



## RUSSIAN SMALL AND MEDIUM-SIZED ENTERPRISES FORUM PROGRAMME

**10:00–11:30**

Congress Centre  
Conference hall  
D1

Plenary session and open 'hard talk' dialogue

### **Entrepreneurship in Russia: Anthology of Success or Academy of Failure?**

The rising stars of Russian business will look inward to analyze the types of success and failure that are most typical among Russian entrepreneurs. A dialogue with the government will consider the effectiveness of existing support measures for small businesses and new government initiatives.

#### **Moderator:**

**Andrei Sharov**, Vice President, Head of GR Directorate, Sberbank

#### **Panellists:**

- **Mikhail Dashkiev**, Co-Founder, Business Molodost
- **Georgy Solovyov**, General Director, Co-Founder, Skyeng
- **Sergei Borisov**, Chairman of the Board of Trustees, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Suzanna Karpova**, Co-owner, Prive7

#### **Front row participants:**

- **Alexey Grigoriev**, Director, Representative Office Russia, Metro
- **Alexander Kalinin**, President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Ivan Khokhlov**, Co-Founder, CEO, 12Storeez
- **Oleg Fomichev**, State Secretary – Deputy Minister of Economic Development of the Russian Federation
- **Andrei Vanin**, General Director, Delovaya Sreda

**10:00–11:30**

Congress Centre  
Conference hall D4

Panel session

### **European Technology for a New Quality of Life**

Attaining an above-than-world-average growth rate in the Russian economy and, as a result, improving quality of life depend on a number of factors, including the ability to develop advanced technologies independently and to select and apply those that have already been created, particularly in European countries. The session will discuss a number of practical issues and technological areas.

#### **Key issues**

- Technologies related to the Internet of Things
- Technologies for medicine production quality assurance
- Technologies for improving air quality
- Technologies in the field of industrial waste recycling
- Technologies for increasing energy efficiency and environmental friendliness

#### **Moderator:**

**Giovanni Mori**, Senior Transformation Manager Corporate&Investment Banking Division, Intesa Sanpaolo

#### **Panellists:**

- **Pasquale Terracciano**, Ambassador Extraordinary and Plenipotentiary of the Italian Republic to the Russian Federation
- **Alberto Negri**, General Director, SEA VISION



- **Antonio Fallico**, President, Conoscere Eurasia Association; Chairman of the Board of Directors, Banca Intesa
- **Francesco Profumo**, President, Compagnia di San Paolo; President, Fondazione Bruno Kessler
- **Sanal Ushanov**, Managing Director, Head of Financial Services Department, Accenture
- **Vyacheslav Makarov**, Head of Research and Development Department, Wargaming
- **Antonio Cianci**, Chief Executive Officer, AM Technology; President, Air Quality Alliance
- **Emanuele Zilio**, Sales Executive, Forrec
- **Giovanni Campice**, Main Shareholder, Tomorrow Technology
- **John Zhang**, Secretary General, International Technology Transfer Network (ITTN)
- **Maxim Shereykin**, Director General, Agency of Technological Development

12:00–13:30

Congress Centre  
Conference hall  
D2

Panel session

**Young Entrepreneurship – Supporting the National Economy**

The future of the country and its overall development depend on the young generation. Special attention will be paid to young entrepreneurship as one of the central pillars supporting the development of tomorrow's economy.

**Key issues**

- Federal and regional support measures for young entrepreneurship
- Emergence of entrepreneurial thinking in different age groups
- Creation of communities as a critical tool in developing young entrepreneurship
- An experienced mentor – the key to success
- Accessing international markets

**Moderator:**

**Artem Androssov**, Chairman, Committee for Youth Entrepreneurship, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA

**Panellists:**

- **Alexander Svinin**, First Deputy Prime Minister, Udmurt Republic
- **Alexander Bugaev**, Head, Federal Agency for Youth Affairs (Rosmolodezh)
- **Yulya Alferova**, Advisor to the Minister of Economic Development of the Russian Federation
- **Nikolai Kuzyakov**, Co-founder, Vanyushkiny Sladosti
- **Sergei Morozov**, Governor of Ulyanovsk Region
- **Eduard Omarov**, Vice-President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Ayaz Shabutdinov**, Owner, Like Holding; investor, Capital business accelerator

**Front row participants:**

- **Alexander Deryabin**, Director General, Snail
- **Alexander Kim**, Director General, SushiBox
- **Oxana Romanchuk**, Shaper, World Economic Forum; Business Ambassador in the United Kingdom, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Alexander Tokar**, Head, Directorate for Marketing and Information Support of SMEs, Russian Small and Medium Business Corporation
- **Andrei Shutov**, Founder, KwartirRemont



12:00–13:30

Congress Centre  
Conference hall  
D3

Panel session

**Exporting Services in the Small and Medium Business Segment: Myth or Reality?**

Services are beginning to play an increasingly important role in the global economy and trade. Russia has a significant potential for expanding exports in a wide range of services – from transport and finance to medicine and the entertainment industry. The Bank of Russia estimates that Russian services exports in 2017 were worth USD 58 billion.

In order for Russia to take its rightful place in the global services market, it is vital to identify the most competitive areas of growth and concentrate strong government support on their development.

**Key issues**

- Are existing export support tools suitable for promoting Russian services abroad?
- What kinds of services are most in demand on international markets?
- What steps must be taken to eliminate infrastructure and regulatory barriers?

**Moderator:**

**Vera Podguzova**, Managing Director of External Communications, Russian Export Centre

**Panellists:**

- **Marina Bludyan**, Vice President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Elena Bondarenko**, Director, Practicum for Directors Programme, Moscow School of Management SKOLKOVO
- **Nikita Bantsekin**, Member of the Board, Directorate Head, Russian Small and Medium Business Corporation
- **Alexey Nazarov**, Partner, Head of Global Strategy Group, Head of Public Sector, KPMG in Russia and the CIS
- **Jaana Rekolainen**, Chief Executive Officer, Finnish-Russian Chamber of Commerce
- **Falk Tischendorf**, Attorney-at-law, Managing Partner, BEITEN BURKHARDT Moscow
- **Alexei Kozhevnikov**, General Director, Konstruktor Puteshestvij LLC
- **Natalia Goludina**, Advisor to the Senior Vice-President, Sberbank
- **Vitaly Gudin**, Director, Department of Development and Regulation of Foreign-Economic Activity, Ministry of Economic Development of the Russian Federation

**Front row participant:**

- **Muslim Muslimov**, Founder, Klinika No. 1 medical centre network

12:00–13:30

Congress Centre  
Conference hall  
D1

Panel session with workshop elements

**Always about the Money! Finance for Small and Medium-Sized Businesses**

Limited access to finance remains one of the most pressing problems for small businesses. Whilst the SME lending market is showing signs of growth, investment in business development has virtually frozen. Although Russia is home to investors who are genuinely interested in injecting resources into Russian companies in the SME segment, at present there is no comprehensive system for monitoring business demand, assessing the effectiveness of investment etc. This is why entrepreneurs often turn to the open market for investment – to friends, acquaintances, and crowd investment services.

**Key issues**

- What do business and government need to do to change the situation?
- Small business loans at 10% per annum and lower: myth of reality?
- Are there real financial instruments for supporting SMEs?
- What are investors interested to put their money into, and what is the best way to attract them?
- What do entrepreneurs need money for?

**Moderator:**

**Mikhail Mamuta**, Head, Service for Consumer Protection and Financial Inclusion, Central Bank of the Russian Federation



#### Panellists:

- **Konstantin Basmanov**, Head of Small and Medium Enterprises Unit, Promsvyazbank
- **Alexander Belokopytov**, Director, Small Business Development, Sberbank
- **Alexander Kalinin**, President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Maxim Lubomudrov**, Deputy General Director, Russian Small and Medium Business Corporation
- **Maxim Parshin**, Director, Department for the Development of Small and Medium-Sized Businesses and Competition, Ministry of Economic Development of the Russian Federation
- **Nadia Cherkasova**, Member of the Management Board, Head of Small and Medium-Sized Business, Otkritie Bank
- **Konstantin Shabalin**, General Director, Start Track
- **Roman Kapinos**, Deputy Chairman of the Board, SME Bank
- **Gennady Margolit**, Executive Director, Innovation and Investment Market, Moscow Exchange

#### Front row participants:

- **Alexei Basov**, Deputy General Director – Investment Director, RVC
- **Eric Brovko**, Shareholder, Founder, Synthesis Group
- **Murat Dudarev**, Individual entrepreneur, investment broker
- **Olga Yezikeeva**, Advisor to the Governor of Tyumen Region for Investment and Small and Medium-Sized Businesses
- **Alexander Sarayev**, Managing Director for Bank Ratings, RAEX
- **Pavel Sigal**, Chairman of the Board of Directors, Avtogradbank
- **Andrei Sharov**, Vice President, Head of GR Directorate, Sberbank

12:00–13:30

Congress Centre  
Conference hall  
D4

Panel session

#### **Technological Breakthrough: Role of Small and Medium-sized Innovative and High-tech Companies in the Russian Economy**

Small and medium-sized companies are more responsive to the constantly changing business environment and are also innovative by nature. These qualities are becoming increasingly important as the economy undergoes digitalization, and are a key factor in technological change.

In this context, consolidating support measures for further development of 'fast-growing' small and medium-sized innovative and high-tech companies ('gazelles') is particularly important as a means of increasing the dynamism and mobility of the economy as a whole.

#### Key issues

- Consolidating support measures from development institutions for innovative and high-tech SMEs and startups
- Innovative and high-tech SME success stories
- Purchases of innovative and high-tech products from SMEs by major buyers: does fulfilling quotas assist major buyers' technological development?
- The accessibility and effectiveness of one-stop shops for submitting innovative proposals
- Incorporating innovative, high-tech SMEs into global supply chains

#### Moderator:

**Dan Medovnikov**, Editor-in-Chief, *Stimul* magazine; Director, Institute of Innovation Management, Higher School of Economics National Research University

#### Panellists:

- **Oleg Fomichev**, State Secretary – Deputy Minister of Economic Development of the Russian Federation
- **Alexander Braverman**, General Director, Chairman of the Board, Russian Small and Medium Business Corporation
- **Natalya Popova**, First Deputy General Director, Innopraktika
- **Alexei Borovkov**, Vice-Rector for Innovative Projects, Peter the Great St. Petersburg Polytechnic University
- **Sergei Borisov**, Chairman of the Board of Trustees, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Sergei Polyakov**, General Director, Foundation for Assistance to Small Innovative Enterprises in Science and Technology
- **Dmitry Golovanov**, Chairman of the Board, SME Bank

#### Front row participants:

- **Irina Mitichkina**, Director of Procurement Department, Russian Railways
- **Svetlana Khorunzhaya**, Deputy Chief Executive Officer for Administrative Affairs, Economics, and Finance, Inter RAO
- **Natalya Korotchenkova**, Deputy General Director, Russian Small and Medium Business Corporation
- **Yevgeny Knyazev**, Vice President, Head, Procurement Department, State Corporation Bank for Development and Foreign Economic Affairs Vnesheconombank
- **Yuri Zafesov**, Director, Purchasing Department, Rosseti
- **Denis Toropov**, Director of Procurement, RusHydro
- **Alexander Sokolov**, Director, Competition Policy Department, GK Avtodor
- **Yevgeny Gaidukov**, Procurement Director, Rostelecom
- **Alexander Rusakov**, Rector, Demidov Yaroslavl State University
- **Amal Al-Ama**, General Director, SETonline
- **Dmitry Sytin**, General Director, TEK-Torg
- **Sergey Yakovlev**, Deputy Chief Executive Officer, Interfax
- **Alexander Chernoshchekin**, Senior Vice President – Head of Medium and Small Business, Promsvyazbank
- **Dmitry Donovan**, Managing Partner, Albrecht & Vitte
- **Rustam Alakbarov**, Acting Head of Procurement, Rosneft
- **Andrei Stepanenko**, General Director, Auction House of the Russian Federation
- **Evgeny Ellinsky**, Director General, JSC Electronic Trade Systems
- **Anna Saburkina**, Aide of Project Department, Government of the Russian Federation
- **Evgeniya Gadzhieva**, Head of Competition and Entrepreneurship Development Section, Department of Economy and Finance, Government of the Russian Federation
- **Artem Shadrin**, Director, Department of Strategic Development and Innovations, Ministry of Economic Development of the Russian Federation
- **Victor Borzenkov**, Deputy General Director, Splavy
- **Igor Varatkov**, General Director, Aktan
- **Yevgeny Komarov**, Deputy Director for Development, Polymix Kazan
- **Gennadiy Margolit**, Executive Director, Innovation and Investment Market, Moscow Exchange



12:00–13:30

Congress Centre  
Conference hall  
B1

Panel session

### Efficient Production and Workforce Productivity

Poor production efficiency and low workforce productivity are historical problems. The lag in workforce productivity that has accompanied all of Russia's crises, makes it difficult to complete a transition to the next technological era and generate high incomes for the population. The Russian government is listing increasing productivity as one of its top priorities. Implementation of a roadmap to address the issue is now under way.

#### Key issues

- What are some of the different approaches to improving workforce productivity?
- What are the main constraints on growth in workforce productivity?
- Can Russia quickly make a qualitative leap in workforce productivity?
- How can we evaluate production efficiency?
- What is the connection between improving workforce productivity and production efficiency?

#### Moderator:

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

#### Panellists:

- **Mikhail Khomich**, Deputy Prime Minister, Udmurt Republic
- **Dmitry Pishchalnikov**, Member of the Presidium, Chairman of the Committee for Efficient Production and Performance Improvement, Labour Efficiency, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Dmitry Satin**, Deputy Head, Federal Tax Service of Russia
- **Junichi Hirabayashi**, Director, Skylight Consulting
- **Aleksandra Glazkova**, Vice President, BIOCAD
- **Maxim Tretyakov**, General Director, Elcat
- **Dmitry Sazonov**, Deputy Chairman, Committee of the State Duma of the Federal Assembly of the Russian Federation on Economic Policy, Industry, Innovative Development, and Entrepreneurship

13:35–14:15

Congress Centre  
Conference hall  
B1

### Outcomes of the OPORA RUSSIA IT Accelerator

This session will report the outcomes of the OPORA Russia IT accelerator. 16 teams from Moscow and St. Petersburg took part in the accelerator programme; they design hi-tech solutions in cloud computing, data security, Internet of Things (IoT), big data, machine learning (ML) and artificial intelligence (AI). Between February and May, the teams learned from the best business leaders and gained a wide range of opportunities to hone and test their ideas and products. These encompassed the fine-tuning of their products for a successful market launch, protecting intellectual property, financial planning, scaling up, international expansion, and more.

14:30–16:00

Congress Centre  
Business break-  
fast hall 1

Strategic Session

### Business Banya. Key Mistakes Made by Businessmen in Small and Medium Companies in Expanding Their Businesses

At each stage of development, entrepreneurs face similar problems. These include seeking investment to fund startups, an unstable business climate, problems in hiring personnel, difficulties with sales markets, changes to the tax system, and others. Establishing a company at a time of growing corporations is not easy and few manage to develop and expand.

As part of the Business Banya, participants will discuss key mistakes made by entrepreneurs in scaling their businesses. The discussion will take place in a small group where participants will also be able to exchange contact details, hear about their colleagues' experience and particular cases, and share their own expertise in the chosen subject.

Each group will include an expert – a successful entrepreneur who will share their experience, talk about their mistakes and discuss ways to solve them.

The Business Banya is an efficient tool for business and high-quality networking.

#### Panellist:

**Mikhail Bazhenov**, Vice President, Adamant Holding

#### Experts:

- **Andrei Sharkov**, Founder, General Director, Shokologo
- **Kirill Ostapenko**, Founder, General Director, VeloDrive E-Shop; Director, Delovoi Peterburg Business Club
- **Maksimilian Pivovarov**, General Director, KidBurg
- **Vladimir Shonurov**, Former Head of Business Development, Ulmart
- **Elena Bondarenko**, Director, Practicum for Directors Programme, Moscow School of Management SKOLKOVO
- **Eric Brovko**, Shareholder, Founder, Synthesis Group
- **Artyom Sennik**, General Director, NPO LABS
- **Aleksandra Glazkova**, Vice President, BIOCAD
- **Bronislav Gorbachev**, General Director, Krosser Instrument
- **Andrey Degtyarenko**, Founder, Director, Proekt 111
- **Andrey Koscheev**, Founder, Marketing Director, Doma Vkusnee
- **Leonid Khanik**, Former owner, Concept Club
- **Konstantin Borisov**, Owner, Support Partners
- **Ayaz Shabutdinov**, Owner, Like Holding; investor, Capital business accelerator

14:30–16:00

Congress Centre  
Conference hall  
D1

Panel session

### Readiness of Russian Society, Government and Business for the Digital Economy

As economic growth opportunities fed by fuel and energy are being exhausted, the world is switching to the model of information growth. Most experts consider Russia's starting position in this new paradigm to be good, which means that the Russian economy may find itself on the crest of the new wave. On the one hand, this will greatly enhance the efficiency of economic processes in manufacturing and services and, on the other hand, it will help cover the manpower deficit through internal resources thanks to the new technological revolution.

#### Key issues

- To what extent does the Russian Federation's digital economy programme match the demands of business?
- Current level of prevalence of digital technologies, and the readiness of the government and Russian companies for this transition
- Economic and social aspects of digitalization

#### Moderator:

**Dmitry Sazonov**, Deputy Chairman, Committee of the State Duma of the Federal Assembly of the Russian Federation on Economic Policy, Industry, Innovative Development, and Entrepreneurship

#### Panellists:

- **Alexei Abramov**, Head, Federal Agency for Technical Regulation and Metrology
- **Iliya Dimitrov**, Executive Director, Association of Electronic Trading Platforms (AETP)



- **Daniil Yegorov**, Deputy Head, Federal Tax Service of Russia
- **Alexey Kozyrev**, Deputy Ministry of Communications and Mass Media of the Russian Federation
- **Artem Koltsov**, Founder, Mir Trud Maining
- **Elena Volotovskaya**, Chief Investment Officer, Softline; Head, Softline Venture Partners
- **Guzelia Imaeva**, Chief Executive Officer, NAFI Research Centre
- **Nadezhda Surova**, Director, Institute of Management and Socioeconomic Design, Plekhanov Russian University of Economics
- **Savva Shipov**, Deputy Minister of Economic Development of the Russian Federation
- **Tadzio Schilling**, Chairman, AEB SME Committee, Business Development Executive, EY

**Front row participants:**

- **Alexander Chernoshchekin**, Senior Vice President – Head for Medium and Small Business, Promsvyazbank
- **Nikolai Verkhovsky**, Director, Centre for Digital Transformation; Director for Design Work, Moscow School of Management SKOLKOVO
- **Arseny Uralov**, President, Association of Accelerators and Business Incubators of the Russian Federation
- **Venera Shaidullina**, Lecturer, Financial University under the Government of the Russian Federation
- **Vadim Konyushkevich**, Partner, LP Law Firm
- **Svetlana Kuznetsova**, Deputy General Director, Russian Small and Medium Business Corporation

14:30–16:00

Congress Centre  
Conference hall  
D2

Panel session

**SME Development Tools: International Experience**

According to the UN data, in the global economy SMEs employ almost 50% of the entire working population, with the production volume of SMEs in various countries accounting for between 33% and 67% of GDP. Experience from different countries shows that investing in small businesses is a beneficial undertaking that quickly bears fruit and creates a more sustainable economy.

In 2016, support for Russian SMEs, based on the experience of other countries, received a fresh boost. The Russian Federation is creating a plethora of support tools for small and medium-sized enterprises at various levels. Each region has its own methods for increasing its share of SMEs, which is also the case at the federal level. At the same time, the potential for Russian SME growth remains significant.

**Key issues**

- Do existing tools have a positive effect?
- How does business rate this support?
- Are new tools really necessary, or should we rather stick to a 'do not disturb' policy?
- What can international experience of supporting SMEs tell us?
- What has been done in various countries for SMEs to account for a high share of overall GDP?
- Can this be replicated in Russia?

**Moderator:**

**Alexander Kalinin**, President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA

**Panellists:**

- **Mikhail Khomich**, Deputy Prime Minister, Udmurt Republic
- **Markus Jerger**, Chief Executive Officer, German Association for Small and Medium-sized Businesses (BVMW)

14:30–16:00

Congress Centre  
Conference hall  
D4

Panel session

**Developing Russian–Japanese Cooperation in Small and Medium-sized Business**

**Key issues**

- Areas of Russian–Japanese cooperation in small and medium-sized business include incorporating SMEs into the supply chains of major companies, implementing joint projects, and conducting training events and networking sessions
- What are the problems associated with increasing the degree of localization of Japanese production within Russia? How can Russian SMEs become links in their added-value chains?
- How can Japanese SMEs get started doing business in Russia, and Russian SMEs in Japan? What tools and forms of support exist?
- Financing Russian–Japanese projects: responses from financial organizations
- Experience of implementing Russian–Japanese projects with the participation of SMEs: difficulties and success factors

**Moderator:**

**Alexandra Suvorova**, Anchor, Russia 24 TV Channel

**Panellists:**

- **Alexander Braverman**, General Director, Chairman of the Board, Russian Small and Medium Business Corporation
- **Dmitry Golovanov**, Chairman of the Board, SME Bank
- **Yasukazu Irino**, Executive Vice President, Japan External Trade Organization (JETRO)
- **Masashi Omae**, Director, Supply Department, Bridgestone Tire Manufacturing CIS
- **Katsumi Hatao**, Chairman of the Board of Directors, SBI Bank
- **Keiji Uemura**, General Director, Ferrotec Nord Corporation
- **Eisuke Goto**, General Director, Chaitorg
- **Alexander Kamenev**, Founder, Ecorost
- **Murad Rasulov**, Head of Investor Relations Section, Development Corporation of Smolensk oblast
- **Boris Igoshin**, Director for the Support of Small-Sized Exporters, Russian Export Centre JSC



14:30–16:00

Congress Centre  
Conference hall  
D3

Panel session

### Addressing the Issues Faced by Small and Medium-sized Industry

Small and medium-sized businesses can be a significant force, not only in the services sector, but also in manufacturing. An urgent need is now arising to develop special measures for supporting small manufacturing businesses and to reduce risks for entrepreneurs who are just starting out.

#### Key issues

- Systematizing government support measures in industry
- Sector-specific associations: prospects for Russian the industry
- Methods for developing competition in the industrial sector

#### Moderator:

**Nikolai Dunayev**, General Director, Energoservice

#### Panellists:

- **Azat Gazizov**, Vice President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Maria Glukhova**, Vice President, Russian Union of Industrialists and Entrepreneurs (RSPP)
- **Elena Dybova**, Vice President, Chamber of Commerce and Industry of the Russian Federation
- **Andrei Tsarikovsky**, State Secretary – Deputy Head, Federal Antimonopoly Service of the Russian Federation (FAS Russia)

#### Front row participants:

- **Sergei Bragin**, Director, Siberian Project
- **Dina Smekalova**, General Director, Blockform
- **Konstantin Brevnov**, General Director, SPM-M
- **Dmitry Pishchalnikov**, Member of the Presidium, Chairman of the Committee for Efficient Production and Performance Improvement, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Igor Muravyov**, Executive Director, Leningrad Region Chamber of Commerce and Industry (LRCCI)
- **Stanislav Goldberg**, General Director, HEM
- **Vasily Melnikov**, Founder, Triton
- **Galina Izotova**, Member of the General Council, Delovaya Rossiya; Partner, SP Capital
- **Aleksey Uchenov**, Head, Department of Strategic Development and Project Management Department at the Ministry of Industry and Trade of the Russian Federation
- **Dmitry Satin**, Deputy Head, Federal Tax Service of Russia
- **Natalya Korotchenkova**, Deputy General Director, Russian Small and Medium Business Corporation
- **Sergei Polyakov**, General Director, Foundation for Assistance to Small Innovative Enterprises in Science and Technology
- **Andrei Pavlov**, General Council Member, Delovaya Rossiya
- **Oleg Fomichev**, State Secretary – Deputy Minister of Economic Development of the Russian Federation

16:30–18:00

Congress Centre  
Conference hall  
D1

Plenary session

### Engaging in Entrepreneurship

Small business plays an important role in the development of a nation's economy. At the present time, however, Russian business has a somewhat negative image among the population. This image tends to deter people from engaging in entrepreneurship.

In many European countries, preparation for entrepreneurial activity begins in the classroom. Creating a positive image of entrepreneurs among school and university students is highly important when it comes to the career paths chosen by teenagers and young people. It is also important in many respects to promote the need for entrepreneurship among civil servants at different levels. A better understanding of entrepreneurial activity helps local and regional authorities to make fewer mistakes when working with SMEs.

Some regions are now taking a range of steps and implementing programmes to increase engagement in entrepreneurship, although responses like these are not always sufficient in scope. The government is also developing a set of measures.

#### Key issues

- What measures could make business more attractive?
- How can the negative image of Russian entrepreneurship be transformed?
- What role might television and cinema play in this process?
- Could we apply lessons from international experience when it comes to engagement in entrepreneurship?

#### Moderator:

**Alexei Komissarov**, Provost, Russian Academy of Sciences; Professor, Russian Presidential Academy of National Economy and Public Administration (RANEPA)

#### Panellists:

- **Dmitry Mednikov**, Deputy General Director, The Russian Television and Radio Broadcasting Company
- **Sergei Morozov**, Governor of Ulyanovsk Region
- **Oleg Fomichev**, State Secretary – Deputy Minister of Economic Development of the Russian Federation
- **Alexander Braverman**, General Director, Chairman of the Board, Russian Small and Medium Business Corporation
- **Alexander Kalinin**, President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Svetlana Chupsheva**, General Director, Agency for Strategic Initiatives to Promote New Projects
- **Markus Jerger**, Chief Executive Officer, German Association for Small and Medium-sized Businesses (BVMW)
- **Konstantin Suntsov**, Founder, Beauteam Holding Company
- **Anatoly Artamonov**, Governor of Kaluga Region

#### Front row participants:

- **Ayaz Shabutdinov**, Founder, 'Like' Centre
- **Andrei Vanin**, General Director, Delovaya Sreda
- **Anatoly Popov**, Senior Vice President, Head of Corporate Business Block, Sberbank

16:30–18:00

Congress Centre  
Conference hall  
D2

### Broadcast of plenary session: Engaging in Entrepreneurship



Russian  
Small &  
Medium-sized  
Enterprises  
Forum 2018

23 May 2018  
St. Petersburg  
[smeforum.ru](http://smeforum.ru)

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