

Global Russia Business Meeting

6 – 7 April, 2014, Valencia, Spain

Valencia Conference Center, Avenida de las Cortes Valencianas, Valencia

a Horasis leadership event

Co-host:

- City of Valencia

Co-organizers:

- AMEC
- Association of Orthodox Business Leaders
- Association of European Businesses in Russia
- CIERVAL: Confederation of Employers and Industries of the Autonomous Region of Valencia
- Delovaya Rossiya
- International Young Entrepreneurs Club
- Pacific Basin Economic Council (PBEC).
- Russian-American Chamber of Commerce

Co-Chairs:

- Sheikh Saif bin Hashil Al-Maskery, Chairman, Al Mahfadha Investments, Oman
- Bo Inge Andersson, President, AvtoVAZ, Russia
- Christodoulos Angastiniotis, Chairman, Invest Cyprus, Cyprus
- Viktor A. Belogub, Chairman, webinar.ru, Russia
- Sergey Demin, Chairman, Synergy Technologies, Russia
- José Vicente González, President, CIERVAL, Spain
- Yoanna Gouchtchina, Founder and Chief Executive Officer, ZeeRabbit Inc, Russia
- Dmitri A. Gromov, Chief Executive Officer, RTS Telecom, Russia
- Peter Loukianoff, Chairman, Third Rome Black River Ventures, USA
- Alexey Matlakov, Founder and Chief Executive Officer, Leto, Russia
- Vachara Phanchet, Chairman, Sittipol Holdings, Thailand
- Alena Popova, Co-founder, Startup Women, Russia
- Alfonso Vegara, President, Fundacion Metropoli, Spain
- Tan Sri Dato' Michael Yeoh, Chief Executive Officer, Asian Strategy & Leadership Institute, Malaysia
- Yury Voicehovsky, Chief Executive Officer, National Investment Agency 'Invest in Russia', Russia

Strategic Partners:

- The European House - Ambrosetti
- Baker & McKenzie

6 April, 2014

from 18.30 Shuttle service between the Hotel Melia/Hotel Sorolla Palace and the Hotel Las Arenas (Calle Eugenia Viñes, 22-24; ca 15min)

from 18.30 Registration (Hotel Las Arenas)

19.00-20.00 Welcome Reception (Hotel Las Arenas)

Horasis and the City of Valencia welcome participants to celebrate the 2014 Global Russia Business Meeting.

- **Rita Barberá**, Mayor of Valencia, Spain
- **Frank-Jürgen Richter**, Chairman, Horasis, Switzerland
- **Eduard Gulyan**, Representative, Delovaya Rossiya; Chairman, Industrial Union of Management Companies in Commercial Real Estate, Russia

Virtual Ribbon Cutting Ceremony, with the co-organizers

- **Alexander I. Ageev**, Director General, Institute for Economic Strategies, Russia
- **Rita Barberá**, Mayor of Valencia, Spain
- **José Vicente González**, President, CIERVAL, Spain
- **Eduard Gulyan**, Representative, Delovaya Rossiya; Chairman, Industrial Union of Management Companies in Commercial Real Estate, Russia
- **Michael Gurevich**, Co-founder, International Young Entrepreneurs' Club, USA
- **Sergey Millian**, President, Russian-American Chamber of Commerce in the USA, USA
- **Vachara Phanchet**, Chairman Emeritus, PBEC; Chairman, Sittipol Holdings, Thailand
- **Frank-Jürgen Richter**, Chairman, Horasis, Switzerland

20.00-22.00 Welcome Dinner: Cooperation in Times of Uncertainty (Hotel Las Arenas)

Russia has been one of the world's economic growth engines. How will Russia nurture its global leadership role in the present uncertain geopolitical climate? And how can Spain cooperate with Russia?

- **José Manuel García-Margallo**, Minister for Foreign Affairs and Cooperation, Spain
- **Victor Zoubarev**, Deputy, State Duma, Russia

Chaired by

- **Frank-Jürgen Richter**, Chairman, Horasis, Switzerland

22.00-23.00 Nightcap: Russia and the Pacific Rim (Hotel Las Arenas)

From an Asia-Pacific point of view, Russia starts in the Far East. A social occasion to link up Russia with Asia, to connect with old friends and revel in newly-forged networks.

Chaired by

- **Vachara Phanchet**, Chairman Emeritus, PBEC; Chairman, Sittipol Holdings, Thailand

from 22.00 Shuttle service back to the hotels

7 April, 2014

from 07.30 Walk from the Hotel Melia/Hotel Sorolla Palace to the Valencia Conference Center (Avenida de las Cortes Valencianas – the Conference Center is located opposite of the hotels)

or:

Shuttle service between the Hotel Las Arenas and the Valencia Conference Center (15min)

from 07.45 Registration

08.00-09.00 Breakfast Sessions (Conference Center)

Reading and Deciphering Myths about Russia (Room A)

The media is disseminating perceptions about Russia that the general public assumes to be true. Which of these myths are just that – myths – and which are indeed contemplations of reality?

- **Martin Avetisyan**, Chief Executive Officer, iMall Media, United Kingdom
- **Hans Bruning**, Executive Director, The Netherlands Institute for Multiparty Democracy, The Netherlands
- **Max Dmytrenko**, President, Drop Adverts, Russia
- **Monish Ghatalia**, Managing Director, Focus Circle Group, India
- **Umberto Mazzei**, Director, Institut des Relations Économiques Internationales Sismondi, Switzerland
- **Andrej Rusakov**, Partner, Open Capital, Russia
- **Iurii Susliak**, President, Righteous Genesis, Ukraine

Chaired by

- **Roxanne Zigon**, Fellow, GSD Geneva School of Diplomacy, Switzerland

Spearheading or Aligning Capitalism? (Room B)

Modernizing economies often attempt to control development, but market forces might be more efficient. How to shape capitalism in the post-Soviet environment? What are the roles of the State, its sovereign funds, and the emergent class of entrepreneurs?

- **Ivan Alekhin**, President, New Technologies, Russia
- **Renata Akhunova**, Partner, FormulaVC Venture Fund, USA
- **Peter Armand**, Partner, SkyInvest Securities, Russia
- **Dmitry Dakhnovsky**, Managing Director, TEKAMA, Russia
- **Victoria Fayfman**, Partner, Friedman, USA
- **Leonid Koshelev**, President, Jet-2000, Russia

Chaired by

- **Natalia Kardash**, Editor-in-chief, Vestnik Kipra, Cyprus

Identifying Regional Divergence (Room C)

Russia consists of regions with a wide range of different cultures. Could stronger inter-regional links enhance distant centres' excellence? What are the ambitions of expatriate Russians?

- **Maja Bacovic**, Professor, University of Montenegro, Montenegro
- **Viktor A. Belogub**, Chairman, webinar.ru, Russia
- **Rustem Bogdanov**, Co-Owner, BI&R Consulting, Russia
- **Alexander Drougov**, Chief Executive Officer, Damask, Russia
- **Peter Faistauer**, Director, FundStreet, Switzerland
- **Galina Melnikova**, Executive Director, Horizon, Russia
- **Igor Pivovarov**, Chief Executive Officer, HemaCore, Russia
- **Evgeniya Shamis**, Founder and Chief Executive Officer, Sherpa S Pro, Russia
- **Stefan Winzenried**, Chief Executive Officer, JANZZ, Switzerland

Chaired by

- **Stephen Vasconcellos-Sharpe**, Publisher, Country Strategic, United Kingdom

Russia's Youth - A Generation in Transition (Room D)

Youth is changing the way in Russia and elsewhere. What are the characteristics of Russia's young leaders? What are the challenges and opportunities of this generation?

- **Victor Antonov**, General Director, IBS Development, Russia
- **Svetlana Kamyshanskaya**, Managing Partner, USBC, USA
- **Oleg Kelpikov**, Senior Partner, UCF Invest, Russia
- **Taisiya Kudashkina**, Chief Executive Officer and Co-founder, tulp.ru, Russia
- **Pedro Manarguez**, Chief Executive Officer, Marsol International, Spain
- **Margarita Papchenkova**, Correspondent, Vedomosti, Russia
- **Elena Parvenova**, Managing Director EPB Consulting, Czech Republic
- **Margarita Pikalo**, Co-founder and Partner, Satellis, Russia
- **Lloyd Thomas**, Founder, TriangleGrowth, United Kingdom
- **Christian Weirich**, Co-founder, Zurich Dialogue, Switzerland

Chaired by

- **Michael Gurevich**, Co-founder, International Young Entrepreneurs' Club, USA

09.00-10.00 Opening Plenary: Russia's Changing Economic Outlook (Main Room)

The global economic outlook for 2014 remains uncertain despite Russia's past economic success. What are the near- and long-term perspectives in this challenging environment, especially given the sanctions proposed by Europe and the US?

- **Sheikh Saif bin Hashil Al-Maskery**, Chairman, Al Mahfadha Investments, Oman
- **José Vicente González**, President, CIERVAL, Spain
- **Dmitri A. Gromov**, Chief Executive Officer, RTS Telecom, Russia
- **Vachara Phanchet**, Chairman, Sittipol Holdings, Thailand
- **Yury Voicehovsky**, Chief Executive Officer, National Investment Agency 'Invest in Russia', Russia

Chaired by

- **Frank-Jürgen Richter**, Chairman, Horasis, Switzerland

10.00-10.30 Contact Break

10.30-12.00 Boardroom Dialogue Sessions

Spain as New Hub for Russian Investment (Room A)

Notwithstanding its current financial issues Spain's economy remains attractive. What new investment opportunities does Spain offer for Russia? What sectors are mutually beneficial to each nation?

- **L J Tomas Berenguer**, Chairman, Li Madou Asia Pacific, Hong Kong SAR
- **Mohan Chainani**, Chairman, Chaincorp Worldwide, Spain
- **Andrey Kazakov**, General Partner, Foresight Ventures, Russia
- **Jose Maria Muñoz**, Senior Partner, MCH Private Equity, Spain
- **Alex Polynov**, Co-founder, Founderfellows, Russia
- **José Carlos García de Quevedo**, Director General, Invest in Spain, Spain
- **Oleg Svintsitski**, Partner, Quantum Wave Fund, Russia
- **Irina Veselova**, President, Planet Capital, Russia

Chaired by

- **Javier López Mora**, Secretary General, CIERVAL, Spain

Rethinking Russia's Competitive Edge (Room B)

For years Russia has relied on its energy sources as its dominant source of income. Now it is investing more strongly in infrastructure and high-tech projects. How is Russia revising its economic models to ensure a viable future?

- **Claude Beglé**, Chairman, Symbioswiss, Switzerland
- **Stiphan Beher**, Chief Operating Officer, Orbital Technologies, Russia
- **Rouben Indjikian**, Adjunct Professor, Webster University, Switzerland
- **Alexey Jarkov**, Chief Executive Officer, CPI, Russia
- **Stacy Kenworthy**, Chief Executive Officer, OptiGlobal, USA
- **Vadim Osipov**, Chief Executive Officer, Slotex, Russia
- **David Mor**, Director General, Ifedes, Spain
- **Vitaly Ponomarev**, Founder and Chief Executive Officer, WayRay, Russia
- **Alena Popova**, Co-founder, Startup Women, Russia
- **Boris Stepanov**, Sloan Fellow, London Business School, Russia
- **Bogdan Vacusta**, Managing Director, Elco Management, United Kingdom
- **Egor Iakovlev**, Chief Executive Officer, Tvigle Media, Russia

Chaired by

- **Sergey Millian**, President, Russian-American Chamber of Commerce in the USA, USA

Entrepreneurship – Charting the Way Forward (Room C)

The world is witnessing the rise of dynamic Russian entrepreneurs who have emerged at the forefront of innovation. How to create dynamic ecosystems to unlock entrepreneurship potential?

- **Sasha Andreev**, Founder and Chief Executive Officer, SoftJoys, Russia
- **Edgar Bullecer**, Co-Founder and Chief Executive, Paglas Group, Philippines
- **Yoanna Gouchtchina**, Founder and Chief Executive Officer, ZeeRabbit Inc, Russia
- **Clive Jackson**, Founder and Chief Executive Officer, Victor, United Kingdom
- **Thanos Mitrelas**, Chief Executive Officer, Cavendish NanoTherapeutics, United Kingdom
- **Yury Pakhomov**, Managing Partner, Exasory Group, Russia
- **Ivan Sempere**, Founder, Padima, Spain
- **Iurii Seniuk**, Chief Executive Officer, Global Strategy Centre, Ukraine
- **Chayan H. Shah**, President, Premier's Tea Limited, India
- **Alex Sozonoff**, Chairman, Global Beach Group, United Kingdom
- **Neil Vereschagin**, Chief Financial Officer, Game Insight, Russia

Chaired by

- **Victor Sedov**, President, Center for Entrepreneurship, Russia

Enabling Russian Inward Investment (Room D)

Western companies are looking to expand their business to Russia. What are the opportunities and challenges of Foreign Direct Investment (FDI) in Russia? If there were no political conflicts what strategies ought the Russian government adopt, and in what sectors, in order to increase inward FDI?

- **Bo Inge Andersson**, President, AvtoVAZ, Russia
 - **Stefan Benedetti**, Portfolio Manager, Pioneer Investment Management, United Kingdom
 - **Eli Braha**, Managing Partner, Berkley Acquisitions, USA
 - **Platon Monokrousos**, Chief Economist, Eurobank Group, Greece
 - **Yusuke Otsubo**, Managing Partner, UMJ Russia Fund, Japan
 - **Khawar Qureshi**, Managing Partner, McNair Chambers, Qatar
 - **Joachim Reidiess**, Chairman, Dr. Wirth Group, Germany
 - **Olga Seryakova**, Chief Executive Officer, SumUp Russia, Russia
 - **Yury Voicehovsky**, Chief Executive Officer, National Investment Agency 'Invest in Russia', Russia
- Chaired by*
- **John B. Kidd**, Research Fellow, Aston Business School, United Kingdom

12.00-12.30 Russian Business Leaders of the Year (Main Room)

We will celebrate outstanding entrepreneurs who have been building and leading successful Russian firms. The awardees will discuss their recipes for success.

Chaired by

- **Igor Makarov**, Partner, Baker & McKenzie, Russia

12.30-14.00 Networking Lunch (Ballroom)

14.00-15.00 Plenary: WTO and Russian Business (Main Room)

Since joining the World Trade Organization (WTO) all sectors of Russian commercial activity have reviewed their outlook and operations. How to spur rapid redevelopment of Russia as a global economic force?

- **Bo Inge Andersson**, President, AvtoVAZ, Russia
- **Viktor A. Belogub**, Chairman, webinar.ru, Russia
- **Alexey Matlakov**, Founder and Chief Executive Officer, Leto, Russia
- **Alena Popova**, Co-founder, Startup Women, Russia
- **Tan Sri Dato' Michael Yeoh**, Chief Executive Officer, Asian Strategy & Leadership Institute, Malaysia

Chaired by

- **Umberto Mazzei**, Director, Institut des Relations Économiques Internationales Sismondi, Switzerland

15.00-16.30 Boardroom Dialogue Sessions

Co-developing Energy Markets (Room A)

Russia and Spain agreed to share energy and other markets in 2009. What does this mean in practice under the present political climate? How could Russian energy flow to Spain and how will the Spanish

clean-tech support Russia? What new financial agreements and physical infrastructures are needed?

- **Noel Akpata**, Chief Executive Officer, Stratex Pro, Nigeria
- **Ekaterina Almasque**, Co-founder, SVAROS Ventures, United Kingdom
- **Mark Austin**, Venture Partner, Bright Capital, USA
- **Valentin Romanov**, Executive Director, SUN Group, Russia
- **Dmitry Vasilkov**, Co-Owner, OilTech Group, Russia

Chaired by

- **John B. Kidd**, Research Fellow, Aston Business School, United Kingdom

Riding the Next Wave of Financial Services (Room B)

Russia's financial sector grows rapidly. And international financial institutions are stepping up their efforts in Russia. What are the plans of the City of Moscow to become a financial centre serving the world?

- **Petros G. Doukas**, Chairman, Capital Partners, Greece
- **Dmitri A. Gromov**, Chief Executive Officer, RTS Telecom, Russia
- **Frank L. Merenda**, Chief Executive Officer, EAC Valuations, USA
- **Kirill Slavin**, Managing Director UK, Kaspersky Lab, United Kingdom
- **Zdzislaw Sokal**, Member of the Board (ret), National Bank of Poland, Poland
- **Alexey Sysoev**, Chief Executive Officer, AV Group, Ukraine
- **Alex Vassiliev**, Chief Executive Officer, KartaNaDom, Russia
- **Michel Verlain**, Associate Professor of Finance, ICN Business School, France

Chaired by

- **Antonio Ambrosetti**, Senior Partner, The European House – Ambrosetti, Italy

Spurring the Economics of Innovation (Room C)

It is necessary to balance research risk against eventual gain. How is Russia opening up its intellectual powerhouse to the world to create new ventures? In which sectors is stimulation needed? How can 'winners' be better forecast?

- **Igor Avdonin**, Founder, Buzport, Russia
- **Vladimir Belyy**, Chief Executive Officer and Chief Ideologist, Alpha Smart Systems, Russia
- **Andreas Foerster**, Vice-President Global Support Centers and Material Services, Airbus Military Customer Services, Spain
- **Guzel Garaeva**, Chairman and Managing Partner, GR Capital, Russia
- **Kaspars Kaulins**, Director, Lattelecom, Latvia
- **Kate Korolkevich**, Partner, Galatea Capital, USA
- **Nikolaos Mavridis**, Founder and Director, Interactive Robots and Media Laboratory, UAE University, UAE
- **Mikhail Treyvish**, President, OmniGrade Rating Monitoring Agency, Russia
- **Alexander Zhukov**, Co-Founder and Executive Director, Whiteshield Group, United Kingdom

Chaired by

- **Lou Marinoff**, Professor of Philosophy, The City College of New York, USA

Global Events - Unlocking the Tourist Potential (Room D)

Specific inward tourism generates additional foreign cash - the Olympics, the World Cup, Formula 1 - but does general tourism increase? How can Russia develop a stronger tourist industry after Sochi? Will it also develop a stronger outwards tourist sector? What are the potentials for visa relaxation?

- **Olesia Aliferenko**, Advisor, Federal Agency for Tourism, Russia
- **Sheikh Saif bin Hashil Al-Maskery**, Chairman, Al Mahfadha Investments, Oman

- **Vasiliy Mogilniy**, Chief Executive Officer, Krolikov Plus, Ukraine
- **Sheila Newton Moses**, President, Invest Caribbean Now, USA
- **Vasiliy Novikov**, General Director, AquaProduct Fish & Caviar, Russia
- **Jan Siemons**, Managing Director, Netherlands Council for Trade Promotion, The Netherlands
- **Alan D´Silva**, Vice President, Chamber of Commerce & Tourism of India in Spain, Spain
- **Alfonso Vegara**, President, Fundacion Metropoli, Spain
- **Maitland Waters**, President, Symbio Agency, USA

Chaired by

- **Hamira Riaz**, President, H Riaz Consults, United Kingdom

16.30-17.00 Contact Break

17.00-18.30 Boardroom Dialogue Sessions

Connecting Globally: Russian Firms Investing Overseas (Room D)

Russian firms increasingly invest overseas. Which strategies work best when trying to break into foreign markets? What competitive advantages can host countries offer potential investors from Russia? What fears might outside investors carry?

- **Christodoulos Angastiniotis**, Chairman, Invest Cyprus, Cyprus
- **Andrey Serebryakov**, Founding Partner, Effective Capital Group, Russia
- **Roger King**, Member of the Board, Orient Overseas International, Hong Kong SAR
- **Alf Erik Lundgrenn**, Chairman, Nordic Invest SIA, Latvia
- **Mark Minevich**, President, Going Global Ventures, USA
- **Roland Nash**, Senior Partner, Verno Investment Research, Russia
- **Maxim Onokhin**, Director, Prodintorg, Russia
- **Vadim Tarasov**, Partner, Bright Capital Digital Fund, Russia
- **Mark Zelman**, Managing Director, Chartwell Telecom, Latvia

Chaired by

- **Igor Makarov**, Partner, Baker & McKenzie, Russia

Purposeful Education: Pursuing Talent-based Growth (Room B)

Education systems in Russia are being made ready for the next wave of economic development. How can Russia develop its education system to fit its young for their future?

- **Galina Fomina**, Member of the Board, National Banking Club Board, Russia
- **Patrick Fullick**, Founder & Director, Hylle Royce, United Kingdom
- **Jochum Haakma**, Director, TMF Group, The Netherlands
- **Jason L. Ma**, Founder, CEO & Chief Mentor, ThreeEQ, USA
- **Roberto Mugavero**, Professor, University Of Rome Tor Vergata, Italy
- **Irina Nesivkina**, Chief Executive Officer, Unity Center, Russia
- **Vachara Phanchet**, Chairman, Sittipol Holdings, Thailand
- **Sergei Safoshin**, Managing Director, Vispo, Russia

Chaired by

- **Ninel Seniuk**, Lecturer, MGIMO University, Russia

Forging a New Sustainable Growth Coalition (Room C)

Many Russian, Spanish and other firms have embedded sustainability as key business driver. How can Russian entrepreneurs and their global counterparts join hands to forge a sustainable growth coalition?

- **Avraham Berkowitz**, Director, Chabad Headquarters, USA

- **Sergey Demin**, Chairman, Synergy Technologies, Russia
- **Vadym Gurzhos**, Chairman, Alufoil, Ukraine
- **Maria Paphiti**, Managing Partner, La Parole Devine, Cyprus
- **Marcos Pinotti**, Associate Professor, Federal University of Minas Gerais, Brazil
- **Iurii Pidnebesnyi**, Director, International Fund of Spiritual Diplomacy, Ukraine
- **Tan Sri Dato' Michael Yeoh**, Chief Executive Officer, Asian Strategy & Leadership Institute, Malaysia

Chaired by

- **Alexander I. Ageev**, Director General, Institute for Economic Strategies, Russia, Russia

Boosting Technology through Venture Capital (Room A)

As the Russian technology scene continues to grow, the scope of venture capital improves and expands. How to ensure that innovative firms have easy access to finance at an early stage of development? What is the role of science parks like Skolkovo?

- **Alexey Chernikov**, Partner, Sloane Square Capital Partners, Russia
- **Denis Cherkasov**, Executive Director, Troika Venture Capital, Russia
- **Alex Geller**, Member of the Board, American Chamber of Commerce in Russia, USA
- **Anton Inshutin**, Managing Partner, Inventure Partners, Russia
- **Peter Loukianoff**, Chairman, Third Rome Black River Ventures, USA
- **Alexey Matlakov**, Founder and Chief Executive Officer, Leto, Russia
- **Tim Rakhmanov**, Co-Founder, Flatara, USA
- **Max Tolstokorov**, Chief Technology Officer, LOCALWAY, Russia
- **Alexander Vaisblat**, Partner, Saya Ventures, Russia

Chaired by

- **René Seifert**, Chairman, Venturate, Germany

18.30-19.30 Closing Plenary: Building Trust (Main Room)

Reflecting on the discussions here and globally, which strategies will allow Russia and the world to bridge divides and overcome tensions? How can business leaders contribute to build trust and re-ignite economic growth?

- **Christodoulos Angastiniotis**, Chairman, Invest Cyprus, Cyprus
- **Sergey Demin**, Chairman, Synergy Technologies, Russia
- **Yoanna Gouchtchina**, Founder and Chief Executive Officer, ZeeRabbit Inc, Russia
- **Peter Loukianoff**, Chairman, Third Rome Black River Ventures, USA
- **Alfonso Vegara**, President, Fundacion Metropoli, Spain

Chaired by

- **Frank-Jürgen Richter**, Chairman, Horasis, Switzerland

19.30-21.30 Farewell Dinner: The Fulcrum between East and West (Ballroom)

Russia has a long history linked to Europe, North America and Asia: indeed Spanish emissaries gave news of the discovery of the US directly to Russia in 1525. How will Russia play out its future role? What role is Spain going to play?

- **Alexander I. Ageev**, Director General, Institute for Economic Strategies, Russia
- **Alfonso Grau**, Vice Mayor, City of Valencia, Spain

8 April, 2014

10.00-14.30 Discover Valencia

After the intensive meetings and sessions it's now time to explore the history, atmosphere and liveliness of Valencia. Meeting at the lobby of the Hotel Las Arenas at 10.00