

## Global Russia Business Meeting

22-23 April, 2012, City of Luxembourg, Luxembourg

### a Horasis leadership event

*under the patronage of the Prime Minister of Luxembourg*

#### Co-hosts:

- Government of Luxembourg / Luxembourg for Business

#### Co-organizers:

- Association of European Business in Russia
- Association of Orthodox Business Leaders
- LuxRussia Chamber of Commerce
- Moscow Investment and Export Promotion Agency (MIEPA)
- Russian-American Chamber of Commerce
- Russian Managers Association
- The U.S. Russia Center for Entrepreneurship
- Young Presidents' Organization (YPO)

#### Co-Chairs:

- Igor Agamirzyan, General Director, Russian Venture Company, Russia
- Esko Aho, Former Prime Minister of Finland; Senior Vice President, Nokia, Finland
- Bo Inge Andersson, Chief Executive Officer, Gaz Group, Russia
- Edouard Cukierman, Chief Executive Officer, Catalyst Fund, Israel
- Dennis Gillings, Chairman and Chief Executive Officer, Quintiles, USA
- Peter Hambro, Chairman, Petropavlovsk, United Kingdom
- Natalya Kaspersky, Chairwoman, Kaspersky Lab, Russia
- Alexey Mordashov, Chairman, Severstal, Russia
- Ivan Svitek, Chairman, Home Credit & Finance Bank, Russia

#### Strategic Partner:

- PwC

#### Knowledge Partners:

- Baker & McKenzie

#### Media Partners:

- International Herald Tribune

**22 April, 2012**

**until 18.00 Arrival and check-in, Hotel Le Royal, Luxembourg, Boulevard Royal**

**from 18.30 Guided walk (5 min) between the Hotel Le Royal and the Place d'Armes**

**from 18.30 Registration (Cercle-Cité)**

**19.00-20.00 Welcome Reception (Cercle-Cité)**

### **Welcome**

Horasis and the co-hosts welcome participants to celebrate the 2012 Global Russia Business Meeting.

- **HRH Crown Prince Guillaume of Luxembourg**, Luxembourg
- **Frank-Jürgen Richter**, Chairman, Horasis, Switzerland

### **Virtual Ribbon Cutting Ceremony, with the co-organizers**

- **Alexander I. Ageev**, Director General, Association of Orthodox Business Leaders, Russia
- **Alexander Borisov**, General Director, Moscow International Business Association, Russia
- **Anil Kumar**, Chapter Chair, YPO; Chief Executive Officer, Ransat Group, United Kingdom
- **Sergio Millian**, President, Russian-American Chamber of Commerce in the USA, USA
- **Frank Schauff**, Chief Executive Officer, Association of European Business in Russia, Russia
- **Victor Sedov**, President, The U.S. Russia Center for Entrepreneurship, Russia
- **Suren O. Vardanyan**, Director General, Moscow Investment Promotion Agency, Russia

*Chaired by*

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

**20.00-22.00 Welcome Dinner: Harnessing Russia's Transformation (Cercle-Cité)**

Political leaders will provide insights into Russia's new, post-election policy orientation. What to expect from the new leadership?

- **Representative of the government of Luxembourg (tbc)**
- **Representative of the government of Russia (tbc)**

*Chaired by*

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

**22.00-23.00 Nightcap: Russia – Quo Vadis? (Cercle-Cité)**

Russia is poised to become a leading superpower of the 21st century. This night-cap session will assess Russia's future position in the world.

- **Lou Marinoff**, Professor of Philosophy, The City College of New York, USA
- **Alexey K. Pushkov**, Director, Institute of Contemporary International Problems, Russia

**from 22.00 Walk back to the Hotel Le Royal**

**23 April, 2012**

**from 07.30 Shuttle service between the Hotel Le Royal and the Abbaye de Neumünster**

**from 07.30 Registration**

**08.00-09.00 Breakfast Sessions**

### **Investing in Luxembourg** (Salle José Ensich)

Despite the Euro crisis, the Luxembourgish economy is expected to grow substantially in 2012. Participants will elaborate on the country's investment landscape and illustrate the country's potential to become the hub for Russian investments into the European Union.

- **Robert Dennewald**, Chairman, Fedil, Luxembourg
- **Konstantin Guselnikov**, President, Lotus Capital, Russia
- **Natalia Lisenkova**, Senior Research Fellow, University of Zurich, Switzerland
- **Vitaly Vinogradov**, Founding Partner and Chief Executive Officer, i-Accelerator, Russia
- **Boris Zenkov**, Chairman, Linkos Holding, Russia

*Chaired by*

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### **Spearheading Russia's Capitalist Manifesto** (Salle Edmond Dune)

Russia is one of the fastest-growing economies in the world. What is the role of capitalism in the post-crisis environment? What kind of economic development model will prevail?

- **Michael Afanasiev**, President, Rocos, Russia
- **David Arkless**, President, Global Corporate & Government Affairs, ManpowerGroup, USA
- **Claude Beglé**, Director General, Symbioswiss, Switzerland
- **Ekaterina Chtcherbina**, Co-founder, SVAROS Ventures, United Kingdom
- **Vladislav A. Drobkov**, President, RUCY Com, Russia
- **Dennis Gillings**, Chairman and Chief Executive Officer, Quintiles USA
- **Hubertus Mühlhäuser**, Senior Vice President, AGCO International, USA
- **Arthur Shamilov**, Partner, TopContact, Russia

*Chaired by*

- **Alessandro Pirani**, Managing Director, 7A Business Company, Italy

### **Managing Risks in Edgy Times** (Salle Restaurant)

The global financial crisis showed us that economic risks can manifest themselves at any time. What lessons can investors – domestic and foreign – draw from the crisis – in terms of risk assessment and risk management in Russia?

- **Jörg Banzhaf**, Chief Investment Officer, Atrium European Real Estate, Germany
- **Sven Behrendt**, Managing Director, Geoeconomica, Switzerland
- **Alexey Belinskiy**, Partner, April D Ventures, Russia
- **Yury Gusev**, Managing Partner, Governance Expert Centre, Russia
- **Timo Hammarén**, Russia Trade Policy Coordinator, European Commission, Russia
- **Gulnara A. Khaidarshina**, Executive Director, Gazprombank, Russia
- **Wolfgang Lehmacher**, Managing Director, CVA, Hong Kong SAR
- **Roberto Mugavero**, Professor, University of Rome 'Tor Vergata', Italy

- **Michael Novikov**, Founder and Chief Executive Officer, ADMIN Ltd., Russia
- **Georges Ugeux**, Chief Executive Officer, Galileo Global Advisors, USA

*Chaired by*

- **Mark Minevich**, President, Going Global Ventures, USA

## 09.00-10.00 **Opening Plenary: Russia and World Economic Outlook (Agora)**

The global economic outlook for 2012 remains uncertain despite Russia's continued economic success. What are the near- and long-term perspectives in this challenging environment?

- **Igor Agamirzyan**, General Director, Russian Venture Company, Russia
- **Esko Aho**, Former Prime Minister of Finland; Senior Vice President, Nokia, Finland
- **Peter Hambro**, Chairman, Petropavlovsk, United Kingdom
- **Alexey Mordashov**, Chairman, Severstal, Russia

*Chaired by*

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

## 10.00-10.30 **Contact Break**

## 10.30-12.00 **Boardroom Dialogue Sessions**

### **Modernizing Russia – Rethinking Competitiveness (Salle José Enschi)**

Many Russian companies are diversifying into the non-energy sector. How can capital and ideas transform the Russian economy? What are the new business models that will underpin Russia's competitiveness in the future?

- **Esko Aho**, Former Prime Minister of Finland; Senior Vice President, Nokia, Finland
- **Elena Barmakova**, President, Fontvieille Capital, USA
- **Carla Cico**, Chief Executive Officer, Rivoli, Italy
- **Petros G. Doukas**, Chairman, Capital Partners, Greece
- **Avtandil Gorgiladze**, Vice Chairman, Russian Railways, Russia
- **Rainer Lindner**, Executive Director, Committee on Eastern European Economic Relations of the German Industry, Germany
- **Ilya Ponomarev**, Chairman, Hi-Tech Development Subcommittee of the Russian Duma, Russia
- **Giedrius Pukas**, Managing Partner, Quadro Capital, Russia
- **Pasha Romanovski**, Chairman, Pingola, Russia
- **Thomas Sevcik**, Managing Director, Arthesia, Switzerland
- **Oltmann Siemens**, Chairman, Supervisory Board, Interleaseinvest Group, Austria

*Chaired by*

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### **The Future of Financial Services in Russia (Salle Edmond Dune)**

International financial institutions are stepping up their efforts to invest in Russia. What are the plans of the City of Moscow to become a financial center serving the world?

- **Akaki Beruchashvili**, Executive Vice President, Gazprombank, Russia
- **Efthimios Bouloutas**, Group Chief Executive Officer, Marfin Popular Bank, Cyprus
- **Hans Jochum Horn**, Deputy Chief Executive Officer, Renaissance Group, Russia
- **Elena Klepikova**, Chief Executive Officer, Housing Finance Bank, Russia
- **Indrek Neivelt**, Chairman of the Supervisory Board, Bank of Saint Petersburg, Russia

- **George Piskov**, Chairman of the Board of Directors, Uniastrum Bank, Russia
- **Ivan Svitek**, Chairman, Home Credit & Finance Bank, Russia
- **Garegin Tosunyan**, President, Association of Russian Bank, Russia

*Chaired by*

- **Didier Mouget**, Managing Partner, PwC, Luxembourg

## **Strategies for Success Overseas** (Salle Restaurant)

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?

- **Kian Teik Beh**, Director, Europe, Singapore Economic Development Board, Singapore
- **Alexandre Devletoglou**, Vice Chairman and Managing Director, Piraeus Securities, Greece
- **Panayiotis Hadjipandelis**, Chief Financial Officer, Holy Archdiocese of Cyprus, Cyprus
- **Andrey Kazakov**, General Partner, Foresight Ventures, Russia
- **Sergio Millian**, President, Russian-American Chamber of Commerce in the USA, USA
- **Phidias Pilides**, President, Cyprus Chamber of Commerce and Industry, Cyprus
- **Francois Tesch**, Chief Executive Officer, Luxempart, Luxembourg
- **Sergey Vasilyev**, Vice Chairman, VEB Bank, Russia

*Chaired by*

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

## **Growing with Society** (Chapelle)

Russian firms are increasingly pursuing sustainability centred growth strategies. How can they embrace socially responsible and environmentally friendly globalization strategies?

- **Azamat Abdoullaev**, Founder, I-World Consortium, Russia
- **Edgar Bullecer**, Chief Operating Officer, Paglas Group of Companies, Philippines
- **Ben Cotton**, Partner, Earth Capital Partners, United Kingdom
- **Sergey Demin**, Chairman, Synergy Technologies, Russia
- **Colin Hill**, Executive Chairman, Hill & Associates, Hong Kong SAR
- **Dayana Karmeeva**, Chairwomen, Golden Brown Real Estate, Russia
- **Chandra De Keyser**, Chief Executive Officer, www.Mach-3D.com, Luxembourg
- **Ilena Popova**, Chief Executive Officer, charityfair, Russia
- **Pavel Shashkin**, Executive Secretary of Synodal Department, Moscow Patriarchate, Russia

*Chaired by*

- **Alexander I. Ageev**, Director General, Association of Orthodox Business Leaders, Russia

## **12.00-12.30 Plenary Session: The EU-Russia Agenda** (Agora)

Russia's relations with the European Union are burgeoning. How can Russia and the European Union work together to address global and regional issues? What are the strategic implications for trade and investment flows?

- **Jean-Claude Juncker**, Prime Minister of Luxembourg; President, Eurogroup
- **Representative of the government of Russia (tbc)**

*Chaired by*

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

## **12.30-12.45 Plenary Session: Russian Business Leaders of the Year** (Agora)

Following a tradition of the Global Russia Business Meeting, we will celebrate outstanding entrepreneurs who have been building and leading successful Russian firms.

*Chaired by*

- **Didier Mouget**, Managing Partner, PwC, Luxembourg

## **12.45-14.00 Networking Lunch – Flavours of Luxembourg** (Cloître et Jardin)

Explore, taste and celebrate the 3rd anniversary of the Global Russia Business Meeting. Experience iconic Luxembourgish dishes in one of the gastronomic capitals of the world.

## **14.00-15.00 Plenary: Driving Economic Growth** (Agora)

The conversation will outline a roadmap to conceptualize and enact sustainable economic growth. What is Russia's role in this economic growth environment? How to spur growth in Russia?

- **Edouard Cukierman**, Chief Executive Officer, Catalyst Fund, Israel
- **Dennis Gillings**, Chairman and Chief Executive Officer, Quintiles USA
- **Natalya Kaspersky**, Chairwoman, Kaspersky Lab, Russia

*Chaired by*

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

## **15.00-16.30 Boardroom Dialogue Sessions**

### **From Rhetoric to Action: Harnessing FDI** (Salle José Ensich)

Foreign firms' operations in Russia are often characterized by mixed success. What challenges are facing global investors and what innovative business strategies can lead to sustainable Foreign Direct Investment (FDI)?

- **Bo Inge Andersson**, Chief Executive Officer, Gaz Group, Russia
- **Gerard Baltazar**, Chief Executive Officer, In2Matrix, Russia
- **Hannes Chopra**, Chief Executive Officer, Rosno, Russia
- **Elmira Omarova**, Chairman, Omarova Capital Partners, Russia
- **Khawar Qureshi QC**, Head, McNair Chambers, Qatar
- **Joachim Reidiess**, Chairman, Dr. Wirth Group, Germany
- **Ninel Seniuk**, Chair, Business Partnership Association 'Kiev-Beijing', Ukraine
- **Suren O. Vardanyan**, Director General, Moscow Investment and Export Promotion Agency, Russia

*Chaired by*

- **Frank Schauff**, Chief Executive Officer, Association of European Business, Russia

### **Skolkovo: Innovating the Silicon Valley-way?** (Salle Edmond Dune)

Russia is striving to modernize its economy based on innovation. The new science and technology facility Skolkovo shall allow Russia to compete on a global scale. What does it take to boost innovation capabilities?

- **Igor Agamirzyan**, General Director, Russian Venture Company, Russia
- **Alex de Carvalho**, Co-Founder, VoxMed, USA
- **Muriel Devillers**, Managing Director, LUMU Invest, Luxembourg
- **Stacy Kenworthy**, Chief Executive Officer, OptiGlobal, USA
- **Chandra De Keyser**, Chief Executive Officer, Mach-3D, Luxembourg
- **Maxim Kiselev**, Chief Development Officer, Technopark Skolkovo, Russia
- **Andrey Kolodyuk**, Chairman, Aventures Capital, Ukraine
- **Vadim Kulikov**, Owner and Chief Executive Officer, Kulikov Innovation Center, Russia
- **René Seifert**, President, Level 360, India
- **Edward Shenderovich**, Founder and Managing Director, Kite Ventures, Russia
- **Vladimir V. Sytin**, Publisher and Founding Editor-in-Chief, The Ukrainian Times, Ukraine

*Chaired by*

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## **Building Russian Brands** (Salle Restaurant)

Ambitious Russian firms want to become branded players in developed markets. What will it take to establish brand awareness overseas? How to build long-lasting brands?

- **Tony Cowling**, Chairman, TNS, United Kingdom
- **Harald Einsmann**, Member of the Board of Directors, Tesco, United Kingdom
- **Natalya Kaspersky**, Chairwoman, Kaspersky Lab, Russia
- **Andrey Mikhailov**, Director, Parliamentary Centre, Russia
- **Anna Petrova**, Managing Partner, Concept club, Russia
- **Andrey A. Serebryakov**, Managing Partner, Effective Capital, Russia
- **Georges Tchernychev**, Managing Director, FinCIB - Corporate Investment Business, Russia
- **Givi Topchishvili**, President and Chief Executive Officer, Global Advertising Strategies, USA
- **Mikhail Treyvish**, President, OmniGrade Rating Monitoring Agency, Russia

*Chaired by*

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## **Natural Resources: Needs, Plans and Beneficiaries** (Chapelle)

Russia's growth has been centred around the country's abundant natural resources. How can Russia and its partners tackle economic, political and environmental risk?

- **Gil Feiler**, Director MENA, Bank of Georgia, Georgia
- **Sergey Filatov**, Editor-in-chief, Business World, Russia
- **Peter Hambro**, Chairman, Petropavlovsk, United Kingdom
- **Erez Meltzer**, Chief Executive Officer, Gadot Group, Israel
- **Alexey Mordashov**, Chairman, Severstal, Russia
- **Pierre-Marie Relecom**, Managing Partner, Relecom Partners, France
- **Artak Tovmasyan**, Chairman, Sozvezdie, Ukraine

*Chaired by*

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## **16.30-17.00 Contact Break**

## **17.00-18.30 Boardroom Dialogue Sessions**

### **Entrepreneurship – Charting the Way Forward** (Salle José Ensch)

Do entrepreneurship ecosystems evolve naturally, or can we intelligently design them? What can Russian entrepreneurs learn from their global counterparts and vice versa?

- **Parag Amin**, President and Partner, Radikal, USA
- **Yuri Barzov**, Founder and Managing Director, Agvir.com, Russia
- **Alex Bochkarev**, Chief Executive Officer and Co-Founder, 7Vision, Russia
- **Roberts Idelsons**, Chairman, M2M Private Bank, Russia
- **Yana Kaplan**, Chief Executive Officer, Upladder.ru, Russia
- **Symeon Kassianides**, Chairman, Hyperion Systems Engineering, Cyprus
- **Antonia Komitova**, Founder, Chic & Cozy, Bulgaria
- **Boris Levin**, Founder and Managing Partner, Stargate Capital, Germany
- **Katya Stesin**, Founder and Chief Executive Officer, Razoom, USA
- **Steve Varsano**, Chairman, The Jet Business, USA

*Chaired by*

- **Victor Sedov**, President, The U.S. Russia Center for Entrepreneurship, Russia

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## **Managing Globalization in a Decomposed World (Salle Edmond Dune)**

Russian firms have been using distinct models of globalizing their organizations. What are the best practices when comparing Russian firms with their global counterparts?

- **Erik Berglof**, Chief Economist, European Bank for Reconstruction and Development, United Kingdom
- **Alexander Borisov**, General Director, Moscow International Business Association, Russia
- **Edouard Cukierman**, Chief Executive Officer, Catalyst Fund, Israel
- **Roman Dusenko**, Member of the Management Board, Carcade Leasing, Russia
- **Nicholas Forwood**, Judge, General Court of the European Union, Luxembourg
- **Kieran Ring**, Chief Executive Officer, Global Institute of Logistics, USA
- **Sergei Shibaev**, Member of the Supervisory Board, Centravis, Ukraine
- **Victoria Silchenko**, CEO & Founding Partner, Metropole Capital Group, USA
- **Guy Spier**, Managing Partner, Aquamarine Capital, Switzerland
- **Zoran Thaler**, Foreign Minister of Slovenia (ret), Slovenia
- **Edward Verona**, President, U.S.-Russia Business Council, USA

*Chaired by*

- **Hartmut Schwesinger**, Managing Director, FrankfurtRheinMain GmbH, Germany

## **The Great Ambitions of Russian Technology (Salle Restaurant)**

Russia's technology firms are emerging as global players in their own right. What areas are they pioneering in and how do they compete in world markets?

- **Dmitri A. Gromov**, Managing Director, RTS Telecom, Russia
- **Leonid Koshelev**, Chairman, Jet 2000, Russia
- **Felix Muchnik**, Chief Executive Officer, Softkey, Russia
- **Inessa Obenhuber**, Managing Partner, IVO Technology Partners, USA
- **Scott E. Rickert**, Chief Executive Officer, Nanofilm, USA
- **Niraj Sharan**, Chairman, Aura Inc, India
- **Alexis Sukharev**, President and Founder, Auriga, Russia
- **Bogdan Vacusta**, Director, World Blogging Forum, Singapore

*Chaired by*

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## **18.30-19.30 Closing Plenary: Exploring the Destiny of Russian Business (Agora)**

The world economy is changing in ways still vaguely understood. What are the intrinsic business models leading to success? What are the implications for Russian firms and how should they prepare themselves for a global future?

- **Bo Inge Andersson**, Chief Executive Officer, Gaz Group, Russia
- **Ivan Svitek**, Chairman, Home Credit & Finance Bank, Russia

*Chaired by*

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

## **19.30-20.00 Shuttle Service to the Hotel Le Royal**

## **20.00-22.00 Farewell Dinner (Hotel Le Royal)**

A celebration to harness Russia's past, present and future. An occasion to revel in newly-forged networks and friendships.

*Chaired by*

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**24 April, 2012**

**10.00-12.00 Discover Luxembourg**

After intensive meetings and sessions it's now time to explore the unique atmosphere and liveliness of Luxembourg. Meeting in the lobby of the Hotel Le Royal at 10.00