

INTERNATIONAL YOUTH ECONOMIC FORUM PROGRAMME

June 5, 2021, St. Petersburg

Programme accurate as at June 5, 2021

June 5, 2021

08:30–09:30

Pavilion G
conference hall G1

International Youth Economic Forum

Networking

One of the precursors for successful growth of young entrepreneur's business is building promising and advantageous connections on the labour market. Networking is an excellent opportunity to meet potential partners and associates, share experience, and put to work business communications skills. The event programme includes a unique synergy format of managed networking and education.

10:00–17:15

Pavilion G
conference hall G1

International Youth Economic Forum

Mentoring Lounge

Young entrepreneurs face a lot of problems in the course of building their own business: starting with difficulties in attracting investment and all the way to incompetent use of marketing and management technologies. Many fall back on various educational publications and trainings. However, in most cases, simply acquiring new knowledge is not enough; a fresh perspective and a detached point of view, as well as advice from an expert are required to use them effectively.

10:00–11:15

Pavilion G
conference hall G2

International Youth Economic Forum

A Model for Raising Investment: Focusing on ESG

Raising investment has become essential in order to achieve sustainable economic growth. Investment can accelerate scientific and technological progress, make a product better and more competitive, and help build supporting infrastructure. Furthermore, countries cannot develop without attracting foreign investment and building partnerships with other nations around the world to supply needed capital to their companies. Today, ESG criteria are playing an increasingly important role in investment. What is the nature of this role? How important is it to apply this concept when endeavouring to make a country, region or company attractive to investors? How can these principles be applied to individual projects?

Moderator:

- **Alena Dolgova**, Academic Supervisor, Oeconomicus Economic Club

Panellists:

- **Kirill Androssov**, Executive Director, Atlas Asset Management Pte. Ltd
- **Ravi Chidambaram**, Co-founder, TC Capital (**online**)
- **Nikolay Krivozertsev**, Co-founder, Director, Ecostandard Group (**online**)
- **Anastasia Makarenko**, Director, International Programs; Deputy Director, European Studies Institute, Moscow State Institute of International Relations (University), Ministry of Foreign Affairs of the Russian Federation
- **Artem Metelev**, Chairman of the Council, Association of Volunteer Centers; Founder, DOBRO.RU

Front row participants:

- **Daria Lipatova**, Managing Partner, Telescope Global
- **Sergei Sorokin**, General Director, Intellogic LLC; Founder, Botkin.AI
- **Dmitry Trubitsyn**, Director of Development, CityAir
- **Yury Vlasov**, Chief Executive Officer, Watts Battery

10:00–11:15

 Pavilion G
 conference hall G3

International Youth Economic Forum

New Players in Education: Cooperate or Die?

New, non-systemic players are emerging in education, which is having an effect on trends in the sector. These include startups, business accelerators and incubators, training centres, etc. On the one hand, this is creating new economic flows and opening up new markets. However, major players are realizing that it is impossible to reach a genuinely high level without working with the government. How will the situation develop, and will a new education market emerge in parallel with the formal education system, or will it take over and appropriate grass-roots innovations? What strategy should new players choose?

Moderator:

- **Natalya Kravchenko**, Chairwoman, Commission for the Development of Preschool, School, and Secondary Vocational Education and Educational Activities, Public Chamber of the Russian Federation

Panellists:

- **Anna Dementyeva**, Programme Manager, xEdu (**online**)
- **Nurlan Kiyasov**, Founder and Programme Director, EDCRUNCH Conference
- **Ivan Komarov**, Director, Platform Solutions and Online Products, Delovaya Sreda (Sberbank)
- **Diana Koroleva**, Director, National Competition for Innovations in Education (**online**)
- **Aleksandr Laryanovskiy**, Managing Partner, Skyeng
- **Yakov Somov**, Director, Lektorium
- **Pavel Zenkovich**, Vice President for Development, Prosveshchenie Group of Companies

Front row participants:

- **Sergey Mardanov**, Director of University Relations, Mail.ru Group
- **Vladimir Rakhteyenko**, Chief Executive Officer, Custis; Developer, Modeus Platform for Managing Individual Educational Paths

10:00–11:15

 Pavilion G
 conference hall G4

International Youth Economic Forum

Popularizing Science: A Task for the Creative Industries or Young Scientists?

The creative economy is relatively young; however, it is indisputably the most fashionable sector of the Russian economy, and is burgeoning. The creative industries play a key role in today's world, with the public sector, private sector, communities, and young people all being involved in their development. Economic growth, meanwhile, depends on innovation, scientific advances and new research, modern technologies, and ground-breaking expertise. An economy built on knowledge requires its people to possess analytical skills and the ability to demonstrate their creative potential, flexibility, and initiative across all areas. There is therefore a need to attract more young people to science and technology, and to raise awareness of science and technology initiatives implemented by businesses and the government. However, this will not be possible unless efforts are made to raise the popularity of these fields, including via the media. Is progress possible without the involvement of young scientists? How can science be made attractive to young people? What could be done in the media to popularize science? Can – and should – young scientists make a greater contribution to the development of the creative economy? What prospects do young scientists in Russia have?

Moderator:

- **Marina Abramova**, Director, Roskulttsentr; Director, Russian Creativity Week

Panellists:

- **Yulia Golubeva**, Deputy General Director, Gazprom-Media Holding
- **Andrey Krichevsky**, Chairman, Committee on Intellectual Property and Creative Industries, Russian Union of Industrialists and Entrepreneurs; President, IPChain
- **Sergei Lyulin**, Deputy President, Russian Academy of Sciences
- **Nikita Marchenkov**, Acting Head, Kurchatov Complex for Synchrotron and Neutron Investigations, Kurchatov Institute National Research Centre
- **Igor Namakonov**, General Director, Federation of Creative Industries
- **Sergey Pershin**, General Director, Centre for the Development of Cultural Initiatives (**online**)
- **Denis Sekirinsky**, Deputy Chief of the Presidential Directorate for Science and Education Policy

- **Alexander Sokolov**, Senior Researcher, Arctic Research Station, Institute of Plant and Animal Ecology of the Urals Branch of the Russian Academy of Science

10:00–11:15

Pavilion G
conference hall G5

International Youth Economic Forum

Intellectual Property: New Opportunities for Young Entrepreneurs

2021 has been designated the Year of Science and Technology in Russia. Accordingly, this session will feature a discussion between young inventors, scientists and experts, who will examine the challenges facing the high-tech sector. There is a growing demand for knowledge-intensive and invention-driven projects. Intellectual property is also growing in importance, with new, widely available IP commercialization models emerging. The government and professional community need to respond to these and other factors in order to attract young people to science and innovation on a large scale. An invention provides a good basis for a new business, and should therefore be viewed as an exciting new pursuit, as well as a promising endeavour for young entrepreneurs. What should the government, society and the commercial sector do to attract young people to science and innovation? Can people be taught to invent? Why are patents needed, and what are the steps to receiving one? What amendments need to be made to the legal and regulatory framework to encourage more people from a wider range of backgrounds to become inventors?

Moderator:

- **Olga Tarasova**, Chairperson, Youth Council, All-Russian Society of Inventors and Rationalizers

Panellists:

- **Grigory Ivliev**, Head, Federal Service for Intellectual Property (Rospatent)
- **David Kogan**, Partner, Fitch, Even, Tabin & Flannery (**online**)
- **Andrey Platonov**, Deputy Director, Federal Agency for Youth Affairs (Rosmolodezh)
- **Aleksandr Ryabchenko**, Deputy Head of Lipetsk Region Administration

Front row participants:

- **Natalia Altychnik**, Director, Small Technological University, V.G. Shukhov BSTU
- **Lu Hung-Tu**, Honorary Professor, Physics and Technology Institute; President, NANOPUS TECH (**online**)
- **Anna Rakova**, Student, Ulyanovsk State Agrarian University named after P.A. Stolypin

10:00–11:15

Pavilion G
conference hall G6

International Youth Economic Forum

The Role of Young People in Social Projects Aimed at Sustainable Local Development

It is clear that any local development initiatives need to involve young people. Today, young people are offered numerous opportunities to build their skills in the social sector and to work for the benefit of their local community. This session will examine best practices in highlighting social initiatives by students, including those which have been developed to help achieve national priorities and which are already being implemented by regional administrations. What role can youth social entrepreneurship play in helping to achieve national and sustainable development goals? What needs to be done to build an ecosystem to develop youth social entrepreneurship? What have been some of the most successful programmes and projects so far in developing youth social entrepreneurship?

Moderator:

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

Panellists:

- **Emin Askerov**, Social entrepreneur; Co-founder, Green Tal (**online**)
- **Irina Bova**, Psychologist; Founder, Bova Centre
- **Taisiya Eletsikh**, Specialist on private partnership and social entrepreneurship, United Nations Population Fund (UNFPA) (**online**)
- **Magdalena Gaete**, Official Representative of the University of Navarra in the Russian Federation

Front row participants:

- **Oksana Anistratenko**, Programme Director, Social Investments and Innovations Agency
- **Irina Dolgoplova**, Director, GROW! Educational Project; Leader, Joint Volunteer Centre in Tolyatti

- **Philipp Kazin**, Deputy Director, HSE University
- **Maria Kopylova**, Chief Executive Officer, Children Foresight

10:00–11:30

Pavilion G
conference hall G7

International Youth Economic Forum

Green Saturday: World Environment Day

In this era of consumerism, the issue of damage to the environment, which can no longer be ignored, comes up more and more often. Many believe that only mass production can significantly impact environmental indicators, but that is not true at all. We are damaging our planet daily without giving a thought to the environmental impact our actions have. Could we minimize it? What do we want to leave behind us when we are gone and what can we leave? How can we preserve and augment our natural heritage (wealth) as we race after new technologies and profits? How can we interact with environment 'safely' (loss-free)? What is an environmentally conscious lifestyle? What environmental principles can help save the planet? What contribution can each of us make? Why is this topic becoming so popular all over the world? Is being environmentally-conscious fashionable?

Moderator:

- **Anton Komolov**, Anchor

Panellists:

- **Emin Askerov**, General Director, RENERA
- **Marc Carena**, Managing Director, McDonald's Russia
- **Dmitriy Gorshkov**, Director, WWF Russia
- **Elena Konnova**, Director for Corporate Communications, X5 Retail Group
- **Alexander Kozlov**, Minister of Natural Resources and Environment of the Russian Federation
- **Ksenia Razuvaeva**, Head, Federal Agency for Youth Affairs (Rosmolodezh)
- **Maksim Remchukov**, Director for Sustainable Development, SIBUR Holding
- **Aleksandar Ruzevic**, Chief Executive Officer, Coca-Cola HBC Russia

10:00–11:15

Passage in zone G
Passage Hall

International Youth Economic Forum

Disruptive Tech: The Phoenix Encounter Method

Sooner or later, every business is faced with a need to transform its future. Companies must innovate or perish. They must completely or partially destroy their existing business models in order to create a cutting-edge organization, ready for the future. This session will consider the new leadership strategy known as the Phoenix Encounter Method, which is relevant for all organizations operating in this high-speed digital age, characterized by rapid changes and upheavals. As the COVID-19 pandemic continues, a large number of organizations are trying as hard as they can to return to 'normality,' whatever that means. On the contrary, INSEAD professors recommend taking advantage of the large-scale upheaval caused by the coronavirus. The Phoenix Encounter Method is an example of the type of unprecedented thinking that companies must take advantage of if their goal is to weather the coming storms and come out on top.

Moderator:

- **Roman Pinaeva**, President, Russian Association of INSEAD Alumni

Panellist:

- **Sameer Hasija**, Dean of the Executive Education Department, INSEAD; Professor of Technology and Operations Management (**online**)

10:00–11:15

Pavilion H
conference hall H23
(first floor)

International Youth Economic Forum

21st-Century Entrepreneurs Delivering Modern Values of a New Age

The events of 2020 have radically transformed business and altered the realities and principles of public life. Rational consumption, environmental science, and preservation of the planet and life on Earth have become mainstream concepts in Russia and elsewhere in the world. Consumer choices influence the widespread implementation of conscious approaches to providing goods and services. The modern values of the new economic age are the development of green energy, organic agriculture, environmental protection, and zero waste, as well as new knowledge, competencies, skills, and technologies. Making money is no longer businesses' core value. Instead, social values reign

supreme. Not only must entrepreneurs make a profit, they must also be involved in social projects and foster a favourable living environment. There is a new trend towards social entrepreneurship, volunteerism, philanthropy, and environmental protection. How is the 21st-century entrepreneur evolving, and what is the influence of the green economy, technologies, and trends? What are the development trends for businesses of the future? Who will be making money in the 21st-century, how will they be doing it, and what will they be selling? What are the key competencies for the new breed of entrepreneurs? How might the economy of the future function, and will it be a world without borders?

Moderator:

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

Panellists:

- **Konstantin Dolgov**, Deputy Chairman of the Committee on Economic Policy of the Federation Council of the Federal Assembly of the Russian Federation
- **Indie Gogokhia**, Founder, Genius Code
- **Valentina Kim**, Entrepreneur
- **Nikita Litvinov**, Cofounder, Chief Executive Officer, Prostoe Delo
- **Oleg Mironenko**, Executive Director, National Organic Union
- **Oleg Semenenko**, Managing Director, Head of GR and Special Projects, Sberbank

Front row participant:

- **Maxim Nikitinsky**, Founder, Delo Business Cluster

12:00–13:15

Pavilion G
conference hall G2

[International Youth Economic Forum](#)

Investment Niches and Industrial Startups: a Dialogue with the Largest Clients in the Industry

Types of projects (innovative technological solutions) that are the most sought-after and have the highest priority for the largest national corporations. Is the import substitution trend still around? Which technologies do we plan to substitute in the next few years, and which of them can we substitute? Formats in which large clients work with innovation companies (carrying out pilot projects, opportunities for co-financing, R&D, replication of successful practices). Examples of best practices in implementing breakthrough technological solutions. Industrial cooperation as a tool for solving complex technological problems. Recognizing and assisting to unlock potentials of investment niches and to promote growth of top-priority industrial startups.

Moderators:

- **Alexey Besprozvannykh**, Deputy Minister of Industry and Trade of the Russian Federation
- **Anton Kovalev**, Chairman of the Board, Young Industrialists Club

Panellists:

- **Sergey Arkhipov**, Head of the Department of Technology Partnership and Import Substitution, PJSC Gazprom Neft
- **Andrey Batrimenko**, Director, Centre for the Development of New Products, Corporate Network Academy (Rostec State Corporation)
- **Denis Kravchenko**, Deputy Chairman of the Committee on Economic Policy, Industry, Innovative Development and Entrepreneurship, State Duma of the Federal Assembly of the Russian Federation
- **Nikolay Parfentyev**, Director of Digitalization and Information Technologies; Director, Department of Digitalization and Use of Information Technologies, Rosseti
- **Alexander Zazhigalkin**, Deputy Director, Centre for Innovative Development, Branch of Russian Railways

Front row participant:

- **Alexey Fadeyev**, Director, Offshore Project Promotion Programmes, Gazprom Neft

12:00–13:15

Pavilion G
 conference hall G3

International Youth Economic Forum

Support Measures for Young Scientists: From Basic Research to Addressing Regional Socioeconomic Development

In April 2021, the Russian Science Foundation announced that they were accepting entries for a number of new contests created during the optimization of development institutions. Over RUB 3 billion has been set aside in the Foundation's 2022 budget for the implementation of these projects. Grants will be awarded to basic and exploratory scientific research projects and contests to engage and harness the regions' scientific potential. The new line of grants will address two objectives: (1) creating and developing new topics for research teams and forming those teams; and (2) supporting topics related to regional socioeconomic development. What are the specifics of these new contests? How will the basic and exploratory research topics be determined? How will the turn towards solving regional issues occur? Can joint efforts towards a common agenda help identify the basic scientific objectives that will prove useful for the country and its regions over the next 5 to 10 years? What demands do businesses have for researchers? What should a young scientist do to appeal to companies in the high-tech economic sector? What research must be done and how must its results be presented to find industrial partners for projects?

Moderator:

- **Vladimir Lazarev**, Head of Photonics and IR-technology Laboratory, MSTU named after Bauman

Panellists:

- **Andrey Blinov**, Deputy General Director - Head of Programs and Projects Department, Russian Science Foundation
- **Daniel Itkis**, Head of Laboratory, Institute of Chemical Physics named after N.N. Semenov Russian Academy of Sciences
- **Alexey Slobozhanyuk**, Dean of the Faculty of Engineering and Research, Senior Researcher of the Physics Faculty, ITMO University
- **Mikhail Varfolomeev**, Head of the Priority Direction "Eco-Oil - Global Energy and Resources for Materials of the Future", Kazan (Volga Region) Federal University
- **Oscar Yagafarov**, Director, Technopark Morion Digital
- **Dmitry Yuriev**, Head of the Innovation Strategy Department, Gazprom Neft

12:00–13:15

Pavilion G
 conference hall G4

International Youth Economic Forum

Everything You Need to Know about Career Growth: Corporate DNA vs Individual Enterprise

University graduates face important choices as they look to fulfil their potential on the labour market. They are filled with ambition – either to start their own venture, or begin a glittering career at a company. However, a lack of experience, expertise, and contacts can prove a major hinderance to young specialists. Where should a career path start from? How can young people get vital experience and attract the attention of employers? What can be done to improve intergenerational communication at companies? What best practices exist for strengthening an HR brand among students?

Moderator:

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

Panellists:

- **Karina Bogatyreva**, Director, Center for Entrepreneurship, Graduate School of Management of St. Petersburg University (GSOM SPbU)
- **Hunter Cawood**, Founder, The Russian Public Affairs Committee (Ru-PAC)
- **Olga Dergunova**, Deputy President and Chairman of the Management Board, VTB Bank
- **Denis Didkovsky**, Chief Executive Officer, Center for Entrepreneurship
- **Irina Petrova**, Country HR Director, Coca-Cola HBC Russia
- **Natalia Yutanova**, Founder and Chief Executive Officer, Exec 4.0

Front row participant:

- **Alexey Mostovshchikov**, Chairman of the Expert Council on Economics and Entrepreneurship of the Youth Parliament under the State Duma of the Russian Federation

12:00–13:15

Pavilion G
conference hall G5

International Youth Economic Forum

Artificial Intelligence or Eternal Sunshine of the Spotless Mind?

Artificial intelligence is now more reality than science fiction. Internet users are getting pop-up ads for things they talked about recently, and new social media sites automatically access and search people's contacts. It is therefore essential to raise awareness of artificial intelligence. What should people understand about artificial intelligence, and what benefits and risks are associated with machine learning? What possibilities can artificial intelligence offer in terms of business planning and training? What progress might be made in the future through the use of artificial intelligence? Does a golden age beckon for humanity, or will we inevitably see an AI takeover?

Moderator:

- **Boris Yaryshevsky**, Senior Vice President and Director of the Directorate for Strategy and Development Projects, Promsvyazbank

Panellists:

- **Vladislav Fedulov**, Deputy Minister of Economic Development of the Russian Federation
- **Boris Nuraliev**, Founder, Director, 1C
- **Anton Ovchinnikov**, Professor, INSEAD
- **Elina Sidorenko**, Leader of the Work Group for the Assessment of Risks Associated with Cryptocurrencies, State Duma of the Federal Assembly of the Russian Federation

12:00–13:15

Pavilion G
conference hall G6

International Youth Economic Forum

Establishing Inclusive Startups

According to the World Health Organization, approximately 15% of the global population live with some form of disability, many of whom face major obstacles to achieving their ambitions. However, the spread of digitalization and automation is opening up new opportunities for young people with disabilities, and access to information and technology can help them achieve their full potential and make a major contribution to society and the economy. Social entrepreneurs are employing innovative solutions that are helping to break down stereotypes associated with traditional models, which were focused solely on economic growth. It is vital for the next generation of business leaders to think about social objectives in addition to profit. What support projects and acceleration programmes exist for young people, and what can be done to develop and unleash the potential of young people with disabilities? How important are education, innovative financial solutions (such as impact investing), and new business models (such as fintech startups)? What potential solutions could help support inclusive companies and facilitate growth?

Moderators:

- **Anastasia Belonogova**, Producer, Pro Business TV channel
- **Sergey Golubev**, Chief Executive Officer, Social Investment Fund

Panellists:

- **Gulzira Amanturlina**, Director, Eldani Public Foundation (**online**)
- **Igor Ananyev**, Director, Radost social project
- **Dmitry Bogdanov**, Founder, Dobraye Pechyva Social Bakery (**online**)
- **Maria Grekova**, Founder, Simple Things
- **Alexey Melnik**, Social entrepreneur; Project Leader, Surdo Online (**online**)
- **Ilya Smetanin**, Director, Rabota-i employment centre for former orphanage residents and young people with disabilities

12:00–13:15

Pavilion G
conference hall G7

International Youth Economic Forum

Volunteering to Launch a Career and Join the Corporate World

Volunteering offers the chance to demonstrate key skills to employers, such as time planning, task management, teamwork, and a willingness to accept responsibility. Experience has shown that the most effective corporations are those guided by corporate governance and corporate social responsibility (CSR) principles, and a strong corporate governance system is key to attracting investment and adapting to micro- and macro-level changes. Likewise, CSR principles can help increase loyalty among customers, employees, and other stakeholders, and these principles can make

a company more competitive on both the domestic and international market. Volunteers have the opportunity to meet people, learn about the work involved at a company and in specific positions, and find out about potential career prospects. They also gain a better understanding of various roles and responsibilities. Volunteering in the corporate sector can help build enduring ties with government bodies, local communities, and the media. What part can volunteering programmes play in an HR strategy? Is it essential to publicize volunteering projects in order to build a positive image in society? What successful practices regarding volunteering in the corporate sphere have already been put in place?

Moderator:

- **Artem Metelev**, Chairman of the Council, Association of Volunteer Centers; Founder, DOBRO.RU

Panellists:

- **Yulia Alekseeva**, Head of Social Development Department, Russian Railways
- **Darya Bobrova**, Communications and Public Affairs Lead Russia, Ukraine and CIS, Johnson & Johnson
- **Ekaterina Dragunova**, Chairperson, Moscow Committee on Public Relations and Youth Policy
- **Antonina Priezzheva**, Head of HR and Administrative Directorate, Gazprom-Media
- **Anna Semerikova**, Director, Charity and Volunteer Projects, KFC in Russia
- **Anna Zhigulskaya**, Head of the project office for internal communications and corporate social responsibility, Rosatom

Front row participants:

- **Anastasia Salnikova**, Head of Internal Communications Department, HR and Social Unit, Russian Post
- **Anastasia Timoshina**, Corporate Affairs Director, Mars Petcare Russia

12:00–13:15

Passage in zone G
Passage Hall

[International Youth Economic Forum](#)

Youth Entrepreneurship: Empty Hype, or the Future of the Russian Economy?

Entrepreneurship is undergoing a major transformation, and the government, business sector, and society need to talk and work together in order to develop youth entrepreneurship. A number of steps have already been taken in this area, and while these have been effective, a number of pressing questions remain. How has entrepreneurship transformed over the past few years? What skills do today's young entrepreneurs need to have? What role is mentorship playing in helping to develop youth entrepreneurship? What best international practices for developing youth entrepreneurship currently exist?

Moderator:

- **Alexey Repik**, Chairman, Delovaya Rossiya (Business Russia); Chairman of the Board, Group R-Pharm

Panellists:

- **Ivan Demchenko**, Chief Executive Officer, Chairman of the Board, Novostal-M
- **Elena Druzhinina**, Deputy Minister of Science and Higher Education of the Russian Federation
- **Ahmad M. Hasnah**, President, Hamad Bin Khalifa University (HBKU)
- **Maxim Oreshkin**, Aide to the President of the Russian Federation
- **Alisa Peiris**, Founder, Holy Corn
- **Ameya Prabhu**, Managing Director, NAFA Capital Advisors; Partner, UAP Advisors
- **Ksenia Razuvaeva**, Head, Federal Agency for Youth Affairs (Rosmolodezh)
- **Aleksandr Vaino**, Head of Youth Initiatives Center, Agency of Strategic Initiatives (ASI)

Front row participant:

- **Oleg Semenenko**, Managing Director, Head of GR and Special Projects, Sberbank

12:00–13:15

Pavilion H
conference hall H22
(first floor)

International Youth Economic Forum

A Virtual Export Centre: Building a Digital Platform to Foster International Trade

The pandemic led to borders being closed and flights being cancelled. As a result, the international business community has begun to reassess traditional communication tools and channels. The widespread proliferation of digital technology and new communication platforms has played an essential role in fostering international trade. Various innovative solutions aimed at ensuring continuous interaction between exporters and importers have already emerged in several countries. These virtual export centres are helping to bring together manufacturers and buyers from across the globe. What online communication solutions are businesses in other countries using? How do users of these platforms interact? What can be done to ensure that a communications platform of this kind is effective?

Moderator:

- **Pavel Dolgov**, Vice President, Association of Exporters and Importers

Panellists:

- **Jalal Benbrahim**, Founder, Wink Consulting (**online**)
- **Vladimir Maslov**, Director of Digital Development, Chamber of Commerce and Industry of the Russian Federation
- **Ilya Mikin**, General Manager, iHerb Russia
- **Vyacheslav Reshetnik**, Chairman of the Board, Technology Modernization and Development Fund
- **Yury Rudakov**, President, National Eco-Resource Union of Wild Plant Procurers and Processors
- **Irina Zasedatel**, Founder, Kamerton +

Front row participants:

- **Jakov Despot**, Head, Croatian Chamber of Economy
- **Ivan Polyakov**, Advisor to President, Moscow Association of Entrepreneurs

12:00–13:15

Pavilion H
conference hall H23
(first floor)

International Youth Economic Forum

Global Leaders

Young professionals are driving the socioeconomic development of their countries and the global economy. Preparing global leaders for work in international operations is a major part of the agenda for integrating young specialists, while job creators are launching huge infrastructure projects around the world. Working abroad in regions in which Russian businesses operate requires a special skill set. People need a deep knowledge of the national culture, business culture, and business practices of said regions. They also need to be able to effectively communicate with local communities, and have an understanding of the objectives and values of the parent corporation in that region. The majority of young specialists planning international careers are not prepared to handle the tasks set by their employers due to a lack of realistic attitudes and area-critical competencies. Another issue is keeping young people informed of opportunities to build a global career in Russian companies and promoting the global influence of Russian brands. Which qualities and competencies should a “Russian international envoy” exhibit? Where and how can people acquire the necessary skills and establish realistic expectations and attitudes? What are Russia’s prospects in international markets? What are the specifics of each foreign market within which Russian businesses operate?

Moderator:

- **Olga Golyshenkova**, President, Association of Civilians and Organizations for Corporate Learning and Development MAKO

Panellists:

- **Marina Dereвлеva**, Director, SIBUR Corporate University
- **Yana Donskaya**, Head, Human Resources Department, Gazprom Germania
- **Franziska Frank**, Affiliate Program Director, ESMT Berlin (**online**)
- **Nikita Rakov**, Deputy Director, Russian Railways Corporate University
- **Vadim Titov**, President, Rusatom-International Network (**online**)

Front row participants:

- **Vyacheslav Matveev**, Senior Expert, Operational Telecommunication Department, Rosseti
- **Alexander Mazin**, Duty Electrician of the Main Control Panel, RusHydro Volzhskaya HPP

14:00–15:15

Pavilion G
 conference hall G2

International Youth Economic Forum

The New Elite: How Accumulated Knowledge Can be Converted into Capital

Throughout human history, knowledge has been crucial to intellectual and economic growth, and in the last few years, knowledge has offered the key to leadership for countries, regions, and organizations. In today's world, membership of the elite is not only determined by background and money, but also by the breadth of one's knowledge. However, it is far from the case that knowledge can always be measured by the number of university degrees a person holds. What forms of knowledge play a key role in determining status, and where do soft skills come in? Why are large corporations investing in education, and what should the starting point be? How can knowledge be managed in a company, and why is it necessary to do so? Can knowledge be converted into profit and continue to be acquired on an ongoing basis?

Moderator:

- **Ksenia Trifonova**, Director for External and Internal Communications, Moscow School of Management SKOLKOVO

Panellists:

- **Olga Dergunova**, Deputy President and Chairman of the Management Board, VTB Bank
- **Alexey Dolinsky**, Co-founder, Coursalytics; Member of the Russian Government Expert Council (**online**)
- **Natalya Magidey**, Head, Sberbank Accelerator; Managing Director, SberZ (**online**)
- **Aleksandar Ruzevic**, Chief Executive Officer, Coca-Cola HBC Russia
- **Tatiana Sorokina**, General Manager, IBM Russia & CIS

14:00–15:15

Pavilion G
 conference hall G3

International Youth Economic Forum

Career Development Pathways for a Young Scientist: Science, Business, or Technological Entrepreneurship. New Opportunities for Growth on the Way to Knowledge Economy

At this time, there are certain stereotypes about a scientist's work and the opportunities for their professional growth that, to a large extent, are tied to how Russian science worked throughout the 20th century. However, in the current economic environment, taking into account the objectives set by the leadership of the country of increasing the real contribution made by science to creating high-tech products and services, the operational mode of scientists has changed radically. Development of a number of high-tech industries increases the demand for innovative solutions by business and creates a new market for early research, commercial R&D, and innovative startups. Powerful in-house R&D centres were created and continue to grow that need highly qualified researchers and developers. There is now an opportunity for universities and research centres to create and grow their own startups, which can independently commercialize research results. There are several options for a young scientist. They can go to work for a company, become a research partner, or open their own startup; or maybe they could combine all of these? Each path has its own advantages and disadvantages, its own prospects and restrictions. How can one make an intelligent choice and what skills does a young scientist need to be successful?

Moderator:

- **Vadim Tarasov**, Director, Institute of Translational Medicine and Biotechnology

Panellists:

- **Aleksandra Glazkova**, Deputy General Director for Organizational Development, URALCHEM
- **Boris Korobets**, First Vice Rector and Vice Rector for Research and Strategic Development, Bauman Moscow State Technical University
- **Nikita Marchenkov**, Acting Head, Kurchatov Complex for Synchrotron and Neutron Investigations, Kurchatov Institute National Research Centre
- **Ivan Ozhgikhin**, Senior Managing Director, Business Development Center RUSNANO Management Company; Chairman of the Board, Medical Technology Consortium
- **Mikhail Samsonov**, Chief Medical Officer, R Pharm
- **Olga Tarasova**, Chairperson, Youth Council, All-Russian Society of Inventors and Rationalizers

14:00–15:15

Pavilion G
 conference hall G4

International Youth Economic Forum

Promoting Financial and Digital Literacy Among Young Professionals

Improving financial literacy among young people is one of the key issues on the agenda for achieving the sustainable development of generations in many countries around the world. Adequate financial literacy not only helps young people to make prudent financial decisions, increases their ability to plan for the long term and improves quality of life, but also helps to minimize risk and therefore supports financial security. At the same time, low or insufficient levels of financial literacy and a lack of appropriate attitudes and skills with regard to financial behaviour increases the vulnerability of each individual, limiting their potential development, and can also negatively impact the stability of society as a whole, jeopardizing the success of an entire generation. A lack of financial competence makes people vulnerable to financial fraud and potentially exposes them to excessive debt and other social problems including depression and burnout. What problems do recent university graduates and young professionals face when starting to earn an income that needs to be saved and invested? How great are the risks young people are exposed to when making investment decisions? What is the role of the employer in improving the financial literacy of young professionals?

Moderator:

- **David Monastyrsky**, Chief Economist, Department of Financial Market Strategic Development; Chairman, Youth Council, Central Bank of the Russian Federation (Bank of Russia)

Panellists:

- **Muneera Ameer Al-Baker**, Youth Advocate, Education Above All Foundation
- **Anastasia Bednova**, Head of the Working Group on Financial Literacy, Coordinating Council at the Public Chamber of the Russian Federation for the Development of Communities of Young Professionals
- **Veniamin Kaganov**, Director, Financial Literacy Development Association
- **Mikhail Mamuta**, Head of Service for Protection of Consumer Rights and Ensuring the Availability of Financial Services, Member of the Board of Directors, Central Bank of the Russian Federation
- **Yulia Mihaleva**, Deputy Director, Russian Quality System (Roskachestvo)

Front row participants:

- **Olga Golyshenkova**, President, Association of Civilians and Organizations for Corporate Learning and Development MAKO
- **Sergei Trukhachev**, Deputy Dean of the Faculty of Economics for the Development, Lomonosov Moscow State University

14:00–15:15

Pavilion G
 conference hall G5

International Youth Economic Forum

Youth Communities: The Secret to Upward Mobility and Joining a Closed Club

Young people form one of the most active groups in society, and play a major role in building communities. In turn, a strong community can facilitate better interaction and collaboration, focus people's energy in constructive endeavours, and provide a career springboard. How are the public and private sectors working with young people via various communities? How is a community built, and how can doing so provide a foundation for a career? What role do higher education institutions and the government play in bringing young people together?

Moderator:

- **Dmitry Panov**, Chairman of the St. Petersburg Regional Branch and Coordinator for the North-West Federal District, Business Russia All-Russia Public Organization

Panellists:

- **Vitaly Arbuzov**, Founder, INPRO digital
- **Elena Druzhinina**, Deputy Minister of Science and Higher Education of the Russian Federation
- **Damir Fattakhov**, Minister of Youth Affairs of the Republic of Tatarstan
- **Andrey Platonov**, Deputy Director, Federal Agency for Youth Affairs (Rosmolodezh)
- **Tatyana Urzhumtseva**, Director of the Scientific and Educational Center for the Study of China and Asian-Pacific Region Countries, Saint-Petersburg State Economic University

Front row participants:

- **Marc Carena**, Managing Director, McDonald's Russia

- **Ivan Komarov**, Director, Platform Solutions and Online Products, Delovaya Sreda (Sberbank)
- **Nikita Tretyakov**, Founder, LeaderCup Student Career Accelerator

14:00–15:15

Passage in zone G
Passage Hall

International Youth Economic Forum

Exporting Ideas, People, or Products? Does Russia Have a Place in the International Creative Race and Can Its Intellectual Potential be Transformed into Liquid Economic Assets?

The creative economy brings with it a new type of human occupation, a new type of consumer, a new market organization structure, and even new payment systems and new currencies. There is no established way to quantify the creative sector, but the entire world is nevertheless set on developing it. Traditional areas of competition – such as the defence or the energy sectors – are put by the wayside. The battle has shifted to the dimension of creative and innovative products, the production and export of digital content, and the ownership of intellectual property. Today, Russia is even losing the battle for its domestic market due to a trade deficit. But the country's creative, historical, and cultural potential is great. Can Russia transform this potential into an economic asset and make headway in the creative products race? What needs to happen to Russia's traditional financial institutions and digital assets to see the creative economy flourish? Do Russians have enough opportunities and capital to create a national creative economy or will international giants like Netflix buy ideas and people piecemeal? Who is investing in Russian creative products and how much are they investing? The state, banks, private investors, and cloud platforms: competing by volume, barriers, and growth opportunities. What are the existing development mechanisms and growth points for creative capital? How are foreign corporate giants leveraging them in Russia? What is the government doing to retain Russian human capital? How does this affect creative investments by Russian companies, banks, and platforms? What are Russian banks investing in? Can the stability of the banking system be maintained while also investing in creative entrepreneurship, which is always a risk? Will digital financial assets break the conservative investment system? Centralized and decentralized financial institutions: what's hype and what's real? Development institutions of the future: chaotically catalyzing talent or traditional investment programs? What is the infrastructure of the creative economy: toolkits and transport systems for a new type of industry?

Moderator:

- **Igor Namakonov**, General Director, Federation of Creative Industries

Panellists:

- **Alexander Auzan**, Dean of Faculty of Economics, Lomonosov Moscow State University
- **Baurzhan Bektemirov**, Chief Economist, Astana International Financial Center
- **Pascal Cools**, Managing Director, Flanders District of Creativity (**online**)
- **Mikhail Kozhevnikov**, President, Prosveshcheniye Group of Companies
- **Alyona Kremer**, Managing Partner, DPG Russia
- **Ilya Kretov**, General Manager Global Emerging Markets, eBay
- **Andrey Krichevsky**, Chairman, Committee on Intellectual Property and Creative Industries, Russian Union of Industrialists and Entrepreneurs; President, IPChain
- **Dmitry Mikhailov**, General Director, National Exhibition Operator (Expo 2020 Dubai)

14:00–15:15

Pavilion H
conference hall H22
(first floor)

International Youth Economic Forum

Right on Target. What a University Admissions System Should Be Like

University admissions are a key stage in human capital development in all countries. Further movement of talents, social mobility, and how well social lifts work depend on how fair and effective it is. This year, the Unified State Exam on which the Russian education system is based is celebrating its 20th year. Does the current system of university and college admissions meet the requirements of our times and global competition? What are the mechanisms that developed and developing countries use to place their graduates? Does the current system of Academic Olympics help to ensure social mix and access to high-quality education for young talents? How competitive is the Russian higher education admissions system?

Moderator:

- **Alexander Milkus**, Education and Science Columnist, Komsomolskaya Pravda Publishing House

Panellists:

- **Valery Falkov**, Minister of Science and Higher Education of the Russian Federation
- **Alexey Golubitsky**, Director, School of the Future Secondary School (**online**)
- **Yaroslav Kuzminov**, Rector, National Research University Higher School of Economics
- **Anzor Muzaev**, Head of the Federal Service for Supervision in Education and Science
- **Irina Potekhina**, Vice Governor of St. Petersburg
- **Andreas Schleicher**, Director for Education and Skills, and Special Advisor on Education Policy to the Secretary-General, Organisation for Economic Co-operation and Development (OECD) (**online**)
- **Tao Zhan**, Director, UNESCO Institute for Information Technologies in Education (**online**)

15:00–17:00

Pavilion G
conference hall G6

International Youth Economic Forum

Meeting with Andrey Belousov for participants of the International Youth Economic Forum 2021
The Impact of the Pandemic on the National Economy and What to Expect in the Future

Panellist:

- **Andrei Belousov**, First Deputy Prime Minister of the Russian Federation

16:00–17:15

Pavilion G
conference hall G2

International Youth Economic Forum

From Students to Managers: Myth, or a Pressing Need for Today's Economy?

Since 2017, hundreds of thousands of young people in Russia without any management experience have taken part in selection programmes to help them unlock their leadership potential. At the same time, the public and private sectors are continuing to evolve, and their requirements for candidates are changing accordingly – there is a desire to attract more dynamic and adaptable young people. However, lack of experience remains an issue, to say nothing of the economic consequences of the pandemic. Indeed, these are causing organizations to turn to experienced candidates capable of hitting the ground running. As a result, long-term considerations are being neglected, and youth unemployment is growing. Do selection programmes of the type alluded to above offer real value to the public and private sectors, or do they more resemble CSR or marketing ploys? What is the objective of initiatives of this kind? How can they be best employed, and how are they different to selection programmes for current managers? What skills do students lack in terms of beginning a managerial career, and what selection programmes employed by international companies for their management trainee programmes could be applied in Russia? And could international selection practices for fast-track leadership programmes be adopted in the country?

Moderators:

- **Oxana Achkasova**, Head of Key Projects Department, Russia – Land of Opportunity
- **Vyacheslav Shoptenko**, Director, Institute for Organizational Development and Strategic Initiatives, Russian Presidential Academy of National Economy and Public Administration (RANEPa)

Panellists:

- **Maria Afonina**, Vice Rector for Educational Activities of the Management Workshop "Senezh"
- **Elena Druzhinina**, Deputy Minister of Science and Higher Education of the Russian Federation
- **João Matoso Henriques**, General Manager, SDG; Executive Director, International Organizing Committee, Global Management Challenge
- **Maxim Papushenko**, Minister of Economic Development of the Rostov Region
- **Dmitry Volkov**, Deputy Minister of Construction, Housing, and Utilities of the Russian Federation (**online**)

Front row participants:

- **Dmitry Fedorov**, Constructorium Project Manager, Agency for Strategic Initiatives to Promote New Projects
- **Dina Gaizatullina**, Chairman, Association of Youth Governments of the Russian Federation
- **Inna Gaziyeva**, Project Leader, RAISE All-Russian Accelerator of Social Initiatives

16:00–17:15

Pavilion G
conference hall G3

International Youth Economic Forum

Tourism: Travel and a Dream Career

Restrictions put in place to tackle the pandemic have heavily impacted the international tourism industry. However, at the same time a new growth opportunity has arisen for domestic alternatives. Tourism is a key part of the economy, and government programmes were therefore put in place to encourage domestic travel while borders were closed, while cashback initiatives have helped to unlock the potential of Russia's regions. What are the key issues related to sustainable tourism? How can travellers be sure of an enjoyable and environmentally friendly experience? What is the key to building a career in tourism?

Moderator:

- **Anton Serikov**, Deputy General Director, Russia – The Country of Opportunities

Panellists:

- **Anisia Evdokimova**, Founder, Biletarium
- **Andrey Ignatiyev**, President, Russian Tourism Union
- **Zubin Jal Karkaria**, Chief Executive Officer, VFS Global (**online**)
- **Sergey Korneev**, Chairman, Saint Petersburg Committee for Tourism Development
- **Sergey Krivonosov**, Deputy Chairman, Committee of the State Duma of the Federal Assembly of the Russian Federation on Physical Culture, Sport, Tourism, and Youth Affairs
- **Olga Sanayeva**, Deputy Director, Russian Quality System (Roskachestvo)
- **Felix Spielman**, Chief Executive Officer, Emerging Travel Group

Front row participant:

- **Andrei Umansky**, Chairman of the Board of Directors, Arbat Hotel Management

16:00–17:15

Pavilion G
conference hall G4

International Youth Economic Forum

Expanding the Possibilities of Digital Development for the Youth

The steady development of various effective, rapid, secure, and transnational forms of online communication has fuelled user interactions through digital platforms. This new reality requires fresh approaches to improving the public's level of fundamental digital literacy and preparing skilled specialists capable of developing future applications. How can we widely educate and inform young people of the possibilities and risks of utilizing digital platforms? How can young Russian IT specialists participate in the development of the digital economy and global IT cooperation today? What incentives are encouraging young people to focus their personal development on the digital sector?

Moderator:

- **Roman Chukov**, Chairman of the Board, Russian Center for the Promotion of International Initiatives; Assistant to Youth Policy Director, Roscongress Foundation

Panellists:

- **Bella Cherkesova**, Deputy Minister of Digital Development, Communications, and Mass Media of the Russian Federation
- **Vadim Glushchenko**, Director, Center for Global IT-Cooperation
- **Yulia Mihaleva**, Deputy Director, Russian Quality System (Roskachestvo)
- **David Monastyrsky**, Chief Economist, Department of Financial Market Strategic Development; Chairman, Youth Council, Central Bank of the Russian Federation (Bank of Russia)
- **Oleg Semenenko**, Managing Director, Head of GR and Special Projects, Sberbank
- **Sergei Shershen**, Deputy Head of the Personnel Development Center and Head of New Technology Implementation and Budgeting Department, Federal Passenger Company

Front row participant:

- **Dmitry Gulyaev**, Youth Digital Ombudsman

16:00–17:15

Pavilion G
 conference hall G5

International Youth Economic Forum

Eco-Entrepreneurship as a Driver of Growth in the Green Economy

A country's green growth strategy encompasses both socioeconomic and ecological development, with eco-entrepreneurship playing an essential role. In recent years, the government has taken major steps to tackle environmental issues through social entrepreneurship, and young people in particular are increasingly becoming involved in the development of eco-friendly companies. What government measures are needed to foster an ecosystem which is conducive to social and ecological development, and also supports young eco-entrepreneurs? What would be the most effective ways to support youth employment in the sector? What aspects of international experience in fostering eco-initiatives could be applied in various areas of the economy, including agriculture, alternative energy, forestry management, tourism and others?

Moderator:

- **Elmurod Rasulmukhamedov**, First Deputy Chairman, Central Council, All-Russian Society of Nature Conservation

Panellists:

- **Alexey Chekhranov**, Founder, Smart Sreda
- **Yevgenia Gladkina**, Entrepreneur, researcher, biohacker; Founder, Healthy Marathon
- **Pia Haapea**, Principal Lecturer, Faculty of Energy and Environmental Technology, LAB University of Applied Sciences (**online**)
- **Alexander Kobenko**, Chairman, Recycling Committee, Delovaya Rossiya
- **Alexander Yagupov**, Deputy Director for Science and Development, Biomicrogel

Front row participants:

- **Anna Chigarina**, Head, Corporate Social Responsibility Office, Urban Renovations All-Russian Organization
- **Georgy Kavanosyan**, Blogger, hydrogeologist
- **Bulyash Todaeva**, Co-founder, Birzha.studio; expert in plastic recycling

16:00–17:15

Pavilion G
 conference hall G7

International Youth Economic Forum

The UN, Society, and the World's Young People: Working together to Solve Global Problems

Innovative solutions developed by young people have driven social progress and political change, and have set the stage for development within the global community for decades to come. There is therefore a pressing need to identify effective ways to coordinate and implement youth initiatives. One such initiative is the United Nations Model, which combines conferences and role-play scenarios in the official languages of the UN. Participants include students and senior-year school pupils, who are provided with the opportunity to gain an insight into the work of various bodies within the organization. What platforms enabling young people from around the world to interact with one another exist, and what form do they take? What functions do UN models, UN volunteer programmes, and SDG forums perform? Could young people instil the trust that is currently lacking in order to promote global stability and growth? How effective is inter-university collaboration in facilitating dialogue between young people?

Moderator:

- **Stanislav Surovtsev**, Vice-Rector for Students's Development and International Affairs, Moscow State Institute of International Relations (MGIMO University)

Panellists:

- **Mihai Dragos**, Vice Chair, Advisory Council on Youth, Council of Europe (**online**)
- **Afshan Khan**, Regional Director for Europe and Central Asia, United Nations Children's Fund (UNICEF)
- **Konstantin Kolpakov**, Chairman, Council of Young Diplomats Russian Foreign Ministry
- **Grigory Petushkov**, Chairperson of the National Youth Council of Russia Association of Non-Governmental Organizations
- **Andrey Platonov**, Deputy Director, Federal Agency for Youth Affairs (Rosmolodezh)
- **Sergei Pospelov**, Executive Secretary, Parliamentary Assembly of the Collective Security Treaty Organization
- **Daniyar Turusbekov**, Chairman, Youth Council, Eurasian Economic Commission

Front row participants:

- **Francisco Javier Hurtado Mira**, Chairman, Democrat Youth Community of Europe
- **Veronika Peshkova**, Goodwill Ambassador, United Nations Industrial Development Organization (UNIDO)

16:00–17:15

Passage in zone G
Passage Hall

[International Youth Economic Forum](#)

The Role of Young Scientific Communities in Implementing Russia's Scientific and Technological Development Strategy

Moderator:

- **Nikita Marchenkov**, Acting Head, Kurchatov Complex for Synchrotron and Neutron Investigations, Kurchatov Institute National Research Centre

Panellist:

- **Valery Falkov**, Minister of Science and Higher Education of the Russian Federation