
Space)

Russian Small and Medium-Sized Enterprises Forum

### **VEB Space: A Space of Trust Between Business and the State**

The government of Russia initiated a large-scale reform of the system of development institutions in order to improve the efficiency of their activities and focus them on achieving the strategic national priorities determined by the president. Development institutions were united around VEB.RF to form a new VEB.RF Group. What are the preliminary results of the reform? What does the new strategy of development institutes look like? What tools do they offer to the state and business? What is the expected result of their activity? What projects of national importance does VEB.RF implement and what impact will they have on the economy and quality of life? The CEOs of VEB.RF and development institutions will defend the Group's new strategy before representatives of the authorities and the business community.

#### **Moderator:**

- **Yermolai Solzhenitsyn**, Senior Partner, McKinsey & Company

#### **Panellists:**

- **Julia Chupina**, Senior Vice President, Sberbank
- **Peter Lloyd O'Brien**, Member of the Management Board, Managing Director for Economics and Finance, SIBUR Holding
- **Igor Shuvalov**, Chairman, VEB.RF



**14:30–16:00**

Congress Centre  
conference hall D3

Russian Small and Medium-Sized Enterprises Forum

Results of the Russian National History of Entrepreneurship Contest

### **The Heritage of Russia's Distinguished Entrepreneurs**

OPORA RUSSIA and the Museum of Entrepreneurs, Patrons of Art and Philanthropists, with the support of the Presidential Grants Foundation, the Roscongress Foundation, the Ministry of Economic Development of the Russian Federation, the Ministry of Education and Science of the Russian Federation, the Institute of Russian History of the Russian Academy of Sciences, the Russian Union of Industrialists and Entrepreneurs, the Chamber of Commerce and Industry of the Russian Federation, and Sberbank have held the 'Heritage of Russia's Distinguished Entrepreneurs' Russian National History of Entrepreneurship Contest. The contest aims to contextualize the experiences and traditions of national businesses, identify the roles of entrepreneurs in Russian society and their contributions to the development of the economy, science and education, culture, regional social infrastructure, and get young people interested in entrepreneurial activity, its history, and its development prospects. The results of the 'Heritage of Russia's Distinguished Entrepreneurs' Russian National Contest: facts and figures. The relevant experiences, traditions, and best practices of pre-revolutionary Russian entrepreneurship in educating and raising a new generation of Russian entrepreneurs. Rethinking the role of entrepreneurs in Russian society. What are the responsibilities and soft power of Russian entrepreneurship? What is the return on investment in the quality of Russian business? Russian entrepreneurs – are they persons of unknown provenance or the successors of the great traditions of Russian entrepreneurship? The importance of preserving and popularizing the heritage of distinguished Russian entrepreneurs.

#### **Moderators:**

- **Ivan Guchkov**, Descendant of Entrepreneurs of the Guchkov Family
- **Nadezhda Smirnova**, Chairman of the Organizing Committee of the Competition; Director, Museum of Entrepreneurs, Patrons and Philanthropists

#### **Panellists:**

- **Sergei Borisov**, Chair, Contest Panel; Chair, Board of Trustees, OPORA RUSSIA All-Russian Non-Governmental Organization of Small and Medium Business
- **Alexander Brechalov**, Head of the Udmurt Republic
- **Elena Druzhinina**, Deputy Minister of Science and Higher Education of the Russian Federation
- **Elena Dybova**, Vice President, Chamber of Commerce and Industry of the Russian Federation
- **Alexey Fursin**, Head of the Entrepreneurship and Innovation Development Department of Moscow, Moscow City Government
- **Vladimir Gusev**, Director, State Russian Museum
- **Alexander Shokhin**, Co-Chair, Contest Expert Council; President, Russian Union of Industrialists and Entrepreneurs

**14:30–16:00**

Congress Centre  
conference hall D4

Russian Small and Medium-Sized Enterprises Forum

### **Promising Sales Markets: Electronic Marketplaces, Chain Stores, Consumers' Co-Operatives, and Tourism**

The coronavirus has had an effect on every part of the economy. The restrictions put in place in response to the coronavirus have hit small and medium-sized enterprises the hardest. Moreover, the difficult economic situation has forced businesses to search for promising alternative sales markets. The phenomenon of marketplaces driving business growth has been a major trend in recent years. The pandemic has increased the volume of electronic purchases made by those already versed in e-commerce and attracted absolute novice e-shoppers to the Internet. Today, marketplaces serve as a global sales market. How have sales markets changed in the post COVID world? Who benefits from using marketplaces and aggregators? Are these mechanisms effective for SMEs? What must be taken into account before entering a marketplace? What are some of the pitfalls that entrepreneurs may encounter? Can e-commerce edge out classic commerce? In what areas?

#### **Moderator:**

- **Julia Ermilova**, Head of the «Small and Medium-sized Enterprises and Support of the Individual Entrepreneurial Initiative» Editorial, TASS News Agency



**Panellists:**

- **Denis Dybov**, Individual Entrepreneur
- **Sergey Gritsay**, First Deputy Chairman of the Council, Central Union of Consumer Societies of the Russian Federation (Centrosoyuz of Russia)
- **Aleksandr Isayevich**, General Director, Chairman of the Board, Russian Small and Medium Business Corporation
- **Alexander Kalinin**, President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Aleksey Kozhevnikov**, General Director, Konstruktor Puteshestvij LLC
- **Ilya Kretov**, General Manager Global Emerging Markets, eBay
- **Sergey Lebedev**, Vice President of Government Relations, AliExpress Russia
- **Alexander Lybanev**, Chief Executive Officer, Zakupshchik.RF
- **Vladimir Mishelovin**, Head of Fiscal Control Department, Federal Antimonopoly Service of the Russian Federation
- **Pavel Titov**, President, Delovaya Rossiya (Business Russia)
- **Yekaterina Zinovyeva**, Minister of Investments, Industry, and Science of the Moscow Region

**16:00–16:45**

Congress Centre  
conference hall E11

Russian Small and Medium-Sized Enterprises Forum

**Sales on AliExpress: Who is the Customer and How to Reach Them**

**16:45–18:45**

Congress Centre  
conference hall D2 (VEB  
Space)

Russian Small and Medium-Sized Enterprises Forum

Plenary Session

**Digital Services for Businesses**

The development of electronic services means that the government is able implement a variety of new products for entrepreneurs and the public. How much of a burden is this on entrepreneurs, especially those with small businesses? Can entrepreneurs' mandatory digital service expenses be reimbursed?

- The government's strategy in developing digital services for entrepreneurs
- The role of digitalization in shining a light on shadowed sectors
- New approaches to tax administration
- Services of the Central Bank of the Russian Federation

**Moderator:**

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

**Panellists:**

- **Maxim Akimov**, Chief Executive Officer, Russian Post
- **Anton Alikhanov**, Governor of Kaliningrad Region
- **Artem Artemiev**, President, TITAN Non-profit Partnership of industrialists
- **Andrei Belousov**, First Deputy Prime Minister of the Russian Federation
- **Daniil Egorov**, Head, Federal Tax Service of Russia
- **Aleksandr Isayevich**, General Director, Chairman of the Board, Russian Small and Medium Business Corporation
- **Elvira Nabiullina**, Governor, The Central Bank of the Russian Federation (Bank of Russia) (online)
- **Igor Shuvalov**, Chairman, VEB.RF
- **Elena Volotovskaya**, Vice President for Investments at Softline; Head of Softline Venture Partners

**Front row participants:**

- **Konstantin Basmanov**, Head of Small and Medium Enterprises Unit, Promsvyazbank
- **Svetlana Chupsheva**, General Director, Agency for Strategic Initiatives to Promote New Projects
- **Alexey Logantsov**, Chief Executive Officer, Logasoft
- **Dmitry Mazepin**, General Director, URALCHEM
- **Anatoly Popov**, Deputy Chairman of the Executive Board, Sberbank



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