

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)
- Opora
- The Russian European Chamber of Commerce
- Russian Managers Association
- Association of Orthodox Business Leaders
- The Billion Minds Foundation
- Yes - The Young Executives Society

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
- **Nikolay Tokarev**, Chief Executive Officer, Transneft, Russia
- **Vladmir Yakunin**, President, Russian Railways, Russia

Knowledge Partners:

- A.T. Kearney
- Baker & McKenzie
- CNC Communications
- Ernst & Young
- IESE
- Manpower

May 16, 2010

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

from 12.30 Registration (Grand Hotel Union)

Optional Programme:

12.30-17.00 Young Leaders Summit: in collaboration with YES - Young Executives Society (Grand Hotel Union)

Pl contact Horasis (visions@horasis.org) or YES (info@yes.si) to register

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

- **Samuel Zbogar**, Minister of Foreign Affairs, 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
- **Sergei Borisov**, President, Opora Russia, 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?

- **Borut Pahor**, Prime Minister, 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

Horasis

The Global Visions Community

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?

- **Feng Jun**, Chairman, Aigo, China
 - **Dennis Gillings**, Chairman, Quintiles, USA
 - **Alan Hassenfeld**, Chairman of the Executive Committee, Hasbro, USA
 - **Cvetka Selsek**, Chief Executive Officer, SKB, Slovenia
 - **Alexander Kiselev**, Director General, Russian Post, Russia
 - **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 (Heros Hall 1)

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
 - **James Fierro**, Chairman, Recipco Holdings, Canada
 - **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 (Heros Hall 2)

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
 - **Mark Minevich**, Founder and Chairman, Billion Minds Foundation, USA
 - **Andris Ozols**, Managing Director, Investment and Development Agency of Latvia, Latvia
 - **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*

- **Branko Zibret**, Partner, A.T. Kearney, Slovenia

Strategies for Success in Russia (Steklena Hall 1)

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 (Steklena Hall 2)

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?

- **Erik Berglof**, Chief Economist, EBRD, United Kingdom
- **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
- **Maria Ordzhonikidze**, Secretary-General, EU-Russia Center, Belgium
- **Frank Schauff**, Chief Executive Officer, Association of European Business, Russia

Chaired by

- **Alexander I. Ageev**, Director General, Association of Orthodox Business Leaders, Russia

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

Announcing the 2010 Russian Business Leaders of the Year, we will celebrate outstanding entrepreneurs who have been building and leading successful global Russian firms.

Chaired by

- **Sergey Litovchenko**, Executive Director, Russian Managers Association, Russia

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

- **Nikolay Tokarev**, Chief Executive Officer, Transneft, Russia
Chaired by
- **Frank-Jürgen Richter**, President, Horasis, Switzerland

14.30-16.00 Boardroom Dialogue Sessions

Feeding Growth: Russia's Natural Resources (Heros Hall 1)

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
- **Fernando Freire**, President, Edeluc, Portugal
- **Peter Kraljic**, Member of the Supervisory Board, Severstal, Russia
- **Valentin Romanov**, Executive Director, SUN Group, Russia
- **Ulf-Henrik Svensson**, Chairman, EOS Russia, Sweden
- **Aleksander Svetelšek**, Chairman, Petrol, Slovenia
- **Nikolay Tokarev**, Chief Executive Officer, Transneft, Russia
- **Denis Vasilyev**, Founder and Chairman, Aktimista, Russia
Chaired by
- **Mikhail Slipenchuk**, Chief Executive Officer, Metropol, Russia

Human Resources: Moving up the Global Level Playing Field (Heros Hall 2)

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?

- **Claude Béglié**, Former Chairman, Swisspost, Switzerland
- **Sergey Kruglov**, CEO Russia/CIS, DPD, Russia
- **Brunson McKinley**, Co-Chair, AIM, Switzerland
- **Andrej Polenec**, Chief Executive Officer, Iskratel, Slovenia
- **Ninel Seniuk**, Chair, Business Partnership Association 'Kiev-Beijing', Ukraine
- **Sergey Shuklin**, President, Russian European Chamber of Commerce, Slovakia
- **Kai Vettel**, Managing Director, Klima Becker Anlagenbau, Germany
- **Gilles Teisseyre**, President, Arcturus Group, Belgium
- **Sergey Vykhodtsev**, Chairman, Velleoats, Russia
- **Yan E. Yanovskiy**, Managing Director, OPK, Russia
Chaired by
- **David Arkless**, President, Global Corporate & Government Affairs, Manpower, USA

Creating Russian Brands (Steklana Hall 1)

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
- **Tony Cowling**, Chairman, TNS, United Kingdom
- **Feng Jun**, Chairman, Aigo, China
- **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
Chaired by
- **Julia Stonogina**, Vice President, International Association of Business Communications, Russia

Innovating in Russia: Creating a New Economic Reality (Steklana Hall 2)

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
- **Alexander Kiselev**, Director General, Russian Post, Russia
- **Dmitry Linsenkov**, Managing Director, RusNano, Russia
- **Dmitry Loschinin**, Chief Executive Officer, Luxoft, Russia
- **Carlos Moreira**, Chief Executive Officer, Wisekey, Switzerland
- **Yuriy Senyuk**, Member, Ukrainian Academy of Sciences, Ukraine
- **Vladimir Yakunin**, President, Russian Railways, Russia

Chaired by

- **Victor Zubarev**, Member of the State Duma, Russia

16.00-16.30 Contact Break

16.30-18.00 Boardroom Dialogue Sessions

Riding the Next Wave of Financial Services in Russia (Heros Hall 1)

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
- **Oltmann Siemens**, Co-Chairman of the Advisory Board, First Trust Portfolios, USA
- **Vasily N. Titov**, First Deputy Chairman, VTB Bank, Russia
- **Garegin Tosunyan**, President, Association of Russian Banks, Russia

Chaired by

- **Thomas Gilles**, Partner, Baker & McKenzie, USA

Enacting Visions for a Sustainable Future (Heros Hall 2)

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
- **Sergei Borisov**, President, Opora Russia, Russia
- **Alan Hassenfeld**, Chairman of the Executive Committee, Hasbro, USA
- **Leonid Koshelev**, Chairman, Jet 2000, Russia
- **Danica Purg**, President, IEDC-Bled School of Management, Slovenia
- **Scott E. Rickert**, Chief Executive Officer, Nanofilm, USA
- **Maxim Savitsky**, Founder, East Value, Russia
- **Artak Tovmasyan**, Chairman, Sozvezdie, Ukraine
- **Ivan Tselichtchev**, Professor, Niigata University of Management, Japan

Chaired by

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

Russian Technology Pioneers' Global Awakening (Steklena Hall 1)

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

Chaired by

- **XXX**, IESE, Spain

Young Leaders - Driving Solutions in the Future

Meet the next generation of Russian and European business leaders. How will it shape a new global economic reality? What are the key challenges they will have to face in an increasingly unpredictable economic environment?

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Chaired by

- **Andrej Nabergoj**, President, YES, Belgium

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.

- **Claude Beglé**, Former Chairman, Swisspost, Switzerland
- **Jeffrey Chen**, Chairman, NeoPac Lighting Group, Taiwan
- **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.

- **Danilo Türk**, President, Republic of Slovenia, 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

Horasis

The Global Visions Community

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