



INTERNATIONAL YOUTH ECONOMIC FORUM PROGRAMME

June 18 2022, St. Petersburg

Programme accurate as at July 12, 2022

June 18, 2022

10:00–12:15

Pavilion G
conference hall G1

International Youth Economic Forum

Master Class

Student Tournament in International Negotiations

The art of negotiating competently while implementing an export project allows exporters to achieve tangible advantages and economic results. Negotiation skills are especially relevant when communicating with business partners from different cultures. Today, in the era of international turbulence, the training of new professionals in the field of export is of particular importance for the development of the economy. The tournament, that will bring together students from leading universities of St. Petersburg, allows students to immerse themselves in the specifics of international negotiations, and to practice cross-cultural communication with a foreign partner with the help of real-life cases. The student tournament is carried out in a format of negotiation duels in a play-off system. Four student teams will take part in the tournament.

Moderator:

- **Alisiya Nikitina**, General Director, Export School, Russian Export Center

10:00–11:15

Pavilion G
conference hall G2

International Youth Economic Forum

Invent, Broadcast, and Undertake: How to Make Money from Your Own Inventions, Implement Borrowed Ones, and Protect Your Interests

How to make money in the intellectual property markets without becoming a patent troll? Where, how and why can one protect intellectual property rights? The role of intellectual property as a tool for business sustainability during creation and scaling. Developing scientific networking under sanctions, protecting its results, and monetizing. R&D programmes in real sector companies in Latin America: how to enter foreign markets? How to comprehensively disassemble the life cycle of an intellectual product, taking into account the external and internal environments, and develop a basic strategy for its transfer? How to improve competencies in the field of protection and commercialization of the results of creative activity?

Moderators:

- **Timur Shiyapov**, Head of the Technology Transfer Center, Peoples' Friendship University of Russia
- **Olga Tarasova**, Chairperson, Youth Council, All-Russian Society of Inventors and Rationalizers

Panellists:

- **Oluwaseun Tape Jeremiah Adeniran**, Chief Executive Officer, Iris Group
- **David Gonzalez**, Latin America Business Consultant (**online**)
- **Grigory Ivliev**, President, Eurasian Patent Office (EAPO)
- **Anna Nenakhova**, General Director, Uralchem Innovation
- **Andrey Platonov**, Deputy Director, Federal Agency for Youth Affairs (Rosmolodezh)

Front row participants:

- **Daria Shipitsyna**, Head, Center for Strategic Communications, Federal Service for Intellectual Property (Rospatent)
- **Morteza Mohammad Yousefi**, Biological Researcher



10:00–11:15

Pavilion G
conference hall G3

International Youth Economic Forum

Young Journalism in Russia: How the New Generation Looks Out into the World and Creates the Information Space

Modern world is unimaginable without the information space. The new, post-industrial society has an incessant need for up-to-date knowledge: news, materials, social media feeds – updates happen every second. In this world, the most important qualities are the ability to make quick decisions and respond immediately to the changing agenda, as well as the ability to find innovative solutions and implement them in work processes. It is not surprising that young people are at the forefront of modern information technology. The growing need for new knowledge about the world around us is being satisfied by the new generation of media. The transformation of journalism that we are seeing today makes a whole range of questions relevant again. What role should the government play in the development of youth information policy? What kind of education does a new generation journalist need? Finally, how do young journalists themselves see the future of the profession and their role in a rapidly changing society?

Moderator:

- **Anton Pashkov**, Executive Advisor, Federal Agency for Youth Affairs (Rosmolodezh)

Panellists:

- **Oleg Gorodnichiy**, Executive Producer, TV Channel 360
- **Sergey Kolyada**, Director of the Communications Department, Russia – the Country of Opportunities
- **Anton Korobkov-Zemlyansky**, Press Officer, European Media Group (EMG)
- **Anastasia Kosenchuk**, Executive Director, Media Lab; Development Director, International Student Television Association
- **Alexander Moiseev**, Deputy General Director, Gazprom-Media Holding; General Director, Rutube
- **Elena Vartanova**, Dean of the Faculty of Journalism, Lomonosov Moscow State University

Front row participant:

- **Sergey Pershin**, General Director, Center for the Development of Cultural Initiatives; Project Manager, Tavrida Art Cluster

10:00–11:15

Pavilion G
conference hall G4

International Youth Economic Forum

Charming an Investor: Skills They Do Not Teach at University

Investments are rightfully considered to be the engine of modern economy, the foundation on which all business stands. Most enterprises need additional sources of financing, regardless of their field or production volume. The work on attracting investments, whether to a territory or to a business, is appropriately considered to be the bread and butter of true professionals who understand the problem in detail and take creative approaches. What are investments and what are they for? What are the typical mistakes of beginning entrepreneurs? What are the ways to find investors? How to present your own project and conduct negotiations?

Moderator:

- **Anton Serikov**, Deputy General Director, ANO Russia – Land of Opportunity

Panellists:

- **Dmitry Afanasyev**, Founder, First IT Alliance
- **Igor Burakov**, General Director, Investment Development Agency of the Rostov Region
- **Mikhail Khomich**, Permanent Representative of the Head of the Udmurt Republic to the President of the Russian Federation, Deputy Chair of Government
- **Ignat Petukhov**, Deputy Chairman of the Government of the Orenburg Region
- **Anton Urusov**, Vice President, Russian Direct Investment Fund
- **Dmitry Yalov**, Deputy Chairman of the Leningrad Region Government, Chairman of the Committee on Economic Development and Investment Activity of the Leningrad Region



10:00–11:15

Pavilion G
conference hall G5

International Youth Economic Forum

Financial and Legal Literacy of Young Entrepreneurs: How to Protect Yourself from the Start?

Young entrepreneurs often experience in practice what 'a lack of knowledge of legal norms' actually means. Compared to other citizens, they are more involved in legal transactions with the state and other bureaucratic structures. Especially when launching a private business, important legal aspects may not be taken into account at the 'packaging' stage. However, as the saying goes, *ignorantia juris non excusat* (ignorance of the law excuses not) so it is extremely important to build a financial and legal culture among young people. Which legal risks should young entrepreneurs take into account when starting a business and which ones should they worry about at a later stage? Do entrepreneurs need to have a legal degree? What recommendations should be considered when starting and running a business?

Moderator:

- **Nonna Kagramanyan**, Vice-President, Head of the Executive Committee, All-Russia Public Organization Delovaya Rossiya (Business Russia)

Panellists:

- **Ekaterina Avdeeva**, Head of the Expert Center for Criminal Law Policy and Enforcement of Judicial Acts, All-Russia Public Organization Delovaya Rossiya (Business Russia)
- **Sergey Bekrenev**, President, European Legal Service
- **Veniamin Kaganov**, Director, Financial Literacy Development Association
- **Aleksandr Kolankov**, Advisor to the Head of Service for Consumer Protection and Financial Inclusion, The Central Bank of the Russian Federation (Bank of Russia)
- **Yulia Mihaleva**, Deputy Director, Russian Quality System (Roskachestvo)
- **Nikolay Myshyakov**, Project Founder, AutoHem
- **Elina Sidorenko**, General Director, Platform for Working with Entrepreneurs' Enquiries
- **Oleg Tarasov**, Founder, USE Breakthrough

Front row participant:

- **Vitaly Arbuzov**, Founder, INPRO digital

10:00–11:15

Pavilion G
conference hall G6

International Youth Economic Forum

Youth and Education in the New Reality

As the relations between Russia and unfriendly countries become more complicated, the development of digital education has become an acute issue. A number of international companies have suspended their educational activities in Russia, while obstacles are also being created for Russian students abroad and inter-university cooperation overall. It is obvious that successful implementation of the national programme entitled "Digital Economy of the Russian Federation," strengthening independent digital infrastructure, preventing "brain drain", and further development of the state requires joint discussion of both the new educational challenges that Russia is facing, and application of successful international experience. How can import substitution be accomplished in the area of education technology? How do other countries develop independent educational infrastructure (Iran, China)? How can we support digital education for young people? How is the digital transformation of universities in Russia going and what are the prospects? What is the role of IT in the development of young people's educational skills? What are the prospects of student exchanges in the SCO countries?

Moderator:

- **Stanislav Surovtsev**, Vice Rector for Youth Policy, Social Work and International Relations, MGIMO University

Panellists:

- **Konstantin Abramov**, General Director, Russian Opinion Research Foundation VCIOM
- **Madeleine Baturina**, Head, All-Russian Project "Your Move"
- **Elizabeth Belyakova**, Chair, Children's Digital Protection Alliance
- **Kuanish Ergaliev**, Vice Minister of Education and Science of the Republic of Kazakhstan (online)
- **Grigoriy Gurov**, Deputy Minister of Science and Higher Education of the Russian Federation
- **Sergey Mardanov**, Director of University Relations, VK
- **Amir Sarakov**, Vice President for Young Professionals, Superjob



Front row participant:

- **Valentina Kurenkova**, Director for Government Relations, Deputy General Director, Netology (online)

10:00–11:15

Pavilion G
conference hall G7

International Youth Economic Forum

Eco-Generation. Supporting Youth Environmental Initiatives

Environmental activism is gaining traction with the young people. The emerging demand needs to be met with new comprehensive and systematic initiatives that can provide a wide range of opportunities in the environmental field, from eco-lobbying to career guidance. Every year new practices transpire in the Russian Federation, involving more and more young people. What new environmental projects will be implemented in 2022? What constitutes the "green" demand from the young people? How to make the youth's work on environmental issues comprehensive?

Moderator:

- **Andrey Rudnev**, Chairman, All-Russian Public Organization of Environmental Volunteers "Delai!"

Panellists:

- **Damir Fattakhov**, Deputy Head, Federal Agency for Youth Affairs (Rosmolodezh)
- **Yevgenia Gladkina**, Entrepreneur; Biohacker; Author of the "Healthy Lifestyle in the Big City" Telegram-Channel; Member of the Board of Directors, Fedoskino Factory of Miniature Painting
- **Alexey Komissarov**, Director General, ANO Russia – Land of Opportunity
- **Artem Metelev**, Chairman of the Committee of the State Duma of the Federal Assembly of the Russian Federation on Youth Policy; Head, Platform DOBRO.RF

Front row participants:

- **Anton Grigorov**, Senior Managing Banker, VEB.RF
- **Olga Starikova**, Head of National Project Support Division, National Priorities
- **Margarita Tsyganova**, Minister for Youth Policy of the Irkutsk Region

10:00–11:15

Pavilion G
conference hall G22
(2nd floor)

International Youth Economic Forum

Competitive Grants: Joint Development Opportunity for Companies and Social Activists

Once social projects are introduced into the activities of the organization, they contribute to finding new partners, plus they reveal both creative and managerial potential of all team members. Social initiatives allow for the formation of a corporate culture, acquisition of communication and planning skills, team building, and social development of an individual employee. What impact do grant competitions have on the formation of a corporate culture and development of companies? How to improve the skills and competencies of employees through social design? How to attract resources to the company through grant contests and partner collaborations?

Moderator:

- **Roman Makhanko**, Founder, Chief Executive Officer, Empower Development Company

Panellists:

- **Dmitry Bazhenov**, Deputy General Director for Commerce, State Specialized Design Institute; Author, Pulsation Social Project
- **Ekaterina Bogomaz**, Head of Regional Cooperation Department, Federal Agency for Youth Affairs (Rosmolodezh); Coordinator of the Direction "Rosmolodezh.Grants"
- **Raphail Mahmutshin**, Leading Specialist, TATNEFT Grants



10:00–11:15

Pavilion G
conference hall G25
(2nd floor)

International Youth Economic Forum

Meeting of the Interregional Council of Russian Universities' Student Scientific Associations: How do Young Researchers Respond to the New Challenges of the Economy?

In a changing world, there are stable values that feed the engine of progress. Science as a key factor in the development of the Russian economy can be confidently attributed to them. Will young researchers be able to solve the tasks assigned to them? How to establish interaction between science and industrial activities?

Moderator:

- **Ali Asadov**, Deputy Head of the Department for Work with Young Scientists, Department of State Youth Policy and Educational Activities, Ministry of Science and Higher Education of the Russian Federation

Panellists:

- **Alexander Vedekhin**, Deputy Director, Youth Policy Department, Ministry of Science and Higher Education of the Russian Federation
- **Andrey Voronin**, Director, Center for Strategic Initiatives, National Research Technological University MISiS
- **Ekaterina Zimakova**, Deputy Chairman of the Organizing Committee, "Lomonosov" International Scientific Forum

10:00–11:15

Pavilion H
conference hall H23
(2nd floor)

International Youth Economic Forum

Obtaining the Education Needed to Organize a Social Business

The regular market models are flawed – this is becoming evident in the new reality. One of the effective business formats of the new time that both the state and large corporations are frequently talking about is social entrepreneurship. Large-scale support measures, benefits, and favourable conditions for the launch of social business are introduced. The activity of social entrepreneurs is aimed at making a profit, but above all they aim to create positive social change. This is an outlet for active people who want to change the world they live in. For obvious reasons, a significant percentage of social entrepreneurs are young people. They are ready to experiment, not afraid to try something different, and are eager to learn new ways. What and where do you study if you want to try social entrepreneurship? What support programmes are out there now? Where do you go if you want to make yourself and your business more socially oriented? What are the successful practices of experienced social entrepreneurs? What competencies will be in demand in the new economic conditions?

Moderator:

- **Yuliya Zhigulina**, Managing Director, The Foundation of Regional Social Programs "Our Future"

Panellists:

- **Denis Bogatov**, Director of the Center for the Development of Social Entrepreneurship of the International Business School (Institute) of the Financial University under the Government of the Russian Federation, expert of the Ministry of Economic Development of Russia
- **Alexandra Denisova**, Director of Project Financial Support Department, Social Projects Support Fund
- **Vladimir Vainer**, Director, "Factory of Positive Changes"
- **Julia Varchenko**, Executive Director, "Towards Change" Foundation

Front row participants:

- **Yulia Aray**, Senior Lecturer, Department of Strategic and International Management, Graduate School of Management, Saint Petersburg State University
- **Dmitry Bogdanov**, Vice President, Business School of the Russian Union of Industrialists and Entrepreneurs (RSPP)
- **Maria Grekova**, Founder, "Simple Things" Project
- **Alena Kurochkina**, Leading Consultant of the Department of Digital Technologies and Informational Support of Small and Medium-Sized Businesses, Department of Investment Policy and Development of Small and Medium-Sized Businesses, Ministry of Economic Development of the Russian Federation
- **Mikhail Paley**, Head, All-Russian Movement "Inspirers"



- **Nadezhda Samoilova**, General Director, Center for the Development and Rehabilitation of Children "Bright City"
- **Valeria Zavgorodnyaya**, Program Director, Impact Hub Moscow

11:00–14:00

Congress Centre
conference hall D1

International Youth Economic Forum

The 19th 'My Country – My Russia' Award Ceremony

'My Country – My Russia' is an all-Russian competition for the ingenious country residents who care about the present and future of the regions they live in. The competition brings together those who are ready to offer ideas and implement projects aimed at improving the quality of life and address issues of socio-economic development of Russian territories (cities and villages), as well as international humanitarian and socio-economic cooperation. During the past 19 years, thousands of young people from all regions of the Russian Federation and 24 foreign countries took part in the competition. Since 2019, the project was included in the platform 'Russia – The Land of Opportunity', which was created at the initiative of the President of the Russian Federation Vladimir Putin. The pre-anniversary season of competition, which started at the beginning of 2022, was dedicated to the cultural heritage of the peoples of Russia.

12:00–13:15

Pavilion G
conference hall G2

International Youth Economic Forum

Social Project Pitch Session

The #InThisTogether Award continues the eponymous campaign, which resulted in more than 6.5 million Russians receiving targeted help. It also inherits the legacy of the All-National 'Volunteer of Russia' contest. The main goal of the Award is to recognize, and support leaders of socially significant initiatives aimed at helping people, while improving the quality of life in Russia and the world. Winners of the 2021 Award are leaders in social change, who keep making the world a better place. Their projects have demonstrated great results for several years, and as they continue to develop, they offer brand new innovative solutions.

Moderator:

- **Elena Chernenko**, Head of Special Projects Department and Organizing Events, Association of Volunteer Centers

Panellist:

- **Winners and Prize-winners of the #INTHISTOGETHER-2021 Award**

12:00–13:15

Pavilion G
conference hall G3

International Youth Economic Forum

Mentorship in Entrepreneurship: From School to University to Start-Up

Today, there is no shortage of mentorship programmes in Russia. However, there is no systematic approach to mentoring in entrepreneurship. The absence of such an approach hinders the development of potential entrepreneurs, which is one of the reasons for the weak entrepreneurship growth and the minor share of small business in the GDP. What should be done to change the situation? A potential solution lies in creating a mentoring programme in three stages, where the first stage is the actual mentor training. Second stage will aim to create three mentoring ecosystems: for high school students, for university students, and for aspiring entrepreneurs. Third stage is providing a continuous development environment, from high school to mentor cultivation. Yesterday's student, a budding entrepreneur, should be a mentor for aspiring entrepreneurs of tomorrow. Can we talk about mentoring as one of the key drivers of entrepreneurial development? What is the role of government agencies in fostering a mentoring culture? What is the role of a mentor in a vocational guidance programme? Is there a system for selecting and motivating mentors?

Moderator:

- **Eduard Omarov**, Vice-President, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA

Panellists:

- **Stanislav Appazov**, Founder, APPAZOV Branding Agency
- **Irina Bova**, Founder, Head, Training Center BOVACENTRE
- **Guzeliya Imaeva**, Chief Executive Officer, NAFI Research Centre
- **Alexey Rvachev**, Director, Center for Assistance to Young Professionals
- **Alexander Vedekhin**, Deputy Director, Youth Policy Department, Ministry of Science and



Higher Education of the Russian Federation

Front row participants:

- **Valentina Kurenkova**, Director for Government Relations, Deputy General Director, Netology (online)
- **Artem Moskalev**, Director General, IVITECH Financial Services
- **Maria Voitenko**, General Director, Perfect Insurance Bureau

12:00–13:15

Pavilion G
conference hall G4

International Youth Economic Forum

Virtual Worlds, Real Problems: Digital Law and Cybersecurity in the Gaming Industry

Legal issues, covered by the umbrella term "digital law," are widely discussed in a variety of different and extremely serious contexts. At the same time, the gaming industry has already firmly gained a place in the market and in the hearts of users. Time and again it demonstrated that games are no longer a subculture, but an important part of the modern media environment. As for the law, games have long been an interesting subject: they represent a fundamentally new sociocultural practice, combine all the "cross-cutting" problems of digital law, and become a space for social experimentation. Gaming is one of the first industries (if not the first) to put new technological phenomena to the test: from "simple" negotiable digital objects, which in multiplayer games appeared in the mid-1990s, to artificial intelligence, which has accompanied the game industry since its inception, to virtual and augmented reality technologies to blockchain and NFT. In addition, as a form of media, games are also a space where different narratives and soft power collide, which brings the discussions about the limits of free speech, credibility of information, and child protection. By the way, games themselves are in some ways fundamentally similar to law in general: both phenomena are based on formally defined rules and their action in relation to the subjects. The legal dimension of computer games is a kind of a playground for normative regulation, and the study of these problems is necessary to develop a balanced approach to the regulation of the domestic gaming industry. Most people encounter digital law in everyday life, but the interaction with legal relations in this area is usually unconscious, although it concerns many actions performed online and related to digital services. Cybercrime, privacy offenses, and other events are increasingly occurring with the transition of many services and opportunities to the digital environment. Thus, the education and promotion of digital law, the digital transformation of legal work, and the training of lawyers in the field of information technology becomes a pressing practical challenge.

Moderators:

- **Vladislav Arkhipov**, Head of the Department of Theory and History of State and Law, St. Petersburg State University
- **Olga Binda**, Deputy Editor-in-Chief, Russian Legal and Judicial Information Agency (RAPSI)

Panellists:

- **Irina Abdeeva**, Deputy Director of the Legal Department, Competence Centre for the Import Substitution of Information and Communication Technologies
- **Nikolay Andreev**, Head of Tax Practice, Zartsyn & Partners Law Company; Head of the Center for Practical Jurisprudence and Digital Competences of the Faculty of Law, The State Academic University for the Humanities
- **Boris Edidin**, Deputy General Director for Legal Affairs, Internet Development Institute (IRI)
- **Victor Naumov**, Senior Researcher, Sector of Information Law and International Information Security, Institute of State and Law of the Russian Academy of Sciences
- **Alexander Zhuravlev**, Chairman of the Commission for Legal Regulation of Ensuring the Digital Economy, Association of Lawyers of Russia; Co-Founder, Moscow Digital School

12:00–13:15

Pavilion G
conference hall G5

International Youth Economic Forum

Young Professionals in the New Decade: Developing Universal Competences of Universities and Employers

Every employer expects university graduates get a certain set of competencies from the educational institution they graduated from. However, often times both professional and personal competencies of graduates widely differ from those expectations. Thus, the employer has to come up with additional strategies to obtain the desired results. In recent years, universities and employers are constantly working to identify the most effective set of competencies and develop them through educational courses, programmes, assessment centres, and other tools. Additionally, there are federal initiatives and instructions from the President of the Russian Federation confirming the need to resolve this issue. What competencies will make up the "perfect young professional of 2030"? Is it possible to articulate a set of personal competences? How can these competencies be influenced by the core of studies? How to complete a competence profile, taking into account professional affiliation?



What tools are used and should be used in the near future to identify, assess, analyze, and develop personal competencies? Which competence development support measures are already being implemented and which are still missing?

Moderators:

- **Oxana Achkasova**, Head, Leaders of Russia National Management Competition
- **Vyacheslav Shoptenko**, Director, Institute for Organizational Development and Strategic Initiatives, Russian Presidential Academy of National Economy and Public Administration (RANEPA)

Panellists:

- **Elena Egorova-Kirillova**, Deputy General Director - Director of the Methodology and Development Block, ANO Corporate Academy of Rosatom
- **Dmitry Guzhelya**, Head of Evaluation and Methodology Department, ANO Russia – Land of Opportunity
- **Andrey Ocheretny**, Managing Director - Head of Academic Partnerships, Sberbank
- **Sergey Saratov**, Head of HR Department, JSC Russian Railways

Front row participants:

- **Marina Buntova**, Chief Executive Officer, Platform "Potential of the Country"
- **Graduates of the program "Leaders of the Future"**

12:00–13:15

Pavilion G
conference hall G6

[International Youth Economic Forum](#)

Professionalism: A Fresh Look on Vocational Education

The government of the Russian Federation launched a strategic initiative entitled "Professionalism". Thanks to the initiative students of certain institutions can get both a highly skilful working specialty in a short period of time and relevant professional experience at production facilities. It can practically guarantee their further employment (success rate of 85%) and, as a consequence, develop regional economies. Having mastered modern working trends, a young person can become a well-paid specialist who is highly valued in the labour market. Currently, about 60% of ninth graders choose secondary vocational education.

Panellists:

- **Alexander Bugaev**, First Deputy Minister of Enlightenment of the Russian Federation
- **Julia Uzhakina**, Director General, Rosatom Corporate Academy
- **Vladimir Zaluzhsky**, Head of Communications and Investor Relations, Severstal
- **Alexander Zbarskiy**, Deputy Head of the Human Resources Department, Russian Railways

12:00–13:15

Pavilion G
conference hall G7

[International Youth Economic Forum](#)

FoodTech: Quick ROI or Risky Business?

The global FoodTech market is showing vigorous growth. According to analysts, in 2018 it was estimated at USD 191 billion, and by 2025 is expected to reach USD 390 billion. New food packaging technologies, delivery services, artificial meat are an integral part of our lives already. How quickly will these technologies be introduced elsewhere? How are questions about safety of these new products being raised and dealt with? Are artificial meats and meal kits good for you? Resource depletion and health, what will the new generation choose?

Moderator:

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

Panellists:

- **Mona Youssef Mahmoud Haseeb Abdelaty**, Representative, Real Fresh Agriculture
- **Victoria Dolgikh**, Founder, General Director, Healthy Bread (Zdorovy Khleb)
- **Yulia Mihaleva**, Deputy Director, Russian Quality System (Roskachestvo)
- **Anton Urusov**, Vice President, Russian Direct Investment Fund
- **Keswa Xola**, African Bildung Network Member, The Global Bildung Network



Front row participants:

- **Egor Dostavalov**, Farmer, Chairman of the Organization, Agricultural Consumer Supply and Marketing Cooperative "Goose Capital"
- **Yury Kostyukevich**, Senior Lecturer, Skolkovo Institute of Science and Technology (SkolTech)

12:00–13:15

Pavilion G
conference hall G22
(2nd floor)

[International Youth Economic Forum](#)

A Start-Up Takes Off: Business Angels and Venture Investments

Every start-up wants to be a unicorn. Young IT teams all over Russia are trying their hand at creating new technological projects. In many respects, fulfilling a start-up's ambitions depends on whether it manages to find an investor and establish meaningful contact with them. Who could become such an investor? A venture capital fund? A business angel? Dazzling success stories form legends about relationships between funders and investors. Yet, it is essential for young start-up teams to learn how to properly fulfil their own investment potential, intelligently emphasizing the merits of their projects. Investor decides: from Venture Boutique to Business Angel Clubs. Founder-Investor relationship mythology: how do perfect fantasies collapse? Typical mistakes building relationships with investors. Which IT projects will shape the future?

Moderator:

- **Larisa Katysheva**, Director, Digital Peaks

Panellists:

- **Alina Akinshina**, Co-founder, Chief Executive Officer, Online Patent
- **Natasha Floksi**, Founder, Chief Executive Officer, Cerebrum
- **Pavel Gudkov**, Deputy General Director, Foundation for Assistance to Small Innovative Enterprises
- **Yury Saprykin**, Vice President for Regional and International Development, Skolkovo Foundation
- **Andrey Shubin**, Executive Director, All-Russian Non-Governmental Organization of Small and Medium-Sized Businesses OPORA RUSSIA
- **Alexander Svinin**, Trade Representative of the Russian Federation in the Republic of Singapore (**online**)
- **Elena Volotovskaya**, Vice President for Investments at Softline; Head of Softline Venture Partners

Front row participant:

- **Anton Ogarkov**, Chief Executive Officer, Softline Outsourcing

12:00–13:15

Pavilion G
conference hall G25
(2nd floor)

[International Youth Economic Forum](#)

The Age of New Challenges: How to Raise a Citizen

Patriotism is the very foundation of a viable state. It acts as an internal mobilizing resource for the development of society, engaged civic stands of individuals, and their readiness to serve for the benefit of their homeland. Sincere affection for one's native land is a prerequisite for building a strong country. Respect for national history and for traditions passed down by older generations are needed to raise laudable citizens. Under modern conditions civil identity formation and patriotic education make up a systematic, spiritually and morally conditioned process of preparing the younger generation for intercultural interaction in a democratic society. It is specially organized to lead them to be eager to work and participate in the management of socially valuable projects. Various social institutions worked on the matter for a long time, altering their approach depending on the challenges of global and local scale. It should be noted that the pandemic has accelerated the onset of changes that are ripe in many spheres of public life. Particularly, the process of digital transformation has quite dramatically affected seemingly everything and everyone. Yet, it is education that faces one of the most acute challenges. An area where direct communication has always been a priority, and where digital technologies have been auxiliary until recently, has found itself in a completely new environment. Now it is very important to restore the activities that were carried out before the restrictions, to preserve and develop the best innovations and solutions that have appeared, as well as to increase the engagement in all possible areas of influence. Education can not afford to break away from current trends and youth-friendly ways of interaction. It is paramount to remember that young people are incredibly dynamic, thus loss of relevant communication and interaction channels can quickly lead to the dysfunction of educational institutions.



Moderator:

- **Anna Karpukhina**, Finalist, Leaders of Russia National Management Competition

Panellists:

- **Elena Belikova**, Editor-in-Chief, "Telegram" Russian News Agency
- **Andrey Bogdantsev**, Acting Rector, St. Petersburg Academy of Postgraduate Pedagogical Education
- **Ahmed Dudaev**, Minister of the Chechen Republic for National Policy, Foreign Relations, Press and Information
- **Grigoriy Gurov**, Deputy Minister of Science and Higher Education of the Russian Federation
- **Sabiram Ilieva**, Administrative Director, "Give Sunshine" Charitable Foundation
- **Khoz-Ahmed Khaladov**, Vice Rector, Academy of the Ministry of Education of Russia
- **Viorika Kokhtareva**, Chairman, Union of Russian Communities of Pridnestrovie (**online**)
- **Zhanna Marfina**, Rector, Lugansk State Pedagogical University
- **Tatyana Vladimirova**, Vice-Rector for Public Relations, Moscow State Pedagogical University

Front row participants:

- **Yulia Ablets**, Deputy Director General, Dialogue Regions
- **Tamara Aybazova**, Deputy Director, Head, Center for Additional Education for Children, "Children's Academy of Creativity "Sunny City"
- **Olga Badma-Khalgaeva**, Deputy of the People's Khural (Parliament) of the Republic of Kalmykia

12:00–13:15

Pavilion H
conference hall H22
(2nd floor)

[International Youth Economic Forum](#)

Science Tourism: An Impetus for Solving Current Problems of Society and Science

The Decade of Science and Technology brought forth an initiative that aims to attract young people to the field and help resolve various regional social issues: it is called 'science tourism'. What does it actually mean? What is the development plan for this initiative? How will the dialogue between science, business, government, and society be built in the field of science tourism? How are routes, interactive maps, guidebooks, and other elements coming along? Are there plans to set aside special areas for science tourism? How can one become a 'science guide' and a 'science tourist'? The traditional cooperation of young scientists in Eurasia is driven by geographical, historic, economic, political, and cultural factors. How does interaction develop today within various associations, such as the Union State, the CIS, and EAEU? Which joint projects, programmes and contests are happening? How is the international exchange going?

Moderator:

- **Ivan Smirnov**, First Deputy Director for Educational Work, St. Basil the Great Gymnasium

Panellists:

- **Andrey Cheremisinov**, Director of Communications Department, State Atomic Energy Corporation Rosatom
- **Damir Fattakhov**, Deputy Head, Federal Agency for Youth Affairs (Rosmolodezh)
- **Elena Lysenkova**, Deputy Head, Federal Agency for Tourism
- **Nikita Marchenkov**, Chairperson, Coordinating Council for Youth Affairs in the Scientific and Educational Spheres of the Council under the President of the Russian Federation for Science and Education
- **Andrey Pashtetsky**, Deputy Director for Scientific and Organizational Activities, Federal State Budgetary Institution of Science "Order of the Red Banner of Labor Nikitsky Botanical Garden - National Scientific Center of the Russian Academy of Sciences"
- **Alexey Volkov**, President, National Hospitality Industry Union



12:00–13:15

Pavilion H
conference hall H23
(2nd floor)

International Youth Economic Forum

Cybersport and Gaming: New Development Market

Globally, video games are the most profitable branch of the entertainment industry. They bring in more than USD 170 billion a year, and blockbusters like GTA V cost more to produce than the next instalment of The Avengers franchise. However, there are no Russian companies among the giants of the game industry with world-famous AAA projects for either PC, Xbox, or PlayStation. In fact, today there is no gaming market in Russia to speak of. What are the key differences between cybersport and GameDev? What games are being developed in Russia now and which will be in the future? Is there a need for a council on patriotic games? Why is there no reorientation to the GameDev market of China, the UAE, and Turkey, with which Russia can establish cooperation in the present moment? Why Russian state corporations and the government itself are not interested in sponsoring and supporting eSports in Russia? What kind of support measures do the market and developers need?

Moderator:

- **Mikhail Nachevsky**, Head of Digital Transformation Department, Plekhanov Russian University of Economics

Panellists:

- **Victor Chabanenko**, Chief Expert of the Department of Information Systems, Ministry of Defense of the Russian Federation
- **Artem Chermenin**, Director of Strategic Development, VK Play
- **Anatoly Dubanov**, Director of Digital Economy Development Department, Ministry of Economic Development of the Russian Federation
- **Maria Karpova**, Head, All-Russian Competition for the Search and Development of Talents in the Gaming Industry, ANO Russia – Land of Opportunity
- **Amir Khamitov**, Deputy Chairman of the Committee of the State Duma of the Federal Assembly of the Russian Federation for Physical Culture and Sports
- **Nikolay Petrossian**, Chief Executive Officer, ESforce Holding
- **Artem Vinokurov**, Vice President, Federation of Computer Sports of Russia

Front row participants:

- **Ekaterina Ivanilova**, Expert, Strong Ideas for a Strong Time Project
- **Ekaterina Kashelebova**, Responsible Secretary of the Sports Law Commission, Association of Lawyers of Russia

14:00–15:15

Pavilion G
conference hall G1

International Youth Economic Forum

Competences of the Future: Learning and Teaching Soft Skills

In the rapidly changing realities of the job market, interdisciplinary or universal skills are becoming increasingly important. It is paramount to start developing them as early as the freshman year. How to change the outlines of educational programmes? What should educational activities result in? Which competencies should be developed in universities, and which should be acquired as part of the lifelong learning?

Moderator:

- **Dmitry Zemtsov**, Vice Rector, National Research University Higher School of Economics

Panellists:

- **Damir Fattakhov**, Deputy Head, Federal Agency for Youth Affairs (Rosmolodezh)
- **Dina Gaizatullina**, Deputy General Director for Government Relations, Innotech Group
- **Arseny Mayorov**, Deputy General Director, Russian "Znanie" Society
- **Stanislav Neverov**, General Director, East Arctic Oil and Gas Corporation
- **Alexey Tuzikov**, Executive Director, Head of Youth Accelerators, Sberbank



14:00–15:15

Pavilion G
conference hall G2

International Youth Economic Forum

Journey from an Idea to a Running Business: Youth, Tech, Enterprise

Youth entrepreneurship remains one of the main avenues of economic development. One can see it in the creative potential of younger generations and their desire to improve the world around them. All this contributes to socialization, growth of employment and, most importantly, self-fulfilment of young people. At the same time, technological start-ups play a special role, solving many problems and creating opportunities to improve the quality of life. How effective are the measures to support youth entrepreneurship? What is missing? What will happen to youth entrepreneurship under current conditions? What support tools are relevant in 2022? How to involve the new generation in youth technology entrepreneurship?

Moderator:

- **Vyacheslav Shoptenko**, Director, Institute for Organizational Development and Strategic Initiatives, Russian Presidential Academy of National Economy and Public Administration (RANEPA)

Panellists:

- **Pavel Gudkov**, Deputy General Director, Foundation for Assistance to Small Innovative Enterprises
- **Sergey Krzhanovskiy**, Vice President for Grants, Expertise and Tenders, Skolkovo Foundation
- **Andrei Omelchuk**, Deputy Minister of Science and Higher Education of the Russian Federation (**online**)
- **Maxim Papushenko**, Minister of Economic Development of the Rostov Region
- **Andrey Siling**, Executive Director, National Technological Initiative Platform (NTI Platform), Project Manager, Mind Clubs

Front row participants:

- **Alexey Chekhranov**, Founder, Smart Sreda
- **Dmitry Fedorov**, Project Manager, Constructorium, Agency for Strategic Initiatives
- **Inna Gaziyeva**, Project Leader, RAISE All-Russian Accelerator of Social Initiatives
- **Anton Serikov**, Deputy General Director, ANO Russia – Land of Opportunity

14:00–15:15

Pavilion G
conference hall G3

International Youth Economic Forum

Involving Young People in the EAEU Activities and Processes

In the era of globalization integration processes in the post-Soviet area influence the countries themselves, as well as the global politics as a whole. As evidenced by the positive indicators of economic recovery in the EAEU countries, the Eurasian Economic Union has survived the pandemic. It continues to present excellent prospects for comprehensive modernization, increasing the competitiveness of national economies, and creating conditions for stable development to improve the living standards of the member states' population. At the same time, there is an obvious need to popularize the Union among young people. Additionally, it is essential to develop methods to involve undergraduate and postgraduate students, as well as young researchers, to participate in the processes of the EAEU in order to ensure their subsequent fruitful participation in determining further directions of Eurasian integration. How involved are young people into the processes of the EAEU at the present stage? What are the ways in which the youth can be interested in the activities of the integration association? Are today's young people ready to face the challenges facing the EAEU at the moment and successfully overcome them? How to increase the international interaction of young people through a coordinated policy of national authorities?

Moderator:

- **Daniyar Turusbekov**, Director, Organizational Support and Protocol Department, Eurasian Economic Commission

Panellists:

- **Aghasaryan Areg**, First Deputy Chairman, Council of Young Diplomats of the Russian Foreign Ministry
- **Soyuzbek Nadyrbekov**, Deputy Minister of Culture, Information, Sports and Youth Policy of the Kyrgyz Republic (**online**)
- **Julia Nesterchuk**, Director of the Department for Economic Cooperation with the CIS Countries, Ministry of Economic Development of the Russian Federation
- **Andrey Platonov**, Deputy Director, Federal Agency for Youth Affairs (Rosmolodezh)



- **Stanislav Surovtsev**, Vice Rector for Youth Policy, Social Work and International Relations, MGIMO University
- **Evgeny Vinokurov**, Chief Economist, Eurasian Development Bank (EDB) (**online**)

Front row participant:

- **Elina Sidorenko**, General Director, Platform for Working with Entrepreneurs' Enquiries

14:00–15:15

Pavilion G
conference hall G4

International Youth Economic Forum

Ladies Take the Wheel

For a long time, women's entrepreneurship was not considered a promising area of economic development by the expert community. However, current trends in society prove them wrong: women entrepreneurship is highly competitive in the global market. According to some data, more than 40% of successful start-ups are launched by women. Why is a woman entrepreneur a successful global player from now on? What state support measures exist for the development of female entrepreneurship?

Moderator:

- **Dmitriy Zakharov**, General Director, Rus-Forum

Panellists:

- **Svetlana Andrianova**, Founder, Subsidies Navigator Project
- **Ekaterina Barsukova**, General Director, TEAMWAYS
- **Anastasia Firsova**, Producer, YouTube for Business
- **Anna Kharitonova**, General Director, Business Media
- **Olga Russskikh**, Founder, Brand Amo
- **Ekaterina Zhaglovskaya**, Co-founder, Economist's Workshop Program

Front row participants:

- **Aidar Bulatov**, Founder, Factory of Entrepreneurship
- **Yulia Mihaleva**, Deputy Director, Russian Quality System (Roskachestvo)
- **Ekaterina Moroz**, Co-owner, Clinic of Aesthetic Medicine MOROZOV; Founder, Social Projects "Youth Without Borders", "Two Generations - One Look"

14:00–15:15

Pavilion G
conference hall G5

International Youth Economic Forum

Growth Points: At the Start of the Science and Technology Decade

The Year of Science and Technology Russia hosted in 2021 showed the demand for science from both the professional communities and the society at large. Many initiatives were supported by the President and the government, while new tools for professional development of the young are being launched. Those include the advanced research infrastructure at universities and research centres, educational programmes, corporate and public projects, various contests and grants. What is the current trajectory of young professionals' development and what competences are particularly in demand? How to support scientific projects and community development in the regions? How do Student Scientific Community and Young Scientists' Council support the involvement of young people in science? What are the most successful cases implemented in universities today?

Moderator:

- **Nikita Marchenkov**, Chairperson, Coordinating Council for Youth Affairs in the Scientific and Educational Spheres of the Council under the President of the Russian Federation for Science and Education

Panellists:

- **Maxim Dreval**, General Director, Russian "Znanie" Society
- **Grigoriy Gurov**, Deputy Minister of Science and Higher Education of the Russian Federation
- **Alexey Komissarov**, Director General, ANO Russia – Land of Opportunity
- **Sofia Malyavina**, General Director, National Priorities
- **Alexander Mazhuga**, First Deputy Chairman of the Committee of the State Duma of the Federal Assembly of the Russian Federation for Science and Higher Education
- **Artem Metelev**, Chairman of the Committee of the State Duma of the Federal Assembly of the Russian Federation on Youth Policy; Head, Platform DOBRO.RF



- **Denis Sekirinsky**, Deputy Chief of the Presidential Directorate for Science and Education Policy
- **Andrey Travnikov**, Governor of Novosibirsk Region
- **Aleksandr Vaino**, Head of Youth Initiatives Center, Agency of Strategic Initiatives (ASI)

Front row participant:

- **Pavel Zaytsev**, Chief Executive Officer, Science and Innovations

14:00–15:15

Pavilion G
conference hall G7

[International Youth Economic Forum](#)

Inclusive Entrepreneurship for the Young

As Russia becomes more inclusive, business landscape changes as well. Statistics show that the share of people with disabilities among entrepreneurs is constantly on the rise. This is partly due to the fact that the variability of behaviour of a person with a disability in the labour market is much lower than the variability of behaviour of a person without a disability. Launching private entrepreneurial projects is becoming an important part of achieving self-actualization and economic independence for people with disabilities. In addition, in April 2022 a bill was introduced in the State Duma that would allow individual entrepreneurs with disabilities who do not have employees to obtain the status of a social enterprise. This amendment will enable entrepreneurs with disabilities to count on support from the state and development institutions (special support measures for social enterprises include grants, subsidies, preferential loans, educational programmes, preferential provision of property). Increasing involvement is a serious tool that will help reduce unemployment among persons with disabilities, including young people, and improve their quality of life. In what areas do people with disabilities try to find fulfilment as entrepreneurs? What are the main methods to promote their projects? What material and non-material support is needed from government, non-profit and private organizations? Is there a difference in how an inclusive entrepreneur and a non-disabled entrepreneur organize business processes? Is it necessary to change the law and introduce a legal status for an "inclusive entrepreneur"? Do inclusive entrepreneurs provide more concessions than non-disabled entrepreneurs? Which existing projects can help development the support measures?

Moderator:

- **Natalya Kremneva**, Director, Social Projects Support Fund; Deputy Director, Social Projects Direction, Agency for Strategic Initiatives

Panellists:

- **Anna Khryastunova**, Director, Community of Entrepreneurs with Disabilities
- **Elena Kirilenko**, General Director, Keleanz Medical
- **Dmitry Maslennikov**, Director for Strategic Development and Cooperation with Partners, City Without Borders project
- **Nikolay Muravyov**, Founder, VR GO Project
- **Igor Novikov**, Co-founder, Everland; Head, Space of Equal Opportunities
- **Mikhail Osokin**, Deputy Chairman, All-Russian Society of the Disabled
- **Yuliya Zhigulina**, Managing Director, The Foundation of Regional Social Programs "Our Future"

14:00–15:15

Pavilion G
conference hall G22
(2nd floor)

[International Youth Economic Forum](#)

Young People's View on Finance and Sustainable Development

Among the most pressing issues for young people are improving financial literacy and advancing the sustainability agenda. An appropriate level of financial literacy among young people contributes to making informed financial decisions, increases the ability to plan for the long term, and ensures a higher quality of life. It can also minimize various associated risks and thereby increase financial security. It is no secret that young people are the most open-minded segment of the population. Thus, in addition to being interested in new financial products, they care how the companies interact with society and what overall impact do businesses leave behind, including the economic, environmental, and social components.

Moderator:

- **Anastasia Bednova**, Head of the Working Group on Financial Literacy, Coordinating Council at the Public Chamber of the Russian Federation for the Development of Communities of Young Professionals



Panellists:

- **Vladimir Chistyukhin**, First Deputy Governor, The Central Bank of the Russian Federation (Bank of Russia)
- **Yuriy Korsun**, Deputy Chairman, VEB.RF
- **Polina Lion**, Director of the Department of Sustainable Development, State Atomic Energy Corporation ROSATOM
- **David Monastyrsky**, Member of the Expert Council on International Policy of the Youth Parliament under the State Duma of the Federal Assembly of the Russian Federation
- **Marina Slutskaya**, Sustainability Director, DOM.RF Bank

14:00–15:15

Pavilion H
conference hall H22
(2nd floor)

[International Youth Economic Forum](#)

International Commerce Today: New Opportunities and Success Stories

The current situation has become a challenge for companies that traditionally work with so-called unfriendly countries. At the same time, the situation in working with countries that did not support the sanctions has also completely changed. New logistics, new financial flows, changes in the product line on the shelf, redistribution of export commodity flows – all of the above has become both a challenge and an opportunity for entrepreneurs everywhere. Business has solutions for business. How rapidly is the situation changing, and what can we expect in the short term?

Moderator:

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

Panellists:

- **Roman Chekushov**, Director of the Department of International Cooperation and Licensing in the Field of Foreign Trade, Ministry of Industry and Trade of the Russian Federation
- **Maxim Chereshev**, Chairman, Russian Trade and Economy Development Council
- **Nikolai Dunayev**, Chairman of the Management Board, Sibiryia Export-Import Incorporated
- **Nikolai Kalmykov**, Member of the Expert Council under the Committee on Education of the State Duma of the Federal Assembly of the Russian Federation; Chairman, Association of Mentors; Director, Studio "System WORLD"
- **Sergey Lebedev**, Vice President of Government Relations, AliExpress Russia
- **Lubarto Sartoyo**, Investment Advisor, Embassy of the Republic of Indonesia in the Russian Federation
- **Antonina Vatulkina**, Member of the Council for Financial, Industrial and Investment Policy, Chamber of Commerce and Industry of the Russian Federation

14:00–15:15

Pavilion H
conference hall H23
(2nd floor)

[International Youth Economic Forum](#)

IT Education in Russia

Qualified IT professionals are in great demand all over the world. The digital industry is developing very rapidly and is experiencing an ever-increasing personnel hunger. At the same time, IT education in Russia is regarded highly around the world due to the famed mathematics school, national scientific competitions tradition, and the opportunity to learn from the best practitioners. However, on a national scale the number of good teaching institutions is not sufficient. The quality of IT-education differs from university to university: some excel in theory and fail in practical application of knowledge, while those that offer online education or retraining rarely produce competitive personnel for the market. What are the real needs of the IT industry and how long will this demand continue to grow? What educational programmes are among the best today? Can a humanities programme graduate be re-trained as a programmer? What measures should be taken by the state and business today to promote the IT training in Russia?

Moderator:

- **Oleg Bunin**, Chief Executive Officer, Ontico

Panellists:

- **Vyacheslav Blagirev**, Director of Digital Business and Product Development Department, SPB Exchange
- **Alexey Maleyev**, Distance Learning Director, Moscow Institute of Physics and Technology (National Research University)
- **Sergey Mardanov**, Director of University Relations, VK



- **Kirill Nepomiluyev**, Developer, entrepreneur, winner of the Digital Breakthrough
- **Natalia Sushchev**, Vice Rector for Digital Development, Saint Petersburg State University of Economics