

RUSSIAN SMALL AND MEDIUM-SIZED ENTERPRISES FORUM PROGRAMME

June 14, 2023, St. Petersburg

Programme accurate as at June 20, 2023

June 14, 2023

10:00–11:15

Congress Centre
zone B, 2nd floor,
conference hall B1

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

Stories of Failure

How Do You Export and Avoid Failure?

To foster economic growth, it is imperative to bolster exports as a crucial gauge of competitiveness. The expansion of SMEs' exports in goods and services stands as a paramount indicator of the country's SME development. However, despite the conducive conditions for enhancing export potential among SMEs, numerous barriers and challenges persist, both domestically and abroad. Russian exporters who have achieved notable success will illuminate their personal experiences encompassing triumphs and setbacks, encapsulating the quintessential narratives encountered by Russian entrepreneurs.

Moderator:

- **Sergey Sokolov**, General Director, Novosibirskkhleboprodukt

Panellists:

- **Olga Belyakova**, General Director, Eurasian Cooperation Center
- **Svetlana Bocharnikova**, Head of Export Sales Department, REAL AGRO; leading specialist in trade with China
- **Ilona Gorsheneva-Dolunts**, Director, Owner, InterBiz Trade and Logistics Company
- **Valentina Kovalskaya**, Individual entrepreneur, founder of the Slonvish brand
- **Ekaterina Remizova**, Founder, General Director, Alpha Resource
- **Sabina Sodikova**, General Director, Agrozan Ru

10:00–11:15

Congress Centre
zone B, 2nd floor,
conference hall B2

Russian Small and Medium-sized Enterprises Forum: Money

Pitch Session

Financial Instruments for Growth Champions

Raising capital poses a significant challenge for rapidly growing companies in Russia. Traditional start-up instruments are no longer suitable, and bank lending often requires collateral and strict equity-to-debt capital ratios. Moreover, bank lending tends to focus on historical financial parameters that these companies have already surpassed. Accessing traditional stock markets entails substantial monetary and organizational costs, and small issues may lack investor appeal due to limited liquidity. This liquidity challenge is common in many countries experimenting with new exchange trading formats that can provide liquidity, diversify risk, eliminate fraud risks, and facilitate easy access to equity or debt capital for companies in need. Fortunately, the digital technologies required to address this issue are already available; all that remains is to begin implementing them, as demonstrated by one of the Chinese exchanges serving innovative SMEs, which was established in 2021. So what should we do to implement such a mechanism in Russia?

Moderator:

- **Oleg Fomichev**, Chairman of the Board, Association of "Fast-growing technology companies" national champions"

Panellists:

- **Konstantin Basmanov**, Head of Small and Medium Enterprises Unit, Promsvyazbank
- **Ivan Chebeskov**, Director of the Department of Financial Policy, Ministry of Finance of the Russian Federation (**online**)
- **Evgeny Chupin**, Deputy General Director, Privodnaya Tekhnika Group of Companies
- **Maxim Kolesnikov**, Deputy Minister of Economic Development of the Russian Federation (**online**)
- **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)

- **Ivan Podbereznyak**, Chairman of the Board, SME Bank
- **Natalya Popova**, First Deputy General Director, Innopraktika
- **Dmitry Titov**, First Vice President, Aquarius Group
- **Boris Yaryshevsky**, Chairman of the Board, St. Petersburg Currency Exchange

10:00–11:15

Congress Centre
zone D, VEB.RF
conference hall D2

Russian Small and Medium-sized Enterprises Forum: Cooperation

Workshop

How to Become a Supplier to Large State-Owned Companies and Participate in a "Cultivation" Programme

- State-owned companies are increasingly interested in fostering the growth of their SME suppliers, especially in light of the withdrawal of foreign players from the market. This track will delve into the 27 state-owned companies' plans to approve contractor development programs this year. The tool emphasizes the ability of state-owned companies to implement tailored supplier development programs that provide financial, legal, and methodological support. Attendees will gain insights into where to find relevant advertisements and essential information they need to know.
- Essential requirements for government procurement participants. This track will focus on the fundamental requirements for those participating in government procurement. Attendees will learn where to find these requirements, how to protect their rights, and where to access information about the requests of state-owned companies and the schedule of meetings with potential suppliers. Additionally, the track will explore the advantages and opportunities that the government's procurement quota of 25% for SMEs can offer.
- Exploring low-volume procurement opportunities. The volume of small-scale procurement (up to RUB 500,000) nearly doubled last year, surpassing RUB 375 billion. This track will delve into the increasing interest of small and micro-businesses in low-volume procurement due to the simplified requirements and reduced bureaucratic processes involved.

Moderators:

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

Panellists:

- **Vitaly Dmitriev**, General Director, TPO "Ril"
- **Denis Dybov**, Director of the Department of Entrepreneurship Development, Chamber of Commerce and Industry of the Russian Federation
- **Alexey Kuchmin**, Founder, AIR
- **Alexander Medvedev**, General Director, Drilling Equipment Plant
- **Yuliya Simbireva**, General Director, RSPP Business School
- **Maxim Tretyakov**, General Director, Elkat
- **Alexander Videnev**, General Director, Sorb Engineering

Front row participants:

- **Sergey Anokhin**, First Vice President - Financial Director, Rostelecom
- **Yakov Geller**, General Director, AGZRT
- **Pyotr Ivanov**, Deputy Head, Federal Antimonopoly Service of the Russian Federation (FAS Russia)
- **Andrey Kashutin**, General Director, UETP
- **Svetlana Khorunzhaya**, Procurement Director, Inter Rao
- **Evgeny Knyazev**, Vice President, Head of the Procurement, Logistics and Tendering Unit of Rosgeo
- **Natalia Korotchenkova**, Secretary of State – Deputy General Director, Member of the Board, Russian Small and Medium Business Corporation
- **Irina Mitichkina**, Head of the Central Directorate of Procurement and Supply, Russian Railways
- **Svetlana Sarafanova**, Acting Chief Executive Officer for SMEs and Public Procurement, VEB.RF

10:00–11:30

Congress Centre
zone D, conference hall
D3

Business Networking Platform

Networking

Networking presents an exceptional opportunity to connect with prospective partners and individuals

who share similar interests, fostering an environment for exchanging experiences and leveraging existing business communication acumen. Engaging in networking activities not only expands one's network of contacts but also nurtures self-assurance, enhances communication abilities, and cultivates the aptitude to organize information effectively. Furthermore, networking serves as a platform to identify avenues for promoting one's own business as well as that of potential partners, a pivotal aspect for participants of the Forum.

11:15–12:45

Congress Centre
zone A, 3rd floor,
conference hall A

Russian Small and Medium-sized Enterprises Forum: Cooperation

Industrialization 2.0: New Approaches to the Development and Transformation of Manufacturing SMEs

Under the current circumstances of sanctions and disrupted supply chains, ensuring technological sovereignty and the production of critical industrial products and components has become a significant challenge for the domestic industry. Fortunately, there has been active and consistent work on industry development, including the approval of state programs and national and federal projects, as well as the allocation of substantial budget funds and the establishment of various mechanisms of state support. According to Rosstat, in 2021, manufacturing SMEs accounted for 13% of Russia's total GDP, equivalent to RUB 11,073 billion. SMEs have proven themselves to be flexible systems with a high degree of adaptability and innovation dynamics. Despite their relatively small size, motivated and competent SMEs often take the lead in proposing new projects, directions, products, components, and promising developments. What are some notable examples of successful collaboration and cooperation between manufacturing SMEs and large corporations in the present day? What specific tools, incentives, and support measures are being implemented to foster the growth and development of manufacturing SMEs? What are the key risk factors that hinder the development of manufacturing SMEs, such as expensive financing and a lack of technological and component infrastructure? How can we enhance the prestige of working and engineering professions to attract more talent to the manufacturing sector? What strategies can be implemented to create a comprehensive "minefield map for manufacturing businesses", helping them identify risks and avoid common mistakes in their operations?

Moderator:

- **Elena Dybova**, Vice President, Chamber of Commerce and Industry of the Russian Federation

Panellists:

- **Olga Gorbacheva**, Head of Department for State Order Placement Control, Federal Antimonopoly Service (FAS Russia)
- **Andrey Klychikov**, Governor of Orel Region
- **Natalia Korotchenkova**, Secretary of State – Deputy General Director, Member of the Board, Russian Small and Medium Business Corporation
- **Maxim Kostarev**, President, Tomsk Chamber of Commerce and Industry
- **Alexey Matushansky**, Director of the Department for Strategic Development and Corporate Policy, Ministry of Industry and Trade of the Russian Federation
- **Anatoly Popov**, Deputy Chairman of the Executive Board, Sberbank
- **Svetlana Sarafanova**, Acting Chief Executive Officer for SMEs and Public Procurement, VEB.RF

Front row participants:

- **Olga Aiduganova**, General Director of Engineering and Production Center for the Development and Implementation of Technologies for Pipeline Transport
- **Evgeniya Chavkina**, General Director, Production company "Siberian Gubernia"
- **Alexander Izyukov**, General Director, Powder Technologies
- **Oleg Lazarev**, Executive Director, Algorithm Accuracy
- **Dmitry Tregubov**, Deputy General Director, DimAl Kirov Plant of Electromagnets
- **Elena Valeeva**, General Director of Meat Region
- **Pavel Zolotov**, Director, OPORA IMPEX

11:15–12:45

Congress Centre
zone B, 2nd floor,
conference hall B4

Russian Small and Medium-sized Enterprises Forum: Money

Masterclass

Developing Business on an Online Platform

In recent years, the online trading market has experienced rapid growth and development. Research conducted by the analytical agency Data Insight reveals that by the end of 2022, the turnover of the online retail market in Russia increased by 38%, reaching RUB 5.7 billion. As consumers increasingly migrate to online platforms, members of the business community are showing a growing interest in engaging with e-commerce platforms. Surveys indicate that 8 out of 10 entrepreneurs recognize the online channel as a key sales channel for SMEs, contributing a significant portion of their revenue.

Moreover, given the changing market conditions, online platforms present excellent opportunities for Russian companies to occupy vacant niches and establish a strong nationwide presence. What advantages do online platforms offer compared to developing your own internet resources? In the new economic climate, what opportunities do online platforms provide for the growth and development of small and medium-sized businesses? How can businesses effectively utilize business tools to enhance their sales performance and achieve success in the online marketplace?

Moderator:

- **Dmitry Gavrilenko**, Chairman of the Committee for the Development of Entrepreneurship on Digital Platforms, All-Russian Public Organization of Small and Medium Enterprises "OPORA RUSSIA"

Panellists:

- **Alexander Kolobov**, General Director, Nevsky Fort Trading House
- **Artem Semenov**, General Director, Rustek Region
- **Sergey Vorontsov**, Founder, A5-client Agency

11:15–12:45

Congress Centre
zone D, conference hall
D1

Russian Small and Medium-sized Enterprises Forum: Money

Practicum

Russia's Venture Capital Landscape: The Crossroads of Investor and Entrepreneur

The venture capital market is a dynamic ecosystem influenced by various factors, including investors, entrepreneurs, and the economic environment. In 2022, the Russian venture capital landscape experienced a notable divide, with some participants choosing to exit the market while others remained. This shift has led to significant changes in the composition of participants and the geographical focus of their investments. Currently, the market is undergoing a profound transformation that will play a crucial role in determining Russia's technological sovereignty. How can the Russian venture capital market be enhanced to attract both investors and startups, while aligning with the needs of businesses and the government?

Moderator:

- **Elena Volotovskaya**, Vice President for Investments at Softline; Head of Softline Venture Partners

Panellists:

- **Evgeny Borisov**, Co-founder, Partner, Kama Flow
- **Andrey Krivenko**, Founder, VkusVill
- **Ruslan Sarkisov**, General Director, Voskhod Management Company
- **Vyacheslav Shulenin**, General Director, Moscow Center for Healthcare Innovations
- **Kirill Varlamov**, Head, Internet Initiatives Development Fund (IIDF)

Front row participants:

- **Anna Bukhalo**, Advisor to the General Director, Management Company RVC
- **Evgeniy Larionov**, Owner, Ex Libris; Co-founder, Experum; Member of the Board of Directors, Dome Foundation

11:15–12:45

Congress Centre
zone D, conference hall
D4

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

Industrial Clusters in the UAE: New Opportunities for Russian Exporters

In the face of external sanctions imposed by unfriendly countries, a unique window of opportunity has emerged for Russian companies seeking to expand their non-resource non-energy exports. Special economic zones in friendly countries, equipped with essential infrastructure and offering residents a range of preferential benefits, have become enticing prospects for domestic enterprises. Notably, the proposals put forth by the prominent free economic zones in the UAE, specializing in supporting companies in the manufacturing sector, have garnered significant interest. To facilitate the establishment of new production facilities for Russian businesses in the UAE, several crucial considerations must be addressed. The Russian Ministry of Industry and Trade has proactively developed mechanisms to support domestic companies' localization efforts in friendly countries. This includes extending preferential financing options for projects aimed at bolstering production abroad, subsidizing costs related to product procurement and delivery, and facilitating leasing of technological and storage facilities. So what should be done to enable Russian business to establish new production facilities in the UAE? What barriers lie ahead and what strategies should be developed to overcome them? What additional preferences are offered to Russian residents? While entering a free economic zone may be relatively straightforward, what would be the subsequent steps for Russian businesses in the Emirati market? What are the reasons behind the formation of Russian clusters within free economic zones, and why is it crucial for businesses to foster unity and collaboration within these clusters?

Moderator:

- **Maksim Zagornov**, President of the Russian Federation of Small Power Generation (RAME); Business Ambassador to the United Arab Emirates, All-Russian Public Organization "Business Russia"

Panellists:

- **Khalid Al Marzooqi**, Vice President, Khalifa Industrial Zone Abu Dhabi (KIZAD)
- **H.E. Mohamed Sharif Habib Mohamed Alawadhi**, Director General, Fujairah Free Zone Authority (FFZ)
- **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
- **Ivan Demchenko**, Chairman of the Board, Novostal-M
- **Anas Yousef Abdel Ghafer**, Commercial Director, Ras Al Khaimah Free Economic Zone (RAKEZ)
- **Mikhail Labudin**, Director, Association for the Development of Clusters, Technology Parks and SEZ of Russia
- **Alexander Larin**, Chairman of the Board of Directors, Research Design and Survey Institute of Energy and Transport Energotransproekt
- **Dmitry Prokhorenko**, Director Development Overseas Network, Russian Export Center
- **Mikhail Sutyaginskiy**, Chairman of the Board of Directors, Titan Group of Companies
- **Andrey Terekhin**, Trade Representative of the Russian Federation in the United Arab Emirates

12:15–13:45Congress Centre
zone B, 2nd floor,
conference hall B1**Russian Small and Medium-sized Enterprises Forum: Foreign Economic Activity****The Role of Business in Greater Eurasia in the Current Climate**

Amidst the current challenging conditions, representatives from various business associations and enterprises will convene to express their perspectives on fostering cooperation within the Greater Eurasian region. This platform serves as an avenue for fruitful exchanges and robust discussions on this pertinent matter. Notably, small and medium-sized businesses assume a significant role in this context, as their format and nature of operations render them less susceptible to non-market pressures. Are there any real tangible opportunities for advancing trade and economic cooperation in this environment? Can small and medium-sized enterprises emerge as the catalysts driving such cooperation? Which sectors and industries hold the most promise for future collaboration?

Moderator:

- **Alexey Bobrovsky**, Economic Observer

Panellists:

- **Nikolai Dunayev**, Chairman of the Management Board, Sibiry Export-Import Incorporated
- **Giuseppe Esposito**, Chairman, EP World Catering Facility Management DMCC
- **Antonio Fallico**, President, Conoscere Eurasia Association
- **Artur Gershberg**, Founder, "R-line" Transport Systems"
- **Anton Nazarov**, General Director, Mediterranean Shipping Company Rus
- **Mehmet Ozil**, General Director, NSC Chemistry
- **Tadzio Schilling**, Chief Executive Officer, Association of European Businesses (AEB)
- **Gianni Sfoggia**, General Director, Sfoggiatech

12:15–13:45Congress Centre
zone B, 2nd floor,
conference hall B2**Russian Small and Medium-sized Enterprises Forum: Cooperation****The Culture of Interaction Between Big Business and Small and Medium-sized Enterprises**

The Declaration of interaction between big business and SMEs delineates five spheres of collaboration: market accessibility, production and administrative process modernization, infrastructure and financing access, and human capital development. How does this interaction contribute to the growth of SME productivity, enhancement of management quality in companies, and the subsequent expansion of small businesses? What are the expectations of big business from small enterprises in terms of fostering a responsible approach? What are the potential areas of engagement that should be included in future iterations of the Declaration?

Moderator:

- **Maria Glukhova**, Vice President, Russian Union of Industrialists and Entrepreneurs (RSPP)

Panellists:

- **Marina Bludyan**, First Vice President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Tatyana Ilyushnikova**, Deputy Minister of Economic Development of the Russian Federation
- **Pavel Isaev**, Deputy General Director for Relations with Business Associations, Unions and Associations, Severstal
- **Elina Isagulova**, Vice President for B2B Commerce and Operations Management, VK
- **Irina Mitichkina**, Head of the Central Directorate of Procurement and Supply, Russian Railways
- **Anatoly Popov**, Deputy Chairman of the Executive Board, Sberbank
- **Elena Pozolotina**, Deputy General Director for Human Resources, PAO TMK; Director, TMK2U Corporate University

12:15–13:45

Congress Centre
zone D, VEB.RF
conference hall D2

Russian Small and Medium-sized Enterprises Forum: Foreign Economic Activity**Panel discussion****Russian Business Education "For Export": Nurturing Global Entrepreneurs?**

In an era of dynamic transformations within the local and global markets, the role of entrepreneurs and their essential competencies are being redefined. To ensure the long-term economic competitiveness of the nation, fostering the growth of entrepreneurial initiatives becomes paramount. Today, the future entrepreneurs are the young individuals, schoolchildren and students. However, it begs the question: Does the current state of Russian business education align with the demands of the market, and will it remain relevant a decade from now? Can it be transformed into an "exportable" product? Are international-calibre business schools achievable? These topics serve as the foundation for discussion among young economists, entrepreneurs, and representatives of Russian business schools, as they explore ways to cultivate a "relevant" entrepreneur, shape a positive public perception, and elevate the quality of Russian business education.

Moderator:

- **Alexander Kim**, Ph.D. of Economic Sciences; Head, Moscow School of Management Skolkovo

Panellists:

- **Alexander Demin**, Chairman of the Committee of the State Duma of the Federal Assembly of the Russian Federation on Small and Medium Enterprises
- **Evgeny Isak**, General Director, Charity Foundation for Educational Programs "Captains"
- **Egor Krivosheya**, Senior Lecturer, Head of Blockchain and Fintech Laboratory, Moscow School of Management Skolkovo
- **Oleg Malakhov**, Chairman of the Board of Directors, PRIMEKEY Group of Companies; member of the General Council, All-Russian public organization "Business Russia"
- **Yulia Shishkina**, Department for the Implementation of Special Projects, Chamber of Commerce and Industry of the Russian Federation
- **Andrey Somov**, Co-founder, Head Kraken Startup; Assistant Professor, Skolkovo Institute of Science and Technology (Skoltech)

12:15–13:45

Congress Centre
zone D, conference hall
D3

Business Networking Platform**Networking****Moderator:**

- **Artyom Androssov**, Chief Executive Officer, Dome Foundation

12:15 - 12:45:

- **Alexander Chernoshchekin**, Head of the block of medium and small business, Promsvyazbank

13:00 - 13:20:

- **Natalia Korotchenkova**, Secretary of State – Deputy General Director, Member of the Board, Russian Small and Medium Business Corporation

13:20 - 13:40:

- **Oleg Sirota**, Entrepreneur, founder of the Istra Cheese Factory project

12:15–13:45

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

Russian Small and Medium-sized Enterprises Forum: Cooperation

Development of the National Perfume and Cosmetics Industry: The Path from Molecule to Consumer, from Production to Building a Strong Brand

In 2022, the Russian cosmetics industry encountered various hurdles stemming from sanctions and the substantial exodus of dominant foreign corporations from the market. Among the primary obstacles was the limited access to imported raw materials and components essential for the production of cosmetic products. This presented significant obstacles during the initial phase of ramping up domestic manufacturing. Additionally, the industry grappled with the loss of European markets, exacerbating the challenges faced. Furthermore, Russian manufacturers confronted the task of effectively promoting, enhancing awareness of, and instilling confidence in domestic brands. How is the industry, aided by government support, surmounting challenges and bolstering production capacities?

Moderator:

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

Panellists:

- **Maxim Protasov**, Head, Russian Quality System (Roskachestvo)
- **Tatyana Puchkova**, Chairman of the Board, Russian Perfume and Cosmetic Association (RPKA)
- **Andrey Samoilov**, Executive Director, National Council for Perfumery, Cosmetics and Household Chemistry
- **Mikhail Yurin**, Deputy Minister of Industry and Trade of the Russian Federation

13:30–15:00

Congress Centre
zone A, 3rd floor,
conference hall A

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

Workshop

E-Commerce: Business Beyond Space and Time

The e-commerce landscape in Russia is witnessing an unprecedented surge, positioning it as one of the fastest-growing segments in the country. The year 2020 witnessed a remarkable influx of SMEs venturing into the online realm for the first time. Simultaneously, seasoned online sellers capitalized on their expertise, expanding their sales channels through marketplace integration. Consequently, this dynamic shift resulted in a record-breaking year for marketplaces, boasting remarkable growth in both turnover and the number of sellers. Participants together with key Russian and international e-commerce companies, in the workshop format, will encompass discussions on priorities for supporting and fostering e-commerce, discuss the latest trends, including online payments, highlight pivotal issues and challenges faced by both local and international marketplaces. They will also speculate on the exciting future that awaits the e-commerce segment.

Moderator:

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

Panellists:

- **Elena Lazareva**, Director of Client Services Development, NSPK
- **Sergey Lebedev**, Vice President of Government Relations, AliExpress Russia
- **Anton Sizemin**, Head of Key Partner Acquisition and Development Department, SberMegaMarket (online)
- **Artem Sokolov**, President, The Association of Internet Trade Companies

13:30–15:00

Congress Centre
zone D, conference hall
D1

Russian Small and Medium-sized Enterprises Forum: Money

Financial Debate

Finance for Growing Businesses: Rates, Conditions, and Support

In 2022, SMEs successfully secured over RUB 1 trillion in funding through various support programs. Building on this success, there are plans to further expand the availability of concessional loans and explore alternative funding options for SMEs this year. Notably, small businesses have demonstrated exceptional loan servicing quality, leading to increased interest from banks and financial institutions in supporting this thriving sector. What changes have occurred in the structure of the SME loan portfolio? What are the key characteristics of effective financing systems such as leasing, factoring, and crowdfunding? How does foreign economic activity (FEA) operate amidst sanctions, and what financial solutions do banks provide to support exporters and importers?

Moderator:

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

Magazine

Panellists:

- **Yaroslav Chereshnev**, Managing Director of Digital Bank, Sovcombank
- **Alexander Chernoshchekin**, Head of the block of medium and small business, Promsvyazbank
- **Igor Fatyanov**, General Director, Zetta Insurance
- **Evgeny Gurevich**, General Director, Kapital Life Insurance
- **Maxim Kalinkin**, General Director, Gazprombank Leasing
- **Alexey Kirkorov**, President, United Leasing Association (OLA); General Director, Finasial Director, Sberbank Leasing
- **Roman Markov**, Head of Financial Inclusion Department, Service for Consumer Protection and Financial Inclusion of the Central Bank of the Russian Federation (Bank of Russia) (online)
- **Olga Myamlina**, Financial Director, CarMoney
- **Ivan Podbereznyak**, Chairman of the Board, SME Bank
- **Alexey Shashkin**, Director of Small and Microbusiness Division, Sberbank
- **Evgeny Shcheklanov**, Managing Director, SberLife Insurance
- **Alexey Shitov**, Chairman of the Board, BBR Bank

14:00–14:45

Congress Centre
zone B, 2nd floor,
conference hall B4

Russian Small and Medium-sized Enterprises Forum: Money**Masterclass****A Breakdown of Start-up Cases**

What are the factors that contribute to the emergence of successful start-ups? While there is a mystique surrounding this question, the creation of start-ups has become a common occurrence. However, many start-ups also vanish just as swiftly as they appeared. What are the underlying reasons behind this phenomenon? Is it due to inadequate niche selection, a lack of essential skills, misjudgement of market opportunities or one's own strengths, inability to effectively communicate ideas to investors, insufficient mechanisms for government support, or simply a lack of determination to see the venture through to success?

Moderator:

- **Dmitry Polyakov**, Deputy Head, Softline Venture Partners

14:30–16:00

Congress Centre
zone D, conference hall
D3

Business Networking Platform**Networking****Moderator:**

- **Artyom Androssov**, Chief Executive Officer, Dome Foundation

14:30 - 15:00:

- **Evgeniy Larionov**, Founder, Ex Libris; Co-founder, Experum

15:00 - 15:30:

- **Elena Krygina**, Founder, KRYGINA cosmetics

15:30 - 16:00:

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

14:45–16:15

Congress Centre
zone B, 2nd floor,
conference hall B1

Russian Small and Medium-sized Enterprises Forum: Foreign Economic Activity**No Borders: The Export Potential of Russian IT Products**

The IT industry is actively addressing the challenges posed by the digital transformation of the Russian economy. As foreign vendors withdraw, it creates a stimulus for the development of new IT solutions and the enhancement of existing ones. Consequently, Russia has emerged as one of the top three global leaders in the adoption of fintech services. Domestic IT companies have gained confidence in their capabilities and are prepared to meet the demands of consumers, not only within Russia but also internationally. The increasing demand for Russian software serves as a catalyst to tackle ambitious tasks and venture into niches previously dominated by other players, including those in countries open to collaboration with Russia in the field of information technology. Are there export opportunities for the Russian IT business? Is the small IT business ready for exports? Is there a demand for Russian IT solutions overseas? What state support measures exist for exporting Russian digital solutions? How

can intellectual property be protected abroad? What are the projections for the future of Russian IT product exports?

Moderator:

- **Alexey Zharkov**, TV journalist, TRK Russian World

Panellists:

- **Dmitry Dyrmovsky**, Chief Executive Officer, Speech Technology Center
- **Maxim Parshin**, Deputy Minister of Digital Development, Communications and Mass Media of the Russian Federation
- **Alexander Svinin**, Trade Representative of the Russian Federation in the Republic of Indonesia (**online**)
- **Vladimir Troyanovsky**, Deputy General Director, National Payment Card System
- **Elena Volotovskaya**, Vice President for Investments at Softline; Head of Softline Venture Partners

Front row participants:

- **Vasil Gazizulin**, Founder, Managing Partner, TopFranchise.ru
- **Igor Kheresh**, Asset Management and M&A Director, RTK-Solar
- **Anna Nikitchenko**, Vice President, National Institute for Systems Research on Entrepreneurship
- **Alexander Zakordonets**, Development Director, Scanport

14:45–16:15

Congress Centre
zone B, 2nd floor,
conference hall B2

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

Pitch Session

The Role of the Media Industry in Supporting and Developing the SME Segment in Russia

In the present day, small and medium-sized businesses have established a notable presence across various sectors, demonstrating their significance as a foundational component of society. The substantial number of employed individuals and their substantial financial transactions bear testament to the influential role played by this segment. As foreign players gradually exit the market, Russian manufacturers are stepping in to fill the void and introduce new brands. Consequently, the task of promoting and raising awareness about these emerging brands among the Russian population has become increasingly critical in contemporary times. Which media and advertising channels yield the most effective results for SMEs? What support initiatives have been devised to assist SMEs in the advertising sector? Currently, which media outlets are in high demand among SMEs? How vital are educational programs in advertising for aspiring young entrepreneurs?

Moderator:

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

Panellists:

- **Aleksandr Isayevich**, General Director – Chairman of the Management Board, Russian Small and Medium Business Corporation
- **Dmitry Mednikov**, Managing Director, Russian Media Group
- **Grigory Novikov**, Strategy Director, National Priorities Autonomous Non-profit Organization
- **Natalya Peysakhovich**, Director of Marketing and Communications Department, National Payment Card System
- **Andrey Shitov**, Shareholder, Commercial Director, Starlink
- **Valentin Smolyakov**, Executive Officer, Association of Communication Agencies of Russia
- **Sergey Zelenkin**, Advisor to the General Director, Biopharmrus

Front row participants:

- **Alexey Blinov**, General Director, Media Press
- **Maria Kotyukh**, Director for Government Relations and Legal Affairs, VOSTOK-MEDIA
- **Oleg Sirota**, Entrepreneur, founder of the Istra Cheese Factory project

14:45–16:15

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

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

Pitch Session

Business and Society: How can Business Contribute to Culture, Education, and Social Development?

Since 2019, social entrepreneurship has been recognized and supported by legislation in Russia, providing special measures of state support and non-governmental funds for social entrepreneurs. However, creating a successful social business can be challenging. It requires finding a balance between profitability and social responsibility, securing affordable funding, addressing daily business challenges, and establishing unique approaches to employee and customer relationships. During the session, the winners of the Ministry of Economic Development My Good Business Award will share their inspiring stories of business development. Additionally, experts will engage in discussions about the social business landscape in the Russian Federation, available support measures, and the most sought-after social entrepreneurship support programs. They will also shed light on the valuable contributions that businesses can make to the development of social institutions. How can social businesses be effectively created and developed? What strategies can be employed to establish a sustainable relationship between the state, business, and society? What specific practices and activities contribute to the growth and advancement of social entrepreneurship?

Moderator:

- **Sergey Golubev**, Chief Executive Officer, Social Investment Fund

Panellists:

- **Tatyana Ilyushnikova**, Deputy Minister of Economic Development of the Russian Federation
- **Natalia Makarevich**, Deputy Head of the Tambov Region
- **Vladimir Stroev**, Rector, State University of Management
- **Yuliya Zhigulina**, Managing Director, Our Future Foundation for Regional Social Programmes

14:45–16:00

Congress Centre
zone D, VEB.RF
conference hall D2

Russian Small and Medium-sized Enterprises Forum: Cooperation

Cities and Regions of the Future: Economy, Infrastructure, Technology, Management

According to UN forecasts, seven out of every ten people on this earth will be living in cities by 2050. In Russia, 75% of the population already live in cities. In mid-May, based on a survey of Russians, the neural network visualized what the cities of the future will look like. The key criteria included ecology and energy efficiency, comfortable urban environments, smart and technological solutions. Cities and regions are already active participants in the sustainable development agenda. When identifying top-priority projects, criteria linked to impact on the environment and on people's quality of life as a whole come to the fore. In addition, digital technology, alongside the Internet of things, AI and smart city services are becoming widespread and an integral part of the urban economy, and are essentially laying the foundations for "cities of the future". How can we balance the needs of the population and the capacity of budgets when identifying top-priority projects? What technological solutions can we confidently replicate across the country? How can business and government achieve a synergistic effect when implementing urban development projects? What tools can help evaluate the impact of the implementation of specific projects? How can we create horizontal collaboration between cities to reduce transaction costs when pooling experience and adopting best practices for the implementation of development projects?

Moderator:

- **Pavel Seleznev**, General Director, Public-Private Partnership Development Center

Panellists:

- **Irina Bakhtina**, Sustainable Development Director, RUSAL
- **Andrey Samokhin**, Chief Executive Officer, VEB.RF
- **Vladimir Shchekin**, Founder, Co-owner, Rodina Group Development Company
- **Eduard Sosnin**, Minister of Economic Development and Investments of the Perm Territory
- **Semyon Tenyaev**, Founder, TenChat
- **Tatiana Zavyalova**, Senior Vice President for ESG, Sberbank

15:00–16:15

Congress Centre
zone D, conference hall
D4

Russian Small and Medium-sized Enterprises Forum: Money

TED talks

Tax Legislation: Myths and Reality

Tax legislation is often surrounded by numerous "myths" that create uncertainty and concern among entrepreneurs. The constant changes, innovations, and shifting "rules of the game" contribute to the complexity of tax legal relations. Understanding the true nature of tax law and differentiating between genuine issues and perceived problems is crucial. Taxation serves multifaceted economic functions, aiming to balance the interests of the state and its citizens. It is essential to gain clarity on the intricacies of tax law and navigate through the complexities to address real challenges effectively.

Moderator:

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

Panellists:

- **Daniil Egorov**, Head, Federal Tax Service of Russia
- **Alexey Sazanov**, State Secretary – Deputy Minister of Finance of the Russian Federation
- **Andrey Shubin**, Executive Director, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA

16:30–18:00

Congress Centre
zone D, VEB.RF
conference hall D2

Russian Small and Medium-sized Enterprises Forum**Plenary session****International Cooperation: From Challenges to Solutions**

Geopolitical shifts in 2022 initiated a series of events that triggered substantial transformations in foreign economic activities. Logistics, payments, and the quest for untapped markets presented new hurdles. Nonetheless, these challenges were not only met with solutions but also sparked a reevaluation and redirection of business alliances. The enthusiasm among small and medium-sized enterprises (SMEs) for expanding international collaborations has surged remarkably. Simultaneously, major corporations from friendly countries have shown keen interest in establishing partnerships with Russian suppliers and counterparts. In light of these changes, what fresh opportunities and growth avenues are emerging for small business expansion? How can the facilitation of novel production and supply chains be bolstered? What strategies can be employed to cultivate promising sales markets? What is the outlook for entrepreneurial connections between Russian and foreign enterprises? What systemic support measures can SMEs anticipate?

Moderator:

- **Viktoria Kladieva**, Leading Specialist, TASS Press Center

Panellists:

- **Alexey Baranov**, Export Director, Vetbot
- **Rajnish Goenka**, Founder, Chairman, MSME Development Forum
- **Alexander Kalinin**, President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Elena Krygina**, Founder, KRYGINA cosmetics
- **Artem Lazutin**, Head of Export Support Center, Business Development Agency of Ryazan Region
- **Veronika Nikishina**, General Director, Russian Export Center
- **Sergey Sokolov**, General Director, Novosibirskkhleboproduct
- **Zhang Wuyi**, General Director, Ho'ping China
- **Yekaterina Zinovyeva**, Deputy Chairman of the Government of the Moscow Region - Minister of Investments, Industry and Science of the Moscow Region

Front row participants:

- **Konstantin Basmanov**, Head of Small and Medium Enterprises Unit, Promsvyazbank
- **Andrey Belousov**, First Deputy Prime Minister of the Russian Federation
- **Aleksey Shilo**, Deputy Managing Director, Head, Centre for Corporate Transport Services (CFTO), Russian Railways