

# PROGRAMME OF THE INTERNATIONAL YOUTH ECONOMIC FORUM AS PART OF SPIEF 2019

Programme accurate as at June 5, 2019

June 8, 2019

**08:30–09:30**

Pavilion G  
conference hall G1

International Youth Economic Forum

## Networking

One guarantee for young entrepreneurs to successfully develop their business is the ability to build promising and advantageous connections on the labour market. Networking is an excellent chance to get acquainted with potential partners and like-minded people, share experience, and apply existing business communication skills in practice. The event programme offers a unique format for the synergy of controlled networking and education.

**10:00–18:45**

Pavilion G  
conference hall G1

International Youth Economic Forum

## Mentor Lounge for Entrepreneurs and Professionals

Young entrepreneurs face many challenges in building their own businesses, from difficulties in attracting investment to incompetent use of marketing and management technologies. Many people resort to various educational publications and courses to find solutions to these problems. In most cases, however, acquisition of new knowledge alone is not enough and a fresh look and advice from experienced experts is needed to apply it effectively.

### Panellists:

- **Dina Gaizatullina**, Chairman, Association of Youth Governments of the Russian Federation
- **Sayan Galsandorzhiev**, Founder, Generation of Leaders International Business School for Children
- **Eduard Gurinovich**, Chief Executive Officer, Expload
- **Timothy John**, Student of the Wharton School, University of Pennsylvania
- **Yevgeny Lashkov**, Chief Executive Officer, ABC
- **Muslim Muslimov**, Founder, Klinika No. 1 Medical Centre Network
- **Mikhail Prepelitsky**, President, Onetrak
- **Olesya Teterina**, Deputy Director, Investment Policy and Entrepreneurship Development Department, Ministry of Economic Development of the Russian Federation

**10:00–11:15**

Pavilion G  
conference hall G2

International Youth Economic Forum

## Not for the Ladies? How to Combine Business, Family, and Beauty

Some believe that business is not for women. However, according to a MasterCard survey, 32.6% of women in Russia work in business, placing Russia fourth in the world. Moreover, women make up 72% of the civil service. Today, women are not just homemakers and mothers. The modern woman wants to combine traditional roles and build a career, engage in self-fulfilment, and be a professional and a leader, while remaining feminine and caring for others. Women raise children and take care of the household while running businesses and government agencies. They travel a lot and do business remotely. Some are still in search of a significant other, while some have gone through divorce and remarried. They are not superheroes, but ordinary women, like us. The only difference is that they have a much better idea of how to develop their business and skillfully combine different spheres of life. We will pose typical male questions to female speakers from the business world and business support infrastructure and reveal the secrets of how they manage to successfully engage in self-fulfilment while harmoniously combining their career and personal life.

### Moderator:

- **Alexey Grishchenko**, Deputy General Director, Delovaya Sreda (Business Environment)

### Panellists:

- **Indie Gogokhia**, Founder, Genius Code
- **Elena Myakotnikova**, Corporate Director, Agency for Strategic Initiatives
- **Marina Pochinok**, Human Resources Expert, International Olympic Committee (IOC)
- **Zoya Sandzhieva**, Acting Deputy Governor of the Murmansk Region

- **Olesya Teterina**, Deputy Director, Investment Policy and Entrepreneurship Development Department, Ministry of Economic Development of the Russian Federation

**Front row participants:**

- **Elena Bocherova**, Executive Director, Acronis-Infoprotect
- **Anna Komarova**, Director, Investment Development Office, Ministry of Economic Development of the Chelyabinsk Region
- **Elena Krasnova**, Co-Owner, Tkanoff Group

**10:00–11:15**

Pavilion G  
conference hall G3

International Youth Economic Forum

**Creation of Regional Ecosystems for the Formation of National Technological Leaders**

The technology gap is often declared to be the main enemy of the Russian economy. Bridging technology gap requires addressing a number of issues simultaneously including technological renewal, digital transformation and penetration of new markets, export of products and technologies. These problems cannot be resolved without implementing fundamentally new, comprehensive educational and human capital policies for the next generation of engineers, inventors and technological entrepreneurs, who are the future leaders of technological development of Russia. Simultaneous to new policies businesses and the government should take a proactive stance towards talented young people. What should be done to support the next generation of scientific and technological leaders capable of providing technological breakthroughs in Russia? How can the war for talent be won as it relates to knowledgeable engineers and designers? How can effective conditions be created to apply public sector investment in talent for major technology corporations and industry? What mechanisms of efficient interaction between business and government are available to attracting young generation to high-tech sectors of the economy? Are there any legal barriers to implementing federal and regional innovation projects in the field of human resources policy? How could conditions conducive to effective implementation of new ideas, inventions and projects in Russia be created?

**Moderator:**

- **Dmitry Zemtsov**, Head of the National Technology Initiative Working Group for the Development of Supplementary and Non-Formal Education, Kruzhok Movement

**Panellists:**

- **Sergey Gil**, Author, Project Ideologist, Career in Russia National Championship of Professions and Entrepreneurial Ideas
- **Vladimir Knyagin**, Vice Governor of St. Petersburg
- **Denis Kravchenko**, Deputy Chairman, Committee on Economic Policy, Industry, Innovative Development and Entrepreneurship, State Duma of the Federal Assembly of the Russian Federation
- **Andrey Nikitin**, Governor of Novgorod Region
- **Andrey Platonov**, Deputy Director, Federal Agency for Youth Affairs (Rosmolodezh)
- **Dmitry Yalov**, Deputy Chairman of the Leningrad Region Government, Chairman of the Committee on Economic Development and Investment Activity

**Front row participants:**

- **Elena Aksenova**, Scientific Director of Educational Projects, Foundation for Support of Social Innovations Volnoe Delo
- **Alexander Kononov**, Deputy Director for Research, Institute of the Earth's Crust of the Siberian Branch of the Russian Academy of Sciences
- **Kamil Magomedov**, Project Manager, Luminary

**10:00–11:15**

Pavilion G  
conference hall G4

International Youth Economic Forum

**Awards Ceremony of the 6th 'Creating the Future' National Contest for Best Employer Practices in the Socio-humanitarian Sphere**

Practically any business, whether it operates globally, nationally, or locally, has long since stopped arguing in favor of narrow, exclusively corporate interests. In the modern world, especially in the case of large corporations, the majority of companies aren't just developing their business, they are aiming wider – focusing on their sector, their market, the regions where they operate – and fostering a charitable environment that aligns with the principles of a culture of cooperation. What tools do companies use for this kind of development? What kind of issues do they focus on, what is the scale of their work, and who are their target audiences?

**10:00–10:45**Pavilion G  
conference hall G5

International Youth Economic Forum

Youth Lecture Hall  
**Energy for Success**

How can you fully unlock your potential? How can sport help change your worldview and outlook on business processes? How should mind, body, and professional skills be attuned to achieve ambitious goals? Some forms of business require a certain combativeness, while others require steadfastness. In other areas, speed may be more important, or indeed, survivability. Sport can help people develop and demonstrate these qualities, and prepare them to face potential challenges in the future. A sporting competition is a community of people, and today you can find your next employee, or partner, on the race track. Sports not only help cultivate life skills, they can also provide an indication of the aptitude of current and future colleagues. Sport brings people together, and is fast becoming a new networking tool in business.

**Panellist:**

- **Oleg Teplov**, Chief Executive Officer, VEB Innovation

**10:00–11:15**Pavilion G  
conference hall G6

International Youth Economic Forum

**Eurasia's Digitalization: A Look Into the Future**

The existing legal and intergovernmental framework relating to the economic activity in the Eurasian space has laid the foundations for broad public involvement in the common digital space. Identifying and removing barriers to digital cooperation is the key objective to reach on the basis of established trust relations within the Eurasian Integration Space. What should be Eurasia's digital cooperation in the future? What are the challenges facing Russia and other EEU members in the digitalization of international trade? How can foreign investment be attracted in the digital economy age?

**Panellists:**

- **Dmitry Donovan**, Managing Partner, Albrecht & Vitte
- **Alexey Gorodishenin**, Chairman of the Board of Directors, Sino-Russian Investment Fund
- **Sergey Khristiani**, Head, BlockChallenge Russia Project
- **Ivan Kulshitskiy**, Director for Business Development, Center for International Programmes of the Russian Union of Youth
- **Vitaly Mankevich**, President, Russian-Asian Union of Industrialists and Entrepreneurs
- **Kirill Radchenko**, President, International Center for Entrepreneurship

**10:00–11:15**Pavilion G  
conference hall G8

International Youth Economic Forum

**Start-Ups as Catalysts of Transformation in Education**

The existing education systems lag far behind the needs of both society and the market. New, more flexible providers of education services are on the rise to fill the gap. Meanwhile, there are innovations taking place within the formal education systems that aim to meet the challenges of the times and improving practices. Specialists involved in the development of education are split over the three-dimensions of education – education as a service, a common good, and a government policy. Another group of actors in this system is becoming increasingly active – state support institutions, funds, education “greenhouses”, and accelerators. How can the education ecosystem evolve and what is the contribution of various actors (teachers, managers, and businessmen)? How can we ensure the integration of new practices into existing educational structures? What support is needed by the start-ups and what kind of projects are investors looking for? Who can serve as an angel investor for education start-ups? Who are the mentors, evangelists, and ambassadors?

**Moderator:**

- **Diana Koroleva**, Director, Centre for the Study of Educational Innovations, Institute of Education, National Research University Higher School of Economics

**Panellists:**

- **Andrey Bayadzhn**, Head, D Notation
- **Isak Froumin**, Academic Supervisor, Institute of Education, National Research University Higher School of Economics
- **Andrey Lobanov**, General Director, Algorithmics
- **Oksana Oracheva**, General Director, Vladimir Potanin Charitable Foundation
- **Pyotr Polozhevets**, Executive Director, Sberbank Charitable Foundation “Investment to the Future”
- **Alexander Povalko**, Chief Executive Officer, Chairman of the Management Board, RVC

**Front row participant:**

- **Georgy Solovyov**, General Director, Co-Founder, Skyeng

**10:00–11:15**Pavilion G  
conference hall G9

International Youth Economic Forum

**Flying to Russia: Tourism Industry Development to Boost Welfare**

The appeal of Russia and its regions as a tourist and business travel destination has been growing by the year, and recently held global events have opened up Russia for millions of people. The President of the Russian Federation has stressed the importance of the Russian regions as tourist destinations. Moreover, simplifying visa procedures based on the positive experience of the 2018 FIFA World Cup is under consideration. A new tourism development strategy is necessary to successfully grow export of tourism-related services, which requires both dismantling entry barriers for tourists and creating a unique platform in Russia. How can the existing tourist infrastructure in Russia be improved by drawing on global best practices? What unique events and megaprojects can attract tourists to the country on a regular basis? How could entry be facilitated, including simplifying visa procedures? How could Russia and its regions become a more competitive player in the tourism market?

**Moderators:**

- **Yelena Krivenkova**, Chair of the Tourism Committee, Delovaya Rossiya (Business Russia)
- **Stanislav Surovtsev**, Head of Youth Policy Department, Moscow State Institute of International Relations (MGIMO University)

**Panellists:**

- **Nikolay Andreev**, Adviser to the Chief Executive Officer, Chairman of the Board, Sberbank; General Director, Sberbank-Ast
- **Zarina Doguzova**, Head, Russian Federal Agency for Tourism
- **Alexey Matushkin**, Regional Director for Partner Services in Eastern Europe, Baltic States and Georgia, Booking.com BV
- **Aleksandr Ogandzhanyan**, President, TWIGA Communication Group
- **Aleksandr Prokopyev**, Deputy of the State Duma of the Federal Assembly of the Russian Federation, Member of the Committee on Physical Culture, Sport, Tourism and Youth Affairs

**12:00–14:00**Congress Centre  
conference hall D1

International Youth Economic Forum

**Awards Ceremony for the Winners of the 16th 'My Country – My Russia' National Contest**

The 'My Country – My Russia' contest was first held in 2003. In 2019, it was included in the 'Russia, Land of Opportunity' platform, set up upon the initiative of Russian President Vladimir Putin. The competition is known throughout the country. Over the past 16 years, it has involved more than 90,000 people with projects aimed at developing Russia's regions and local communities. This is a truly effective, positive and open civic initiative aimed at creating conditions for formation of civic identity among the younger generation and taking up active and responsible roles in addressing local problems of socioeconomic development faced by various territories (Russian cities and villages) and strengthening Russia's state unity and integrity. In November 2016, the Alumni Association of the 'My Country – My Russia' Contest was established. The project is being developed at the conjunction of three main components: youth policy, education, and civic participation in the socioeconomic development of the Russian regions.

**12:00–13:15**Pavilion G  
conference hall G2

International Youth Economic Forum

**Skills of the Future: What to Learn and How to Teach**

The future content and process of learning will be substantially different over the medium term. To grow talent of the future, we will have to revise our understanding of human development and the educational system. How should a person be taught today in order to be successful in 2050? What skills need to be developed in an era of uncertainty and chaos? How can a young professional engage in full-fledged life-long learning and develop the skills of the future after graduation? What should the university of the future that prepares people for real life look like?

**Moderator:**

- **Alexander Bayzarov**, Head of Innovations, Graduate School of Management Saint-Petersburg State University

**Panellists:**

- **Andrey Alyasov**, Founder, Chief Executive Officer, Changellenge
- **Ilya Kitanin**, Head of the Preaccelerator, Internet Initiatives Development Fund

- **Denis Konanchuk**, Associate Dean for Academic Affairs, Moscow School of Management SKOLKOVO
- **Andrey Lobanov**, General Director, Algorithmics
- **Darya Maslovskaya**, Director for Human Resources, Royal Canin, Russia and the Republic of Belarus
- **Pavel Rubakhin**, Head of B2C Product CEE, CIS and Russia, KFC
- **Irina Shubina**, Head of Employer Brand Development, VK

12:00–13:15

Pavilion G  
conference hall G3

International Youth Economic Forum

### Role Played by Young Scientists in Implementing International Scientific and Technological Projects

A globalized economy requires global cooperation: there is no purely country-specific challenge or national science, and international teams are capable of producing much more effective solutions and approaches to scientific problems. How can communities of young scientists from different countries address global challenges and what role can they play in shaping the sustainable development agenda?

#### Moderator:

- **Andrey Egorov**, Vice Chairman, Coordination Council for Youth Affairs in the Sphere of Science and Education under the Presidential Council for Science and Education

#### Panellists:

- **Andrey Baykov**, Vice Rector for Master and International Programs, MGIMO University
- **Lucian Brujan**, Senior Officer, International Relations Department, German National Academy of Sciences Leopoldina
- **Wang Chenxing**, Research Fellow, Russia-Eurasia Research Institute, Chinese Academy of Social Sciences
- **Battogtokh Dorjgotov**, President, Mongolian Young Scientist's Association
- **Alexander Kononov**, Deputy Director for Research, Institute of the Earth's Crust of the Siberian Branch of the Russian Academy of Sciences
- **Nikita Marchenkov**, Chairman of the Youth Coordinating Board on Science and Education, Presidential Council for Science and Education
- **Gevorg Vardanyan**, Director, National Center of Innovation and Entrepreneurship; Chairman, Interstate Coordinating Council for Scientific and Technical Information (ICSTI)

#### Front row participants:

- **Andrey Kotelnikov**, Chairman of the Board of Young Scientists, Russian Academy of Sciences
- **Mikhail Kotyukov**, Minister of Science and Higher Education of the Russian Federation

12:00–13:15

Pavilion G  
conference hall G4

International Youth Economic Forum

### Personal Experience: From Start-ups to IT Market Leaders

Information technologies increasingly define today's social and economic development. Far from being restrained, the spread of IT is welcomed in all sectors of the economy. The demand for IT specialists has not declined for several years and the number of technological start-ups is growing as well. Yet not so many beginners manage to 'take off', demonstrate efficiency and gain a foothold in the market, with the survival rate of new projects not exceeding 10 per cent. Often the reason is that the founder does not have an impartial view of the IT market, including its rules, problems, and understanding the specifics of doing business. By focusing on online media, motivational forums and impressive success stories, the vision for one's own IT project can get distorted. One can learn, understand and fall in love with one's start-up only by overcoming difficulties, tripping over and rising, making mistakes and setting clear goals. What path do IT companies have to take before they become truly successful? What problems can one typically face at different stages of business development? What kind of life hacks, advice and recommendations can be addressed to those who are just entering the IT market with their start-ups?

#### Moderator:

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

#### Panellists:

- **Iliya Dimitrov**, Executive Director, Association of Electronic Trading Platforms (AETP)
- **German Gavrilov**, Co-Founder, Roistat
- **Tamara Merebashvili**, Chief Executive Officer, Inter RAO – Information Technologies
- **Nikolai Sudarikov**, Project Manager, SmartLine

- **Elena Volotovskaya**, Head, Softline Venture Partners
- **Aleksey Zharkov**, Founder, Business Family

12:00–12:45

Pavilion G  
conference hall G5

International Youth Economic Forum

Youth Lecture Hall

**Next-Generation Business Models: Crowd Platforms**

Digital transformation provides an increasingly competitive business environment, and companies are developing new products based on data and devising more efficient ways to communicate with the customers. Development of digital platforms, such as social networks hosting small and medium-sized businesses, pose a certain threat to companies pursuing a classic business model. Will social networks become the main platform for business creation and for whom? What business opportunities will appear in the near future? Can social media compete with various marketplaces and online stores? Can social network-based payment systems, such as VK Pay, pose an alternative to bank cards?

**Moderator:**

- **Margarita Gladkova**, Academic Director, Business Analytics and Big Data Programme, Graduate School of Management, St. Petersburg University

**Panellist:**

- **Aleksey Khakhunov**, Co-Founder, Dbrain

12:00–13:15

Pavilion G  
conference hall G8

International Youth Economic Forum

**Up and Up: Preparing Leaders That Don't Just Change the World, But Make It Better**

Currently, one of the key goals of socioeconomic development is fostering human capital capable of making effective and targeted economic and technological breakthroughs. In today's unstable environment, which shifts rapidly between development trends, there is demand for all levels of specialists with diverse competencies, capable of applying their skills under new conditions and in unanticipated situations. At the same time, a separate challenge is developing human capital in such a way that people not only have the mental skills and training to solve professional problems, but are also capable of taking responsibility for global development – of anticipating challenges, evaluating risks, and making decisions focused not on local achievements, but on long-term effects, taking humanitarian aspects into account. What is a 'social elevator'? How effective are 'social elevator' models in Russia and abroad? How is Russia becoming a 'land of opportunity'? What is global responsibility and how can it be included in management models? Thought leaders from the cradle: when should we start preparing tomorrow's professionals?

**Moderator:**

- **Anatoly Torkunov**, Rector, MGIMO University

**Panellists:**

- **Yulia Ablets**, Chairperson, Committee on Youth Policy and Cooperation with NGOs of the Government of Saint Petersburg
- **Alexander Bugaev**, Head, Federal Agency for Youth Affairs (Rosmolodezh)
- **Anton Serikov**, Head of Direction for Partner Relationships, "Russia, a Land of Opportunity"
- **Robert Urazov**, Chief Executive Officer, Agency for the Development of Professional Communities and Skilled Workers (WorldSkills Russia)

13:00–13:45

Pavilion G  
conference hall G5

International Youth Economic Forum

Youth Lecture Hall

**Exponential Organizations: Hype or Today's Business Reality?**

There are examples of startups that have demonstrated explosive growth, becoming world-class companies in just a few years. At the same time, the organizational structures of most companies remain linear. The time has come to scale up the organizational strategy, processes, culture and people. Are manufacturing companies able to replicate the success of global IT giants? What are the skills of the managers of the future?

**Moderator:**

- **Andrey Zyatchin**, Executive MBA Programme Director, Graduate School of Management of St. Petersburg University

**Panellist:**

- **Alexander Kolobov**, Director for Business System Development, Severgroup

**13:45–15:00**Pavilion G  
conference hall G9

International Youth Economic Forum

Plenary Session

**The Challenges and Prospects of Youth Entrepreneurship**

Youth entrepreneurship draws a lot of attention today. Employment of middle and more senior youth in sectors affecting human capital development is decreasing. The young generation is seeking to develop new competencies and is able to adapt quickly to the changing environment. What are the best practices for boosting youth entrepreneurship worldwide? What should be the youth economic agenda? What work needs to be done with young people to boost their economic activity? What are the challenges particular to involving young people in small and medium-sized business?

**Panellists:**

- **Milena Arslanova**, Director, Investment Policy and Entrepreneurship Development Department, Ministry of Economic Development of the Russian Federation
- **Alexander Bugaev**, Head, Federal Agency for Youth Affairs (Rosmolodezh)
- **Vladislav Davankov**, Deputy Chief Executive Officer, Russia – the Land of Opportunities
- **Afshan Khan**, Regional Director for Europe and Central Asia, United Nations Children's Fund (UNICEF)
- **Andrey Sharov**, Vice-President, Head of GR Directorate, Sberbank
- **Boris Titov**, Presidential Commissioner of the Russian Federation for the Protection of Entrepreneurs' Rights

**Front row participants:**

- **Sergey Brykov**, Director, Business Broke
- **Sayan Galsandorzhiyev**, Founder, Generation of Leaders International Business School for Children
- **Pavel Lenets**, Director, Sapphire
- **Muslim Muslimov**, Founder, Klinika No. 1 Medical Centre Network
- **Maxim Nikitinsky**, Founder, Delo Business Cluster

**14:00–14:45**Pavilion G  
conference hall G5

International Youth Economic Forum

Youth Lecture Hall

**Business Education Today: Why does the New Generation Need an MBA?**

Why is it that successful people continue to study? Whereas a degree and work experience used to be sufficient to build a successful career, today's market has brought with it higher requirements. More and more often, leaders at the helm of various companies and projects are coming to realize the necessity of not only developing their hard skills, but soft skills, too. Indeed, it is soft skills which are become ever more crucial. In an era of slowing business growth, a new type of leader is needed, one who can manage change, identify radically new opportunities, and direct horizontal organizations. This is where business education and an MBA programme comes in.

**Moderator:**

- **Denis Konanchuk**, Associate Dean for Academic Affairs, Moscow School of Management SKOLKOVO

**15:00–15:45**Pavilion G  
conference hall G5

International Youth Economic Forum

Youth Lecture Hall

**From Things for the Soul to Business With Soul: How to Develop Social Entrepreneurship in Russia**

Social entrepreneurship as means to mitigate and resolve social problems by implementing sustainable business models has great potential in Russia. There is a growing number of self-motivated, entrepreneurial and socially aware people who want to change the status quo and are ready for entrepreneurship "with a purpose". Are social entrepreneurs dreamers or realists? Is it possible to build a sustainable business and simultaneously address problems of society? What opportunities should not be missed and what mistakes should be avoided in social entrepreneurship?

**Panellist:**

- **Anatoliy Movshovich**, Head, The World to the Touch

15:30–18:45

Pavilion G  
conference hall G2

International Youth Economic Forum

**Invest session**

The invest session platform will provide young entrepreneurs with an opportunity to present their projects to an expert council and potential investors and also get feedback from people who invest directly in start-ups. Events of this format help start-up entrepreneurs from the IT sector find the means to develop their business.

Work format:

- correspondence preparation of participants' projects for presentation to an expert council and investors;
- pitch sessions.

**Moderator:**

- **Sayan Galsandorzhiyev**, Founder, Generation of Leaders International Business School for Children

**Panellists:**

- **Alexey Basov**, Deputy General Director – Investment Director, RVC
- **Vasily Belov**, General Director, Skolkovo Ventures
- **Evgeny Borisov**, Development Director, Internet Initiatives Development Fund (IIDF)
- **Alexander Galitsky**, Co-Founder, Managing Partner, Almaz Capital
- **Alexander Machkevitch**, Chairman of the Board of Directors, Eurasian Resources Group S.a.r.l. (ERG)
- **Alexey Milevsky**, Investment Director, Director of Mergers and Acquisitions, Mail.Ru Group
- **Oleg Teplov**, Chief Executive Officer, VEB Innovation

15:30–16:45

Pavilion G  
conference hall G3

International Youth Economic Forum

**Open Dialogue 'Technological Entrepreneurship – A Trend for Young People's Self-Fulfillment. The Price of Leadership and Responsibility'**

This year Russia has been experiencing a start-up boom as the number of early-stage business projects is growing rapidly, entrepreneurs are becoming idols and benchmarks for hundreds of thousands of young people across Russia and globally, and the scope and volume of venture capital investments is increasing. Globalization as well as access to information and technologies allows us to generate and implement a wide variety of innovative ideas. This helps to improve people's quality of life, but owning a business entails certain obligations that not all young entrepreneurs can meet. Assessing the risks, responsibility for a business team and customers, the impact of business decisions on regional economy, and social responsibility and many other aspects that should be taken into account are among the issues that will be addressed during the session. The panellists will also have an opportunity to discuss the best ways of coping with business responsibility and where to look for support in the initial stages.

**Moderator:**

- **Maxim Dreval**, Founder, L2P Limited

**Panellists:**

- **Artyom Androsov**, Member of the Supreme Council of the Party, United Russia Political Party
- **Lars Buch**, Co-Founder, International Accelerator Network, Startupbootcamp (Digital Health Berlin)
- **Su Jing**, Director of the Shanghai Office, Peter the Great St. Petersburg Polytechnic University; Deputy Director, Business Incubator PuE
- **Konstantin Markelov**, Vice President, Director of Business Technologies, Tinkoff Bank
- **Alexander Yankovsky**, Director, Business Incubator, Plekhanov Russian University of Economics
- **Vladislav Zdorenko**, Development Director, PhysTech.Start Accelerator, Moscow Institute of Physics and Technology
- **Anatoly Zorin**, Director, Russian Youth Business Assistance Center

15:30–16:45

Pavilion G  
conference hall G4

International Youth Economic Forum

**False Claims in the World of Technologies**

Modern technologies make it possible to communicate with the customer more efficiently and faster, and digital promotion is becoming a strategic tool for most businesses. How can digital marketing be used in the banking sector? What are the most promising channels and tools? How can the target audience be engaged and retained?



**Moderator:**

- **Ruslan Karmanov**, Information Technology Specialist; Head, Advanced Training Educational Center

**Panellists:**

- **Nikolay Dolgov**, Director for Development of Professionals 4.0 Platform, Gazprom
- **Boris Lapidus**, Professor, Chairman, Scientific and Technical Council, Russian Railways; Chairman, International Railway Research Board (IRRB)
- **Larisa Lapidus**, Professor, Ph.D. in Economics; Director, Social and Economic Innovations Center (SEIC), Faculty of Economics, Lomonosov Moscow State University
- **Sergey Salkutsan**, Acting Director, Deputy Director for Innovations and Entrepreneurship, Institute of Advanced Manufacturing Technologies

**15:30–16:45**Pavilion G  
conference hall G6

International Youth Economic Forum

**The Effects of Volunteerism and CSR Programmes on the Effectiveness of Companies and Employees**

Practice has shown that the most effective large companies do business guided by the principles of corporate governance and corporate social responsibility (CSR). The corporate governance system is vital to ensuring that enterprises and organizations are attractive to investors and are capable of adapting to global shifts on macro and micro levels. CSR principles facilitate building long-term loyal relationships with clients, employees, and other social stakeholders. In the long run, they affect the competitiveness of business in both domestic and international markets. Systematic CSR programmes directly influence company's economic indicators and transform regional social landscapes. Corporate volunteerism programmes make up an important part of CSR. For companies, they serve as an irreplaceable tool for advancing corporate values, increasing employee cohesion, and strengthening horizontal ties. It is a way to retain valuable employees and is an effective non-financial motivation method. Corporate volunteerism helps build strong relationships with government agencies, third sector institutions, local communities, and media organizations. Despite many large media organizations' scepticism towards corporate volunteerism, the social trust in the phenomenon grows. An increasing number of traditional and new media organizations are starting to pay attention to social responsibility in business. However, not all employees see external coverage of their work as something positive. How are CSR programmes affecting companies' economic indicators and transforming lives in the regions? How can volunteerism programmes help shape HR strategies? Is it always necessary to share information about volunteer projects with an external audience to maintain a positive social image?

**Moderator:**

- **Vadim Kovalev**, First Deputy Executive Director, Russian Managers Association

**Panellists:**

- **Irina Arkhipova**, Public Affairs and Communications Director, Coca-Cola HBC Russia
- **Svetlana Ivchenko**, Head of the Social Policy Department, MMC Norilsk Nickel
- **Stanislav Kasparov**, Director of Business Support in Regions of Operation, SIBUR
- **Artem Metelev**, Chairman of the Council, Association of Volunteer Centers; Member of the Public Chamber of the Russian Federation
- **Gor Nahapetyan**, Serial Entrepreneur and Philanthropist; Co-Founder, Profilum, CrashPro future Careers School, The Friends Foundation
- **Ksenia Razuvaeva**, Director, "Russian Center for Civil and Patriotic Education of Children and Youth" (Rospatriototsentr)
- **Matthias Schepp**, Chairman, Russian-German Chamber of Commerce
- **Rustam Zakiev**, Head, Communication and Social Projects Department, RUSAL; Chairman, National Council for Corporate Volunteering

**15:30–16:45**Passage  
VEB.RF Stand

International Youth Economic Forum

**Horizon 2100. How do Young People Envisage the Future?**

Young people – the most important strategic resource for development in the twenty-first century – are rapidly changing the face of the modern world: they are developing and implementing social and economic innovations, while making scientific discoveries and technological breakthroughs. It is young people who will replace the older generation and create the roadmaps for development scenarios for the country, civilization and the planet as we move into the future. And in many respects the successful implementation of these development scenarios depends on how members of the younger generation envisage the future – with optimism or pessimism – and on how long and to what extent they can hold onto this vision.

17:00–17:45

Pavilion G  
conference hall G5

International Youth Economic Forum

Youth Lecture Hall

**Pharmaceutical Innovations and Healthcare: What Changes Are in Store?**

The search for drivers of innovative development: what causes new and particularly outstanding drugs to be created, and what leads to the development of new markets and changes the structure of old ones? What does it mean to be competitive in the fields of pharmaceuticals and education? How may we synthesize education, business, and science?

**Moderator:**

- **Andrew Ivanov**, Director, Management in Healthcare professional retraining programme, Graduate School of Management, St. Petersburg University

**Panellist:**

- **Aleksandra Glazkova**, Vice President, BIOCAD

17:15–18:45

Pavilion G  
conference hall G4

International Youth Economic Forum

**Accelerated Development in Russia: Implementation so far and Growth Prospects**

To date, one of the key tasks of socio-economic development of Russia has been the creation of a system for acceleration of small and medium-sized businesses, including individual entrepreneurs. This includes development of infrastructure and supporting services, as well as accelerated development of SMEs in areas such as urban development, R&D, innovation, the social sphere and ecology. The main advantage of the accelerator is the possibility of 'accelerating time': with the help of expert advice, access to a broad base of contacts and a detailed programme, the entrepreneurs can develop projects much more intensively, achieving the planned results up to a year early, often within a few months. The accelerator's task is to debug business processes and scale up the business, i.e., to create the backbone for further development of the project and for attracting substantive investments. The investment market is growing across a wide range of industries, and the goals have been set to develop successful cooperation between the state and business within a framework of a national project, to identify the most successful practices and to roll them out. What is an accelerator? What types of acceleration programmes are available and what is their segmentation? How can Russia become the world's leader in acceleration methods? What are the examples of successful cooperation between business and government in acceleration of entrepreneurs? What is the international experience and what are the latest trends? How is business being fostered in the world's leading clusters? What types of acceleration in Russia already have positive results? What indicators of growth for small and medium-sized business development can be achieved together with the help of proven practices?

**Moderator:**

- **Victor Sedov**, Member of the Presidium of the Board, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA

**Panellists:**

- **Alexander Belov**, Executive Director, Accelerator MIPT "Fizteh.Start" (Startech.vc)
- **Lars Buch**, Co-Founder, International Accelerator Network, Startupbootcamp (Digital Health Berlin)
- **Mikhail Erman**, Director, Business Incubator National Research University of the Higher School of Economics
- **Dmitry Gordienko**, Director, Russian Representative of Accelerator Founder Institut
- **Val Jerdes**, Head in Moscow, The Yellow Door
- **Evgeniy Levkin**, Director of the Regional Programme and Territorial Projects, Center for Entrepreneurship
- **Ravi Patel**, Executive Director, Stanford U.S.-Russia Forum

**Front row participants:**

- **Elena Gavrilova**, Director, Center for Enterprise Development, Saint Petersburg National Research University of Information Technologies, Mechanics and Optics
- **Oleg Malsagov**, Advisor to the Rector for Development, Saint Petersburg National Research University of Information Technologies, Mechanics and Optics
- **Olga Shlykova**, Head of the Programme Development Department, The Foundation of Regional Social Programs Our Future

**17:15–18:45**Pavilion G  
conference hall G6

International Youth Economic Forum

**Higher Education Institutions and Business Community Joining Forces in Support of Youth Entrepreneurship**

Collaboration between higher education institutions and business community is key to successful innovations in the economy and development of social sector and youth technological entrepreneurship in particular. The world has longstanding experience of commercializing innovations and introducing them into the market. By building strategic partnerships with institutions of higher education, business community is supporting a range of activities starting with R&D to implementation of technologies in practice. Support for youth technological entrepreneurship allows large businesses to both mitigate risks of technological developments and to attract talented young entrepreneurs. What place does youth technology entrepreneurship occupy in the development of the innovation economy? How is the ecosystem for supporting youth entrepreneurship shaped at the levels of the state, regions, municipalities and business communities? What are the approaches, programmes and mechanisms for encouraging youth entrepreneurship? What role does collaboration between higher education institutions and the business community plays in supporting and developing youth entrepreneurship?

**Moderator:**

- **Nikolai Toivonen**, Vice Rector for Strategic Development, St. Petersburg State University of Economics

**Panellists:**

- **Alexey Borovkov**, Vice Rector for Innovative Projects, Peter the Great St. Petersburg Polytechnic University
- **Maxim Gashkov**, Head of Research, MTS
- **Martin Gitsels**, Vice President, Siemens in Russia
- **Dmitry Ivanov**, Innovative Development Director, UEC-Saturn
- **Ilya Komarov**, Co-Director, Stanford U.S.–Russia Forum
- **Eugeny Kuznetsov**, Chief Executive Officer, Orbita Capital Partners
- **Sen Lin**, Associate, Kohlberg Kravis Roberts & Co. L.P.