



# ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM PROGRAMME

June 15–June 18 2022, St. Petersburg

Programme accurate as at June 4, 2022

June 16, 2022

**09:00–10:15**

[The New Economic Order: Responding to the Challenges of the Time](#)

## **Transnational E-Commerce: Development Scenarios**

Given the rapid growth in cross-border e-commerce, such issues as creating comfortable conditions for Russian and foreign online platforms, improving customer service, and increasing the delivery speed of goods have become particularly important. An experiment to create bonded warehouses in Russia should be another step towards developing e-commerce in the country. Buyers will receive the goods they order in the shortest possible time without spending any extra time on customs formalities, while foreign and domestic sellers will be able to flexibly respond to demand and only pay customs duties for the goods that have actually been sold. What are the initial results of the experiment with bonded warehouses? What have end users, Russian producers, and importers gained from the new project? What are the prospects for the further development of cross-border e-commerce in Russia?

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[The Russian Economy: New Objectives and Horizons](#)

## **The Circular Economy and the Environment**

In 2021, the waste management industry led Russia in industrial production growth, the result of waste reform implemented in country. 15.5 million tons of new facilities for processing solid municipal waste and 4.6 million tons for recycling have been commissioned across the constituent entities of the Russian Federation. Regional leaders have been identified along with those lagging behind. On the whole there has been a gradual expansion of target setting – from the creation of a complex system of solid municipal waste management to the creation of a circular economy within Russia. Building and modernizing the relevant infrastructure calls for modern equipment and will lead to the creation of thousands of new jobs. Growth within the industry, the expansion of target-setting, and the new negative conditions in which the Russian economy has found itself as a result of external factors have all uncovered problems that need to be solved for the further successful implementation of the waste reform and the facilitation of a circular economy. What anti-crisis measures must be taken to ensure the growth of the industry in the new reality? What new mechanisms need to be created to support investors and growth rates in the industry? Is the financial sector ready to support the principles of sustainable development in the face of sanctions? How can we create an effective 'seamless' training system for the personnel who will come to work at the circular economy's new high-tech infrastructure facilities? How are the regions coping with the new challenges?

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## **The New SCO Business Agenda in Today's World**

Through a combination of factors, the Shanghai Cooperation Organization currently plays a decisive role in economic development throughout the Eurasian space. Amidst the post-COVID recovery of the global economic system and new geopolitical challenges, it is particularly important to harmonize the approaches that this Organization's members take in terms of economic policy, prevent imbalances in trade and investment regulation, and create additional incentives for intensifying and diversifying cooperation in all areas of the trade and economic agenda. What is the best way to effectively ensure the interests of business in SCO countries and maximize its potential as part of the Action Plan for 2021–2025 to implement the SCO Development Strategy until 2025? How can we translate the enormous geopolitical potential of the SCO into practical interaction at the level of businesses?



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The Russian Economy: New Objectives and Horizons

### **A New Economic Policy for SMEs**

Unprecedented external pressure and sanctions have become major challenges for the Russian economy. The restructuring of the economy has already begun, and it will dictate how the economy develops going forward. Of course, this will take time as companies search for new sales markets, alter their logistics, redistribute volume, and localize production. The government, society, and business need to consolidate for the benefit of the economy and companies. The Russian government has already adopted a package of measures that aim to support SMEs at the national level, some of which should be implemented in the regions. The speed at which structural transformations in the economy will take place now depends on effective interaction at all levels. What conditions exist for the growth of new industries based on the newly created supply chains? During this time of unprecedented external pressure, are SMEs emerging as a source of growth and a pillar for economic development? Are the regions interested in stimulating SMEs? What regional and international practices exist for stimulating the development of SMEs. How are the national measures being implemented at the regional level?

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### **Integration for Development: New Horizons**

The Commonwealth of Independent States celebrated its 30th anniversary late last year. Integration within the CIS has proven to be sustainable. Today, the CIS is not only a platform for dialogue, but an actual tool for supporting and developing longstanding trade, economic, and humanitarian ties. In the post-Soviet space, formats with different extends of integration, such as the Union State of Russia and Belarus and the Eurasian Economic Union, operate in parallel. However, they do not compete, but complement each other. It is now clear that betting on integration at different levels and different speeds, which gave the partners in the CIS the opportunity to choose their own format of participation, ultimately turned out to be correct. Could one say the post-Soviet space has become a kind of global laboratory of integration processes? What role do these processes play in world economic relations? All these associations primarily function for economic purposes. But is the economy the only driving force behind integration processes? What does progressive integration mean for countries of the post-Soviet space? What role do these associations play in overcoming the negative consequences of the pandemic and building a new global economy in the post-COVID era? What areas of collaboration within the CIS should become key, taking into account these integration processes and the general foreign policy and economic situation in the region and the world?

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The Russian Economy: New Objectives and Horizons

### **New National Brands Based on Cultural and Historical Traditions**

One of the threats globalization brings around is the loss of peoples' cultural identity. That is why the demand for national and ethno-specific products is increasing in the modern world, while historical cultural codes are becoming especially relevant. Unique products based on cultural specifics and peculiarities of a particular territory are replacing globally unified products. Combining production and cultural codes with creative industries such as fashion, architecture, film, design, and digital media can help create new brands, plus form an attractive image of their places of origin. How can we encourage the use of cultural and historical heritage as a foundation for today's global brands? How can it stimulate the economic growth of a country? How can medium and small-sized businesses join big corporations and integrate into global production chains? What are the international practices of heritage-based brand building?

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### **Green Energy: Current Challenges**

The energy transition is the answer that many countries have to the global problem of combating climate change. The COVID-19 pandemic in 2020–2021 had a negative impact on the low-carbon energy sector, but nuclear and renewable energy were able to quickly recover and resume growth, particularly in Asia. However, the escalation in global tensions that has taken place in 2022 casts doubt on the ambitious strategies and plans for an accelerated transition to green energy. Nevertheless, analysts have every reason to believe that low-carbon energy will once again regain its momentum in the long term thanks to regulation in numerous countries, the scaling up of technologies and a decline in costs. How will low-carbon energy develop in the short term? What prospects do the world's leading organizations and energy experts see for the development of renewable energy and nuclear energy? Which regions will drive their development? How will they develop in countries that are already rich with conventional hydrocarbons?



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### **What Can We Do to Bring Russian Startups to Asian Markets?**

For many years, Russian startups viewed the prospect of entering venture markets in the U.S. and Europe as an opportunity for development and future capitalization of their projects. However, due to sanctions and changes in attitudes to Russian entrepreneurs abroad, a significant reorientation towards venture capital markets in Asia would now appear to be on the horizon. This discussion is intended to consider the outlook for Russian startups eyeing Asian markets. What barriers await entrepreneurs? What are the peculiarities of the local startup industry and what is competition like in Asian venture capital markets?

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### **Where Spaces Meet Technology: New Solutions for Territorial Development**

Information about the location of objects is at the heart of all information processes in public administration, interaction between the government and citizens, business processes, and economic activities. Today, spatial data helps to solve problems that are vital for society, contribute to the development of the economy, and enhance the investment potential of territories. The accelerated pace of digitalization and the repositioning of the economy in the current conditions are forcing the government to make significant changes in the production, storage, and use of spatial data: disparate resources and the manual reconciliation of information should be replaced by integrated management based on new technologies. What anti-crisis opportunities will the consolidation of spatial data create for us? How will digital tools help manage land resources? What effects will the state and business obtain from the creation of a national spatial data system?

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### **Sustainable Development for Future Generations: On the Brink of Achieving Goals**

Achieving sustainable development goals, such as including providing decent employment opportunities and stimulating economic growth, reducing inequality, eliminating hunger and poverty, combating climate change, protecting environment and water, promoting affordable clean energy and quality education are a mainstay at the world's leading discussion platforms. To some extent most of the sustainable development goals and objectives are already included in the main strategic documents and programmes of most states. Within the context of the new economic and geopolitical reality the global community faces new challenges in achieving the SDGs. It is fundamentally important for the Russian Federation to maintain the set course and commitments undertaken for the benefit of future generations. What are the results of the Russian Federation in achieving the Sustainable Development Goals? How will the current economic and geopolitical situation affect the achievement of the SDGs by 2030 and what financial resources will be required for this? What are the roles of government, business, scientific and civil communities in achieving the SDGs, and how to organize their effective collaboration? How to build a 'green' future for the Russian Federation in the new economic and political conditions, and does the climate agenda have a place in them? Financing of sustainable development: how to launch investment mechanisms under the conditions of rethinking economic models, including at the regional level? What role does the banking sector play in implementing measures to achieve the SDGs?

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### **The Made in Russia Brand: Consumer and Business Patriotism in the Service of Import Substitution**

It is no longer just a brand and a symbol; new challenges have led to the creation of the all-Russian 'Made in Russia' movement. Thousands of entrepreneurs and hundreds of thousands of citizens have rallied under the common slogan: 'Made in Russia'. Today, manufacturers and consumers have access to a single 'Made in Russia' information system: dozens of digital services and special projects are starting to operate. Business, citizens, and the state have responded to the challenges posed to the Russian economy with a broad rise in business patriotism across the country. According to a recent survey by the All-Russian Center for the Study of Public Opinion (VTsIOM), 68 percent of the Russian population believes that Russian companies will be able to substitute foreign companies in full or greater volume, 66 percent would prefer Russian goods to foreign ones, and 57 percent believe that domestic goods are superior to foreign ones. This data indicates the broad opportunities and opening prospects for real support and development of import substitution in Russia. However, all those who wish to participate in the import substitution and promotion of the 'Made in Russia' brand will certainly have to find a unified development strategy to benefit the end users – state and society. How to grow and meet the demand for domestic products at the same time? What soft and hard mechanisms can be used to ensure quality assurance and standards of products? How can the state help to strengthen the position of companies engaged in import substitution? What demands do citizens have for



information about Russian goods? What will allow goods made in Russia to be promoted more effectively in foreign markets? What is the DNA of values and meanings that should be embedded in the national 'Made in Russia' brand? What special projects, services, media content and other solutions can the 'Made in Russia' ecosystem offer to businesses and consumers?

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### **Oceans and Global Transformation: What Kind of Fleet does RUSSIA and the World Need?**

Two years ago, the pandemic exposed the critical vulnerability of the world economy to disruption of maritime transport. Today, with the biggest economic war in history in the West and quarantine restrictions in the East, international maritime trade is under unprecedented pressure. Restrictions on freedom of navigation, which accounts for up to 90 per cent of all the world's moving cargo, have multiplied costs, disrupted routes tried and tested for decades, and ramped up inflation everywhere. The Russian merchant fleet is faced with widespread sanctions pressure caused by the desire to exclude the country from global logistics chains. Under these circumstances, the task of building a new connectivity of countries and regions comes to the fore. This will require the reopening of inland waterways and the accelerated development of promising maritime routes and a new fleet to operate and service them. What kind of fleet would it be and would it be possible to 'switch' logistics to new trade routes? How to ensure year-round navigation and integrate Russian rivers into international transport corridors? What is the potential of the Northern Sea Route and why is the icebreaking programme especially relevant today? Where can the Russian shipbuilding industry attract investment in the face of external constraints?

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Modern Technology for Humanity: Building a Responsible Future

### **Digital Ethics and Traditional Values in the Global Entertainment and Media Industry: Digital Psychology in the Context of a New Media Ethic**

How does the "new" ethic affect the media, is it a new form of information totalitarianism, or is it, in fact, simply the next stage in ethical development and a more open discussion of something that already existed? What principles govern the new ethics in the digital environment, both in the context of the production of audiovisual content, the offer to sell goods and services, and in terms of the operation of recommendation algorithms? Can universal ethical norms be created for the digital space? Who should create them – the state, companies, or users themselves? Visual content vs text. Smartphone vs TV. Games vs movies. How can we teach children who have grown up in this environment? Are schools ready? How should we communicate with young people whose information environment is TikTok and VK, whose idols are bloggers, and whose wall posters and outdoor advertising are social network memes?

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Business Dialogue

### **Russia – Egypt**

For many years, Egypt has been one of Russia's key trading partners in Africa. The interest of Russian and Egyptian businesses in the implementation of joint projects is increasing. The parties attach great importance to the Russian industrial zone being created in the Suez Canal Economic Zone, which can give a new impetus to the deepening of industrial cooperation between the two countries and become an entrance gate for Russian enterprises to the markets of other countries of the African continent. What opportunities for cooperation between Russia and Egypt arise in the new economic reality? Which areas of economic and investment cooperation are the most promising? What can serve as an additional incentive for the implementation of joint projects in new areas? How do we see Russian-Egyptian economic relations by 2030?

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Business Dialogue

### **Russia – China**

Today, the relevance of Russian and Chinese industry associations grows by the day. They can act as open platforms serving the needs of Russian-Chinese trade and economic cooperation, capable of steering in the right direction the complex process of restoring old economic ties and creating new ones. Additionally, they are able to facilitate the dialogue between the business community and the administration both on the regional and federal or central level. It is equally important to hear the real needs of the market and start looking for optimal solutions as soon as possible. Russian-Chinese trade and economic cooperation is facing unprecedented challenges, but its prospects are broad, and the opportunities are ample. How should the central authorities, regional administrations, enterprises, and industry associations behave? How can they stimulate equally beneficial cooperation and joint development in order to achieve the goal of reaching USD 200 billion trade turnover by 2024 and



promote high-level cooperation between our countries? How to continue promoting broader, multisectoral and deeper integration?

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[Investment in Development as Investment in People](#)

### **Generational Health at the Heart of Demographic Policy**

Russia's demographic development programme aims to achieve sustainable population growth by 2030 and a higher life expectancy. The programme needs to accomplish strategic goals such as lower death rate and higher birth rate. Plus, it needs to raise the understanding within the society that the people are responsible for their own health. To meet the challenges the demographic agenda presents, comprehensive inter-agency cooperation is required in the medical, socio-economic, and cultural fields. Amidst this cooperation, aside from the protection of family health and strengthening of social guarantees, creating a health-preserving environment is key. Health education, risk prevention, early disease detection and treatment combined with morality and respect for family values in the public consciousness can maximize the demographic effect and promote economic growth. How can we reverse the downward trend in the birth rate? What measures can be taken to address the problem of high mortality rates, especially among men of working age? Why does health preservation drive economic development? What factors of health-preserving environment development require priority governmental work today? How can society be motivated to lead a healthy lifestyle and have a responsible attitude of the whole family to their health?

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### **Reset “S”: How Will Social Programmes Change in the New Reality?**

Everything has changed in the last six months: from business process management schemes and investment priorities to people's needs and what problems require solutions. Society, companies, and NPOs are all faced with the difficult task of trying to build new formats of interaction to ensure Russia's social and economic well-being. The #WeAreTogether platform has helped to overcome the pandemic and provide targeted aid to millions of people and thousands of social and medical institutions. There's still a need for that synergy today. What new approaches to the social missions of companies and private foundations exist? How do we find solutions to address today's challenges? What is the role of the third sector in addressing business challenges? What mutual assistance practices would be most effective?

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### **The Electric Power Industry in the Changing Times**

The electric power industry has always been the backbone of the Russian economy. Today, its top priority remains ensuring stable and reliable energy supply to millions of domestic consumers. This task is of particular importance given the current external challenges. A systematic approach is needed more than ever to ensure that the domestic market is capacious and growing steadily, and it is paramount to identify regional and industry-based growth points and key development priorities and implement them step by step. What demands are the various sectors of the Russian economy making for the fuel and energy sector amidst the global changes that are taking place? What do the country's regions need from the energy sector, particularly in terms of infrastructure? What changes need to be made both as regards anti-crisis management and strategic planning in the energy sector? How can we improve the effectiveness of interagency collaboration in this new environment?

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### **BRICS: Deepening Trade and Economic Cooperation**

The economies of all countries around the world have faced unprecedented challenges and trials in recent years. Traditional methods of cooperation and forms of business collaboration have undergone significant changes. The whole world is waiting for positive news and drivers that could restart the global economy and provide a new impetus for growth. The BRICS association has enormous potential for trade and economic cooperation. In 2022, the BRICS chairmanship will pass to China. What new ideas will Beijing offer to intensify cooperation within the five countries? How can BRICS mechanisms be most effectively used to propel national economies and the global economy as a whole to a new level of development? Which sectors of the national economies of BRICS countries will see the greatest competitiveness in these new conditions?



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### **The Museumification of Cities or Urbanization of the Future**

In partnership with Gazprom

Much of the public discussion about cities with important historical heritage revolves around the contradiction between urbanization and museumification. Should they be developed or preserved? On the one hand, no one would deny the importance of preserving a historical environment; after all, a city is a space of history. The continuity of urban culture is one of the reasons why we choose a particular city to live in. On the other hand, cities need to be constantly renovated. And the opportunity to take part in this social process is also one of the reasons why we choose to live in cities. But such renovation is often traumatic, both for residents and for municipal institutions. How can we ensure a balance for cities, give them the opportunity to develop, change, and also preserve what they have, and make them more accessible and tangible?

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### **B20 Regional Consultation Forum**

International cooperation has become increasingly difficult today. Outdated structural and market problems and imbalances have been exacerbated, which has led to rapid changes in the international political and economic system. The key tasks for national and international development that need to be solved to meet the most important challenges include effectively developing human capital, creating new productive jobs that take into account new forms of employment, closing the gaps in supply chains, countering unilateral sanctions, closing infrastructure gaps, and ensuring sustainable mutually beneficial development in this new environment. In this regard, it is becoming increasingly important to have an inclusive and comprehensive dialogue among the world's top multilateral institutions, such as the G20 and groups that work under its auspices, with the key one being the Business 20 (B20), which prepares recommendations for G20 leaders. Constructive cooperation within these platforms significantly contributes to the creation of sustainable rules of the game in the global economy that reflect the positions of all stakeholders. What effective steps should be taken to overcome the existing challenges and contradictions in the global economy? On what basis should states and business cooperate to overcome existing gaps and ensure sustainable development? What kind of goals and objectives should be set to improve the efficiency of the system of international multilateral cooperation?

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The Russian Economy: New Objectives and Horizons

### **Russia's Financial Sector in a New Environment**

The financial market was the first to suffer the blow of anti-Russia sanctions. The ban on provision of financial services for major Russian banks, the freeze on their overseas assets, disconnection from SWIFT, the removal of bank apps from Google Play and App Store, the pullout of major payment systems from Russia, the prohibition on imports of euro and US dollar bank notes to Russia - all of that has seriously tested the resilience and flexibility of the Russian financial system. The current situation is forcing Russian companies to overhaul their business models and look for alternative sources of investment. Meeting the new needs of businesses is a big challenge for the financial system. How ready and willing are Russia and its trading partners to switch to settlements in national currencies? What are the prospects to roll out the Mir payment system in new countries? What could encourage investment in Russia's economy, bolster the equity market, and enable the listing of Russian companies on global trading venues? Can restrictions on capital flows be lifted? How promising would be a pivot of Russian banks to the East, and what barriers will need to be overcome en route? What is the experience of other countries in transforming their financial sector under sanctions?

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Modern Technology for Humanity: Building a Responsible Future

### **The National IT Landscape: Challenges, Barriers, and New Opportunities**

Over the past two years, the IT industry has been one of the beneficiaries of the pandemic crisis: demand for online services has grown, and barriers to digital penetration have fallen, giving the industry a strong boost. The new period of turbulence brings with it other challenges and opportunities. Market competition has changed, and companies have ventured into new niches: e-commerce sites are developing tools for authors and social mechanics, telecom operators are investing in content projects, and banks are entering the smart device market. What is an IT company nowadays? How are business strategies and priorities changing? What services have a future, and what areas will fall by the wayside? How can we attract and retain people who are willing and able to change the Russian IT market? Wherein lies the future of the industry: tougher and more diversified competition or collaboration and strategic partnerships?



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### **Food Security: Global Challenges and Opportunities**

In partnership with PhosAgro

Global food prices have reached an all-time high. In March 2022, the FAO Food Price Index averaged 159.3 points, up 12.6% from its all-time high in February. The UN is sounding the alarm bell: soaring food, energy, and fertilizer prices are threatening to escalate into a global famine of catastrophic proportions. The UN World Food Programme predicts this year it will affect 44 million people in 38 countries. Experts note that the response to these unprecedented challenge facing humanity requires abandoning politically motivated restrictions and coordinating efforts and cooperation throughout the global community. With its unique agro-industrial potential, Russia plays a key role in this regard. How is the Russian agro-industrial complex and the mineral fertilizer industry overcoming sanctions and logistical barriers as the country searches for new markets for its products? Will the status of 'essential products' help to maintain the uninterrupted supply of agricultural products and agrochemicals around the planet? Do countries still have effective mechanisms to curb food inflation? Will the experience gained during the pandemic help to cope with the new phase of the crisis or will it create a negative cumulative effect on the global food system as the world's population continues to rapidly increase?

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### **New Logistics for New Challenges**

Existing supply chains have been disrupted due to the pressure that Russia is facing from global sanctions. Bans on aircraft flying over Russian territory and the calling of Russian ships at foreign ports as well as restrictions on rail traffic have all interrupted the normal business processes. On the other hand, the withdrawal of foreign companies – manufacturers of aircraft and components for trains and trucks – from the Russian market should give a boost to the development of these industries domestically. What needs to be done to create new logistics corridors? What support measures do domestic equipment manufacturers need today? What needs to be done to ensure that sea and rail transportation infrastructure meets the needs of Russian industrial enterprises in the new supply chains? Do new ports and transport hubs need to be created within the country? What is the best way to build a secure logistics network that is resistant to external challenges?

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### **The Future of Banks: The Transformation of Business Opportunities**

In partnership with Promsvyazbank

In recent years, banks have seen a slump in their profit margins, which have been significantly impacted by low interest rates, a high level of competition and activity among major banks to build ecosystems, and the prospects for the introduction of a digital rouble. There has been an intensive outflow of deposits from banks to the stock market. In the new economic realities, the overall trend of declining bank profitability remains an issue. For example, restrictions on the acquiring commission are diminishing the attractiveness of card products, while high interest rates are reducing lending volumes, including mortgage lending. With this in mind, banks need to solve the long overdue task of technological transformation, primarily as it pertains to the import substitution of foreign software and the replacement of computer equipment. What can the banking system expect in these new economic conditions? Which technological innovations are essential given the current sanctions, and which ones, on the contrary, will fade away? Are there ways to reduce costs for banks by building common technological infrastructure and the digitalization of the industry?

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[Investment in Development as Investment in People](#)

### **In Search of New Meanings: Science, Culture, and Sport**

When the world is changing before our eyes at cosmic speed, when we have no clue what will happen tomorrow, when some of our relatives and friends suddenly become an enemy, when for some people the ground is crumbling under their feet, and when some people are entering the world in the prime of their lives, you can lose your bearings and even the very meaning of life. For a while, the meaning of life may simply be survival – moral, emotional, and even physical. At the same time, though, you should always remember that every crisis in life can lead both to degradation, a fall, or a collapse, as well as to new goals, meanings, and peaks. And now is the perfect time to revise what we can lean on, understand what we need to give up, and ascertain what is superfluous, fake, superficial, and most likely imposed from the outside. And not only do we simply need to live and wait a while to comprehend everything that is happening to us, we also need to find new goals and meanings, or reinforce the ones you already had, while not forgetting that life is fleeting. We need to adapt to the new conditions and get through what are described as crises, but it's not always easy for us to admit that new meanings are needed. We all want a magic pill or someone to tell us where and how to look



for new meaning. People often go to fortune-tellers and astrologers for this. But the problem is that ready-made recipes usually don't work. No one will decide for us what we need to do since only we know what does and doesn't suit us. And there is only one way out – you have to try a lot of things and experiment. Science, culture, and sports are facing entirely new challenges that no one ever could have dreamed of, and a new cancel culture has even emerged – the cancellation of culture. We have always said that science, culture, and sports are beyond politics, but as it turns out, this is definitely not the case. What new meanings does it make sense for us to look for? What objectives should we set in international relations, which have changed overnight? And will science, culture, and sports help to create a new, living language in relations in the midst of a situation where the old one, much to everyone's surprise, has become a dead language?

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### **International Carbon Credit Trade: Russia's Potential**

In partnership with Gazprombank

Adapting economies to climate change and mitigating any negative environment impact remains an important task. Decarbonization is an objective reality for companies that is dictated both by changes in the balance of supply and demand on several markets as well as some of the international restrictions that are being introduced. The carbon trading system is one of the mechanisms used to encourage businesses to reduce greenhouse gas emissions and introduce low-carbon technologies. At the same time, voluntary markets for carbon units have been developed as a way to monetize climate projects that are being implemented by responsible companies. Certain countries have already made some progress in developing a market for carbon credits, however, this is one of the most effective mechanisms for containing climate change and should be actively developed. The infrastructure of carbon markets and carbon credits in different countries is at different stages of development. What are some of the specific aspects of the architecture of the emerging national market for carbon units? What experience do participants in voluntary markets for carbon credits have? What is the potential market volume as part of the Sakhalin experiment and the economic effect for investors? What are the prospects for scaling up regional carbon experiments? What opportunities exist for integrating the national market of carbon units into the market infrastructure in the Eurasian region?

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Modern Technology for Humanity: Building a Responsible Future

### **Lessons from the Cyber Crisis. What to Expect in the Future?**

Digital sovereignty is a key factor in the development of a state, society, and business. Digital sovereignty, i.e., national control over key IT technologies, determines the extent to which society enjoys true sovereignty: from access to reliable information and the ability to pay for purchases to the sustainability of critical information infrastructure. An essential part of digital sovereignty is the ability to use national resources to ensure cybersecurity. The events of 2022 have shown that the integration of global, indeed, primarily Western, technologies, allows for a rapid build-up of high levels of digitalization without a need for investing in one's own technology. A rapid departure of many enterprises from the country can quickly erase these achievements. Recent decades have seen Russia launch a large import substitution programme, and in the field of cybersecurity progress has been impressive, though ultimately the efforts made under pressing conditions have been unsatisfactory. In the face of a myriad of attacks, by no means have all organizations been prepared to repel them. There has often been a lack of basic protections and backup systems, an absence of response and recovery plans, and serious inadequacies in staffing. Great efforts on the part of experts have allowed most companies to avoid serious setbacks, but how can we ensure a systematic approach to dealing with such crises? How have the motivations of hackers changed in 2022? Are approaches to combating these things changing as a result? What can we do about the international exchange of data on cybercrime?

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Business Dialogue

### **EAEU – ASEAN**

The agenda of trade, economic, and investment collaboration between Russia and its EAEU partners with ASEAN countries is systematically expanding, as evidenced by the recent programme of cooperation between the Eurasian Economic Commission and the ASEAN Secretariat until 2025. Key focuses for the further development of cooperation between the business communities of the two associations include aspects of sustainable development, the implementation of environmental and climate projects, industrial cooperation, processes involving the digital transformation of the economy, and the circular economy. Moreover, initiatives implemented as part of the Year of Scientific and Technical Cooperation that Russia and ASEAN declared in 2022 could become effective tools in supporting such cooperation. What institutional decisions need to be made to intensify scientific and technical cooperation and establish industrial cooperation between high-tech enterprises in EAEU and ASEAN countries? What will the energy transition of national economies to low-carbon sources look like? What opportunities exist for implementing joint environmental, nature conservation, and climate



projects? Are there prospects for harmonizing national digital agendas? What practices in building digital infrastructure could be useful for Eurasian and ASEAN businesses?

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The Russian Economy: New Objectives and Horizons

### **Tourism: New Trends, New Opportunities, New Routes**

Over the past year, Russia has been one of the few tourist countries in the world to succeed in restoring money and domestic tourism in the industry to 90% of its pre-covid level. Tourist charters have crossed the country, the tourism cashback programme has proven one of the most popular socio-economic support measures instituted by the state, and for the first time ever a preferential lending mechanism was launched for investment in the construction and reconstruction of hotels along with initiatives in tourism for small and medium-sized businesses and the construction of modular hotel infrastructure. National itinerary standards were approved for the first time and preparations made for a new law on tourism. The popularity of internal tourism has increased, and not only as a result of covid restrictions. In two years it has become evident that individuals are discovering their own country while simultaneously expanding the Russian travel map as they discover their own favorite routes. The new challenges we face today are limitations as well as new opportunities, and consequently – new trends. What opportunities exist for tourism under the new conditions? Are there alternatives to Black Sea resorts and what kinds of vacation should we be looking to develop right now?

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The New Economic Order: Responding to the Challenges of the Time

### **The Northern Sea Route: An International Transport Corridor**

The Northern Sea Route (NSR) is the most important transport route that links the vast expanses of Russia's Arctic territories, and it is also a natural transport corridor between Asia and Europe. The development of the NSR could become a comprehensive solution to several economic, demographic, social, and political challenges facing Russia's northern regions and the country as a whole. At the same time, however, the NSR faces numerous objective obstacles, from severe weather to the lack of essential technologies and experience. The Russian president has set the goal of ensuring the year-round use of the NSR as a transport corridor of global importance. Given the pressure from sanctions and the destruction of existing logistics and cooperative ties, the NSR could offer a new window of opportunity for the development of Russian territories and also strengthen partnerships with friendly countries. Starting from 2022, vessels are scheduled to make at least two subsidized coastal round trips from St. Petersburg (Murmansk) to the ports of the Far East. Establishing preferential tariffs that make it possible to compete with the relevant tariffs for other modes of transport will make the transportation of goods via the NSR economically viable and popular among shippers, which will also help solve problems related to the shipment of goods in the north and create an image of the NSR as a reliable transport artery. Based on the test operation of the coastal line in 2022–2024, Russia plans to switch to a regular line with more frequent trips and increase the number of ports that are involved in the NSR. What impact does the NSR have on the economy of the Russian Arctic? Given the new geopolitical and economic circumstances, is it realistic to achieve the goal of transporting 80 million tonnes of cargo via the NSR by the end of 2024? What is needed to ensure year-round and safe navigation?

11:00–12:15

Modern Technology for Humanity: Building a Responsible Future

### **Vaccine Production: International Cooperation in the Name of Health**

Achievements made over the last decades in biotechnology, immunology, molecular biology, and other related disciplines have helped to transition to improved next-generation vaccines, while problems in this area revolve around ensuring mass vaccination and creating a solid evidence base for effective and safe innovative approaches. However, new challenges have risen due to the emergence of previously unknown infections and the spread of infectious epidemics on a global scale. In the current geopolitical situation, Russia must prevent a setback in the development and production of vaccines and maintain the potential for the further development of the industry. The global pharmaceutical community needs to rely on the humanitarian aspect and consolidate international potential for the development of effective tools to warn about infectious threats in an effort to prevent their impact on the planet's socioeconomic life. How can Russia best realize its potential to ensure the biological security of the nation in the face of new challenges? What innovative developments in vaccinations may have an impact on managing biosecurity risks around the world? Is the global community ready to maintain the paradigm of uniting efforts in the face of the threat posed by infectious epidemics? What role does Russia play as an international partner in preventing new and re-emerging infectious threats amidst the new challenges?



11:00–12:15

[The New Economic Order: Responding to the Challenges of the Time](#)

**Russia–Turkey: Efficient Business Partnership**

[In partnership with the Russian Export Center](#)

Changes in the foreign economic environment reaffirm the position of Turkey as Russia's long-standing friendly trade partner. Coincidentally, the situation makes way for new economic cooperation opportunities for both countries. Today, Turkish companies have a good chance to fill in the new gaps in the Russian economy, while Russia would like to develop mutually beneficial ties. Industrial cooperation, agriculture, energy for export and third-party markets are the key topics for the Russian-Turkish business dialogue. What opportunities are available to both countries' businesses today? What are the best ways to make use of them? What third-party markets do Russia and Turkey target today?

11:00–12:15

[The Russian Economy: New Objectives and Horizons](#)

**Presentation of the Top 100 Ideas of the Forum for SPIEF Participants**

The Agency for Strategic Initiatives and the Roscongress Foundation are holding the second regular forum 'Strong Ideas for the New Times' in accordance with the instructions of the Russian president. The Forum brings together leaders and experts in economics, technological and social development, non-profit organizations, education, the urban environment, government representatives, and concerned citizens to jointly develop, collect, and discuss breakthrough ideas and projects.

The Forum finalists are the leaders with the best breakthrough ideas. The best ideas are selected by the ASI expert council chaired by Igor Shuvalov.

15:00–16:15

[The New Economic Order: Responding to the Challenges of the Time](#)

**A New Form of International Cooperation: How Will Payments Be Made?**

[In partnership with Mir Payment System](#)

Positive dynamics in the global payment card market, the impressive development of payment infrastructure, and the trend of numerous countries reducing their dependence on American and European international payment systems, until recently, all seemed to point towards the strengthening and accelerated international development of national payment systems. There is only one goal: consumers who can and want to gain the freedom to conduct ordinary financial transactions should be able to do so regardless of the country in which they are located. What is the best way to achieve this goal and remain resistant to any geopolitical processes?

15:00–16:15

[Modern Technology for Humanity: Building a Responsible Future](#)

**Digital Universes: A Market with Limitless Potential or Empty Hype?**

When the Internet began gaining popularity in the 1990s, many people considered it a temporary phenomenon. Sceptics believed that it would not have many users and that companies would still only do business in the physical world. They were wrong. With a slight delay, the Internet became popular in Russia, and now the world wide web is part of our usual way of life. The same could happen with digital universes. Virtual worlds where you can learn, work, have fun, and socialize are already a \$350 billion market that grew by more than 20-fold last year alone. And in 15–20 years, when the generation born in the 2020s grows up, most people will have virtual reality glasses, as they do mobile phones now. Such changes are both a challenge and a great opportunity for the government and business. Will digital universes become the 'new Internet'? How will society change when virtual worlds become part of our lives, as the Internet has now? What position should regulators take towards digital universes? Will regulators change their attitudes towards cryptocurrencies, which will be the main means of payment in digital universes? What should private businesses do right now so that they do not miss out on this attractive and fast-growing market?

15:00–16:15

[Modern Technology for Humanity: Building a Responsible Future](#)

**Information Warfare: National Media Sovereignty Protection**

At a time when the Russian Federation has been forced to actively defend its national interests, adversaries attempt to destabilize the geopolitical situation and the IT industry to sow panic in the information space. Russian professionals have stepped up to defend the digital sovereignty of the nation and fight for the right of Russian speakers to access trusted communication channels and reliable information and freely exchange views in the digital space. Hackers have begun to target federal websites, mass media, and IT companies. A recent high-profile incident involved a cyberattack on the national video hosting platform Rutube. "Cyber warfare" is a term that can be heard in the media



more and more often nowadays and defines the new rhetoric. What can systematic attacks on the country's critical infrastructure lead to? What strategic measures should the government and corporations take to ensure information and cybersecurity? What really happened to Rutube and what conclusions and lessons can be drawn from the incident? What challenges face the domestic IT industry and will Russian industry specialists succeed in coping with them?

15:00–16:15

[The New Economic Order: Responding to the Challenges of the Time](#)

### **ASEAN–EAEU–SCO: Integration Segment of the Greater Eurasian Partnership**

The major regional associations in the Eurasian space are systematically working to intensify cooperation. In 2005, the Secretariat of the Shanghai Cooperation Organization (SCO) and the Secretariat of the Association of Southeast Asian Nations (ASEAN) signed a memorandum of understanding. In 2018, the Eurasian Economic Commission (EEC) and ASEAN signed a memorandum of understanding on economic cooperation. In 2021, the EEC and the SCO Secretariat signed a memorandum of understanding. In addition, the EEC and ASEAN adopted a joint action programme until 2025. In September 2021, during the Eastern Economic Forum, the SCO Secretary-General proposed that Eurasia's largest regional organizations – the EAEU, SCO and ASEAN – hold consultations to develop new approaches to cooperation in an effort to avoid competition between different integration initiatives and to also shape the concept of the Greater Eurasian Partnership. How can a dialogue between the largest regional associations contribute to the formation of the Greater Eurasian Partnership? What key focuses of cooperation – financial, economic, investment, transport, energy, and digitalization – could form the basis of the ASEAN–EAEU–SCO integration segment? Do CIS and CICA share the ideas of Greater Eurasia? What integration and other best practices of certain organizations should be implemented at others? How could collaboration between regional organizations contribute to the stabilization of the economic situation in the changing world? What tasks can key regional organizations focus on when building up their potential?

15:00–16:15

[The New Economic Order: Responding to the Challenges of the Time](#)

### **Digital Transformation and Sovereign Interests**

Business, state institutions, and corporations will have to undergo a quick digital transformation if the economy is to develop. The political situation has left no alternative but to use Russian solutions – the use of foreign software at critical information infrastructure facilities will no longer be possible after 2025. Will companies succeed in maintaining and even possibly be able to increase the pace of digital transformation by using domestic products? What support will have to come from the government?

15:00–16:15

[The New Economic Order: Responding to the Challenges of the Time](#)

### **Transformation of Cooperation Chains: New Opportunities and Prospects**

Unprecedented sanctions have severed the working ties and connections it took Russian industry years to establish. In order to prevent shortages of raw materials and components, global value chains must be transformed – and building new economic relations with industrial enterprises from friendly countries should be given special attention, especially those within the EAEC and the Union State. However, a significant number of the working ties that existed with friendly countries were severed in the 1990s and have yet to be fully restored. Moreover, the transformation of global value chains has led to a decrease in cooperation between EAEU countries in most industries over the past 5 years. This has been especially pronounced in the production of electrical equipment, machinery, metallurgy, and in the chemical industry – mutual supply trends in these areas show negative values. Should we establish new domestic enterprises for the production of import-substituting products or would it be more profitable to build production chains with enterprises from friendly countries in possession of the necessary competencies? What customs-related, infrastructural, logistical, and other barriers are hindering the strengthening of swift industrial cooperation with friendly countries? How can we stimulate industrial cooperation between domestic enterprises and friendly countries? How can the supranational economic structures of the EAEU and the Union State contribute to strengthening working ties between member countries under pressure from sanctions? How can we establish a process for information exchange on major investment projects between industrial enterprises within the EAEU and the Union State?



15:00–16:15

The New Economic Order: Responding to the Challenges of the Time

### **The Global Gas Market: Today and Tomorrow**

The global oil and gas markets are going through a challenging period. First the pandemic and now the geopolitical turmoil, caused by unprecedented sanctions pressure on Russia, are having a significant impact on the oil and gas markets. We see that in many countries, political motives have prevailed over economic interests, leading to a rejection of cooperation with Russia in the energy sphere. As a result, the European Union has seen an acceleration of inflation, an increase in the cost of utilities, a shutdown of many industries, and an increase in the unemployment rate. In the United States, there has been a record rise in fuel prices. The global oil and gas industry is entering a phase of fundamental structural changes. However, how ready and capable the exporting countries are to increase production and change the established supply routes is yet to be seen. Russia is still one of the leaders in hydrocarbon production and exports to the world markets. Even in the face of growing external pressure Russia continues to provide stable supply of energy resources to the domestic market, and also tries to maintain its export potential. All this poses a number of key long-term questions to the oil and gas industry: how much will the commodity market environment change? How will the global energy transition process take into account the new realities? What is Russia's role in the new energy agenda?

15:00–16:15

Investment in Development as Investment in People

### **Champions: From Medal to Brand**

The world's highest-paid athletes have been earning more from advertising than from competitions for many years now. Their personal brand garners as much attention as their training. An athlete's media presence goes a long way to determining the commercial success of clubs and competitions. In our country, sports heroes have historically been held up as examples for the young generation, but how can we actualize their functionality with an eye to the goal of popularizing sports and attracting extra-budgetary funds to sports? How should we form an athlete's media image and open up lines of communication with the press and the audience? What creative approaches should be employed in the promotion of competitions? How do champions' schools and participation in social projects influence the development of personal brands? How do major clubs deal with media exposure? What requirements do potential partners have for athletes? In recent years, many reputable executives and popular bloggers promoting healthy lifestyles on social media have also become full-out sports ambassadors. What approaches should athletes borrow from them and would collaboration between them be possible?

15:00–16:15

The New Economic Order: Responding to the Challenges of the Time

### **Combatting Counterfeit Goods: A Strategy for Rescuing the Economy**

The current foreign economic circumstances have significantly changed logistical chains and distribution systems and led to a significant reduction in real disposable income. The restrictions imposed and the resulting pressure brought to bear upon household budgets could provoke a new influx of counterfeit products into Russia, which would in turn directly affect state revenue and health security. The growth of illegal turnover entails significant losses for the federal budget from unpaid taxes and other deductions, which could prove to be critical given the current situation. The emergence of new threats must be prevented, and this includes innovations, which possess an illegal turnover that has yet to be treated as a separate problem. This product segment demands effective methods of regulation and not a merely prohibitive policy, which would undoubtedly lead to exponential black-market growth. What regulatory methods can the government develop to control innovative products in order to prevent their illegal circulation? How can the government and business cope with an increase in counterfeit goods under the new economic realities? How can a long-standing problem be turned into a new point of economic growth?

15:00–16:15

The New Economic Order: Responding to the Challenges of the Time

### **Fake News in the Era of Globalization**

The problem of fakes is particularly pronounced in times of troubles, such as those under COVID-19 and a tense geopolitical situation – people make rash decisions based on unreliable information, and the consequences can be serious and even fatal. Society was unprepared for the resulting flood of fakes and unable to critically evaluate misinformation on such a grand scale, the direct result of a polluted information environment. The digital literacy of all must be improved, from that of schoolchildren to senior citizens, if we are to create a safe digital environment. This includes connecting the industry to self-regulation, as in the Memorandum on Countering Misleading Information. Who creates and disseminates fakes? How do they influence government policy? How can fakes lead to deaths? And what do the statistics on fakes look like in the special operation in Ukraine?



15:00–16:15

Investment in Development as Investment in People

### **Promoting a Socially Oriented Sustainable Future**

The social component of sustainable development requires solutions to society's current problems, as well as a clear understanding of the consequences these solutions bring, plus their long-term impact. Staking on short-term profits, wasteful use of resources, and social inequality must give way to the growth of an educated, informed, and aware society. For the development of this sector, especially in difficult economic conditions, bets are placed on internal resources and the formation of socially responsible thinking within the society. Human development, the accumulation of human capital, and the provision of greater social justice are the main vectors of moving toward social sustainability and the achievement of strategic social policy goals. What priorities does the state set for social stability? What changes in social policy are needed in the coming years? How can technology provide new standards for social services? How can a systemic partnership between the government, business, and non-profits be established? And how can the 'third sector' contribute to the implementation of the most important social innovations? How can communities of active citizens influence the attraction of social investments to their territories?

15:00–16:15

The Russian Economy: New Objectives and Horizons

### **Replacing Imports with Domestic Alternatives in Healthcare: New Areas of Growth**

Work on import substitution in Russian healthcare has intensified as a result of the new political situation. More than 10,000 sanctions adopted against Russia have brought unprecedented foreign economic pressure to bear, while also fostering unique opportunities for the development of strategic areas in the country's economy. The Russian healthcare system has demonstrated a high level of resilience during the pandemic: job numbers have increased, and there has been new production of medical products and equipment. Pharmaceutical market volume has surpassed previous forecasts to reach RUB 2.04 trillion in 2021, and sales profits have doubled. By 2023–2024, the product portfolios of Russian manufacturers are expected to contain 10–15% of innovative domestic drugs, which will allow them to maintain generic production and launch the export of innovative domestic drugs to friendly countries. Following the implementation of the National Healthcare Project and state support measures, the share of domestic manufacturers is expected to grow to 32% by 2024. What growth points in Russia's healthcare and medical industry promise to be the most active? What administrative barriers have a negative impact on the development of import substitution in healthcare? How will the landscape change for domestic healthcare manufacturers in the new environment? Do foreign companies – healthcare's main suppliers of equipment and medicines – have a chance to regain their positions? How will foreign and domestic logistics corridors change for Russia?

15:00–16:15

The New Economic Order: Responding to the Challenges of the Time

### **A Healthy Climate: What Does it Look Like?**

Global climate change is the most serious problem facing modern man. All the world's leading nations have recognized this fact. Russia's role in this process is unique: its natural ecosystems play a key role in solving the world's climate problems. In 2019, the Russian Federation joined the Paris Climate Agreement, which calls upon countries to curtail growth of the Earth's overall average temperature to remain within 1.5–2°C. Russia is a global environmental donor, the largest country in the world in terms of area, and almost half of its territory is occupied by forests, which absorb significant amounts of the greenhouse gases entering the planet's atmosphere as a result of human economic activities. Russia is also one of the most water-rich countries on the planet, with the world's largest reserves of fresh water. We possess a multitude of lakes, rivers, swamps, and seas. 7.5 million square kilometers of shorefront territory in the Russian Federation play an important role in maintaining the balance of greenhouse gases. The vegetation in our seas acts as the planet's gills. Seawater absorbs and retains carbon. Russia has already gained a great deal of positive experience in creating marine aquaculture farms which, apart from producing valuable biological products, can make a serious contribution to regulating the balance of greenhouse gases. The country, based on the principles of ecological sovereignty of the Russian Federation, cannot stand aside from the global ecological agenda – decarbonization. The state's natural resource potential must be harnessed, calculated, and monetized. Can we create successful carbon landfills? What opportunities await our country in the effort to maximize our planet's ecological potential? And in the current geopolitical situation, what are the rules and requirements for creating normal conditions for long-term, successful operation on the part of our country's leading corporations?



15:00–16:15

The New Economic Order: Responding to the Challenges of the Time

### **Union State: Economic Integration – New Challenges**

Significant changes in the structure of international economy dictate the need to deepen cooperation between Russia and Belarus based on equality and consideration of national interests, while ensuring their economic security for both. After signing 28 Union Programmes in November 2021, the Union State enters a truly unprecedented cooperation phase between the two countries. Single synchronized policies must appear in the industrial field, in the agricultural sphere, and in the area of finance, while the efforts of the social block ministries should be united. How are the adopted Union programmes put into practice? What changes are most demanded by business at the moment? What do large industrial enterprises need to implement import substitution initiatives? How is cooperation in high-tech spheres and partnership in science and technology implemented under current conditions? What does the development of integration processes give to the citizens of the two countries?

15:00–16:15

Modern Technology for Humanity: Building a Responsible Future

### **The Digital Revolution in Personal Logistics**

There is no person or business that doesn't rely on transport. Modern transportation and logistics must meet user demands as they stand today and ensure personal mobility in an age when it's possible to cross the country in no time and send goods between your cities of choice. Technology means that people living in remote regions can receive the same content and quality of services as those living in megacities. In these conditions, our main task is to make the most of domestic digital transport solutions in order to continue to fulfil the objectives laid out in the Transport Strategy of Russia until 2030. One of these goals is to increase connectivity between Russia's regions: it shouldn't take more than 12 hours to go door to door between any two major cities. It's a task that can only be accomplished if business and the state work together. What state and business projects will be able to ensure equal access to digital services as well as logistical services? Is it possible to eliminate transportation inequality in the largest country in the world and to do it quickly? What is more important for logistics – infrastructure or digitalization? How satisfactorily will domestic solutions be able to replace Western solutions and where are the bottlenecks in digital import substitution in transportation?

15:00–16:15

The New Economic Order: Responding to the Challenges of the Time

### **The Year of the Tiger: Corporate Social Responsibility and the Protection of Animals**

What do the Amur tiger in the southern Far East, the polar bear in the Arctic, the snow leopard in southern Siberia and the Near Eastern leopard in the Caucasus have in common? They are all so-called "umbrella species" or "protected species". Under the aegis of their conservation work is carried out to preserve natural complexes and, as a consequence, to improve the environment as a whole. People take a lot from nature, but nature's resources are not unlimited. It is time to give something back, to repay some of what we owe it. Through supporting 'umbrella species', we will also help the animals they feed on and their habitats, and ultimately benefit ourselves from their well-being. How does helping nature through umbrella species work? Should companies operating in the 'umbrella species' habitat area take patronage of them? Is there a need for legal regulation of nature aid? Can Russian companies and non-profit organizations replace international ones?

15:00–16:15

Modern Technology for Humanity: Building a Responsible Future

### **Oil and Gas: A Digital Window of Opportunity amidst the Storm**

Oil and gas in Russia are not only energy supplies; they are among the key players on the technology market and the locomotive of technological development, including in the digital sector. The Russian oil and gas industry is on a par with the financial, telecom, and consumer sectors in terms of the level of digital maturity of many of its activities. In February 2022, it became clear that the further successful development of the industry is predicated on overcoming dependence on Western vendors, oilfield service companies as well as their IT and digital solutions. The industry, which has been sanctioned since 2014, has accumulated vast experience in working with domestic technology companies and has introduced solutions from Russian suppliers as well as its own developments in digital technologies. The innovative potential of the oil and gas industry can and must be used not only within the fuel and energy sector, but also for the country's technological development as a whole. What is needed to make this happen? What platforms, standards, support measures, and partnerships, including with players from China, India, the Middle East, and other regions, are needed for the domestic oil and gas industry to become a real locomotive for the technological breakthrough that is currently taking place in the country?



15:00–16:15

The Russian Economy: New Objectives and Horizons

### **The Foundation of Sustainable Development: Construction and the Housing and Utilities Sector as the Basis for Economic Growth**

Construction, housing, and communal services are interconnected, and they spur on the development of related industries and the economy as a whole. In order to achieve national goals in the current macroeconomic conditions in place in Russia, various support measures are being implemented to improve housing affordability, comfort, and the quality of the urban environment. How are the construction industry and the housing and utilities sector adapting to the new conditions? What support measures are needed to maintain the current rate of housing construction, ensure economic growth, the development of the housing and utilities sector, and the creation of a comfortable living environment?

15:00–16:15

The New Economic Order: Responding to the Challenges of the Time

### **The Importance of the Climate Agenda in Key Eurasian Economies**

A joint climate agenda should be one of the unifying projects in such a diverse region as Eurasia. Today, economic cooperation needs to be developed as part of the climate agenda, partly in an effort to achieve the goals of the Paris Agreement and the UN Sustainable Development Goals, including the necessary approaches and mechanisms based on the principles of the EAEU functioning as a single market. Realizing the unique potential of Greater Eurasia to achieve climate goals will require rapid solutions to a number of practical issues: reaching a political consensus on key areas of cooperation; preventing negative socioeconomic effects, such as the widening gap between developed and developing nations and the emergence of barriers to trade and investment; finding a balance in public-private partnerships in green financing to stimulate technological transformation, including through extrabudgetary funds; creating a foundation for the free movement of carbon units within the EAEU and further integration with major trading partners; and facilitating the availability of technologies that help reduce emissions and ensure low-carbon development as well as the efficient and sustainable use of fossil-based resources. Given the current geopolitical situation, is the climate agenda a focus in economic collaboration? How do such issues as accelerated import substitution correlate with the objectives of low-carbon development? How can funding be secured for the transition in technologies? Are the funding sources clear, and how can we bridge the gap with the actual scale of the investment that is needed? How can we transform low-carbon technologies from a zone of competition into a zone of cooperation? Is an international climate technology bank a real possibility?

15:00–16:15

The New Economic Order: Responding to the Challenges of the Time

Valdai Discussion Club Session

### **Self-Sufficiency and Cooperation: Features of Modern Political Economy**

Economic globalization determined international development since the 1980s and shaped the world we lived in until recently. However, the contradictions that had accumulated in the economic sphere and, more importantly, in the geopolitical and military-strategic domains, led to a crisis of the global order. This forces states to search for new forms of development and, in some cases, mere survival. Interdependence, once a guarantee of peace and stability, has been weaponized. Meanwhile, resilience and the ability to survive under the most adverse circumstances are indispensable qualities for any state. But autarky is neither a desirable nor a possible form of state existence, because progress requires cooperation in so many ways. What does self-sufficiency mean in the modern world? How does it combine with interaction in different formats?

15:00–16:15

The New Economic Order: Responding to the Challenges of the Time

### **Western Investors in Russia: New Realities**

The situation on global markets, the geopolitical environment, and the media are putting serious pressure on Western companies that work in Russia. It is of paramount importance for Western investors and the Russian Federation to establish an open, friendly dialogue and look for accessible ways to interact and cooperate. In this regard, discussions about the social responsibility of Western business, including retaining jobs, as well as the fulfillment of companies' obligations in economic and environmental matters are particularly valuable in normalizing conditions for companies to function normally in Russia. Western investors that continue to work in Russia, along with Russian business, need the government to engage in systemic work with companies as well as long-term support programmes and further measures to improve economic stability given the current external and internal shocks.



17:00–18:15

Business Dialogue

**Russia – Africa**

17:00–18:15

The Russian Economy: New Objectives and Horizons

**Transforming Subsoil Use in a New Environment**

Fundamental changes in the structure of the mineral resource base require a transformation of the usual approaches across the board, be it in scientific developments, manufacturing processes, methods of geological exploration, or technological infrastructure. In this new environment, a key focus of long-term, sustainable economic development has to be ensuring Russian resource sovereignty and independent technological development in the subsoil industry. It is essential that we establish a new trajectory for cooperation among industries with the direct participation of technology companies, scientific institutions, and the civil authorities. Doing so would allow us to consolidate new industry demands for raw materials during an energy transition and to forecast the demand for raw materials on both domestic and international markets. The ability to ensure resource sovereignty also depends largely on achieving sovereignty in the circulation of geological data. One important item of interest is the mechanism for international sovereign reserve audit. In turn, technological developments also become a focus of cooperation among international partners. In this regard, Russia is well positioned to organize effective internal and external cooperation with interested countries. How can resource sovereignty be ensured in the context of changes in the mineral resource base? New approaches require the introduction of inter-branch balances. How will this mechanism affect development within the industry?

17:00–18:15

Business Dialogue

**Russia – Latin America**

In the context of high uncertainty and imbalanced global architecture, the relationship between Russia and Latin America proves to be fundamental in nature. The post-pandemic trajectory of trade and economic cooperation is developing dynamically in a de-politicized, constructive way, as a number of long-term projects have strategic importance and a pronounced humanitarian aspect. Russia is ready to broaden the partnership in the fields of food security, energy stability, medicine, pharmacology, and high-tech. What are the prospects for cooperation between Russia and Latin America in the context of de-globalization of the world economy? How can companies and regulators minimize the costs of logistical and financial constraints? What opportunities are opening as the established chains of goods turnover break up?

17:00–18:15

The Russian Economy: New Objectives and Horizons

**The Development of Infrastructure in Large Cities and Urban Innovation:  
Transforming Territories**

Rampant urbanization and the high density of metropolitan areas around the world have left an indelible mark both on the nature of today's urban environment and the larger natural ecosystems that support it. With urban migration expected to grow in the future, we must strive to meet the growing demand for housing and modern public infrastructure that will handle the influx of new residents looking for the opportunity to quickly solve all their problems in one place in the proper manner. Combined with people's growing needs and the slow pace of infrastructural development, we must rethink the current paradigms of urban development by shaping a new face of modern civilization that has adapted to 'vertical urbanism' in 'cities of the future', which requires new integrated approaches, including those related to the efficient use of already existing infrastructure, such as space above railway tracks. Large run-down industrial and expensive areas in the centres of megapolises are being used inefficiently and cannot even reach 50% of their potential given the current dynamic growth in consumption due to their outdated infrastructure and a lack of modern solutions. What is the best way to make city life attractive for people who love country lifestyles? What actions and procedures need to be taken to ensure the transformation of such territories? What additional funding mechanisms should be developed to create an innovative, highly lucrative, comfortable, and eco-friendly environment?



17:00–18:15

The Russian Economy: New Objectives and Horizons

### **Infrastructure for Sustained Industrial Growth: Opportunities for Investors**

In partnership with Novostal-M

The manufacturing business continues to function in Russia in the face of sanctions pressure, volatility in raw material prices, and a shortage of components. Today, businesses need rapid solutions to quickly set up or ramp up production and increase the resilience of their supply chains. With foreign companies suspending their operations in Russia, Russian manufacturers are keen to expand the import substitution of both final products and components. The industrial infrastructure that has been created, such as industrial parks and technoparks, helps to shorten the investment cycle by two-three times when setting up production. More than 390 parks are operating or are being created in Russia, offering investors ready-made production facilities and services to set up production. More than 400 residents of these sites are companies with foreign capital, most of which continue to operate in Russia. To ensure sustainable industrial growth, approaches to the creation and development of industrial infrastructure should be adapted in accordance with ESG principles in order to attract both Russian and foreign investors. How can the regulatory environment be adapted for the accelerated localization of high-tech products? What kind of infrastructure is in demand among investors for the accelerated creation and scaling of production? What regulatory and financial support measures are needed to accelerate the development of industrial infrastructure? How can the attractiveness of infrastructure sites be enhanced, taking into account ESG principles?

17:00–18:15

The Russian Economy: New Objectives and Horizons

### **Financial Wellness Culture Code: How Media Forms Behavioral Patterns?**

"Our people do not take cabs to the bakery" – this quote from a legendary 1960's comedy by Leonid Gaidai has for decades shaped specific behavioral attitudes in the Russian-speaking society. The wealth of world cinema and media has numerous examples when real-life financial situations (whether it is desire to get rich, pay off a debt, or to invest in the stock market) formed the narrative in popular films or reality shows. A striking example is a long-running television African hit series called "Scandal!", a drama that revolves around personal finance issues. Interesting media products with a financial-educational component have also emerged in Russia in recent years. How can we turn edifying ideas into content that is popular with the audiences? What role will cultural initiatives play in shaping a new financial culture for children and adults alike?

17:00–18:15

Investment in Development as Investment in People

### **How to Provide the Russian Economy with the Qualified Personnel?**

2022 witnessed the launch of the Professionalism Federal Project as part of the implementation of 42 strategic initiatives aimed at fostering the socio-economic development of the Russian Federation. The initiative takes aim at a comprehensive reset of the entire system of secondary vocational education. The main goal is to train specialists in highly sought-after professions and specializations in a shorter period of time. This would allow for the establishment of a new, sectoral model of personnel training, synchronized with the demands of the labor market to provide employment for graduates and, as a consequence, spur on the development of regional economies. As of 1 September 2022, 150,000 students will be involved in training at educational production centers. The primary focus is on key working professions and specializations in areas such as metallurgy, pharmaceuticals, petrochemicals, and transportation. The new approach that lies at the heart of the project will help solve the issue of targeted training for the priority sectors of the economy under the conditions of import substitution. How to attract employers to active, meaningful cooperation with educational organizations? How can business contribute to a better quality of personnel training? How can we increase employers' satisfaction with the level of secondary vocational graduate training? How can the right conditions for mastering fundamentally new professional skills and competencies be created? How can we reduce the time necessary for the adaptation of new personnel in production and increase the efficiency of the process?

17:00–18:15

Investment in Development as Investment in People

### **The Cultural Code of Tradition: Strengthening Family Values for a Healthy Society**

The functioning of the family largely determines the preservation and promotion of human and social well-being. In a healthy family, healthy values are passed on from generation to generation: the younger generations are cared for by the older, and then the roles switch as they take care of their elders. This model is a social norm and is transferred to society. Women are the traditional guardians of a healthy family atmosphere and also carry out the same agenda within society. The willingness of women to devote their resources to socially significant issues, the most important of which include traditional family values, family health, and care for the older generation, should receive full support. What government measures are aimed at popularizing the institution of the family and the protection of



family values? What is the role of women in the preservation of traditional family values, health, and the well-being of children? What contribution do women make to the development and promotion of positive social change in our country?

17:00–18:15

[The New Economic Order: Responding to the Challenges of the Time](#)

### **Pivot East 3.0.: The Asian Vector in the Economy**

Asian powers, including China, Japan and India, have formed significant partnership with practically all of the developed countries over the past 50–60 years. For Russia, that faces a possible economic reorientation and a search for new commodity and investment markets, its turn to the East is of particular relevance today. With its enormous investment potential, the Russian Far East deserves special attention: minerals and renewable natural resources, abundance of highly skilled personnel and quality higher education institutions, as well as rapidly developing technology sector. At the same time, the markets of the East are still a "terra incognita" for Russian business in many ways. For instance, a number of their essential features, such as the regulatory requirements of Asian investors in terms of sustainable development, are still not entirely understood – even though it is one of the key factors that affect the ability of a company or region to increase its attractiveness in the eyes of potential partners. How interesting are the Asian markets to Russian business? How can Russian companies, which until now have sought to be sustainable primarily for the West, change their vector to the East in search of new markets and investments? What are the specifics of these markets in terms of sustainability infrastructure, including the non-financial disclosure requirements of the Asia-Pacific stock exchanges as compared to the LSE, NYSE and NASDAQ? What has Russian business already encountered in real life when turning to the East? How may the current geopolitical tensions in the world, causing a breakdown of existing supply chains and logistical difficulties, impact the development of business with Asian countries? What needs to be done by the Russian government to attract investors from Asian countries and are there examples of support for foreign investors, particularly in the Far East?

17:00–18:15

[Modern Technology for Humanity: Building a Responsible Future](#)

### **Mining Growth in Russia's Digital Economy**

Russia's competitive mining advantage stems from the country's surplus of electricity and its trained workforce. Available generating capacity with a high share of HPP and NPP generation in the energy balance, an abundance of low-carbon generation, space for the development of the domestic power grid and, as a result, inexpensive, predominantly green electric power all work together to create highly favorable conditions for investment projects in cryptocurrency mining and other types of energy-intensive blockchain computations. In fact, energy advantages of this kind are already attracting domestic and foreign investment in projects to build super-modern data centres for mining, and through them to related segments of the Russian digital economy: software and hardware development for new digital financial platforms, the creation of programmes for exchanging and circulating digital currencies, personnel and software training to meet security and data protection requirements, customer identification, and transaction control. What other ways are there to drive investment in these sectors? What do we need to do occupy a leading position in the global digital economy in spite of external constraints?

17:00–18:15

[The New Economic Order: Responding to the Challenges of the Time](#)

### **Partnerships in Eurasia: New Opportunities**

The economies of Eurasia are facing some serious challenges: inflationary risks, issues concerning food and energy security, and growing geopolitical tensions. The climate agenda and the technological transformation that it entails are as important as ever. The daunting tasks that the countries and companies of Eurasia currently face must be solved by reformatting the traditional institutions of international trade and finance on which the global economy has been based for decades. Solutions are needed that will enable Eurasian nations to effectively respond to these challenges. This new reality only increases the importance of creating the Greater Eurasian Partnership, which will be comprised of separate sub-regional partnerships that are akin to building blocks of a future pan-Eurasian structure that is based on the common interests of its participants as well as mutual technological, logistical, and infrastructure proposals. The necessary solutions, many of which already began taking shape during the pandemic, involve strengthening regional integration, developing new tools for trade financing and settlements in national currencies, digitalizing trade and transport routes, solving problems related to technological sovereignty, and cooperative projects based on the best technologies. What sustainable development priorities can be addressed through partnerships in Eurasia? What is the potential for reducing risks associated with food and energy security through cooperation in Eurasia? Are the economies of Eurasia partners or competitors in the context of global technological transformation? Can partnerships in Eurasia make up for weakening multilateral mechanisms? What is needed to create sustainable infrastructure for regional cooperation?



17:00–18:15

The New Economic Order: Responding to the Challenges of the Time

### **Global Strategic Planning: Views and Prospects**

The challenges and trends we are seeing in the 21st century, such as growth in global migration, global warming, the deterioration of living conditions in certain parts of the world, a scarcity of resources, the rethinking of the material economy, population growth, and aging, may have much more serious consequences than anything humanity has ever faced before. In addition, it is becoming increasingly difficult to shape an agenda for the future given the current global geopolitical, strategic, and economic standoff. At the same time, tools and institutions have been created around the world to provide opportunities that did not exist before: global institutions for the accumulation of scientific knowledge, institutions to manage megaprojects, a worldwide communication network, a global transport system, and more. In the current conditions, it is crucial to hold open discussions about the image of the future and share experience in solving urgent problems. Strategic research and planning institutions that have been set up in different countries that are interested in forming sustainable models for future development are of particular importance. The sharing of knowledge and a vision of the situation between such institutions is a key source for developing the most effective solutions. What responses are countries coming up with to the existing global challenges? How are the benchmarks and goals of socioeconomic, innovation, and technological development changing? What socioeconomic factors for the well-being of citizens will dominate in the future? What instruments should be introduced now to influence these factors? What role can strategic research and planning institutions take on in the new conditions?

17:00–18:15

Modern Technology for Humanity: Building a Responsible Future

### **Exporting Technological Sovereignty: Trust and Sustainability in the Current Environment**

In an era of multiple global challenges, the world needs coordinated security and sustainable development solutions. Export of technological sovereignty is one of the most popular channels of international cooperation and a way to test the most promising developments and innovations. The Eurasian Economic Union, Asian, African and Latin American countries are becoming promising markets for technological sovereignty exports for Russian companies. Against the background of cyber- and crypto-activity, information security acquires the status of the general trend of the digital economy, and together with high-tech logistics (digital platforms and corridors) is included on the list of the most urgent tasks of effective international partnership. How do our partners abroad see Russia's technological potential? What technologies and solutions can Russian companies offer? How to build effective cooperation with foreign countries?

17:00–18:15

Investment in Development as Investment in People

### **The Young as a Driver of Socio-Economic Development in an Era of Change**

This year, more than 20 million Gen Z's entered Russian schools and universities. They are definitely not the same as the generation born in the 1990s. What will they be in ten years, how can they change the country, and how are they different from previous generations? Today, sociologists from different countries agree that since the middle of the 20th century there was at least four generations of young people with their unique features and characteristics. What should be done for young people so that they do not lose those unique features? What projects are there for the younger generation? How to involve young people in solving socially significant issues of the country?

17:00–18:15

The New Economic Order: Responding to the Challenges of the Time

### **Water is the Source of Life on Earth: Is it an Exhaustible Resource?**

Global climate change, droughts, floods, typhoons, and heavy rains reflect the dynamics of the planet's water balance, which suffers from increasing anthropogenic pressure. Taking into account that access to water resources is one of the key factors of social and economic development, it does not come as a surprise that many countries are already experiencing a host of problems: shortage of drinking water, deterioration of water sources, all that against the background of population growth. The water sector needs updates in regulation, technological modernization, digitalization, and the use of novel financial solutions. Issues like rational use of water, preservation of resources, and promotion of a circular economy are becoming increasingly relevant. As the demand for water increases, the probability of conflicts, including those between neighbouring states, increases as well. Russia has vast experience in transboundary water regulation and is ready to share. The Russian Federation supported the expansion of the mandate of the Convention on the Protection and Use of Transboundary Watercourses and International Lakes, which is now approved as a global mechanism for regulating water disputes between states. The Helsinki Convention for the Protection of the Marine Environment of the Baltic Sea, the Tehran Convention on the Caspian Sea, and other mechanisms are examples of international cooperation on marine conservation. But they do not resolve all issues of water



management, which can only be addressed by joint efforts of states, science, business, and public. What mechanisms work best to achieve sustainable development goals, first of all for provision of quality water? Will the new action plan be implemented in the Baltic Sea? How to restore Aral Sea resources? How to minimize industry pressure on water bodies? Ocean economy or "blue economy" – is it a special development pattern? How to save transport corridors? How to ensure safe extraction of resources of seas and oceans?

17:00–18:15

The Russian Economy: New Objectives and Horizons

### **National Green Standard: from Words to Deeds**

Today, the implementation of green principles at the corporate level is a full-fledged commitment by big business, which affects both company's management system and long-term strategy. The reduction of harmful environmental impact and the responsible attitude of business toward society represent the sustainability of a company. The government, in turn, also takes an active stance on environmental safety and sustainable development: in 2021 the law "On limiting greenhouse gas emissions" was passed. The law introduces the concept of a climate project and establishes the principles of regulation in this area. Furthermore, a taxonomy of green and transition projects was approved, which aims to transition Russian enterprises to more environmentally friendly production. In addition, the government has announced that it is working to create a national green standard, similar to international practice, in addition to the adopted projects. What does the green agenda look like today? Is there a need to create a national green standard? What will the auditor-regulator in a one-stop-shop format look like in matters of green standards? How do modern technologies help to develop production and at the same time reduce the burden on the environment? Criteria for green standard compliance: best practices today?

17:00–18:15

The Russian Economy: New Objectives and Horizons

### **Multi-Track Diplomacy: The Role of New and Old Tools of Diplomacy in Promoting Russia's National Interests**

As the result of an attempt by a group of unfriendly countries led by the United States to inflict maximum damage on Russia, our country is being subjected to unprecedented pressure, which includes so-called "diplomatic" sanctions – the expulsion of diplomats, the closure of Russian diplomatic missions, and a squeezing of Russia out of multilateral diplomatic institutions among others – objectively reducing the potential and capabilities of classical diplomacy in today's international political realities. Subsequently, in addition to preserving traditional forms of diplomatic interaction, the need to conceptualize and develop new tools for promoting Russia's national interests, designed to ensure the geographic and functional diversification of the nation's foreign policy course for the foreseeable future takes on special importance.

17:00–18:15

The Russian Economy: New Objectives and Horizons

### **Thirty Years of Innovation Policy in Russia: Lessons and Prospects in Relation to Creating Tech Champions**

The word 'innovation' entered the Russian political lexicon in the 1990s around the same time the term 'innovation policy' was gaining popularity around the world, and various countries from the United States and China to Finland and Israel had begun building or improving their own innovative systems. In the 2000s, Russia also began building its own innovative system and allocated significant budget funds and administrative resources for this purpose. By the late 2010s, it became clear that building the innovative system based on foreign models was not producing tangible results. The issue of creating a brand-new model of the innovative system has become particularly relevant given the closure of numerous foreign markets and the need for the prompt import substitution of technological solutions. In the current environment, it is crucial to take a look at the existing experience gained from building an innovative system and discuss new approaches to innovation that could affect government support measures and create preconditions for the emergence of world-class technology companies in Russia in the future.

17:00–18:15

The New Economic Order: Responding to the Challenges of the Time

### **The Wine Industry: A Scientific Renaissance**

To ensure Russia's food security today, it is crucial to not only increase the production of agricultural products domestically, but to also create closed technological food production cycles that are based on new highly efficient domestic agricultural and microbiological technologies and are also fully independent of the import of raw materials, fertilizers, and seed material, among other things. This problem can only be solved by introducing the results of scientific research and development into production. Russia has always been a leader in developing a systematic scientific approach in



agriculture and industrial biotechnology. Modern viticulture and winemaking very clearly demonstrates the importance of applying a scientific approach. What is the history of viticulture science in Russia? What exactly provides a scientific approach to viticulture and winemaking? What modern scientific and technological approaches and methods are needed, and what special role do genetic technologies play? Should indigenous grape varieties be a priority for development?



June 17, 2022

10:00–11:15

The Russian Economy: New Objectives and Horizons

### **Assessing the Business Environment, Investment Climate, and Investment Potential of the Constituent Entities of the Russian Federation**

Presenting the Results of the Russian Regional Investment Climate Index

The current economic transformation that we are witnessing in the permanent alienation of many traditional supply chains and a need to fundamentally re-examine markets has served as a catalyst for change in business and government values. An ability to employ effective new approaches to solve existing and future problems facing investment development within the territories is taking on an ever more systemic importance. The importance of a regional team's actions increases exponentially, and the speed of exchange of best management practices between regions takes on a vital importance in the growth of the economy and the well-being of the country as a whole. The new investment standard enshrines the basic managerial and infrastructural minimums required in the constituent entities if the lagging regions hope to significantly improve their work with investors. Results of the National Rating of the Investment Climate in the Constituent Entities of the Russian Federation (hereinafter referred to as the National Rating) will be presented at the St. Petersburg International Economic Forum for the 8th time and serve as a tool for seeking out best practices. Accurate assessment of the investment potential of a particular region, which is conditioned by geographical and demographic characteristics critical for making an investment decision, has also become an important element of the best practices exchange. Which regions have improved their position in the National Ranking, and what practices have got them where they are? What factors determine the investment attractiveness of a region? What are the necessary minimum conditions for regions to attract investment (New Investment Standard)? Which industries look the most attractive in terms of investment? Which regions would do well to focus on the development of these industries?

10:00–11:15

The Russian Economy: New Objectives and Horizons

### **The Sanitary Shield: Investing in Development**

Preparedness for threats to people's health has become one of the fundamental factors for sustainable economic and social development. A month of lockdown could lead to zero growth in the economy for the year, and this does not even count the stream of external restrictions that affect the exchange rate and volatility of the ruble, as well as threats to epidemiological security emanating from the activities of unfriendly countries. Investments in strengthening the country's 'sanitary shield' will not only prevent potential losses in the event of new pandemics, but should also help to develop related industries and stimulate technological breakthroughs and import substitution in biotechnologies. The government's investments in a 'sanitary shield' have a multiplier effect by attracting additional investments in science, the development of biotechnology, the production of tests and vaccines, laboratory instrumentation, and the development of a specialized design and construction industry, which plays an important role during the period of prohibitive sanctions, when import substitution and an increase in the output of Russian products becomes the only option for developing and protecting the country. Demand for specialists will create conditions for the development of human resources in genetic technologies, bioinformatics, epidemiology, and microbiology. What kind of effect does investing in biohazard preparedness offer for development? What new tools will the 'sanitary shield' provide to protect against epidemics? How can investments in combating epidemics be converted into the development of science, industry, and education? What role do industrial partners play? How will the 'sanitary shield' help with import substitution? In what specific areas of biological safety can Russia become a leader and create standards? What mechanisms are needed to multiply investments in the 'sanitary shield'?

10:00–11:15

The Russian Economy: New Objectives and Horizons

### **Best Practices for Involving the Private Sector in Efforts to Accomplish National Development Goals**

Russia has approved national development goals that aim to steadily increase the country's population, boost people's incomes, and grow the economy. In the current conditions, it is particularly crucial to consolidate the efforts of the government and business in this regard. Identifying, developing, and scaling the best practices of public-private partnership while taking world experience into account is extremely important. Companies in Russia are paying more and more attention to compliance with ESG principles. The green agenda and quality of corporate governance have already been broadly included in the corporate standards of Russian companies at various levels, although the components of social responsibility have not yet been developed particularly well. How can businesses be motivated to participate in achieving national goals? What changes need to be made to the government's investment policy for this purpose? What kind of contents should the sovereign ESG model of sustainable development have for the state and corporations?



10:00–11:15

The Russian Economy: New Objectives and Horizons

### **Creative Industries: How Not to Get Lost in the World of the Future?**

In recent years, the creative industries have exhibited significant growth. The government has emphasized the development of the impressions economy and predicted an increase in the sector's share to 6% of GDP by 2030. In the changed landscape, the creative industries development strategy needs to be adjusted. The sanctions imposed by the Western countries, the withdrawal of foreign companies from the Russian market, plus restrictions on both export opportunities as well as creative and economic cooperation are putting serious pressure on the sector. Those limitations dictate the need to set new vectors for further development. Nevertheless, the creative industries are a chance for the national economy to make a breakthrough, relying on human capital and a return to basic ideals, values, and traditions. What conditions need to be created for a dynamic growth of the domestic creative product? What spheres of creative industries require institutionalization and development in the near future? How not to lose important cultural ties accumulated over the years? How to create an environment that will allow to grow and keep new creative personnel?

10:00–11:15

The Russian Economy: New Objectives and Horizons

### **Partnership Time: Companies and Industries Working Together to Overcome the Crisis**

In partnership with Severstal

Geopolitical tensions and the ensuing economic problems have put businesses from a wide range of sectors of the Russian economy at risk. Surviving today is only possible by uniting and acting together. Everyone has their own problems, but the ways out of them may be similar. Suppliers can help clients and vice versa. Businesses from a wide range of sectors can use each other's experience to find the most unexpected solutions, and the relevant departments can act as coordinators of this common work. What can companies from different sectors offer each other as a solution?

10:00–11:15

The Russian Economy: New Objectives and Horizons

### **Infrastructure Bonds as an Effective Development Mechanism for the Regions**

In partnership with DOM.RF

Sanctions pressure, high inflation, and the disruption of supply chains are undoubtedly having a significant impact on the development prospects of Russia's regional economies. Without effective state support measures, many regional projects that are supposed to be implemented this year will need to be revised due to increased project costs and rising interest rates, while some will have to be abandoned altogether. The 'Infrastructure Menu' that the Russian government has developed is designed to prevent a decline in the volume of infrastructure and housing construction and support key projects in the regions. One of the key mechanisms in the menu is infrastructure bonds, which are being handled by a single development institution in the housing sector represented by DOM.RF. They allow the regions to finance major projects for the construction of utility, social, and transport infrastructure at a preferential rate, both as part of housing projects and for citywide needs. Twelve projects have already been launched in eight Russian regions, and more than 50 projects worth over RUB 300 billion are currently being developed. The implementation of such projects has a multiplier effect and could serve as a locomotive to support the economy. Will it be possible to maintain the pre-sanctions pace of project implementation? What mechanisms have already produced positive results in the regions? What are the most effective implementation tools?

10:00–11:15

The Russian Economy: New Objectives and Horizons

### **Retail: A New Transformation**

Retail remains one of the most resilient industries in any crisis situation. Nevertheless, the beginning of 2022 posed new challenges to the retail sector. Pressure on the Russian economy from external sanctions has led to an acceleration of inflation, a decrease in the activity of international FMCG brands on the Russian market, the partial destruction of logistics chains, the complication of import operations, and a change in consumer behavior. However, any crisis is a test of strength as well as a time of new opportunities for both retail and suppliers. How is retail adapting and what is the general outlook for the industry? What challenges do suppliers face and how can they improve the way they interact with retail? These and other questions will be discussed by the heads of major Russian retail companies, representatives of the relevant authorities, associations, FMCG, and the banking sector.



10:00–11:15

Modern Technology for Humanity: Building a Responsible Future

### **Quantum Technologies and the Economy of Tomorrow**

Quantum technologies, as a separate field of modern science, have long ceased to have only a research function – and have turned into a field with great commercial product potential. Application and development of quantum technologies can lead to qualitative changes in the oil and gas, transport, and production industries, information technologies, medicine, industrial internet, and a new generation of navigation technologies. To what extent can quantum technologies provide a global economic breakthrough? What is the time frame for the full-scale introduction of quantum technologies in Russia and the world? What challenges do global players in the quantum technology market face in testing and launching technologies for implementation? What measures will increase the scientific contribution of Russian innovation centers to the development of quantum technologies? Is cooperation with foreign research centers in the field of research and testing of quantum technologies possible? What should the major players do now? Is it too late to start investing in quantum technologies? Why the number of pilot implementations of quantum technologies in Russia is so low?

10:00–11:15

Modern Technology for Humanity: Building a Responsible Future

### **Artificial Intelligence: Personnel, Technology, and Prospects**

Russia is a global leader in the development of artificial intelligence technologies. The country's high-quality IT education, ambitious goals in terms of developing new technologies and their scope of application, government support, and the willingness of both private companies and state-owned funds to invest in innovation have all helped build a solid foundation for creating advanced developments in AI in Russia. In the next five years, experts believe that around 60% of all major companies in the world will transform their business processes based on AI solutions. This means that the goal of further successfully developing the relevant technologies in Russia is becoming a priority, partly to ensure the efficiency of a large number of segments of the economy that are not directly involved in the IT sector. How can we ensure the further rapid growth of AI technologies in Russia in the current economic conditions? What new niches for the introduction of Russian developments may emerge today considering that several foreign IT companies have suspended their operations in Russia? What needs to be done to provide the best human resources for the development of AI? How can we create conditions for the further successful work of IT experts in Russia? What government support measures for the IT industry could be truly effective, and what strategy are tech companies pursuing as they battle for the best IT personnel?

10:00–11:15

The New Economic Order: Responding to the Challenges of the Time

### **Government Audit in the New Normal: Accountability Culture Creation**

The new reality is characterized by an unprecedented complexity of processes at the global, national and regional levels. A new quality of governance is required to efficiently manage ongoing processes. The synergy of a good governance culture based on the principles of accountability, inclusiveness, openness of decision-making processes and technologies is the key to a successful resolution of this task. A comprehensive analysis of new challenges and old problems is required, an assessment from different angles. In the wide sense, it is the essence of audit. Supreme Audit Institutions use their competencies, experience and understanding of the bigger picture of national processes to develop approaches promoting good governance. Commercial auditing gives its viewpoints, based on the business environment processes. At the same time, the debate on the role and place of the audit in the future governance, internal and external conditions for the evolution of auditing, both public and commercial, is ever-present. What are the citizens' requirements and expectations of public administration? How to increase citizens' confidence in the state through the activities of the Supreme Audit Institution? What tools and skills are required to assess the risks of implementing "complex" strategies and programs, including national and priority ones? How to improve the culture of data management inside the government bodies and effective usage of data analysis tools?

10:00–11:15

The New Economic Order: Responding to the Challenges of the Time

### **Does Ecology Serve Business, or Does Business Serve Ecology**

In partnership with the State Atomic Energy Corporation Rosatom

In recent years, we have witnessed how environmental issues took a leading role in the development agenda. Nowadays, consumers consistently show preference towards responsible and eco efficient producers. The private sector faces a challenge to develop a responsible attitude towards the environment and use natural resources sparingly incorporating green approaches into its business activities. It has become clear that the only way forward is not to focus our attention only on tackling the ecological problems that already exist, but to prevent new ones from coming up. That can be achieved by developing and adopting break-through technologies aimed at lowering the carbon footprint and managing and recycling the waste – among other things. What role do green initiatives



play in accomplishing climate goals? What can the state and the private sector do to help solve pressing environmental issues? What other measures should we take to protect the environment?

10:00–11:15

The Russian Economy: New Objectives and Horizons

### **Healthcare: New Realities and Points of Transformation**

The public's growing need for healthcare services has been a major global trend in recent years. The coronavirus pandemic has only intensified this trend and has placed an unprecedented burden on the healthcare system in Russia and worldwide. The emergence and active spread of COVID-19 has forced the healthcare system to be flexible and quick to react and to deploy additional financial, human, and information resources. And while the effective mobilization of the healthcare system helped to stabilize the situation and serve as a catalyst for the development of new fields within healthcare, the industry now faces ambitious new tasks that include a great many new challenges. What are these strategic areas of focus to be developed in modern healthcare? What solutions can help the healthcare system overcome the human and financial shortages caused by the COVID-19 pandemic? What steps need to be taken to increase our capacity for mobilization and implement a type of healthcare that is focussed first and foremost on people?

10:00–11:15

Investment in Development as Investment in People

### **Sport Without Borders: New Scenarios and Formats**

Global sport found itself at the forefront of sanctioning practices: it became a new "norm" to threaten the right of athletes to participate in international competitions and to express their national self-identity. New precedents are being set where competitions are manipulated, while the traditional values of sport are being challenged. At the same time, relations between Russia and China are developing dynamically, while BRICS and SCO aspire to become the centres of a multipolar world. What role does sport play in these integration processes? The years 2022 and 2023 have been declared the years of Russian-Chinese cooperation in physical culture and sport. How can we use this potential to expand interaction in the athletic field? What new competition formats are planned for the near future? How can we make them interesting for both business and media? What principles will become the basis for cooperation in sport in BRICS, SCO, and EAEC countries? What channels of cooperation with international athletic organizations are currently open to Russia and how is this dialogue going? What are the priorities for the development of Russian sport in the new reality? What is the status on the preparations for the Russia-China Open Games in Ekaterinburg in 2023 with the participation of athletes from the SCO, BRICS, EAEC, and CIS countries?

10:00–11:15

Investment in Development as Investment in People

### **From Knowledge Economy to Talent Economy: New Opportunities**

The key to successful development of the country's science and technology lies in investing in the talent. The country needs a system that would discover talented individuals and then provide long-term versatile support, including continuous education. Gifted young people need to be motivated to study and use new knowledge and best practices. Another equally important driver of technological development is international cooperation that brings together talent from all over the world. We need to learn to both cooperate within specific research or educational projects (like now) and bring talent development programmes closer. They need to bring together the people that will be developing transnational projects in 10–15 years, but they need to do it now. Are priority national project alumni involved in them today? How are national and international talent development projects progressing in Russia's partner countries? What will ensure a country's educational and intellectual leadership in the global economy?

10:15–11:15

The Russian Economy: New Objectives and Horizons

### **The Right to Defence: Business in Russia and Abroad**

Taking into account the current realities, the only way to preserve and develop Russian business is to improve the system that guarantees the observance of entrepreneurs' rights as well as mechanisms for protecting Russian businesses. Attention needs to be paid to reducing pressure on business from law enforcement and regulatory authorities in order to maintain, support, and develop favourable business conditions in Russia. What additional measures to protect business rights need to be taken in the current situation? What legal mechanisms are effective in the short and long term? What means of protection can be provided to a Russian entrepreneur who operate and has assets abroad?



12:00–13:15

The New Economic Order: Responding to the Challenges of the Time

### **The EAEU: Greater and Better Integration**

The Eurasian Economic Union is successfully passing through global challenges, including those of a non-economic nature, ensuring sustainable economic development for the EAEU member states. Heads of member states adopting Strategy 2025 was a timely and far-sighted step. In today's highly turbulent global economic landscape it provides a stabilizing basis for development, while also carrying the potential of an integration breakthrough. A policy aimed at the development of innovations is being implemented, new joint industries and markets of the EAEU are being opened, the digital transformation of the main sectors of the economy and management processes is taking place, while the infrastructure is being developed. The optimal growth trajectory for the creation of a new quality integration implies: uniting efforts for the self-sufficient economic development of the EAEU countries; import substitution priority and industrial cooperation within the EAEU; creation of trans-Eurasian corporations; social progress; expansion of the economic aspects of humanitarian cooperation; mutually beneficial cooperation with stable international partners; formation of the EAEU image in the new system of global economic relations. Who will occupy the niche of the Union's main partners in the medium term? How to unlock the transport and logistics potential of the EAEU? What are the prospects for the development of cooperative ties within the EAEU in the priority sectors, including production of electrical equipment, aircraft and automotive industry, metallurgical production? What is the role of Eurasian integration in achieving social progress? How can new areas of economic cooperation affect the well-being of citizens of the Union countries?

12:00–13:15

The Russian Economy: New Objectives and Horizons

### **Lack of Active Players on Global Digital Markets Creates New Opportunities for Competition**

Digital markets, like no other in the current environment, have found themselves in a completely new reality. Since the inception of the industry, its key players have wound up in global competition and close interdependence with competitors in the absence of strict regulation and control. This is both a strength and a weakness of digital markets. Now, after restrictions have been imposed on the activities of foreign companies in Russia and Russian companies on world markets, the level of competition has significantly decreased and business models need to be revised. Should the change in the competitive environment be regarded a loss for the market? What are the most optimal mechanisms for supporting and developing competition?

12:00–13:15

The New Economic Order: Responding to the Challenges of the Time

### **Global Challenges of the Energy Mix in 2022**

Restrictions on Russian oil exports, the uncertainty surrounding the Iranian nuclear deal, as well as OPEC lagging behind its schedule for increasing production have all combined to push oil prices higher than \$100 per barrel. European coal prices remain above \$200 per tonne, while gas prices have not fallen below \$1,000 per thousand cubic metres even though winter has long been over. What's next? How likely is the possibility of a shortage of raw materials and petroleum products on the market as a whole? The Northern Sea Route (NSR) is the shortest route to deliver raw materials from deposits in the Arctic and Siberia to Asia. Will cargo traffic via the NSR reach 80 million tonnes by 2024? What successes have the nuclear icebreaker fleet and port infrastructure achieved on the coast of the Arctic Ocean? The threat to Europe's energy balance has softened the position of the Greens with respect to nuclear energy. Nuclear power plants, albeit with some reservations, have been included in the EU Taxonomy, a set of documents that rank the energy sectors in terms of their contribution to sustainable development. Will Europe increase the capacity of nuclear power plants in the coming years? Will there be a boom in the construction of small modular reactors? Hydropower also remains out of favour. The EU Taxonomy included only one category of hydroelectric power plant – those that are not equipped with an artificial reservoir, i.e. ones that are built in the mountains and are predominant in the EU. European officials attribute this to the presence of CO<sub>2</sub> emissions from reservoirs. How justified is this position? Or is it a desire to ignore hydroelectric power plants outside of Europe, in particular in Russia, China, and Latin America?



12:00–13:15

[The New Economic Order: Responding to the Challenges of the Time](#)

### **New Realities of the New World: A Game with no Rules?**

In partnership with VTB Bank

The transformation of the world order has acquired a new quality. The events of recent months inevitably entail systemic changes in the entire global agenda and directly affect both the world order and geo-economy. Sanctions accelerate the long-standing process where the fundamental foundations of international law are destroyed and the ties that made up global trade, as well as economic, financial, humanitarian, and cultural relations are severed. The new reality forces us to look for answers simultaneously across the entire range of issues on the socio-economic agenda. The feasibility of the declared plans for decarbonization is in question. Ideology and values, the principles of the media and information environment, humanitarian and cultural interaction are all being reconsidered. Can we already assess the nature and the depth of changes unprecedented in scale and speed and their significance for Russia? What issues should be front and centre of the state's economic and foreign policy under the new conditions? What are the priorities for big business, financial sector, and culture in the era of the "game with no rules"?

12:00–13:15

[The Russian Economy: New Objectives and Horizons](#)

### **From Replacing Imports to Superseding Them: Healthy Nutrition at a Time of Economic Restrictions**

Healthy eating begets a healthy life as well as a healthy nation. It's a formula that each government strives to institute in its country. Modern approaches to healthy eating are certainly associated with lifestyle traits amidst the COVID-19 pandemic. During the pandemic, everyone realized how important it is to eat healthy food. Proper nutrition and a healthy diet are essential to maintaining one's health, strengthening the functions of the immune system, and recovering from illness. In Russia, thanks to the Healthy Eating project of the Demography national project, measures are being taken at the federal and regional levels to motivate citizens to lead a healthy lifestyle, including healthy nutrition and giving up bad habits. Major food manufacturers are using various means to retain customers and offer them healthy products, as they respond to consumer demands for product quality, particularly during this period of unprecedented anti-Russian sanctions by the West and against the backdrop of economic uncertainty. Some of them are using traditional and consumer-friendly methods of production, while others are investing in new technologies and manufacturing products in a laboratory. What problems and challenges exist in the structure of the population's nutrition in the current conditions? Is it difficult to ensure quality control and food safety during a pandemic and while in economic and technological isolation? How can the availability of simple and healthy food be increased for Russians during the period of sanctions? What role does import substitution and import independence play in the food industry? Do high-tech domestic technologies exist for the development of food industries?

12:00–13:15

[The Russian Economy: New Objectives and Horizons](#)

### **Managing Change and Building a Positive Image in The New Markets: Who Will Help Russian Business Become More Effective in an Era of Transformation?**

Russian business is beginning to adapt to the new realities, and in the near future Russian companies will have to find attractive niches in the new markets. How to work under sanction risks and restrictions? How to deal with country discounting outside of Russia? Leadership in the new business landscape will require truly fresh solutions: through the study and implementation of international and local experience, import substitution and implementation of key technologies, preservation and multiplication of human capital. The main goals of the forthcoming business expansion are: adaptation of export processes to the risks of information wars; maintaining the development on par with global standards; and nurturing champions of a new world-class economy. How to build a new business image? What should be taken as a stepping stone? How to overcome the crisis and create promising business alliances? Will new players emerge or will companies have to rely only on themselves?

12:00–13:15

[The New Economic Order: Responding to the Challenges of the Time](#)

### **Towards a Sustainable Future: A Green Alternative to Traditional Fuel**

Russia declares its commitment to the principles of sustainable development, the key of which is responsible attitude towards nature. For a country with the largest natural gas reserves, a developed gas transmission system, its own technological solutions, a supportive gas filling network – and considering the investments allocated for the gasification of regions – natural gas is the most effective solution during the energy transition to green energy resources. Using methane, greenhouse gas emissions are 1.7 times lower than those of diesel fuel and half as low as those of gasoline, considering the entire life cycle of fuels, from production to consumption. The current international environment poses new challenges to the Russian economy associated with the restructuring of



production and logistics chains, simplification of regulatory requirements for market participants, production localization of certain components for both natural gas vehicles and refueling infrastructure. What role does methane play in decarbonizing transport and improving urban air quality? What are the key outcomes and development directions for the NGV fuel market in Russia? What measures of state support does the NGV industry rely on? What are the prospects for using natural gas in railway transport and agricultural machinery? What advantages does methane have over alternative fuels? Is it possible to improve the ESG performance of a modern company with the help of NGV fuel?

12:00–13:15

Investment in Development as Investment in People

### **Major Challenges of the Science and Technology Decade**

The world has been pursuing the logic of globalization for several decades. Science and technology have both reflected and shaped this trend as symbols of openness. However, in recent years, certain leading technological countries (primarily the United States) have begun regularly restricting international cooperation (from the conditions for providing grants to participating in expert examinations). Even at the end of 2021, sanctions had been imposed on several Russian universities. This is a completely new situation for science: even during the Cold War, this sphere remained a space for interaction between the adversaries and often took on the role of a mediator and conduit in terms of diplomacy. Over the next ten years, science will clearly face changes that are just as radical as they were in the first half of the 20th century (from scientific breakthroughs to radical changes in the organization of science). With this in mind, the Russian president has announced the Decade of Science and Technology in Russia, which could become a turning point not only in the development of the country, but the world as a whole. As part of the measures of this Decade, several fundamental questions will have to be answered: how effective is the model used to select priorities based on the logic of major challenges? Is it possible in the current environment to ensure the country's independence and competitiveness and offer effective tools for generating economic benefits from the implementation of ideas? How can we create a system to organize science that is appropriate for the times and aims not simply to meet gross indicators, but to also solve specific problems? Finally, can Russia be more pragmatic in its search for new foreign partners?

12:00–13:15

The New Economic Order: Responding to the Challenges of the Time

### **International Cooperation between Women: Potential and Prospects**

In the face of new challenges, it is crucial for women to develop international cooperation in various parts of society. Joint women's initiatives in the economy, science, culture, and charity are on the rise. Women's role in trade and economic relations is expanding. Support for progressive ideas that are being implemented with the active involvement of women provides an impetus for the development of interesting areas in technology and the opening of new markets, and is a motivating factor for numerous start-up entrepreneurs. How can the Eurasian Women's Forum and women's international associations work together to promote initiatives to empower women around the world? What projects are most in demand? How can women's associations contribute to rolling out women's projects to international markets?

12:00–13:15

Modern Technology for Humanity: Building a Responsible Future

### **Intelligence: Artificial vs Natural**

The concept of 'artificial intelligence' has taken on somewhat of a misguided connotation. Having originated in the scientific community, it eventually found its way into science fiction literature, and from there into pop culture, where it underwent a number of changes, became cluttered with numerous interpretations, and ultimately has become completely mystified. This is why we often hear such statements from non-specialists as: "AI does not exist" or "AI cannot be created". This misunderstanding of the essence of research on AI easily leads people to other extremes, such as modern AI systems are believed to have consciousness, free will, and secret motives. In science, AI refers to systems that are designed to solve intellectual problems. In turn, an intellectual task is one that people solve using their own intellect. Our technological power is growing much faster than the ability of human intelligence to control this power. If human intellect with its prejudices, aggression, delusions, and limitations is not replaced by a system capable of making more informed decisions, we may face a global catastrophe. Elon Musk believes that the struggle for leadership in this sphere could lead to a third world war. Bill Gates says that if he were young now, he would give up everything else, and deal exclusively with AI because it is our future. And Vladimir Putin has confidently stated: "Whoever becomes a leader in this sphere will be the ruler of the world". Does an 'artificial mind' really exist? Can humanity expect machines to rise up in the future? Can AI be taught emotions? As it is further developed, will AI reach the point that it can make decisions that people have not inputted into it? In which areas of science is AI significantly changing reality? When and under what conditions will AI reach the human level of intelligence? Is the reformatting of the world fiction or reality?



12:00–13:15

The Russian Economy: New Objectives and Horizons

### **Investment Projects in the Arctic: Incentive Regimes**

For more than a year and a half, the world's largest special economic zone has been operating in the Russian Arctic. It brings together several preferential regimes in nine of the country's regions, and, despite the challenges posed by the global economy, the business community's interest in implementing projects in these hard-to-reach territories is only growing. Over the past year, the number of residents of preferential regimes in the Arctic has increased by more than 250, which shows how appealing the range of tax and administrative benefits are. However, the climatic features of the Arctic regions and the specifics associated with the implementing projects there exacerbate various problems for investors, particularly given the turbulence of the global economy this year. What role can the Russian Arctic play in developing the economy during this period of sanctions? What referential solutions in the Arctic do these new times dictate? What major projects are already being implemented and may be promising in the near future? What support measures do residents need to ensure independence from Western organizations and holdings?

12:00–13:15

Modern Technology for Humanity: Building a Responsible Future

### **Medicine as a Flagship of Scientific Advancement**

For 75 years, the Federal Medical-Biological Agency has been ensuring radiational, chemical, and biological safety of the country. In addition to authoring the health protection system for employees of strategically important industries with especially hazardous working conditions, the agency remained the flagship of Russian science and innovation. Today genetic technologies see a genuine leap in development. Modern methods for finding early diagnostic markers and targets for therapeutic interventions, therapeutic viruses for the treatment of neurological diseases, and CAR-technology for immunotherapy of glioblastomas and other brain tumors have already been created. Biological 3D printing is on the rise, which makes it possible to create individual matrices and combined cell products equivalent to human tissues and organs. The agenda for the development of Russian medical science includes the introduction of personalized biomedical technologies, the implementation of state support measures and the attraction of young specialists to science. Under the new reality the issue of getting ahead of import rather than trying to substitute it in such strategically important areas as biotechnology, genetics, neurotechnology, digitalization of healthcare, development of artificial intelligence, creation of vaccines and other medical products is of particular importance. How far has Russia advanced in the development of biomedical sciences? What challenges does it have to face, and what are the possible ways of solving them? How to ensure safety in the application of genetic technologies? When will innovations in medicine in practice be available to a wide range of Russians? What is needed to ensure industrial production of medical devices and equipment within the country?

12:00–13:15

The Russian Economy: New Objectives and Horizons

### **Fiscal and Tax Policy. The New Reality: Challenges and Opportunities**

In 2022, Russian economy faces the most serious challenges in its history. Unprecedented sanctions and economic pressures are exacerbated by the consequences of the anti-COVID restrictions that have destroyed existing economic ties and supply chains, as well as by the growing threat of the global economic crisis. How can the country's economy be protected from external shocks? Is it possible to effectively fulfill the social obligations of the state to the fullest, while ensuring the competitiveness of the economy, its recovery and transition to sustainable growth? The solution to these problems requires a fundamental transformation of the entire economic model. How should fiscal and taxation policies change? How should we build inter-budgetary relations under the new conditions in order to support the country's regions? How to find a balance between stimulating business and the need to increase spending on social support?

12:00–13:15

The Russian Economy: New Objectives and Horizons

### **Infrastructure Breakthrough as a Key Anti-Crisis Measure for Economic Development**

In view of pressure from external sanctions, the development of infrastructure, namely road and transport networks, a comfortable urban environment, the construction of new housing and social facilities, and the integrated development of regional agglomeration projects should all serve as a point of economic growth in the new environment. At the federal level, support tools have already been created and are functioning successfully to this end, but it is likely that there will be a future need for additional tools to support regional infrastructure projects and a separate set of measures to support representatives of the business community.



12:00–13:15

Modern Technology for Humanity: Building a Responsible Future

### **The Digital Footprint: Looking to the Future**

In partnership with the Advanced Technologies Development Center (ATDC)

Today, almost every action a person takes as a participant in the economy leaves a digital footprint – how we earn, how we spend, what we buy, where we invest, and even how we relax and what we are interested in. Everything is collected into a single digital twin in the familiar offline world. This is a world that can be analysed and thus built and developed according based on easily comprehensible vectors and mathematical laws. This creates almost limitless possibilities. Changes that lead to the creation of new business models, the transformation of relations between the government, business, and consumers, the birth of a new economic environment, alternative methods of communication, production, and consumption, and immersion in a single digital world. What digital systems are states building? How is digital transformation changing the economic space? Public and private information systems: competition or cooperation? What new trends will this bring tomorrow? How will this change us?

12:00–13:15

The Russian Economy: New Objectives and Horizons

### **Russia's Spatial Framework: Is There a Place for Mega-Agglomerations Here?**

Russia's pivot to the east requires the new spatial organization of the country. At present, over 20% of economic activity is concentrated in the Moscow agglomeration. But developing the economy under new conditions will require the presence of territorial entities that are comparable in scale in the Urals, Siberia, and the Far East. Mega urban agglomerations that link several large cities, as well as medium and small ones, into a single whole are being created all over the world. They ensure that people can travel to city centres within 1–1.5 hours. This has become a possibility due to the development of new modes of transport. Such territories have high concentrations of technology production as well as symbolic and human capital. China has placed its chips on the country's polycentric spatial organization based on mega urban agglomerations. At present, Russia has more than 38,000 km of high-speed railways that link large cities in a mega urban agglomeration. These territories are where the main innovative and technological development takes place where human capital is concentrated. Numerous countries are following this path. Who will be the driving social class in the development of urban agglomerations in the current conditions? How do we make sure that the creative class is not lost amidst sanctions? What territories could become benchmarks in Russia taking into account the pivot to the east? What key potential do these territories have? Can foreign experience be used in the formation of mega urban agglomerations and implementing a polycentric policy of spatial development in Russia?

12:00–13:15

Investment in Development as Investment in People

### **Conscious Consumer Choice: From Risk Modification to Risk-Based Regulation**

In partnership with the Association of Medical Specialists on Risk Modification

Total economic damage from non-communicable diseases in Russia is estimated at RUB 3.6 trillion per year, which is equivalent to 4.2% of GDP. Modern approaches to the prevention and treatment of diseases are based on the concept of modifying risk factors that can be used for the effective primary and secondary prevention of diseases, their treatment, and rehabilitation. Risk modification is now widely used in various government sectors and is governed by policies, programmes, and legislation concerning sources of harmful factors, including stress, physical inactivity, excessive salt intake, alcohol consumption, and tobacco smoking. According to experts, scientists, and doctors, in order to effectively combat these threats, it is essential to pay attention to modern technologies, scientific evidence, and integrated risk modification practices. Introducing a comprehensive risk-based approach to regulation that takes into account the objective data of scientific research will significantly reduce harm from non-communicable diseases and save millions of lives. What regulatory innovations could serve as the basis for improving public health in the near future? How can we alter the paradigm of noncommunicable disease prevention and offer people who refuse to give up bad habits an alternative with fewer health risks?

12:00–13:15

Investment in Development as Investment in People

### **Intangible Cultural Heritage of Russia: Economic Context**

The Year of Cultural Heritage of the Peoples of Russia presents the leaders of scientific, cultural, and creative communities, as well as representatives of international organizations-partners, with the most urgent questions: what is intangible cultural heritage today and how the activities for its preservation may be translated into the language of economics? How is intangible cultural heritage connected with the life of a modern person today? Where are the points of entry? How are local intangible cultural heritage preservation concepts of various countries included in the global international context?



17:00–18:15

The Russian Economy: New Objectives and Horizons

### **The Future of Audiovisual Content: Russia's Potential**

In the era of new media, the forms of content are changing and the channels of its distribution are transforming. This is a global process, which nevertheless has specific regional traits. How can content be produced and promoted in these realities with sanctions pressure, the exit of certain players from the streaming market, and the blocking of social networks? What will Russia do in this new environment? What is the government's role and how effective is its support model with respect to the demands of business?

17:00–18:15

The Russian Economy: New Objectives and Horizons

### **Genetics and Selective Breeding in the Agro-Industrial Complex: The Key to Russia's Food Security**

Genetic and selective breeding technologies are the main tools for ensuring the high efficiency and sustainability of the agro-industrial complex as well as reducing the impact of external factors (climate and drought) on production. For more than 20 years, leading producing countries as well as scientific units of major corporations have been investing significant resources in the development of genetic solutions for the needs of modern agriculture. Indicators show that the value of the global plant breeding market will exceed \$20 billion in the next three years, while the animal genetics market will soon approach the \$10 billion mark. The Russian agro-industrial complex, which is developing inseparably from the world, is also actively utilizing the achievements that have been made in this area. Agribusiness is launching its own breeding projects, and Russia's regions are preparing to introduce genomic breeding programmes. Nevertheless, the dependence of Russian manufacturers on imported technologies remains very high and as much as 95% in some cases. Given the new economic realities, this means that it is crucial to accelerate the implementation of projects that aim to ensure the country's 'genetic independence'. Are there prospects for scientific centres to support the development of domestic genetics? How should global experience in the development of genetic and selective breeding programmes be adapted to Russian programmes? How will collaboration between business and universities help to solve the lack of expertise in breeding and genetics? How should tools and programmes to support Russian genetics be developed and introduced?

17:00–18:15

The Russian Economy: New Objectives and Horizons

### **Managing Hidden Reserves: Increasing Business Stability at a Time of Import Substitution**

The imbalance on the domestic and foreign markets forces enterprises to alter their technological processes, change supply chains, search for new suppliers, and look for opportunities to increase output given the fast tracking of import substitution. The changes in external conditions that have taken place are above all increasing the cost of risk management and the introduction of new solutions. In particular, each individual enterprise faces a wide range of problems that it cannot solve alone. A systemic problem requires a systematic approach. Multilateral support is needed for the entire chain of suppliers involved in the manufacturing process of an enterprise's product: raw materials, packaging, components, and so on. If one looks at the output of a final product as a set of processes by the companies involved in its production, the elimination of bottlenecks in each process will help to achieve a cumulative synergistic effect for the entire chain as a whole. Where can Russian enterprises find additional opportunities to maintain their economic efficiency? How can hidden reserves be managed without attracting additional funding? What economic effect could the management of hidden reserves produce? What effect might such an approach have on the entire chain of suppliers of a particular product?

17:00–18:15

Investment in Development as Investment in People

### **How have the Priorities of Russian Philanthropists and CSR Managers Changed?**

The charitable sector in Russia is most often associated with the largest fundraising foundations. The contribution of donor organizations to the development of philanthropy is estimated at 100 to 300 billion roubles annually. Corporate foundations and socially responsible companies not only implement their own programmes, but also act as donors of funds for the development of the sector and its infrastructure. They provide grants for project implementation, co-finance training and internships for non-profit organizations' employees, support research and various activities of the sector. Reduced revenues, the closing of borders, the departure of foreign companies from Russia, and the lack of Russian software analogues have led to new challenges for the development of the charitable sector. The stability of the charitable community as a whole will depend on whether donors can support public organizations and projects. How have sanctions and the new economic and political reality affected the



landscape of the charitable sector? What challenges will Russian charities face in the nearest future? How to rethink and reconstruct the model of partnership between the state, non-profits and business in order to minimize social tensions in the regions? What can the non-financial contribution of foundations and companies be? How to motivate business to participate in charitable projects?

**17:00–18:15**

Investment in Development as Investment in People

### **The Non-Governmental Sector and Public Prosperity**

In the modern world, the ability to choose is highly valued. The involvement of the private sector and the creation of a healthy competitive environment for the provision of public services will make them more targeted and accessible. The reform of the public services sector is based on the law on social services procurement, which served as an impetus for a new stage of development. The change in approaches to the provision of budgetary services clearly requires a revision of the entire model. Platforms for dialogue have been set up at established public institutions in 34 pilot regions to increase the level of interaction and trust between the authorities and non-governmental organizations that work in the social sector. How should the successful experience gained by the regions in implementing social service procurements be disseminated to the whole country? What is the most effective way to build work relations between the state and the non-governmental sector in the provision of services? What are the benefits of such collaboration for each of the parties?

**17:00–18:15**

Investment in Development as Investment in People

### **Integration of Culture and Economy**

Culture is a bridge that brings people together and promotes cooperation between countries in various fields. Despite increasing tension between states, cultural projects can remain an instrument of international integration, contributing to economic and political ties. What is the future of culture under the current conditions, given its function of a vantage point for both arts and economy? Can culture become a force uniting people in the media space today? What is the role of major international cultural figures in overcoming global crises?

**17:00–18:15**

Investment in Development as Investment in People

### **Getting a Visa to the Land of Opportunity**

Throughout the recent history of Russia, it was common practice for foreign managers and professionals to work in Russian organizations or offices of international companies. Today there is an outflow of foreign workforce from the Russian labour market. The policy of "abolishing Russian culture" abroad, closing borders, and interruption of banking services makes it difficult to choose Russia as a place to study or work. Our compatriots living abroad also have difficulty returning home, as well as maintaining economic and cultural ties with Russia. How can we work with the Russian-speaking population abroad in today's conditions? How can we form an image of Russia as a country in which to live, get an education, and build a career? What opportunities exist in Russia today for talented foreign specialists? Is it realistic for foreigners in today's economic conditions to obtain citizenship in the country of opportunity?

**17:00–18:15**

Investment in Development as Investment in People

### **Creating Impact Content: How to Enhance the Media's Contribution to Positive Social Change?**

The media's influence on society in today's digital world continues to grow. Fortunately, major industry trends include the creation and promotion of impact content aimed at positive social change. What can leaders share in the way of best cases and practices? How can the media industry effectively unite to resolve key social problems in partnership with the non-profit sector, business, and the government?



June 18, 2022

**08:30–10:30**

Business Breakfast

### **Investing in Health: Effective Cooperation between Business and Society**

A country's economy is directly dependent on the condition of the healthcare system and the ability to follow strategies to achieve national goals, to remain steadily resilient to any challenges, and to provide the country with a capable workforce. However, effective healthcare is a long-term investment in economic development if it does not impose an economic burden on the country's GDP and is aimed at preserving the health of the nation. Strategies for building a healthy society are based on the principles of constructive cooperation between the state, socially oriented business, and the society itself, which shares health's values as a measure that prevents the development of socially significant diseases. How can we achieve a balance between the interests of the state and business for the development of quality healthcare, so that it would be beneficial to the economy and society? How can the resources of the business community be attracted to the development of national patient-centered healthcare and create a comfortable environment for the development of public-private partnerships in healthcare? What decisions can have a positive impact on the development of socially responsible business in the country? What state strategies should contribute to the creation of a society that shares health's values within a country?

**08:30–10:30**

Business Breakfast

### **IT Leadership: An Alliance of Russia and the Developing World**

Given the sharp polarization in the global community caused by the sanctions imposed on Russia by the United States and EU countries, an entirely new situation has emerged in various fields, including in the field of information and communication technologies (ICT). Russia's steadfast position in ensuring import-independence in the field of ICT has shown all developing countries an example of building an alternative technological platform of the New Technological Way, in which these countries can a priori get an equal starting position with countries of the so-called "democratic world". As a result, Russia and China have a unique opportunity to lead the movement of technological advance in the developing world, including the countries of the Middle East, Southeast Asia, Latin America, and Africa. ICT plays a major role in the New Technological Way, ensuring convergence with all other sectors of the economy. In this regard, the discussion at the IT breakfast should focus on how Russia can become one of the technological leaders in the field of ICT. It is equally important to talk about the necessary set of measures of state support for the IT industry so that it can successfully play the role of an ICT leader. What are the possibilities and limitations of cooperation between Russia and developing countries in the field of ICT today, at the stage of New Technological Way formation? What are the promising areas of cooperation, interaction formats and regulation methods? How to minimize risks of counteraction to cooperation between Russia and developing countries in the field of ICT? What administrative barriers stand in the way of international cooperation of Russia and developing countries in ICT? How to find ways to eliminate them? How can the state support promotion of Russian ICTs in developing countries?

**10:00–11:15**

The Russian Economy: New Objectives and Horizons

### **Sustainable Agriculture: A Priority for the Government and Business**

Modern agriculture faces the enormous responsibility of not only feeding the planet's growing population, but doing it in ways that help preserve the environment and reduce carbon emissions. On the one hand, economic incentives and consistent regulation are the driver for a sustainable agro-industrial complex. However, an equally important component is the value system, in which the imperative is to conserve biodiversity and restore soils for the benefit of future generations. How can we restore the balance of productivity and fertility and introduce nature-like technologies that entail a careful attitude to resources? The answers to these questions lie in bioeconomics. The use of foreign biotechnologies in Russia ranges from 50 to 100%, which limits opportunities for their widespread distribution in the new conditions. How can we create a value system to preserve biodiversity for the benefit of future generations? How can we find a balance between the economy and care for the environment with technologies for a sustainable agro-industrial complex? What does the future hold in terms of the accelerated development of industrial, agricultural, and other types of biotechnologies? What mechanisms are needed to create a 'new' bioeconomy? What is the government's role in the development of sustainable agriculture.



10:00–11:15

Modern Technology for Humanity: Building a Responsible Future

### **Innovative Import Substitution: Potential Paths for Sovereign Technological Development**

In the long term, Russia might not just substitute imports as a way to replace certain foreign products, but also to replace technologies with advanced domestic ones. In order to implement this strategy, however, it is essential to identify the needs of business for real technology and relay them to universities and scientific organizations. Medium-sized technology companies that are able to implement early Deep Tech projects also need to be involved in collaboration between science and big business. In addition, to achieve results more quickly, clear management signals and support measures for both science and business are needed from the federal and regional authorities. To what extent are Russian scientific organizations and technology businesses ready to accelerate import substitution? What needs to change in the infrastructure used to transfer technology from science to business? How can Russian businesses follow the trends on the global innovation market in the current conditions? How can Russian science help to fill in the lost links of the chains of global cooperation? How can the opportunities offered by the regions be effectively put to use for import substitution? What support measures are needed to replace technology imports?

10:00–11:15

Modern Technology for Humanity: Building a Responsible Future

### **New World Games: Prospects for the Development of the Gaming Industry**

Today's Russian gaming market is worth RUB 170 billion (15th in globally) and is home to 80 million gamers who play for three hours a day, which is comparable to traditional media channels in terms of audience volume and time spent. Gaming is the new generation's television, and eSports is a huge industry with thousands of stars and millions of viewers. The current market situation – the departure of big players and monetization problems – opens up opportunities to consolidate projects and create new growth points in premium game segments and opportunities to enter foreign markets. What challenges and opportunities await the Russian gaming and eSports market? How can an effective support system for the producers of games be created in the new reality? What are some ways the government can help gaming in Russia? What support can be shown for eSports development? What kind of regulation and benefits does the market need? What can be done for investments and product markets?

10:00–11:15

The Russian Economy: New Objectives and Horizons

### **Tourism as an Influence on the Image, Socio-Economic Development, and Investment Attractivity of a Region**

According to St. Petersburg's Social and Economic Development Strategy for the period until 2035, tourism is a priority sector of the economy. Tourism development promotes dynamic job creation, growth of entrepreneurial and investment activity, development of service and hospitality infrastructure. Ultimately, it improves population's quality of life and creates a surge in international cooperation. The tourism industry is a leading job multiplier, providing income to more than 500,000 residents of St. Petersburg. Despite the difficult previous period for the tourism industry, St. Petersburg does not cease to win worldwide recognition and maintain a leading position among the tourist destinations of Russia. The city is working on new routes for Russian and international tourists, continuing to successfully implement programmes to increase the flow of tourists and increase the region's appeal. What are the new opportunities for tourism development under the current conditions? How to maximize the economic and investment potential of domestic and inbound tourism? What is the role of a successful tourism brand for increasing tourist flows? What is the role of interregional projects in socio-economic development of regions?

12:00–13:15

Investment in Development as Investment in People

### **Cancel Culture: Unprecedented Challenges Facing the Media Industry. National Information Policy in the Era of Post-Truth**

At present, the international community is exerting pressure on Russia, and this includes the media use of the so-called aggressive communication style against Russia, as a result of which the media environment has ceased to be a platform for rational discussion or equal national media players in the international digital space. How can the Russian media industry live and develop under the conditions of a de facto digital boycott on the part of the international community? Who creates government information policy in the era of digitalization and how? How should digital interaction between the state and society be structured in terms of information exchange?



12:00–13:15

The New Economic Order: Responding to the Challenges of the Time

**Women in BRICS Economy: Roles, Meanings, Source of Growth**

In recent years, the BRICS' comprehensive multi-year development strategies have paid particular attention to initiatives aimed at overcoming barriers to women's participation in the economy. As a rule, these initiatives are aimed at increasing access to education, professional development, digital technologies, and finance opportunities. Additionally, such initiatives support entrepreneurship, innovations and start-ups, as well as promote women's leadership in business. It is common for women globally to play an important role in services, agriculture, to act as cross-border traders in manufacturing industries, producers, and entrepreneurs. However, women are much less integrated into international trade. In the current challenging environment, the BRICS collective commitment to women's economic empowerment and women's role in international trade, including through ongoing information support, is more necessary than ever. What are the state and private business initiatives being implemented in the BRICS countries to increase women's participation in economic life and what are their results? What are the BRICS women entrepreneurs' experiences and new opportunities for cooperation? What factors hinder the expansion of trade and economic cooperation between the BRICS countries and how can they be overcome? How to increase the economic activity of women in the BRICS countries?

14:00–15:15

The Russian Economy: New Objectives and Horizons

**Urban Heritage: Rebuilding Architectural Dominants**

Architectural heritage is spiritual, cultural, economic, and social capital of irreplaceable value. When world's cultural values are damaged or destroyed the loss is irreplaceable and irreversible. Any loss of architectural heritage affects all aspects of life for present and future generations: it leads to spiritual destitution, rupture of historical memory, and impoverishment of the world society as a whole. Civilizations are built upon preservation of existing cultural values and reconstruction of the lost ones. Is it expedient to recreate lost cultural objects in today's conditions? How can the world's experience of restoration be applied in St. Petersburg? Is the reconstruction of lost architectural masterpieces an investment in the development of business and tourism in the region? How does the reconstruction of buildings influence the transformation of the historical and architectural environment and the formation of the cultural capital of the country? What restrictions are imposed by the legal regulation of the restoration of cultural heritage sites in St. Petersburg? Could the restoration of the Bell Tower of the Smolny Cathedral ensemble (designed by Francesco Bartolomeo Rastrelli) in St. Petersburg become one of the brightest examples of such expedient and urgent projects under the current conditions?

14:00–15:15

Modern Technology for Humanity: Building a Responsible Future

**To Be or Not to Be? Modern Challenges and Future Scenarios for the Print Media in the Digital Era**

The latest technologies are radically affecting the entire lifecycle of a traditional media: from business models and editorial policies, to promotion and distribution methods. As online outlets, mobile media, social networks, and bloggers revel in their explosive popularity, opinions on the imminent departure of paper media are heard increasingly louder year after year. Once popular publications disappear, the printing infrastructure – printing houses and press kiosks – shrinks, paper prices rise, and its supply in the domestic market falls. However, worldwide publishing experience convinces us that digitalization is not just a threat to the traditional media, but also a new opportunity. The latter has to do with diversification and monetization of content, quality of feedback from the audience, etc. Internet technologies are becoming the main driver of development and organic growth for the once purely "paper" media. What are the fundamental challenges, problems, and opportunities of the print media digital transformation in areas such as content management, marketing, subscription, and retail distribution?