

# PROGRAMME OF THE INTERNATIONAL YOUTH ECONOMIC FORUM AS PART OF SPIEF 2018

May 24-26, 2018, St. Petersburg

Programme accurate as at June 4, 2018

May 26, 2018

**08:30–09:45**

International Youth Economic Forum

Pavilion G  
Conference Hall G1

## Networking

The key idea behind the International Youth Economic Forum as a whole is communication. The main challenge for partner organizations is to help young entrepreneurs meet the right people and make promising connections. The event programme offers a unique blend of managed networking and education. A number of well-known entrepreneurs will take part in the networking session.

**10:00–11:15**

International Youth Economic Forum

Pavilion G  
Conference Hall G2

## The Role of Volunteering in Developing a Healthy and Balanced Society

2018 – the Year of the Volunteer – sets out ambitious goals for organizers of volunteer organizations. With millions of people getting involved in volunteering, one of the main challenges is to create a culture around it, so that volunteering would become an organic part of people's lives in Russia. If achieved, it could lead to significant growth in the numbers of volunteers. Volunteering is a unique vocation that provides opportunities for involvement in almost every sphere of human activity. Modern volunteering has no limitations in regards to the field of activity or the age of those who seek to help, and new forms of volunteering are emerging based on real-life needs. What skills and qualities can volunteers develop as a result of their activities? What are some of the volunteering projects globally where participants can make a contribution to the development of a healthy society? What should regional support for volunteers look like? What major events will take place in Russia in the coming years to stimulate the development of volunteering initiatives? How is international volunteering cooperation developing? How is the volunteering system in Russia structured and how efficiently is volunteering experience accumulated and shared?

### Moderator:

- **Artem Metelev**, Chairman of the Council, Association of Volunteer Centers; Member of the Public Chamber of the Russian Federation

### Panellists:

- **Alexander Bugaev**, Head, Federal Agency for Youth Affairs (Rosmolodezh)
- **Tatiana Gomzyakova**, Head of the Volunteer Department, 2018 FIFA World Cup Russia Local Organising Committee
- **Vadim Kovalev**, First Deputy Executive Director, Russian Managers Association
- **Toily Kurbanov**, Deputy Executive Coordinator, Management Services, United Nations Volunteers Programme (UNV)
- **Nikolay Lubimov**, Governor of Ryazan Region
- **Ksenia Razuvaeva**, Director, "Russian Center for Civil and Patriotic Education of Children and Youth" (Rospatriototsentr)

**10:00–11:15**

International Youth Economic Forum

Pavilion G  
Conference Hall G3

## Navigating Russian Business

The explosive development and spread of new technologies and their penetration into all spheres of human activity has led to rapid changes on global markets. It is vitally important for Russian business to integrate into the global ecosystem of technological entrepreneurship and the wider business ecosystem. How do you ride the wave of an upward trend and choose the right niche to focus your strengths and talents? How do you move from a business idea to a worldwide trend? How do you build a business that not only meets current demand, but also exceeds it? How do you give consumers something that they haven't yet realized they might want?

**Moderator:**

- **Elena Bocherova**, Vice President, Head of the Executive Committee, Delovaya Rossiya (Business Russia)

**Panellists:**

- **David Chichua**, Head, Olympic Technopark Project
- **Ilya Dybov**, Regional Representative, League of Heroes Project
- **Vadim Kulubekov**, Director, Avista-Modul Engineering Group
- **Eugeny Kuznetsov**, Ambassador of Moscow Chapter, Singularity University
- **Muslim Muslimov**, Founder, Klinika No. 1 medical centre network

**10:00–11:15**Pavilion G  
Conference Hall G4

International Youth Economic Forum

**A Better Life for Future Generations**

The World Expo 2025 site will leave a valuable legacy: it will be transformed into a smart city, a living laboratory to introduce and test innovative urban planning, resource management, and municipal governance ideas and technologies. The city will provide a safe, comfortable, and nurturing environment, focused on individual residents. By establishing a number of educational and research centres, the city will be able to attract a predominantly young population. Technologies that prove their worth in this experiment will help improve the quality of life in other cities in Russia and globally. What factors should be considered when engineering and building cities of the future and what are the possible challenges to be faced? How can we ensure harmony between the man-made environment and nature? What would the ideal urban community look like? What knowledge should we be transmitting to children and by which means? How can an independent and efficient urban economy be built and smooth intercultural communication established?

**Moderator:**

- **Nikolay Novichkov**, Head of the Working Group on Tourism Development, Expert Council of the Government of the Russian Federation

**Panellists:**

- **Alexander Adamchik**, General Director, CVteka
- **Pavel Brayvo**, General Director, Geosota
- **Yuri Brazhenko**, Director for Development, Museum of Industrial Culture; Co-chairman, International Alliance for the Creators of Cities of the Future
- **Ivan Burtnik**, Head of the Expo 2025 Russian Bid Promotion, Bid Committee, Expo 2025
- **Evgeniya Gromova**, General Director, VL Group
- **Fedor Sheberstov**, Chairman of the Managing Board of Teacher for Russia Programme, Charity Foundation for Support and Development of Education 'New Teacher'
- **Valeria Terentieva**, Managing Partner, WorkLine Group

**10:00–11:15**Pavilion G  
Conference Hall G5

International Youth Economic Forum

**Modern Neurotechnologies and Their Influence on the Development of Human Capital**

Interactive session with an 'emotion detector':

During the first part of the event, Kirill Kaem, Senior Vice President for Innovations at the Skolkovo Foundation, will deliver a speech and answer questions from session participants about creating start-ups in the field of neuro- and bio-technologies. During the session, Mr. Kaem will be connected to a neurointerface monitoring the electrical activity of the brain. Event participants will be able to observe the speaker's emotions, which will be displayed on the screen in the form of an animated robot avatar.

Demo of Neuromafia Game:

Neuromafia follows the same rules as the well-known game of Mafia. The only difference is that some of the participants wear neurointerfaces in the form of headsets, allowing other players to see their emotions on screens. Interfaces bring new possibilities to the game and make it more exciting: not only will the players need to recognize emotions, but also to interpret them correctly.

An Introduction to Neurotechnologies in Virtual Reality:

An interactive demonstration of applied solutions will link the possibilities of virtual reality and neurotechnologies. During their presentations, speakers will elaborate on case studies that allow using and assessing neurotechnologies in the real economy and education. Finally, the participants will have a chance to learn how modern neurointerfaces are set up.

SPIEF Youth Day participants will have the opportunity to assess the outlook for the development of

various neurotechnological solutions in practical terms, and to offer ideas for new areas in which they can be applied. The following neurotechnologies will be introduced during the session:

NeuroVR: a graphical representation of a virtual reality headset, controlled by a neurointerface.  
Emotian: an augmented reality screen. The camera captures and analyses the faces of visitors seen through the lens with the help of artificial intelligence, displaying an evaluation of their emotional state on the screen.

Neuro: emotion recognition and analysis with the help of a neurointerface (neuro-headsets).

Exoskeleton: an electrical manipulator controlled by a myogram. Visitors will be able to operate an electric manipulator (a mechanical arm) remotely (using the power of thought).

**Moderator:**

- **Denis Gusev**, Director of the Center for Neuro-Information Technologies, "Innopraktika"

**Panellist:**

- **Kirill Kaem**, Senior Vice-President for Innovations, Skolkovo Foundation

**10:00–11:15**

Pavilion G  
Conference Hall G6

[International Youth Economic Forum](#)

**Global Responsibility as a Key Attribute for Young People**

When members of the UN adopted the new Agenda for Sustainable Development in 2015, it created new integrated and universal goals for the international community. Increasing the sense of global responsibility felt by citizens throughout the world is one way to achieve these goals. Goals such as accelerating sustainable economic growth and employment, reducing inequality, and tackling poverty and climate change closely reflect the current generational sea changes in politics and the economy. Global trends increasingly demonstrate the importance of involving young people in decision-making processes at all levels. A key priority today should be finding ways to include young people's concerns in the global agenda, since it is the young people who will replace current leaders in the medium term. Young people should be prepared to take an active stance on the global issues facing humanity and develop strategies for addressing them, applying their unique problem-solving skills to a wide range of issues. How to best engage young people in working towards the Sustainable Development Goals? What needs to be done to ensure the international business and expert communities consider the opinions of young people? How can we raise the profile of youth initiatives throughout the world? What are the main problems facing the young people worldwide today?

**Moderators:**

- **Pierre Morel**, Co-Chairman, Trianon Dialogue Forum; Ambassador of the of the French Republic to the Russian Federation (1992–1996)
- **Anatoly Torkunov**, Rector, MGIMO University

**Panellists:**

- **Ilya Barinov**, Deputy Chairman of the Government of the Kaliningrad Region
- **Mikhail Khomich**, Deputy Prime Minister, Udmurt Republic
- **Oleg Salagay**, Deputy Minister of Healthcare of the Russian Federation

**10:00–14:45**

Pavilion H  
Conference Hall H23

[International Youth Economic Forum](#)

**The Economy of Trust as the Key Driver of Integration in Greater Eurasia**

Today, mutual trust is more essential than ever: it's a key factor in forming a favourable environment for economic cooperation across Eurasia. But how can economic collaboration be fostered in such a way that honesty and transparency translate into profit and prosperity? How can these abstract values be applied when looking at tangible economic indicators for joint projects? How can a just and fair transformation of economic cooperation between countries be achieved to make development mutually beneficial, when the countries involved display different degrees of human capital development, as well as significant cultural and social differences?

**Moderator:**

- **Alexander Ageev**, Director General, International Research Institute of Management Problems

**Panellists:**

- **Svetozar Darnev**, Chairman of the Board of Directors, Osnova
- **Dmitry Egorchenkov**, Director, Institute for Strategic Studies and Predictions, Peoples' Friendship University of Russia
- **Yan Kalish**, Associate, Baker Botts LLP
- **Sammy Kotwani**, President, Indian Business Alliance (IBA)

- **Svetlana Smirnova**, First Deputy Secretary General, International Union of Non-Governmental Organizations "Assembly of Peoples of Eurasia" (Russia)
- **Dmitry Stefanovsky**, Head, Laboratory of Information Technologies and Digital Consulting; Co-founder, Digital Transformation School, The Russian Presidential Academy of National Economy and Public Administration (RANEPA)
- **Sergey Sulimov**, Founder, "Leader" Educational Center; Founder, "EnglishPapa" Language School; Founder, BookYourStudy Service

**11:00–13:00**Congress Centre  
Conference Hall D1

International Youth Economic Forum

**Awards Ceremony for the Winners of the 15th My Country – My Russia National Contest**

This national contest celebrates its fifteenth anniversary in 2018. It is a positive and open civil initiative aiming to create an environment where young people can develop their civil identity and engage active as well as responsibly in addressing local socio-economic challenges, thus contributing to the strengthening of Russia's national unity and integrity. Since its inception 14 years ago, the contest has attracted over 47,000 people, who all have contributed ideas for the development of their towns and villages. 2017 drew over 7,000 participants, while in 2018 the contest was held in 70 regional organizational committees and the year before an alumni association had been established. The project is built around three main components: youth policy, education, and civil participation in the socio-economic development of Russia's regions. Over the years the contest has become a useful tool to scout practice-oriented projects for various educational organizations. Once the initial internal competition stage is completed, the best initiatives receive funding from federal and regional authorities, non-commercial partner organizations, as well as businesses. The contest is organized by the Russian Ministry of Education and Science together with the Youth Social and Economic Initiatives organization, and it is supported by the Russian Academy of Education, the Federal Agency for Youth Affairs, the Ministry of Transport, the Ministry of Construction, Housing and Utilities, Znanie, and the National Training Foundation. In 2012, the competition was included in the list of leadership projects compiled by the Agency for Strategic Initiatives to Promote New Projects.

**11:45–13:00**Pavilion G  
Conference Hall G1

International Youth Economic Forum

**International Youth Business Catalysts: Incubators, Knowledge, Connections and Investment**

The globalization of markets is one of the main economic trends of the 21st century, and taking account of the boom in tech-oriented startups, business executives are seeking the most effective solutions for localizing technology and attracting venture capital investment into the developing Russian market. In response to this, Russia is throwing open its doors to foreign entrepreneurs and innovators. However, not all young Russians in business are aware of the opportunities available to them to partner with foreign investors. How can young Russian entrepreneurs cultivate ties with foreign investment partners? How can they attract foreign financing and technology to their business projects? What global best practices for increasing young people's participation in the economy can be adopted in Russia?

**Moderator:**

- **Tatyana Seliverstova**, Executive Chairman, Russian-Chinese Young Entrepreneurs Club

**Panellists:**

- **Elena Bocherova**, Vice President, Head of the Executive Committee, Delovaya Rossiya (Business Russia)
- **Alexander Burkov**, Acting Governor of Omsk Region
- **Mikhail Derevyanko**, Director, Future of Today
- **Aleksey Ezhov**, Creator, International Youth Business Incubator Project
- **Sergey Kanavsky**, Executive Secretary, Business Council of the Shanghai Cooperation Organization
- **Zhou Liqun**, General Manager, China Chengtong International Investment Ltd.
- **Bomin Liu**, Director, Sino-Russian Business Center in Nanjing, People's Republic of China
- **Sukhrobzhon Maksudov**, Deputy Chairman for Economic Affairs, Central Council, Youth Union of Uzbekistan; Assistant Advisor to the President of the Republic of Uzbekistan
- **Vitaly Mankevich**, President, Russian-Asian Union of Industrialists and Entrepreneurs
- **Eduard Omarov**, Vice President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA Russia

11:45–13:00

Pavilion G  
Conference Hall G3

International Youth Economic Forum

**Supporting Youth Entrepreneurship in the G20 Countries**

Youth entrepreneurship comes in many different forms, where fundamentally free enterprise is the realization of the free will of the individual in any given cultural context. Young entrepreneurs are solving a wide range of problems in the course of their business activity. Furthermore, G20 countries offer varying technological, socio-economic, institutional, and geographical conditions. Nonetheless, all entrepreneurs remain focused on finding effective solutions. Youth entrepreneurship in particular is characterized by flexible thinking and the absence of stereotypes, which are some of the qualities that play a decisive role in developing the global economy. Are there universal interests shared by young entrepreneurs in G20 countries? What are the most popular and effective initiatives for supporting and developing youth entrepreneurship in Russia and worldwide? What are the fundamental questions that need to be answered?

**Moderator:**

- **Viktor Sedov**, President, Center for Entrepreneurship

**Panellists:**

- **Artem Androsov**, Chairman of the Committee for Youth Entrepreneurship, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses Opora Russia
- **David Iakobachvili**, President, Orion Heritage
- **Aleksey Ivanchenko**, Deputy Chairman of the Management Board, Member of the Management Board, State Corporation "Bank for Development and Foreign Economic Affairs (Vnesheconombank)"
- **Vladimir Orekhov**, General Director, "Toy Company"
- **Olesya Teterina**, Deputy Director, the Department for the Development of Small and Medium-Sized Businesses and Competition, the Ministry of Economic Development of the Russian Federation

11:45–13:00

Pavilion G  
Conference Hall G4

International Youth Economic Forum

**Could the 'Future Team' Movement and Networked International Youth Organizations Form the Foundations for Alter-Globalization?**

As globalization increasingly brings about economic, sociopolitical, and cultural changes throughout the world, it is important to identify mechanisms to mitigate the associated risks. Young people can play an important role in this search. Youth communities in Africa, Asia, America, and Europe are offering their alternatives to the current vertical model of globalization where primarily Western transnationals and media set quality standards for culture, the economy, and politics. There is a particular interest in developing a horizontal model of globalization which functions along the lines of a networked, polycentric society, where participants are equal, open, and in constant communication, with some regional and other variations. This approach encourages people from different cultures, and particularly young people from different countries, to develop a common vision for small projects and for the process of globalization as a whole. Networked international youth organizations could be instrumental in realizing such a model of globalization, and Future Team is a prototype movement – an initiative led by participants of the 19th World Festival of Youth and Students. How effective are such movements at the present stage? What practical means of solving young people's problems today could be provided by networked international youth organizations? Could such movements form the basis of a new model of globalization?

**Moderator:**

- **Angelina Tomashuk**, Coordinator for Middle East and Asia, Future team

**Panellists:**

- **Samy Naguib Samy Ammar**, International Relations Specialist, Ministry of Youth and Sports of the Arab Republic of Egypt
- **Miriam Hinthorn**, Operations Manager for US, Consortiq Limited
- **Africa Joseph**, Chief Operations Officer, BRICS Journal
- **Monika Lionaite**, Foreign Affairs Coordinator, Disrupt Synergies AB
- **Francine Furaha Muyumba**, President, Pan African Youth Union
- **Alex Njuguna**, Chief Information Officer, Cabinet Affairs Office, Presidency of the Republic of Kenya
- **Dragomir Petronijevic**, Member of the City Council, City Administration of the City of Belgrade
- **Imad Rizk**, President, Isticharia for Strategic and Communications Studies (ISCS)

- **Alexey Spivakov**, Head of international Department, The Russian-National Social Movement Social Democratic Youth Union "JUST POWER"
- **Nikola Srdić**, Head of International Cooperation Office, Students' Union of Serbia; Founder, Youth Start-Up Incubator (Novi Sad),

**Front row participants:**

- **Michael Susin**, Journalist, National Federation of Brazilian Journalists
- **Robert Willard**, Student, Columbia University in the City of New York
- **Oussama Zebda**, Founder, Future Team Tunisia

**11:45–13:00**Pavilion G  
Conference Hall G5

## International Youth Economic Forum

**Entrepreneurship in Technology Forming the Future Economy**

In an age of cross-border educational and economic opportunities, young professionals are not limited in their choice of country for developing a technology business, enabled primarily by the ubiquitous proliferation of the internet and the opportunities it provides to assemble international teams of specialists. Business development infrastructure supporting high-tech innovation is both a sign of prestige for an economy, and one of the key factors influencing the decisions of entrepreneurs who are creating products in response to demand and technological progress. Projects with great scientific potential often do not reach the commercial stage if there is no advanced culture of creating technology businesses, and projects do not get past the prototype stage. This means that companies are not testing products and therefore cannot substantiate their value and practical application. It is vital to reverse this trend to avoid any intensification of technological backwardness, as business leads progress around the world. Is Russia prepared for accelerated scientific and technological developments and global leadership in attracting international teams interested in working in Russia and for Russia? What steps should the state and business community take?

**Moderator:**

- **Tatiana Golubovskaya**, Director for Development and Strategic Communications, BuduGuru

**Panellists:**

- **Sergey Grebennikov**, Director, Center for Internet Technologies (ROCIT)
- **Nikita Kulikov**, Executive Director, HEADS Consulting; Founder, PravoRobotov
- **Eugene Lisovskiy**, Head, MAPS.ME
- **Sergei Plugotarenko**, Director, Russian Association for Electronic Communications (RAEC)
- **Sergey Ruchyev**, Vice President for Digital Integration, Russian Association of Blockchain and Cryptocurrency; Director, Rating Agency for Evaluation of Digital Economy Projects; Director for IT and Innovations, Phystechpark
- **Daniil Salyukov**, Co-Founder, Chief Executive Officer, Insense
- **Daniil Savchuk**, Senior Software Engineer, EPAM
- **Ayaz Shabutdinov**, Owner, Like Group of Companies; Investor, Capital Accelerator; Entrepreneur
- **Nailya Zamashkina**, Chief Operating Officer, Fintech Lab

**11:45–14:45**Pavilion G  
Conference Hall G6

## International Youth Economic Forum

**SPIEF Investment Talks: Presentation of Digital Transformation Projects to Investors and Venture Capital Funds**

Today, young entrepreneurs are building advanced technology businesses. However, any innovation requires investment to successfully bring it to market. While there is capital in Russia that can be invested in areas that are strategically important for the sustainable development of the country, matching investment with ideas and talents is not always easy. Young entrepreneurs can use the SPIEF platform to present their digital transformation projects to investors. Ten projects based on the following categories will be selected in advance:

- The Internet of Things
- Big data
- FinTech and blockchain
- Augmented and virtual reality
- Artificial intelligence and machine learning

**Moderator:**

- **Oleg Mansurov**, General Director, ACTUM LLC

**Panellists:**

- **Elena Alexandrova**, Director for Development, IPE Lab

- **Vitaly Borishan**, Co-Founder, Solomon Admissions Consulting LLC
- **Eduard Gurinovich**, Founder, MyTime
- **Oleg Neretin**, Adviser to the Director, Federal Institute of Industrial Property
- **Artur Pakhomov**, Chairman of the Executive Board, Laboratory of Institutional Design Engineering LLC
- **Ruben Pombukhchan**, Partner, IPE Lab
- **Tuomas Poskiparta**, Member of the Management Board, Greenled Oy
- **Konstantin Sinyushin**, Director, The Untitled Ventures
- **Dmitry Tomchuk**, Executive Director, PERI Charity Foundation

**11:45–13:00**

Pavilion G  
Conference Hall G7

International Youth Economic Forum

### Young People in the 'Post-Truth' Era: What is Real?

Today, members of generations Y and Z (those born between 1984 and 2000) mainly receive and provide information through social media, messengers and videoblogs. This situation is problematic, given the considerable growth in information flows and the introduction of post-truth politics. The latter diminishes the importance of actual facts in favour of emotional charge and personal convictions when it comes to forming public opinion. Popular channels provide false information under catchy headlines. This so-called 'news' often appears to shed an alternative light on certain events, but can result in destabilizing society. Are there any proven tools to manage the risks of the post-truth era? What current and potential fact-checking mechanisms exist, and how should they be employed? What should be the role of the state in this regard? What should be the degree of moral and legal responsibility for posting false information in modern communication channels, and is it possible to make young people immune to fake news?

#### Moderator:

- **Andrey Kiyashko**, Deputy Head of News, Russia Today

#### Panellists:

- **Andrey Afanasyev**, Journalist, Anchor, Tsargrad TV Channel
- **Nikita Danyuk**, Deputy Director, Institute for Strategic Studies and Predictions of the Peoples' Friendship University of Russia
- **Dmitry Gornostayev**, Deputy Editor-in-Chief, Rossiya Segodnya
- **Georgy Kaptelin**, Deputy Editor-in-Chief, Russian News Agency TASS
- **Mikhail Khomich**, Deputy Prime Minister, Udmurt Republic
- **Kristina Potupchik**, President, Open New Democracy Fund

**13:30–14:45**

Congress Centre  
Congress Hall

International Youth Economic Forum

### One in a Million: In Search of Russian 'Unicorns'

During this session, a new concept for a large, nationwide project designed to find and support talented high-tech entrepreneurs will be presented. How can young people make the most of their skills and knowledge? Where can one find the knowledge and resources to turn one's idea into a competitive product? How can one build a high-tech 'unicorn' startup in Russia for the global market? Expert investors and heads of development institutes, winners of the first season of One in a Million, and the St. Petersburg startups that have been shortlisted for the second season will discuss these and other questions. One in a Million is a national educational TV and digital project on tech entrepreneurship initiated by Vnesheconombank in partnership with NTV, Skolkovo, the Internet Initiatives Development Fund (IIDF), and the Agency for Strategic Initiatives (ASI). Participants of the 2017 season received grants and support in the form of investment, business acceleration, and mentoring from major funds, corporations, and development institutes.

#### Moderator:

- **Sergey Malozemov**, Anchor, Million-Dollar Idea, NTV Broadcasting Company

#### Panellists:

- **Evgeniy Gavrilin**, Co-Founder, Boomstarter
- **Aleksey Ivanchenko**, Deputy Chairman of the Management Board, Member of the Management Board, State Corporation "Bank for Development and Foreign Economic Affairs (Vnesheconombank)"
- **Jim Rogers**, Chairman, Beeland Interests Inc.
- **Ruslan Tugushev**, Co-Founder, Boomstarter
- **Kirill Varlamov**, Head, Internet Initiatives Development Fund (IIDF)
- **Timur Vaynshteyn**, General Producer, NTV Broadcasting Company

13:30–14:45

Pavilion G  
Conference Hall G1

International Youth Economic Forum

**The Knowledge Economy and a New Paradigm for Developing Human Capital**

The knowledge economy, or the neo-industrial economy, is based on a new type of resource – knowledge. Knowledge is becoming the main competitive advantage, the 'oil and gas' of the new era, where the ability to rapidly create, share, and spread knowledge has become a separate field of management and professional activity. In order to gain a competitive position in Russia's knowledge economy, one has to not only devote oneself to the relevant professional activity, but also to cultivate new meta-competencies: a set of fundamental competencies that a modern expert should possess. These include self-motivation and the ability to learn in any situation, work in different social groups with varying degrees of connectedness, apply best practices in different contexts, and many other skills. These requirements of the new economy pose a serious challenge to the education system, in-house staff training, and the building of career paths. What types of specialists are needed for technological leadership in the knowledge economy? What are the professional competencies that all participants of the new economy have to develop? What educational and career trajectories need to be designed to build a new class of professionals who will be effective and successful in the knowledge economy?

**Moderator:**

- **Tinatin Kandelaki**, General Producer, Match TV

**Panellists:**

- **Evgeny Charkin**, IT Director, Russian Railways
- **Olga Golyshenkova**, President, International Association for Corporate Education
- **Maxim Shereykin**, Director General, Agency of Technological Development
- **Boris Slavin**, Academic Advisor, Department of Applied Mathematics and Information Technologies, Financial University under the Government of the Russian Federation; Member of the Board, Russian Union of CIO (SoDIT)
- **Robert Urazov**, General Director, Agency for the Development of Professional Communities and Skilled Workers (WorldSkills Russia)
- **Nelson Zhao**, Co-Chairman, Stanford US–Russia Forum, Leland Stanford Junior University

**Front row participants:**

- **Constantine Firun**, Chief Executive Officer, Voisi OU
- **Mikhail Khurgin**, Founder, Executive Director, ITigris
- **Mikhail Kislyak**, Chairman, Foundation for Assistance for Information Society Development
- **Alexander Ryzhov**, Executive Director, Skyeer

13:30–14:15

Pavilion G  
Conference Hall G3

International Youth Economic Forum

Lectures by the St. Petersburg State University Graduate School of Management

**Creating a Compassionate Society: How Best to Develop Charitable activity in Russia?**

The potential for charities and philanthropists to improve people's quality of life extends to a whole range of social spheres, including education and the preservation of cultural heritage. With state mechanisms unable to keep up with the changes taking place in the world and in the employment market, charities and philanthropists are taking on the role of pioneers. How can charities, philanthropists, and the government combine their efforts? Is Russian society ready to play an active role in the charitable sector? How can charitable foundations be put to work systematically and effectively? What skills and personal qualities are important for young professionals who want to pursue a career in the non-profit sector?

**Moderator:**

- **Yury Blagov**, Associate Professor, Department of Strategic and International Management, St. Petersburg University Graduate School of Management (GSOM)

**Panellist:**

- **Andrey Konstantinov**, Executive Director, 'Old Age for Joy' Charitable Foundation

14:15–15:00

Pavilion G  
Conference Hall G3

International Youth Economic Forum

Lectures by the St. Petersburg State University Graduate School of Management

**Artificial Intelligence in Service of Business: Creating a Competitive Advantage**

Today, machine learning and artificial intelligence (AI) technologies are provoking plenty of interest, even among those who have little to do with information technology – although who can really say that these days? Experts believe that AI will be able to respond to the global challenges facing humanity: scarce natural resources, a lack of access to high-quality education and healthcare, and even poverty. Unfortunately, much speculation and mythmaking surround these promising areas. Artificial intelligence has practical applications in almost any business. But which are the main areas that could benefit? Banks and retail chains, medicine, or the industrial sector? Will the AI specialist be the profession of the future? During our discussion, we will discuss the criteria for the success of AI in business. How may AI change traditional approaches to management and decision making? In which business functions might AI create the biggest competitive advantage? What is the right way to implement AI solutions – how do we separate the hype from real economic performance?

**Moderator:**

- **Tatyana Gavrilova**, Professor, Head of the Department of Information Technologies in Management, St. Petersburg University Graduate School of Management (GSOM)

**Panellist:**

- **Pavel Rastopshin**, Managing Director, Zyfra Company

15:00–15:45

Pavilion G  
Conference Hall G3

International Youth Economic Forum

Lectures by the St. Petersburg State University Graduate School of Management

**Modern Approaches to Marketing: How to Build Effective Consumer Relations**

Consumer interaction remains one of marketing's key focuses. The attention of marketing experts has traditionally been trained on people in their twenties, who represent the new generation of consumers. After spending the last five years working with millennials, marketers' attention has very recently shifted to generation Z. Studying these young people will provide clues about the next consumer generation, and also make it possible to predict the behaviour of older people who are adapting to new technology. Marketers are also interested in modern technologies which allow them to communicate more effectively with the end consumer, providing each individual with as tailor-made a message as possible. What technologies are marketers using in the modern world? How are successful marketing campaigns created? What are the most promising marketing channels and tools? What qualities and skills will a successful marketer need to possess in five years' time?

**Moderator:**

- **Maria Smirnova**, Head of the Department of Marketing, St. Petersburg University Graduate School of Management (GSOM)

**Panellist:**

- **Viktor Shkipin**, Head of the Marketing and Advertising Department, VTB Bank

15:15–16:30

Congress Centre  
Business Breakfast Hall  
1

International Youth Economic Forum

Business Banyas

**Generation Z Entrepreneurs – Overcoming the Challenges of Starting a New Business**

At each stage of development, entrepreneurs encounter a similar set of problems: the search for seed investment, an unpredictable business climate, building teams, managing transformations in the marketplace, adapting to changes in the applicable taxation regimes, and others. Forming a new company is not easy and only a few successfully develop and expand. In the format of a 'Business Banyas' ('sauna'), small groups of participants will discuss the key mistakes in scaling up a business. They will establish direct contacts and share their experiences and case studies. Each group will include an expert – a successful entrepreneur – who will share his or her experience, including any mistakes and ways of overcoming them. The Business Banyas is a useful tool for business and networking.

**Panellists:**

- **Bronislav Gorbachev**, General Director, Crosser Instruments
- **Denis Kotov**, General Director, Bookvoed LLC
- **Anatoliy Movshovich**, Head, The World to the Touch

- **Kirill Ostapenko**, Founder, General Director, VeloDrive E-Shop; Director, Delovoi Peterburg Business Club
- **Artem Senik**, General Director, NPO Labs LLC
- **Andrei Sharkov**, General Director, Shokobox LLC
- **Albert Sufiyarov**, President, Neva Milk LLC

**Front row participants:**

- **Artem Balaev**, General Producer, Oh yes! Food! Festival ("O, da! Eda!"); General Producer, Aurora Fashion Week
- **Alena Enova**, Co-owner, TAIGA Hostel & Hotel
- **Artem Kurseitov**, General Director, City Engineering LLC
- **Konstantin Livshits**, General Director, Sistema Zabota LLC

**15:15–16:30**

Pavilion G  
Conference Hall G7

International Youth Economic Forum

Plenary Session

**The Russian Youth Economic Agenda 2018–2024**

It is estimated that a quarter of Russian citizens who are currently active members of the workforce are between the ages of 15 and 30, but the contribution of this youth demographic to GDP is just 5%. Given that 67% of young people participate in the economy and that they are eager to learn new skills and acquire the ability to adapt quickly to changing conditions, it stands to reason that young people's contribution to Russia's GDP can be significantly expanded by developing their potential in different sectors of the economy. What does the youth entrepreneurship ecosystem that has taken shape in recent years in Russia look like? What best practices for increasing young people's participation in the economy have been adopted around the world? What in general should the Russian youth economic agenda be over the next 10 years? What are the main priorities, and how should state and business cooperate with each other to achieve common aims?

**Moderator:**

- **Ernest Matskyavichyus**, Anchor, Russia TV Channel

**Panellists:**

- **Alexander Bugaev**, Head, Federal Agency for Youth Affairs (Rosmolodezh)
- **Dmitry Egorchenkov**, Director, Institute for Strategic Studies and Predictions, Peoples' Friendship University of Russia
- **Xenia Frank**, Chairman of the Supervisory Board, Elena and Gennady Timchenko Charitable Foundation
- **Dmitry Green**, Vice President of Entrepreneurship, Rybakov Foundation
- **Vladimir Mesropyan**, First Deputy Head of the Project Management Office for Implementing the Digital Economy of the Russian Federation Program, Analytical Center for the Government of the Russian Federation
- **Robert Urazov**, General Director, Agency for the Development of Professional Communities and Skilled Workers (WorldSkills Russia)