

Global Russia Business Meeting

May 16-18, 2010, Ljubljana, Slovenia

Brdo Conference Center, Slovenia

a Horasis leadership event

under the patronage of the Prime Minister of the Republic of Slovenia Borut Pahor

Co-host:

- Government of the Republic of Slovenia

Co-organizers:

- Delovaya Rossia
- Moscow International Business Association (MIBA)
- Moscow Investment and Export Promotion Agency (MIEPA)
- The Billion Minds Foundation
- The Russian European Chamber of Commerce
- Russian Managers Association
- Association of Orthodox Business Leaders

Co-Chairs:

- **Claude Beglé**, Former Chairman, Swisspost, Switzerland
- **Jeffrey Chen**, Chief Executive Officer, Neopac Lighting Group, Taiwan
- **Carla Cico**, Chief Executive Officer, Rivoli S.P.A., Italy
- **Feng Jun**, Chairman, Aigo, China
- **Daniel Fung**, Chairman, Hong Kong Broadcasting Authority, Hong Kong SAR
- **Dennis Gillings**, Chairman, Quintiles, USA
- **Jim Goodnight**, Chief Executive Officer, SAS, USA
- **Alan Hassenfeld**, Chairman of the Executive Committee, Hasbro, USA
- **Alexander Kiselev**, Director General, Russian Post, Russia
- **Wolfgang Lehmacher**, Chief Executive Officer, GeoPost Intercontinental, France
- **Dmitry Loschinin**, Chief Executive Officer, Luxoft, Russia
- **Mikhail Slipenchuk**, Chief Executive Officer, Metropol, Russia
- **Cvetka Selsek**, Chief Executive Officer, SKB, Slovenia
- **Janez Škrabec**, Chief Executive Officer, Riko, Slovenia
- **Murad Sofizade**, Chief Executive Officer, IPnet, Russia
- **Vladmir Yakunin**, President, Russian Railways, Russia

Strategic Partners:

- Metropol

Knowledge Partners:

- Accenture
- A.T. Kearney
- Baker & McKenzie
- CNC Communications
- Ernst & Young
- Havas Media

May 16, 2010

until 17.00 Arrival and check-in, Grand Hotel Union, Miklosiceva 1, Ljubljana

from 14.00 Registration (Grand Hotel Union)

17.30-19.00 Welcome Reception (Grand Hotel Union)

Welcome

Horasis and the co-hosts welcome participants to celebrate the inaugural Global Russia Business Meeting

- Representative of the Government of the Republic of Slovenia

Chaired by

- **Frank-Jürgen Richter**, President, Horasis, Switzerland

Virtual Ribbon Cutting Ceremony, with the co-organizers

- **Alexander I. Ageev**, Director General, Association of Orthodox Business Leaders, Russia
- **Alexander Borisov**, General Director, Moscow International Business Association, Russia
- **Sergey Litovchenko**, Executive Director, Russian Managers Association, Russia
- **Mark Minevich**, Founder and Chairman, The Billion Minds Foundation, USA
- **Boris Titov**, Chairman, Delovaja Rossia, Russia
- **Sergey Shuklin**, President, Russian European Chamber of Commerce, Slovakia
- **Suren O. Vardanian**, Director General, Moscow Investment and Export Promotion Agency, Russia

Chaired by

- **Frank-Jürgen Richter**, President, Horasis, Switzerland

19.00-21.00 Welcome Dinner: Connecting Russia with the World (Grand Hotel Union)

The economic and political relationship between Russia and the world has extensive synergies and large potential. How are political leaders connecting Russia with the world? What are their visions of a burgeoning global Russian future?

- Representative of the Government of the Republic of Slovenia
- Representative of the Government of the Russian Federation
- **Supachai Panitchpakdi**, Secretary-General, UNCTAD, Switzerland

Chaired by

- **Frank-Jürgen Richter**, President, Horasis, Switzerland

21.00-22.00 Evening Reception: Spotlight on Moscow (Grand Hotel Union)

Moscow - Ljubljana's twin town - invites participants to enjoy an unforgettable encounter with its economic dynamism and rich cultural heritage.

- **Yury M. Luzhkov**, Lord Mayor of Moscow, Russia tbc
- **Zoran Jankovic**, Lord Mayor of Ljubljana, Slovenia tbc

Chaired by

- **Suren O. Vardanian**, Director General, Moscow Investment and Export Promotion Agency, Russia

May 17, 2010

from 08.00 Transport from the Grand Hotel Union to the Brdo Conference Center

from 08.00 Registration (Brdo Conference Center)

09.00-10.00 Opening Plenary: Economic Outlook (Grandis Hall)

The global economic outlook for 2010 remains uncertain despite Russia's continued economic success. How might the world economy evolve in the next 6 to 12 months? What is Russia's impact on global growth?

- **Claude Beglé**, Former Chairman, Swisspost, Switzerland
 - **Feng Jun**, Chairman, Aigo, China
 - **Alan Hassenfeld**, Chairman of the Executive Committee, Hasbro, USA
 - **Cvetka Selsek**, Chief Executive Officer, SKB, Slovenia
 - **Vladimir Yakunin**, President, Russian Railways, Russia
- Chaired by*
- **Frank-Jürgen Richter**, President, Horasis, Switzerland

10.00-10.30 Contact Break

10.30-12.00 Boardroom Dialogue Sessions

Russia's Entrepreneurs: Spearheading Globalization

Russia's entrepreneurs created a range of new businesses in recent years. What are the risks when advancing from a start-up to a global business? What can Russian entrepreneurs learn from their global counterparts and vice versa?

- **Dmitry Agarunov**, Chief Enthusiasm Officer, (game)land, Russia
- **James Bernstein**, Vice Chairman, Noxilizer, USA
- **Sergey L. Demin**, Chief Executive Officer, Snegiri, Russia
- **Peter Loukianoff**, Managing Partner, Almaz Capital Partners, USA
- **Stefan Bogdan Salej**, Director General, International Center for Promotion of Enterprises, Slovenia
- **Alexander Shumsky**, General Director, Artefact, Russia
- **Murad Sofizade**, Chief Executive Officer, IPnet, Russia

Chaired by

- **Victor Sedov**, President, The U.S. Russia Center for Entrepreneurship, Russia

Investing Overseas

Russian firms increasingly invest overseas, by means of regional headquarters, R&D facilities and acquisitions. Which strategies work best when trying to break into foreign markets?

- **Dmitry Bazhenov**, General Director, General DataComm, Russia
- **Alisher Ali Djumanov**, President, Eurasia Capital, Mongolia
- **Mark Minevich**, Founder and Chairman, Billion Minds Foundation, USA
- **Andris Ozols**, Managing Director, Investment and Development Agency of Latvia, Latvia
- **Danica Purg**, President, IEDC-Bled School of Management, Slovenia
- **Konstantin Y. Smolentsev**, Chairman, Smolentsev & Partners, Russia
- **Charles Tang**, Chairman, Brazil-China Chamber of Commerce, Brazil
- **Gligor Tashkovich**, Minister of Foreign Investment (ret.) of Macedonia, Macedonia

Chaired by

- **Jan Van der Oord**, Managing Partner, A.T. Kearney, Slovenia

Strategies for Success in Russia

Given the mixed success of Western firms' operations in Russia, the question arises as to what challenges are facing global investors and what strategies will boost success in Russia.

- **Alexander Borisov**, General Director, Moscow International Business Association, Russia
- **Jörg Banzhaf**, Managing Director, ECE Projektmanagement, Germany
- **Helmuts Kols**, Member of the Board, Riga Commercial Port, Latvia
- **Wolfgang Lehmacher**, Chief Executive Officer, GeoPost Intercontinental, France
- **Andrew Somers**, President, American Chamber of Commerce in Russia, Russia
- **Cvetka Selsek**, Chief Executive Officer, SKB, Slovenia
- **Suren O. Vardanian**, Director General, Moscow Investment and Export Promotion Agency, Russia
- **Christian Wiest**, Executive Vice President, Schneider Electric, France

Chaired by

- **Alexander Ivlev**, Partner, Ernst & Young, Russia

The Future of Economic Growth

The economic crisis has re-levelled the playing field among nations from developing and developed economies. Russia's rise to global eminence will be a measure of how emerging markets can cope with the crisis. How will Russia achieve its growth objectives?

- **Alexander I. Ageev**, Director General, Association of Orthodox Business Leaders, Russia
- **Maria Ordzhonikidze**, Secretary-General, EU-Russia Center, Belgium
- **Daniel Fung**, Chairman, Hong Kong Broadcasting Authority, Hong Kong SAR
- **Johan Staël von Holstein**, Chairman, The Network with a Silver Lining, Sweden
- **Rainer Lindner**, Managing Director, Committee on Eastern European Economic Relation, Germany
- **Mojmir Mrak**, Professor, University of Ljubljana, Slovenia
- **Frank Schauff**, Chief Executive Officer, Association of European Business, Russia
- **Jorge Zukoski**, President, American Chamber of Commerce in Ukraine, Ukraine

Chaired by

- **XXX**

12.00-12.30 Plenary: Russian Business Leaders of the Year (Grandis Hall)

Announcing the 2009 Russian Business Leaders of the Year, we will celebrate outstanding entrepreneurs who have been building and leading successful global Russian firms.

Chaired by

- **XXX**,

12.30-13.30 Networking Lunch (Foyer)

13.30-14.30 Plenary: Russia's Global Trade and Investments (Grandis Hall)

As the global importance of the Russian economy increases, new economic alliances between Russia and other nations will evolve. What are the prospects for Russia's global trade and investments in such areas as natural resources and technology, and what is the impact on business?

- **Carla Cico**, Chief Executive Officer, Rivoli S.P.A., Italy
- **Daniel Fung**, Chairman, Hong Kong Broadcasting Authority, Hong Kong SAR
- **Jim Goodnight**, Chairman, SAS, USA
- **Alexander Kiselev**, Director General, Russian Post, Russia

- **Janez Škrabec**, Chief Executive Officer, Riko, Slovenia
- **Mikhail Slipenchuk**, Chief Executive Officer, Metropol, Russia

Chaired by

- **Frank-Jürgen Richter**, President, Horasis, Switzerland

14.30-16.00 Boardroom Dialogue Sessions

Feeding Growth: Russia's Natural Resources

Russia's growth has been centred around the country's abundant natural resources. How can Russia and its partners tackle economic, political and environmental risk?

- **Elena L. Barmakova**, President, Fontvieille Capital, USA
- **Maria Livanos Cattai**, Member of the Board, Petroplus Holding, Switzerland
- **Peter Kraljic**, Member of the Supervisory Board, Severstal, Russia
- **Ulf-Henrik Svensson**, Chairman, EOS Russia, Sweden
- **Aleksander Svetelšek**, Chairman, Petrol, Slovenia
- **Denis Vasilyev**, Founder and Chairman, Aktimista, Russia
- **Vasily A. Zubakin**, Member of the Executive Board, RusHydro, Russia

Chaired by

- **Mikhail Slipenchuk**, Chief Executive Officer, Metropol, Russia

Human Resources: Moving up the Global Level Playing Field

Russian firms entering global markets need to internationalize their human resources. What are the key stumbling blocks that must be overcome to succeed globally and what are the practices that make a difference?

- **David Arkless**, President, Global Corporate & Government Affairs, Manpower, USA
- **Claude Béglé**, Former Chairman, Swisspost, Switzerland
- **Tony Cowling**, Chairman, TNS, United Kingdom
- **Sergey Kruglov**, CEO Russia/CIS, DPD, Russia
- **Andrej Polenec**, Chief Executive Officer, Iskratel, Slovenia
- **Sergey Shuklin**, President, Russian European Chamber of Commerce, Slovakia
- **Kai Vettel**, Managing Director, Klima Becker Anlagenbau, Germany
- **Sergey Vykhodtsev**, Chairman, Velleoats, Russia
- **Yan E. Yanovskiy**, Managing Director, OPK, Russia

Chaired by

- **XXX**,

Creating Russian Brands

Ambitious Russian firms want to become branded players in developed markets. What will it take to establish brand awareness overseas? How to build sustainable brands?

- **Dorian Bishop**, Chief Executive Officer, BV Capital Group, Andorra
- **Carla Cico**, Chief Executive Officer, Rivoli S.P.A., Italy
- **Feng Jun**, Chairman, Aigo, China
- **Alexander Kiselev**, Director General, Russian Post, Russia
- **Lou Marinoff**, Professor of Philosophy, The City College of New York, USA
- **Alexey K. Pushkov**, Director, Institute of Contemporary International Problems, Russia
- **Janez Škrabec**, Chief Executive Officer, Riko, Slovenia
- **Julia Stonogina**, Vice President, International Association of Business Communications, Russia

Chaired by

- **XXX**, Havas Media, France

Innovating in Russia: Creating a New Economic Reality

The Russian government wants the corporate sector to create its own intellectual property. What does it take to boost innovation capabilities? And how to develop a world-class service sector?

- **Ola Ahlvarsson**, Chairman, Result, Sweden
- **Alexandr I. Ermoshkin**, Councillor, Edinaya Rossia, Russia
- **Dennis Gillings**, Chairman, Quintiles, USA
- **Carlos Moreira**, Chief Executive Officer, Wisekey, Switzerland
- **Dmitry Loschinin**, Chief Executive Officer, Luxoft, Russia
- **Yuriy Senyuk**, Member, Ukrainian Academy of Sciences, Ukraine
- **Vladimir Yakunin**, President, Russian Railways, Russia

Chaired by

- **XXX**, Accenture, United Kingdom

16.00-16.30 Contact Break

16.30-18.00 Boardroom Dialogue Sessions

Riding the Next Wave of Financial Services in Russia

Russia's financial sector grows rapidly in the expectation of the country's WTO-membership. What should domestic and foreign firms do to thrive in this strategic environment?

- **Igor Dergunov**, Chief Executive Officer, Martime Bank, Russia
- **Roberts Idelsons**, President, Parex Asset Management, Latvia
- **Nikolay Fetisov**, President, Trust Bank, Russia
- **Bozo Jasovic**, President, NLB, Slovenia
- **Andrey A. Serebryakov**, First Deputy Chairmam, MFK Bank, Russia
- **Vasily N. Titov**, First Deputy Chairman, VTB Bank, Russia
- **Garegin Tosunyan**, President, Association of Russian Banks, Russia
- **Igor Yurgens**, Chairman, Renaissance Capital, Russia

Chaired by

- **XXX**, Baker & McKenzie, USA

Enacting Visions for a Sustainable Future

Russian firms are increasingly pursuing sustainability centred growth strategies. How can they leverage major shifts in the global economy to embrace socially responsible and environmentally friendly globalization strategies?

- **H.S.H. Karina Bagration-Moukhransky**, Advisor, Peace and Sport Foundation, Monaco
- **Alan Hassenfeld**, Chairman of the Executive Committee, Hasbro, USA
- **Tessen von Heydebreck**, Chairman of the Board, Deutsche Bank Foundation, Germany
- **Leonid Koshelev**, Chairman, Jet 2000, Russia
- **Scott E. Rickert**, Chief Executive Officer, Nanofilm, USA
- **Maxim Savitsky**, Founder, East Value, Russia
- **Ivan Tselichtchev**, Professor, Niigata University of Management, Japan

Chaired by

- **Christoph Walther**, Chief Executive Officer, CNC Communications, Germany

Russian Technology Pioneers' Global Awakening

Russia's IT and other technology firms are emerging as global players in their own right. What areas are they pioneering in and how do they compete in world markets?

- **Jeffrey Chen**, Chairman, NeoPac Lighting Group, Taiwan
- **James Fierro**, Chairman, Recipco Holdings, Canada

- **Mireille Gingras**, Chief Executive Officer, HUYA Bioscience International, USA
- **Jim Goodnight**, Chairman, SAS, USA
- **Natalya Kaspersky**, Chairman, Kaspersky Lab, Russia
- **Andreas Schweitzer**, Chief Executive Officer, Investissements Mistral, Switzerland
- **René Seifert**, President, Level 360, India

Chaired by

- **XXX**,

18.00-19.00 Closing Plenary: Building Global Firms of Russian Origin (Splendens Hall)

The session will recap and synthesize key conclusions of the day's discussions in the context of the global economic crisis. The conversation will also outline what is needed to build global firms of Russian origin.

- **Jeffrey Chen**, Chairman, NeoPac Lighting Group, Taiwan
- **Dennis Gillings**, Chairman, Quintiles, USA
- **Wolfgang Lehmacher**, Chief Executive Officer, GeoPost Intercontinental, France
- **Dmitry Loschinin**, Chief Executive Officer, Luxoft, Russia
- **Murad Sofizade**, Chief Executive Officer, IPnet, Russia

Chaired by

- **Frank-Jürgen Richter**, President, Horasis, Switzerland

19.30-21.00 Closing Dinner (Grandis Hall)

A farewell dinner to harness Russia's past, present and future.

- Representative of the Government of Slovenia
- Representative of the Government of the Russian Federation

Chaired by

- **Mikhail Slipenchuk**, Chief Executive Officer, Metropol, Russia

from 21.00 Transport to the Grand Hotel Union

May 18, 2019

09.00-12.00 Discover Ljubljana/Slovenia

After intensive meetings and sessions it's now time to explore the unique atmosphere and liveliness of Slovenia.