

# Business Program

## III Stolypin Forum

### “The Immune System of the World Economy”

September 3-4, 2020

Moscow, MGIMO University of the MFA of Russia













**On the first day**, the main instruments of macroeconomic policy aimed at improvement of stability and restoration of economic growth of countries and growth of the world economy in general will be discussed on the forum ground. The key discussion of the day will be the discussion of various models of economies' immunity stimulation in the post-coronavirus world.













**The topic of the second day** of the forum will be the discussion of the international experience of competitive recovery of goods and services due to digital transformation of industries under COVID-19. During the second day of the Forum, main instruments and technologies used within the framework of digital transformation of both commercial and non-commercial sectors will be presented. The key discussion of the day will be the discussion of the experience of digital transformation of state administration and digital reboot of industries: strategic advantage during a pandemic.

Experience in strengthening the immune system of industries and economy is presented by representatives of such countries as: Italy, the United Kingdom, France, Sweden, Finland, Norway, Germany, the Netherlands, Czech Republic, Israel, etc.

The Forum will bring together representatives of authorities of the Russian Federation and foreign states, experts, representatives of the leading Russian and foreign companies, and new generation of Russian entrepreneurs, which bring their challenging ideas to life and see the opportunities for development of their own business in Russia.

Program of the III Stolypin Forum is prepared considering the most actual analytical materials recommended by embassies of countries and published by the following science and analytical centers: German Institute for Economic Research in Berlin (Germany), Kiel Institute for the World Economy in Kiel (Germany), Cologne Institute for Economic Research (Germany), German Council of Economic Experts (Germany), Center for the Future of Work (USA), Digital Banking report (USA), Fierce Healthcare (USA), ARC Advisory Group (USA), World Bank, Sustainable Mobility Report (Sum4all) (USA), Institute for Global Health (United Kingdom), World Economic Forum (WEF), The European House: Ambrosetti (Italy), ISPI: Italian Institute for International Political Studies (Italy), Istituto Affari Internazionali (Italy), Delloitte, Wisefund (Estonia), Departments of European Commission (EC), London School of Economics and Political Science (United Kingdom), UNESCO, Institute for the Economy of Growth, Stolypin P.A. (Russia).


Time	<b>September 3</b> <b>“Strengthening the Immune System of the Global Economy – Macroeconomic Policy and Development of Basic Industries”</b>		
10.00-10.15	<b>Forum opening</b> <i>Tent No. 1</i>		
10.30-11.15	<b>Panel discussion “Profession-Entrepreneur”</b> <i>Tent No. 1</i> <b>With the support:</b> 		
11.30-15.00	<b>Panel discussions: “How Will the Economies Transform in the Context of Pandemic?”</b>		
11.30-12.40	<b>Banking 4.0.</b> <i>Tent No. 1</i> <b>With the support:</b> 	<b>Trust Environment as an Engine for the Development of the Health Industry</b> <i>Tent No. 2</i> <b>With the support:</b> 	<b>Mobility Sector – Transport of the Future</b> <i>Tent No. 3</i> <b>With the support:</b> 
12.45-13.30	<b>12.45- 13.45</b> <b>Educational program “Business Class”:</b> <b>Business strategy during the crisis</b> <i>Tent No. 4</i> <b>With the support:</b> 	<b>Master class: “Your Own Online Store or Marketplace: Which Is More Profitable?”</b> <i>Tent of the Department of Entrepreneurship and Innovative Development of Moscow</i> 	<b>Multimedia sphere “Abrau-Durso”</b> <b>Atmospheric immersion in the history of Abrau-Durso in an innovative interactive format</b> <i>Tent of Abrau-Durso</i> 
13.30-14.40	<b>Globalization vs Localization</b> <i>Tent No. 1</i>	<b>Medicine of the Future</b> <i>Tent No. 2</i> <b>With the support:</b> 	<b>Hi-Tech VS ECO-Farming</b> <i>Tent No. 3</i> <b>With the support:</b> 
14.45- 15.15	<b>Presentation: “New Opportunities: Escrow and Letters of Credit in Public Procurement Procedures”</b> <i>Tent No. 4</i> <b>With the support:</b> 	<b>Master class: “Internet Advertising Life Hacks for Business”</b> <i>Tent of the Department of Entrepreneurship and Innovative Development of Moscow</i> 	<b>Multimedia sphere “Abrau-Durso”</b> <b>Atmospheric immersion in the history of Abrau-Durso in an innovative interactive format</b> <i>Tent of Abrau-Durso</i> 
15.30-17.30	<b>Plenary session</b> <b>“The Immune System of the World Economy”</b> <i>Tent No. 1</i>		


Time	<b>September 4</b> <b>“Digital Transformation - a Balance of Interests”</b>		
10.00-12.00	<b>Plenary session</b> <b>“Digital Reboot of Industries: Strategic Advantage During a Pandemic”</b> <i>Tent No. 1</i> <div style="text-align: right;"> <b>With the support:</b>  </div>		
12.30-16.00	<b>Panel discussions: “Digital Transformation of Industries under COVID-19”</b>		
12.30-13.40	<b>Growing High-Tech Companies - Competition Between Countries and Megacities</b> <i>Tent No. 1</i> <b>With the support:</b> 	<b>Industrial Design and Young Engineers - a New Quality of Industry</b> <i>Tent No. 2</i> <b>With the support:</b> 	<b>Crowd Investments and Digital Assets</b> <i>Tent No. 3</i>
13.45-14.15	<b>Master class: “Digitalization of Business Processes”</b> <i>Tent No. 4</i> <b>With the support:</b> 	<b>Master class: “The Laws of Multiple Growth. Master Class on Identifying Weaknesses in Innovative Business”</b> <i>Tent of the Department of Entrepreneurship and Innovative Development of Moscow</i> 	<b>Lecture Ba-Zi and Feng Shui in Entrepreneurship</b> <i>Tent No. 3</i> 
14.30-16.00	<b>Art in the Web</b> <i>Tent No. 1</i>	<b>Food Industry - Innovative Business Formats</b> <i>Tent No. 2</i> <b>With the support:</b> 	<b>New Education for New Generations</b> <i>Tent No. 3</i> 
16.00-16.30	<b>Presentation: SME Growth Index – New Statistics for Business and Government</b> <i>Tent No. 4</i> <b>With the support:</b> 	<b>Master class: “The Skill of Formulating Hypotheses as the Basis for Multiple Growth. Master Class on Creating Short-Term Strategies for the Rapid Growth of a Digital Company”</b> <i>Tent of the Department of Entrepreneurship and Innovative Development of Moscow</i> 	<b>Lecture Multimedia sphere "Abrau-Durso" Atmospheric immersion in the history of Abrau-Durso in an innovative interactive format</b> <i>Tent of Abrau-Durso</i> 
16.30-18.00	<b>Workshops sessions:</b> <b>Agriculture is Popular</b> <i>Tent No. 1</i> <b>With the support:</b> 	<b>Fashion</b> <i>Tent No. 2</i>	<b>Protect Yourself</b> <i>Tent No. 3</i>
18.00-18.15	<b>Summing up the results of the Forum</b> <i>Tent No. 1</i>		

# SEPTEMBER 3


(THURSDAY)


## “STRENGTHENING THE IMMUNE SYSTEM OF THE GLOBAL ECONOMY – MACROECONOMIC POLICY AND DEVELOPMENT OF BASIC INDUSTRIES”

<p>10.00-10.15</p> <p><i>Tent No. 1</i></p>	<p><b>Forum opening</b></p>
<p>10.30–11.15</p> <p><i>Tent No. 1</i></p>	<p><b>PANEL DISCUSSION</b> <b>“PROFESSION-ENTREPRENEUR”</b></p> <p><b>With the support:</b>  DEPARTMENT OF ENTREPRENEURSHIP AND INNOVATIVE DEVELOPMENT OF MOSCOW</p> <p>Entrepreneurship development is a key task to retain self-employment of the able-bodied population and to develop the Russian economy. To this end, the government implements complex programs for support of actual small and medium businesses and self-employed persons (financial support measures, advisory support). However, in order to involve active population in a massive scale, the entrepreneurial activity needs a standing system of motivation and entrepreneurship education.</p> <p>The government needs to create and to implement a strategic educational program adapted for different target groups including the risk groups: school/university students, unemployed persons and aged persons.</p> <p>The important aspect is to create the most comfortable and generally accessible mechanisms / modes of study which make it possible to give knowledge to participants in composing description and MVP of a commercial project as well as in handling first sales.</p> <p>Discussion topics:</p> <ul style="list-style-type: none"><li>• Is entrepreneurship a profession which can be taught? Philosophy of teaching entrepreneurship. Entrepreneurial skills. Development of complex entrepreneurship education programs. Importance of involvement of the state and business in development of an educational system. Theory and practice ratio.</li><li>• Entrepreneurship or self-employment? Is self-employment a sort of entrepreneurship? Are self-employed persons a target group of entrepreneurship education programs? What is the difference between them and others? Are there differences in educational approaches for two specified categories?</li><li>• Features of entrepreneurial education for different population groups: preschool children: elementary school, teenagers, students, adults, pensioners.</li><li>• New reality. Changes in educational approaches in connection with the crisis. Application of on-line technologies. Flexible project techniques. Support of project activities. Guidance and mentoring: main issues and effective solutions.</li></ul>


	<p><b><u>Moderators:</u></b>  <b>Yulia Ermilova</b>, Manager of SME and Support of Individual Entrepreneurial Initiative of TASS News Agency</p> <p><b><u>Speakers:</u></b>  <b>Aidar Bulatov</b>, Founder of the Foundation for Business Support and Development – Entrepreneurship Factory  <b>Yelena Dybova</b>, Vice President of the Chamber of Commerce and Industry of the Russian Federation  <b>Ivan Moruchkov</b>, entrepreneur, author of the program “Academy of School Entrepreneurship”  <b>Vitaliy Tarasov</b>, Director General of JSC Delovaya Sreda  <b>Alexey Fursin</b>, Head of the Department of Entrepreneurship and Innovative Development of Moscow</p>
<p><b>11.30-14.40</b></p>	<p><b>Panel discussions:</b>  <b>“How Will the Economies Transform in the Context of Pandemic?”</b></p>
<p><b>11.30-12.40</b></p> <p><i>Tent No. 1</i></p>	<p><b>PANEL DISCUSSION</b>  <b>“BANKING 4.0”</b></p> <p><b>With the support:</b>  <b>SBERBANK</b></p> <p>Financial sector, being one of the most conservative sectors of the economy under the conditions of coronavirus infection spread, has faced principally new challenges: fast growth of overdue payments, reduction of income due to sharp decrease of the key rate, consumer resistance and recession of organization business activity, as well as restrictions to interpersonal communication with clients.</p> <p>The situation requires new solutions in order to support economy, reduce the risk of non-payment and support the circulating assets of companies.</p> <p>At the same time, new technologies for processing big data, artificial intelligence, cryptocurrency introduction, explosive development of process platforms have pushed banks to fundamentally review the system of interaction with the real economy sector, clients representing both corporate sector and individuals.</p> <p>Both Russian and foreign experience in banking sector transformation under the conditions of coronavirus infection spread will be represented in terms of panel discussion “Banking 4.0”.</p> <p>Discussion topics:</p> <ul style="list-style-type: none"> <li>• What most innovative solutions for the successful functioning of the sector have been developed during the pandemic of coronavirus infection?</li> <li>• Will the banking sector be able to study lessons and continue implementing digital technologies?</li> <li>• What will the banking sector look like in 5-10 years?</li> </ul> <p><b><u>Moderators:</u></b></p>

	<p><b>Elena Dybova</b>, Vice President of the Chamber of Commerce, and Industry of the Russian Federation</p> <p><b>Lana Samarina</b>, First Deputy Editor-in-Chief of TASS News Agency</p> <p><b>Speakers:</b></p> <p><b>Gudak Vazil</b>, Vice Chairman of GLOBSEC, Government Advisor of the Czech Republic for Creation of National Development Fund (Slovakia)</p> <p><b>Yorg Kremer</b>, Chief Economist of Commerzbank AG (Germany)</p> <p><b>István Lengyel</b>, Secretary General of the Banking Association for Central and Eastern Europe (Hungary)</p> <p><b>Mikhail Mamuta</b>, Member of the Board of Directors of the Central Bank of Russia</p> <p><b>Tatiana Monaghan</b>, Secretary General of the International Chamber of Commerce (ICC Russia)</p> <p><b>Anatoliy Popov</b>, Deputy Chairman of the Management Board of Sberbank PJSC</p> <p><b>Boris Titov</b>, Presidential Commissioner for the Entrepreneurs’ Rights, Chairman of the Supervisory Board of the Institute for the Economy of Growth named after P.A. Stolypin</p> <p><b>Heinrich Steinhauer</b>, Chief Representative of Helaba Bank in Russia (Germany)</p>
<p><b>11.30-12.40</b></p> <p><i>Tent No. 2</i></p>	<p><b>PANEL DISCUSSION</b></p> <p><b>“TRUST ENVIRONMENT AS AN ENGINE FOR THE DEVELOPMENT OF THE HEALTH INDUSTRY”</b></p> <p><b>With the support:</b> </p> <p>In the context of pandemic in most countries, companies operating in the health industry have become some of the most active economic agents increasing investments both in circulating assets for the production and stock forming of necessary drugs, materials and equipment, and in increasing investments in new developments. The main load concerning maintenance of stable functioning of the entire health system falls especially upon these companies: rearrangement of production for hospital needs performing the treatment of patients with COVID-19, active increasing of private investments in R&amp;D to design a vaccine against coronavirus infection, lightning-fast transformation of logistic and production chains, etc.</p> <p>At the same time, in Russia the health industry has not yet reached the worldwide mean indicators both in terms of investment amount provided for in innovations and investments provided for in the development of modern production, which was especially manifested during the pandemic.</p> <p>Nevertheless, in recent years partly owing to team efforts of the Federal Tax Service of Russia, there has been a significant whitening of the industry and leaving of unfair market participants – a digital marking and traceability system for medicines has been created and an automated ACS VAT 2 system has been introduced.</p> <p>One can say that the new trust environment has been created between business and the government. The next step shall be to enhance the tax administration in</p>


	<p>order to create conditions for growth of private investments in innovations and development of modern production competitive on the world level. The experience of other countries will be presented in terms of panel discussion and Russian practice will be analyzed, among other things, the experience of tax incentives for sector companies aimed at increasing of private investments in innovations will also be introduced.</p> <p>The representatives of the authorities of the Russian Federation and foreign countries, leading Russian pharmaceutical companies will be invited to participate in the discussion.</p> <p><b><u>Moderator:</u></b> <b>Denis Remenyako</b>, General Director of FC Grand Capital, LLC</p> <p><b><u>Speakers:</u></b> <b>Jacek Wisniewski</b>, Sales &amp; Distribution Director of Polpharma Group (Poland) <b>Alisa Dzhangiryants</b>, Director of Market Access &amp; Pricing Department of Bristol-Myers Squibb, LLC <b>Frederik Paulsen</b>, Chairman of the Board of Directors of Ferring Pharmaceuticals (Switzerland) <b>Ekaterina Ryabova</b>, Partner PwC <b>Yelena Tkachenko</b>, General Director of OJSC Avexima <b>Stephan Eder</b>, Executive Vice President of STADA AG for Russia and CIS (Germany)</p>
<p><b>11.30-12.40</b></p> <p><b>Tent No. 3</b></p>	<p><b>PANEL DISCUSSION</b> <b>“MOBILITY SECTOR – TRANSPORT OF THE FUTURE”</b></p> <p><b>With the support:</b>  <b>Rostec</b></p> <p>Taking into account the international and Russian experience, the tasks associated with the development of transport infrastructure, increase of traffic capacity and speed of cargo transportation at simultaneous reduction of the cost for cargo transportation are the basis for the implementation of all large-scale programs to strengthen the immune system of the global economy and access to the path of sustainable quality growth.</p> <p>In addition, efficient transport industry is, on the one hand, a condition for achieving stable economic growth rates of most industries, and, on the other hand, it itself is one of the most important sources of growth since it provides demand for construction services, materials, equipment, vehicles.</p> <p>That is why considering the geographical situation of Russia, one of the primary objectives within the formation of transport of the future, based on the principles of Industry 4.0. is not just the development of transport working on alternative fuels, unmanned vehicles, vactrains, multicopters etc., but also a debottlenecking: the creation of modern high-quality infrastructure for high-speed traffic.</p> <p>The multiplicative effect of planned investment in infrastructure can only be enhanced by implementing innovations, new materials and solutions focused on</p>

	<p>reducing the construction costs and improving the qualitative characteristics of the objects being created. Only then the construction of infrastructure facilities have a catalytic effect on strengthening the immune system of the economy and development of non-resource sectors in general.</p> <p>Discussion topics:</p> <ul style="list-style-type: none"> <li>• What are the main directions of transformation of mobility sector and infrastructure projects in the context of post-coronavirus world? What are the main global trends?</li> <li>• How to ensure environmental compatibility and safety of the transport of the future and provide the debottlenecking?</li> <li>• What is the experience of the countries developing interregional and inter-country joint projects?</li> </ul> <p><b><u>Moderator:</u></b>  <b>Nikolay Yakovlev</b>, Head of Press-Center of TASS News Agency</p> <p><b><u>Speakers:</u></b>  <b>Mikhail Blinkin</b>, Chairman of the Public Council of the Ministry of Transport of the Russian Federation, Head of the Institute of Transport Economics and Transport Policy of the NRU Higher School of Economics.  <b>Anton Butmanov</b>, Director for Sustainable Development of En+ Group  <b>Kirill Zhanaydarov</b>, Project Manager for the Development of Transport Infrastructure of the Skolkovo Foundation  <b>Alexander Zazhigalkin</b>, Deputy Head of Innovation Development Center of OJSC Russian Railways  <b>Anna Klinskova</b>, DHL Express Russia Vice President for Sales and Marketing  <b>Darya Korolyova</b>, Principal of Roland Berger  <b>Vladimir Kosoy</b>, President of Infrastructure Economics Centre, LLC  <b>Maurice Leroy</b>, Deputy Director General for International Affairs and Prospective Projects of AO “Mosinzhproekt”, Government Minister of France for Urban Development and Grand Paris (2010–2012)  <b>Frédéric Mazzella</b>, Founder, President of BlaBlaCar (France)  <b>Michael Schack</b>, Director of Operational Marketing of ENGIE (France)</p>
<p>12.45-13.45</p> <p><i>Tent No. 4</i></p>	<p><b>EDUCATIONAL PROGRAM “BUSINESS CLASS”: BUSINESS STRATEGY DURING THE CRISIS</b></p> <p><b>With the support:</b>  <b><u>SBERBANK</u></b></p> <p>Timur Sokolov’s master class will be useful for all entrepreneurs looking for new business strategy under conditions of economic crisis. The expert will give step-by-step guide on where to start a business transformation more effectively, avoid the most common mistakes and raise a team spirits to move forward to success.</p>



	<p><b>Speaker:</b>  <b>Timur Sokolov</b>, Resident Expert in the Program “Business Class”, Founder of TimurSokolov&amp;Partners Group, Consultant for Strategic Issues</p>
<p><b>12.45-13.30</b></p> <p><i>Tent of the Department of Entrepreneurship and Innovative Development of Moscow</i></p>	<p><b>MASTER CLASS</b>  <b>“YOUR OWN ONLINE STORE OR MARKETPLACE: WHICH IS MORE PROFITABLE?”</b></p> <p><b>With the support:</b> </p> <p>Marketplace is the most popular business model in e-commerce, which provides producers, distributors, sellers with technology and infrastructure for online commerce. Everybody wins. Or not? How online store differs from marketplace? At the master class we will sort out the differences, determine the benefits for specific businesses.</p> <p>Master class program includes:</p> <ul style="list-style-type: none"> <li>• Marketplaces and aggregators as advertising media for business</li> <li>• Consideration of pros and cons of marketplaces</li> <li>• What are the marketplaces and how to work with them successfully</li> <li>• How to start selling through marketplace</li> <li>• Online stores, development and promotion features</li> <li>• Marketplace or online store? What to choose?</li> </ul> <p><b>Speaker:</b>  <b>Valeriy Pyshnyak</b>, Founder and General Director of Friendly Marketing Digital Agency</p>
<p><b>13.30-14.40</b></p> <p><i>Tent No. 1</i></p>	<p><b>SPECIAL SESSION</b>  <b>“GLOBALIZATION VS LOCALIZATION”</b></p> <p>Until recently, the world economy has been on the path of globalization, but the coronavirus pandemic has shown the value of the opposite trend - localization. Today, many countries, within the framework of ensuring economic security, tasks to support employment and incomes of the population, begin to think about creating full-fledged production chains on their territory. At the same time, many of them include in their development strategies and anti-crisis programs general global issues related to the transition to the principles of the “Green Economy.” During the discussion, officials and experts from Europe and Asia present their views on future trends in economic policy.</p> <p>Could this agenda bring countries closer together or will the barriers between countries related to the fight against the spread of the COVID-19 pandemic only grow?</p> <p><b>Moderators:</b></p>

	<p><b>Vasily Pushkov</b>, Director of International Cooperation Directorate, Rossiya Segodnya International Information Agency</p> <p><b>Anatoly Torkunov</b>, Rector of MGIMO</p> <p><b>Speakers:</b></p> <p><b>Deborah Bronnert</b>, British Ambassador to the Russian Federation</p> <p><b>Giorgio Callegari</b>, Chairman of the Board of Directors of Enel Russia PJCS</p> <p><b>Alexey Gruzdev</b>, Deputy Minister of Economic Development of the Russian Federation</p> <p><b>Evgeny Kogan</b>, Investment Banker, Professor, Higher School of Economics</p> <p><b>Malena Mard</b>, Ambassador Extraordinary and Plenipotentiary of the Kingdom of Sweden to the Russian Federation</p> <p><b>Vítězslav Pivoňka</b>, Ambassador Extraordinary and Plenipotentiary of the Czech Republic to the Russian Federation</p> <p><b>Paulo Vizeu Pinheiro</b>, Ambassador Extraordinary and Plenipotentiary of Portugal to the Russian Federation</p> <p><b>Alexis Rodzianko</b>, President of the American Chamber of Commerce in Russia</p> <p><b>Pasquale Terracciano</b>, Ambassador Extraordinary and Plenipotentiary of the Italian Republic to the Russian Federation</p> <p><b>Umetsu Tetsuya</b>, Head of Japan External Trade Organization (JETRO)</p> <p><b>Torkunov Anatoly</b>, Rector of MGIMO-University</p> <p><b>Vittorio Torrembini</b>, President of GIM-Unimpresa</p> <p><b>Alf Torrents</b>, Executive Director of the Russo-British Chamber of Commerce</p> <p><b>Ernesto Ferlenghi</b>, President of the Association of Italian Industrialists Confindustria Russia</p> <p><b>Matthias Schepp</b>, Chairman of the Board of the Russian-German Chamber of Commerce</p>
<p><b>13.30-14.40</b></p> <p><b>Tent No. 2</b></p>	<p><b>PANEL DISCUSSION “MEDICINE OF THE FUTURE”</b></p> <p><b>With the support:</b> </p> <p>As many experts note, the COVID-19 pandemic has raised the issue of accelerating the development of the medical sector, due to which a significant breakthrough will take place in the coming years in the following areas: new strategies of out- and in-patient treatment – distribution of streams of patients in order to minimize contacts; development of local producers and their active integration into the supply chains (primarily, manufacturers of consumables, medical equipment and personal protective equipment); development of digital healthcare tools (telemedicine and remote patient monitoring), active use of drones and robotics in prevention and treatment of diseases, use of AI in order to accelerate production of new drugs and vaccines, as well as a full-fledged subject of telemedicine.</p> <p>It is expected that big data will have a significant impact on the transformation of medicine due to several qualitatively new factors, such as the ability to receive</p>

	<p>conditionally continuous data on the course of the disease and the patient's condition (for example, blood glucose levels or monitoring blood pressure and ECG) online instead of discreteness and measurements with errors due to different degrees of patient adherence to treatment, etc., the possibility of using and comparing multimodal big data, incl. data of mobile operators, banks, etc. All of this will require changes not only in the technologies but also from doctors and patients. What is required from a doctor today and in the nearest future? What is required from the patient?</p> <p>Discussion topics:</p> <ul style="list-style-type: none"> <li>• What are the main challenges and prospects in shaping the medicine of the future?</li> <li>• What new medical technologies based on digitalization and big data have already begun to be widely implemented in the process of prevention and treatment of diseases in Russia and the world?</li> <li>• What are the potential systematic and qualitative changes in connection with new analysis possibilities, including AI?</li> </ul> <p><b><u>Moderator:</u></b>  <b>Kirill Kaem</b>, Senior Vice President for Innovations, Skolkovo Foundation, member of the Supervisory Board of the National Base of Medical Knowledge Association</p> <p><b><u>Speakers:</u></b>  <b>Sergey Anufriev</b>, Founder and Director of St. Petersburg Medical Forum, Associate Professor of St. Petersburg State Medical Academy n.a. I.I.Mechnikov  <b>Henrique Martins</b>, Doctor, Associate Professor, ISCTE-IUL (Portugal)  <b>Ivan Ozhgikhin</b>, Deputy General Director of Shvabe Holding for the Development of Sales, Marketing and Service Support for Civil Products  <b>Sophie Park</b>, Chief Strategist of G4A Digital Health Partnerships Bayer AG  <b>Alexander Panov</b>, Head of Commercial Practice, Life Sciences, Pepeliaev Group  <b>Natalya Popova</b>, First Deputy Director General of Innopraktika, Public Ombudsman on Protection of Rights of High-Tech Dominant Companies  <b>Pavel Pugachev</b>, Deputy Minister of Health of the Russian Federation  <b>Zeev Rotstein</b>, General Director of Hadassah Medical Center (Israel)  <b>Oleg Teplov</b>, Chief Executive Officer of VEB Ventures</p>
<p><b>13.30-14.40</b></p> <p><b>Tent No. 3</b></p>	<p><b>PANEL DISCUSSION</b>  <b>“HI-TECH VS ECO FARMING”</b></p> <p><b>With the support:</b></p> <div style="text-align: center;">       Иннопрактика   </div> <p>Since the beginning of 2020, the global economy has been facing challenges from the spread of the SARS-CoV-2 virus. Analysts have noted changes in the agricultural sector. The governments of different countries restrict export of strategically important products. With changes in supply chains, there is an increasing likelihood of food shortages for import-dependent countries and lower</p>

incomes for countries with an export-oriented agrarian model. As for Russia, market participants have already faced an increase in production costs due to a change in the ruble exchange rate against the main currency of purchases. At the same time, according to surveys, assessing the impact of the pandemic, more than half of the participants in the global agricultural market are inclined to believe that its consequences will have a lesser effect on the agricultural sector than climate change. Agricultural producers expect negative effect for yields and reduced productivity in the livestock industry. Thus, global agriculture needs solutions to minimize the impact of the pandemic in the short term and new technological solutions to improve opportunities in the face of climate instability. Some producers are inclined to believe that in order to overcome these challenges, Hi-tech developments are needed, including technologies of “precision farming”, yield assessments, etc. To ensure sufficiency of products, many manufacturers also resort to the active use of new biotechnologies, fertilizers, pesticides, GMO technologies (in those countries where it is allowed). All this is part of an R&D process aimed at increasing yields and food availability. Another part of producers is focused on the use of environmentally friendly technologies in the production of agricultural products, since this is much more consistent with the principles of a sustainable economy, allows to get healthier products without losing productivity, and also contributes to solving social problems. During the panel discussion, we will discuss what points of contact can be found between these two approaches, and how they can be used in solving the issues voiced.

Discussion topics:

- Is there a fundamental contradiction between the development of high technologies in agricultural production and organic (ecological, biological) agriculture; are these two approaches so far from each other nowadays?
- What are the main technology trends in the field of agriculture in the world?
- How will the industry regulation change?
- What is the future of agriculture: high-tech or environmentally compliant?

**Moderator:**

**Elena Saratseva**, Deputy Head of Autonomous Non-Commercial Organization “Russian Quality System”

**Speakers:**

**Vladimir Avdeenko**, Head of the Department for Development of Agri- and Biotechnologies “Innopraktika”



**Ralf Bendisch**, General Director of CLAAS LLC (Germany)

**Clive Blacker**, Director and Founder of Precision Decisions LTD

**Sergey Korshunov**, Chairman of the Board of the Union of organic agriculture

**Vladimir Sitnov**, Senior Vice President of Sberbank PJSC

**Maxim Uvaydov**, Deputy Minister of Agriculture of the Russian Federation

<p><b>14.45–15.15</b></p> <p><i>Tent No. 4</i></p>	<p><b>PRESENTATION: “NEW OPPORTUNITIES: ESCROW AND LETTERS OF CREDIT IN PUBLIC PROCUREMENT PROCEDURES”</b></p> <p><b>With the support:</b>  <b>SBERBANK</b></p> <p>The pandemic crisis increases the risks of non-payment on transactions. A shortage of circulate assets forces buyers to abandon their prepayments and restricts sellers in scope of deliveries.</p> <p>We suggest using existing market mechanisms to ensure timely payment and trade financing. Banks already have positive experience in reducing risks in settlement and financing - the use of escrow accounts under 214-FZ and letters of credit.</p> <p>As part of the presentation “New opportunities for escrow and letters of credit in procurement activities” Evgeny Kravchenko, Head of Trade Finance at Sberbank, will talk in detail about all the advantages of these instruments, which not only provide timely settlements, but also allow companies to maintain circulating assets.</p> <p><b><u>Speaker:</u></b>  <b>Evgeny Kravchenko</b>, Head of Trade Finance at Sberbank PJSC</p>
<p><b>14.45–15.15</b></p> <p><i>Tent of the Department of Entrepreneurship and Innovative Development of Moscow</i></p>	<p><b>MASTER CLASS</b></p> <p><b>“INTERNET ADVERTISING LIFE HACKS FOR BUSINESS”</b></p> <p><b>With the support:</b>  <b>DEPARTMENT OF ENTREPRENEURSHIP AND INNOVATIVE DEVELOPMENT OF MOSCOW</b></p> <p>How to quickly improve the advertising campaign on the Internet, and what most entrepreneurs who work with Internet marketing do not know. In the master class you will learn a few new tools that can be implemented at once to get more traffic, conversion and profit from Internet marketing.</p> <p>Master class program includes:</p> <ul style="list-style-type: none"> <li>• life hacks for overall Internet marketing improvement</li> <li>• PPC advertising life hacks</li> <li>• targeted advertising life hacks</li> <li>• SMM life hacks</li> <li>• SEO life hacks</li> </ul> <p><b><u>Speaker:</u></b>  <b>Pavel Borevich</b>, Founder and Director of Gradus° digital marketing agency, Internet marketing expert</p>

15.30-17.30

*Tent No. 1*

## **PLENARY SESSION “THE IMMUNE SYSTEM OF THE WORLD ECONOMY”**

In 2020 most countries, facing a new threat — the COVID-19 pandemic, began to impose restrictions aimed at reducing the spread of the virus and reducing the number of victims of the epidemic among population.

The economies of countries firstly experienced a demand shock and then a supply shock as a result of the imposed restrictions aimed at disease containment. In order to relieve these shocks, the countries developed and implemented measures unprecedented in volume and content in order to compensate the decline in household incomes, production volumes, GDP of countries, while at the same time fulfilling the tasks of stabilizing both the financial and budget systems. Today, the population and business are actively restructuring their behavior patterns, trying to adapt to the new rules in the context of social distance, remote work, development of distance forms of production and provision of services.

But realizing the fact that the threat of resurgence of the COVID-19 pandemic remains, representatives of states, business and the expert community continue to work not only on developing a vaccine against the virus, but are also looking for ways to strengthen the immunity to such shocks in the future, both on the global economy scale and on the scale of a single country, industry or a specific company.

Discussion topics:

- What are the recovery scenarios for the global economy and countries?
- What recommendations on recovery of growth rates can be given to developed, developing and raw material producing countries?
- Is it possible to take measures to strengthen the immune system of the global economy and the economies of countries?

### **Moderator:**

**Marianna Maksimovskaya**, the President of Group of Companies "Mikhailov & Partners", Russian journalist and TV host

### **Speakers:**

**Yuri Borisov**, Deputy Prime Minister of the Russian Federation

**Deborah Bronnert**, British Ambassador to the Russian Federation

**Vladimir Gruzdev**, Chairman of the Board of the Association of Lawyers of the Russian Federation

**Oleg Deripaska**, Founder of RUSAL Group of Companies, Founder of the “Volnoe Delo” Foundation

**Vladimir Efimov**, Deputy Mayor for Economic Policy and Property and Land Relations, Moscow City Government

**Andrey Klepach**, Chief Economist of the State Development Corporation VEB.RF

**Malena Mard**, Ambassador Extraordinary and Plenipotentiary of the Kingdom of Sweden to the Russian Federation

<p><b>Yakov Mirkin</b>, Chairman of the Scientific board of the Institute for the Economy of Growth Stolypin P.A., Head of the Department of International Capital Markets, IMEMO RAS, Doctor of Economics, Professor</p> <p><b>Ceyla Pazarbasioglu</b>, the World Bank Group's Vice President for Equitable Growth, Finance and Institutions</p> <p><b>Vítězslav Pivoňka</b>, Ambassador Extraordinary and Plenipotentiary of the Czech Republic to the Russian Federation</p> <p><b>Paulo Vizeu Pinheiro</b>, Ambassador Extraordinary and Plenipotentiary of Portugal to the Russian Federation</p> <p><b>Alexander Plekhanov</b>, Director for Transition Impact and Global Economics at the EBRD Office of the Chief Economist</p> <p><b>Sergey Sobyanin</b>, Mayor of Moscow</p> <p><b>Rodolfo Lacy Tamayo</b>, Director of the Environment Directorate at the Organisation for Economic Co-operation and Development OECD</p> <p><b>Pasquale Terracciano</b>, Ambassador Extraordinary and Plenipotentiary of the Italian Republic to the Russian Federation</p> <p><b>Boris Titov</b>, Presidential Commissioner for the Entrepreneurs' Rights, Chairman of the Supervisory Board of the Institute for the Economy of Growth P.A. Stolypin</p> <p><b>Arnaud Le Foll</b>, Total Country Chair Russia and General Director, Total E&amp;P Russie</p> <p><b>Antti Helanterä</b>, Ambassador Extraordinary and Plenipotentiary of Finland to Russia</p>
---

## SEPTEMBER 4

(FRIDAY)

### “DIGITAL TRANSFORMATION – A BALANCE OF INTERESTS”

10.00-12.00

*Tent No. 1*

#### PLENARY SESSION

#### “DIGITAL REBOOT OF INDUSTRIES: STRATEGIC ADVANTAGE DURING A PANDEMIC”

With the support:



Digital transformation of enterprises and industries in recent decades has become the new reality in which the majority of the world’s population used to live.

Many experts note that precisely as a result of such deep penetration of digital technologies into our lives, the COVID-19 pandemic has become so significant for the history of the world, since everyone could follow the “progression of events” in real time and from any part of the world.

But at the same time, digital technologies, including big data technologies, AI, the Internet of things, technologies ensuring the operation of platform companies, have played a crucial role during the pandemic.

The business using digital services and platforms was able to save the revenues by switching to the provision of services and the delivery of goods remotely, employees were able to save the income, since they continued to work in the remote format.

New digital services create new methods of communication between companies and consumers as well as establish new markets. The future-oriented companies shall implement digital strategies and benefit from the best digital solutions.

The representatives of the leading business ecosystems and platforms will discuss the best digital solutions at the plenary session, allowing businesses to work and develop in the new digital world.

#### Moderator:

**Darya Penchilova**, Digital Curator, Deputy Chief Editor of TASS News Agency

#### Speakers:

**Alexander Belokopytov**, Vice President, Head of Legal Entities Ecosystem Directorate of PJSC Sberbank

**Eugene Danchikov**, Minister of the Government of Moscow, Chief of Head Control Department of Moscow

**Daniil Yegorov**, Head of the Federal Taxation Service


**Gervais Pellissier**, Deputy CEO, Orange’s Executive Director Human Resources and Group Transformation (France)


**Gleb Pokatovich**, First Deputy Head of the Analytical Center under the Government of the Russian Federation

**Maxim Tadevosyan**, Chief Executive Officer, Rambler&Co



**Dmitry Khalin**, Member of the Board – Vice President for Cloud & Digital Solutions of PJSC MTS





	<p><b>Sergey Shvetsov*</b>, First Deputy Governor of the Central Bank of the Russian Federation</p>
<p><b>12.30-16.00</b></p>	<p><b>Panel discussions:</b>  <b>“Digital Transformation of Industries under COVID-19”</b></p>
<p><b>12.30-13.40</b></p> <p><i>Tent No. 1</i></p>	<p><b>PANEL DISCUSSION</b>  <b>“GROWING HIGH-TECH COMPANIES – COMPETITION BETWEEN COUNTRIES AND MEGACITIES”</b></p> <p><b>With the support:</b> </p> <p>Since the beginning of the pandemic, caused by the coronavirus infection, many countries, as part of programs for economic recovery and ensuring further sustainable economic growth, have begun to highlight high-tech companies as a key driver of strengthening the immune system of industries and the economy as a whole.</p> <p>The central place in the framework of economic policy aimed at stimulating high-tech companies, in fact, in all countries is occupied by the largest cities – megacities, which implement tax support measures, provide access to debt financing, remove administrative barriers, remove regulatory barriers, create special technology parks, etc.</p> <p>Given the fact that it is the companies that are becoming the key to economic growth, competition arises between the largest megacities in the world to grow high-tech companies – world leaders in their field.</p> <p>As part of the panel discussion, representatives of government authorities, development institutions, the expert community and the most successful entrepreneurs will discuss the key factors of success in competing for the creation and development of high-tech companies in countries and megacities.</p> <p>Discussion topics:</p> <ul style="list-style-type: none"> <li>• What are the key success factors in competing for the growth of high-tech companies?</li> <li>• Is “Smart Specialization” and cooperation possible within the framework of the competition of megacities for the creation of high-tech companies?</li> <li>• What ways of stimulating companies to innovate are possible and applied?</li> <li>• What are the best Russian and foreign practices implemented?</li> </ul> <p><b><u>Moderator:</u></b>  <b>Victoriya Kladiyeva</b>, Anchor, Journalist of TASS News Agency</p> <p><b><u>Speakers:</u></b>  <b>Lee Chu Bu</b>, Chief Executive Officer of Itramas Corporation (Malaysia)  <b>Anatoliy Valetov</b>, Head of Moscow Innovation Cluster Foundation  <b>Alexander Krasny</b>, First Deputy Director General – Executive Director of NTC Bakor LLC  <b>Mikhail Levchuk</b>, Executive Director of ARGUS SPECTRUM  <b>Natalya Popova</b>, First Deputy Director General of Innopraktika, Public Ombudsman on Protection of Rights of High-Tech Dominant Companies</p>

	<p><b>Oksana Tarasenko</b>, Deputy Minister of Economic Development of the Russian Federation</p>
<p><b>12.30-13.40</b></p> <p><b>Tent No. 2</b></p>	<p><b>PANEL DISCUSSION</b>  <b>“INDUSTRIAL DESIGN AND YOUNG ENGINEERS – A NEW QUALITY OF INDUSTRY”</b></p> <p><b>With the support:</b> </p> <p>Traditionally, industrial design was considered as one of the main tools to improve the competitiveness of products, but as coronavirus infection spread, this sector became one of the keys in the re-engineering of production for new consumer needs.</p> <p>Industrial designers have become the main source of new ideas in everything relating to the creation of creative, accessible, modern and ergonomic goods including those for medical purposes. 3D modeling, creation of autonomous digital factories ready to create individual turnkey solutions have begun to be implemented in the production process due to their ideas.</p> <p>Development of industrial design inextricably linked to digitalization of this sector – integrated platforms with templates for modeling and printing of the most popular goods are being created today.</p> <p>That is why the industrial design centers now become the centers of collective use allowing a wide range of industrial enterprises in different sectors of the economy to bring their products to a completely new level.</p> <p>Discussion topics:</p> <ul style="list-style-type: none"> <li>• What is the place of industrial design in the post-coronavirus world?</li> <li>• How will the development of industrial design influence changes in global production chains?</li> <li>• Will industrial design become an integral part of any production process?</li> </ul> <p><b><u>Moderator:</u></b>  <b>Alexey Litvyakov</b>, Journalist of TASS News Agency</p> <p><b><u>Speakers:</u></b>  <b>Adrien Danière</b>, President of Nauka Innov CCI France Russie (France)  <b>Alexey Karfidov</b>, Co-Founder, General Designer of Karfidov Lab  <b>Maria Kulakhmetova</b>, Director of Department for Corporate Communications and Educational Programs of Dassault Systèmes  <b>Sergey Smirnov</b>, Founder, Chief Executive Officer of “Smirnov Design” LLC, Director of Center for Research and Development at Stroganov Moscow State Academy of Industrial and Applied Arts  <b>Josef Novacek</b>, Chief Executive Officer of Linet CEE (Czech Republic)  <b>Elena Panteleyeva</b>, Director for Development of 2050.LAB National Center of Industrial Design and Innovations  <b>Paul Priestman</b>, Creative Director of CRRC Sifang, Founder and Director of Priestmangoode (United Kingdom)</p>



	<p><b>Sven Rudolph</b>, Co-Founder of Rudolph Schelling Webermann (Denmark)</p>
<p><b>12.30-13.40</b></p> <p><i>Tent No. 3</i></p>	<p><b>PANEL DISCUSSION</b></p> <p><b>“CROWD INVESTMENTS AND DIGITAL ASSETS”</b></p> <p>As coronavirus infection spread, the new sources of funding have begun to play an increasingly important role in providing financial resources to enterprises and population.</p> <p>The great majority of funds from the largest crowdfunding platforms in the EU countries and the USA have been used to provide a wide range of support to hospitals, ambulance services and medical personnel, from funds to purchase lung ventilators, masks and other medical products to pay for taxi services and meals for all medical personnel.</p> <p>However, as many experts note, despite the significant growth of new sources of funding, their future remains uncertain – key restrictions that hinder their further development remain digital insecurity and fraud, as well as overly strict government regulation.</p> <p>Discussion topics:</p> <ul style="list-style-type: none"> <li>• How can further development of crowd investments and digital assets be ensured?</li> <li>• Will they replace traditional sources of funding in the future?</li> </ul> <p><b><u>Moderator:</u></b></p> <p><b>Leonid Anuchin</b>, Advisor to the Presidential Commissioner for the Entrepreneurs’ Rights, Chairman of the Supervisory Board of the Institute for the Economy of Growth named after P.A. Stolypin</p> <p><b><u>Speakers:</u></b></p> <p><b>Anatoly Aksakov</b>, Chairman of Committee on Financial Market of the State Duma of the Russian Federation</p> <p><b>Yuri Bozhor</b>, Head of Expert Group of Financial Inclusion Department of the Consumers Rights Protection and Financial Service Availability Unit of the Central Bank of the Russian Federation</p> <p><b>Iliya Dimitrov</b>, Ombudsman on Digital Economy Development, President, Founder of Seldon Group of Companies</p> <p><b>Kirill Kosminskiy</b>, Executive Director of Investment Platform Operators Association</p> <p><b>Ingus Linkevics</b>, Chief Executive Officer of Wisefund (Latvia)</p> <p><b>Epi Ludvik</b>, Founder, Chief Executive Officer of Crowdsourcing Week (Singapore)</p> <p><b>Armen Minasyan</b>, Partner of Potok.Holding, Advisor to Chief Executive Officer, Member of Potok.Digital Executive Council</p> <p><b>Boris Slavin</b>, Academic Director of Information Technology and Big Data Analytics of Financial University under the Government of the Russian Federation</p>

	<p><b>Alexey Sheverdyakov</b>, Member of Chamber of Lawyers of Moscow</p> <p><b>Arseny Shcheltsin</b>, Director of Digital Platforms, Autonomous Non-Commercial Organization</p>
<p>13.45 – 14.15</p> <p><i>Tent No. 4</i></p>	<p><b>MASTER CLASS: “DIGITALIZATION OF BUSINESS PROCESSES”</b></p> <p><b>With the support:</b> </p> <ol style="list-style-type: none"> <li>1. Description of a business process as first step to Digitalisation.</li> <li>2. Digitalisation and automation — needless expenses or necessary condition for survival.</li> <li>3. Using of product ecosystems for businesses digitalization.</li> </ol> <p><b>Speaker:</b>  <b>Nikolay Bogdanov</b>, First Deputy CEO, Head of Advanced Projects Directorate of JSC Delovaya Sreda</p>
<p>13.45 – 14.15</p> <p><i>Tent of the Department of Entrepreneurship and Innovative Development of Moscow</i></p>	<p><b>MASTER CLASS: “THE LAWS OF MULTIPLE GROWTH. MASTER CLASS ON IDENTIFYING WEAKNESSES IN INNOVATIVE BUSINESS”</b></p> <p></p> <p>Master class program includes:</p> <ul style="list-style-type: none"> <li>• Who are trackers and why are they useful? – nurturant profession from Russia.</li> <li>• The laws of multiple growth, key business dimensions and impact dimensions.</li> <li>• How to multiply the profit for several years in a row? Diagnostics of business through the prism of laws of multiple growth, drawing up an action plan for your company.</li> </ul> <p>Case analysis from the audience. Generation of hypotheses for testing.</p> <p><b>Speaker:</b>  <b>Alexander Bakeev</b>, Lecturer in MGIMO and RANEPa, Founder of Tracker Community</p>
<p>14.30-16.00</p> <p><i>Tent No. 1</i></p>	<p><b>PANEL DISCUSSION “ART IN THE WEB”</b></p> <p>Music, cinema, theaters, museums, new spheres of design – the sphere of culture and art has actively “migrated” to the web space, as we can say, since the creation of the Internet, however, the pace of this migration has accelerated significantly during the pandemic.</p> <p>Since the beginning of the epidemic, many famous galleries, museums and theaters have moved all the exhibitions to the web space, instead of traditional</p>

	<p>premieres in cinemas, streaming multimedia platforms have come to the foreground due to the development of alternate and virtual reality technologies.</p> <p>Discussion topics:</p> <ul style="list-style-type: none"> <li>• What is the future of art?</li> <li>• Will art become more accessible and popular?</li> <li>• What kind of digital technologies can be used for creation of art object?</li> </ul> <p><b><u>Moderator:</u></b>  <b>Andrey Sokolov</b>, Deputy Director General of TASS News Agency</p> <p><b><u>Speakers:</u></b>  <b>Andrey Boltenko</b>, Producer, Director of the Eurovision Song Contest 2009 and the Opening Ceremony of the Sochi 2014 Winter Olympics  <b>Anton Danilov</b>, Director of Creative Projects and Product Integrations in Mail.ru Group  <b>Marina Loshak</b>, Director of the Pushkin State Museum of Fine Arts  <b>Ksenia Lyashenko</b>, Producer of Kuflex Studio  <b>Anna Marchenko</b>, Director General of Artifex  <b>Boris Mashkovtsev</b>, Director of FSUE “Creative Production Association “Soyuzmultfilm” Film Studio”  <b>Vladimir Opredelenov</b>, Deputy Director for IT (CIO) of the Pushkin State Museum of Fine Arts  <b>Elena Pronicheva</b>, Executive Director of the Jewish Museum and Tolerance Center  <b>Eloy Martinez de la Pera Celada</b>, Handler of Art and Fashion Projects, Founder, Chief Executive Officer of Sintitulo (Spain)  <b>David Salazar</b>, Editor-in-Chief for OperaWire (Italy)  <b>Francisco Salazar</b>, Co-creator, Lead Publisher of OperaWire (Italy)</p>
<p><b>14.30-16.00</b></p> <p><b>Tent No. 2</b></p>	<p><b>PANEL DISCUSSION</b>  <b>“FOOD INDUSTRY – INNOVATIVE BUSINESS FORMATS”</b></p> <p><b>With the support:</b> </p> <p>Food industry happened to be one of the most affected economy sector over the world. The following few ways can ensure survival of this industry: active implementation of digital technologies, changing format of services provision and client interaction principle (ready-meal factories, contactless trade by vending machines, meal management using food chosen by consumer).</p> <p>As a result of coronavirus outbreak, food processing technology and forms of serving dishes have changed. Delivery services and services for industry players evaluation are still developing in order to stimulate consumers demand by growth of platform and integration companies.</p>

	<p>New formats are widely implemented in many countries, but applicable industry regulation system in Russia actually blocks implementation of innovations.</p> <p>Discussion topics:</p> <ul style="list-style-type: none"> <li>• What kind of experience the countries have in changing their models for control of products quality and safety?</li> <li>• How AI technologies, large amount of data and robots can be involved in food manufacturing?</li> <li>• How quality and safety of food can be improved under COVID-19 conditions?</li> <li>• Are state control and supervision of Food Industry digitalization necessary? How consumers are involved in the control process?</li> </ul> <p><b><u>Moderator:</u></b>  <b>Alexey Litvyakov</b>, Journalist of TASS News Agency</p> <p><b><u>Speakers:</u></b>  <b>Alexander Bobylev</b>, Director of Corporate Food Operations of Maison Dellos  <b>Ksenia Borbacheva</b>, Deputy CEO of Moscow Agency of Innovations  <b>Dmitry Levitsky</b>, President of the Professional Restaurant Alliance, founder of GASTREET International Restaurant Show, GASTROLY Restaurant Tours  <b>Vladimir Rakhmanin</b>, Assistant Director-General, Regional Representative for Europe and Central Asia of the Food and Agriculture Organization of the United Nations  <b>Darya Sonkina</b>, founder of “Dasha’s Pies”  <b>Artur Chistyakov</b>, Managing Director of Uryuk restaurant chain</p>
<p><b>14.30-16.00</b></p> <p><b><i>Tent No. 3</i></b></p>	<p><b>PANEL DISCUSSION</b></p> <p><b>“NEW EDUCATION FOR NEW GENERATIONS”</b></p>  <p>Like many other industries, the education sector as a result of the coronavirus pandemic has also been substantially transformed, and new digital tools and platforms have become an integral part of the educational process. Moreover, studies show that online learning increases the assimilation of information and takes less time, which means that certain mechanisms that are used now may remain after the pandemic.</p> <p>As a result of accelerated technological development, traditional forms of education can no longer provide entire sectors of the economy with high-quality and qualified personnel. As a result, many entrepreneurs completely abandon the traditional formats in favor of accessible, quickly updated, flexible and personalized education formats – digital educational platforms, public lectures by practitioners, internship and “on site” training programs.</p> <p>Discussion topics:</p> <ul style="list-style-type: none"> <li>• What will education look like in the post-coronavirus world?</li> </ul>

	<ul style="list-style-type: none"> <li>• What digital technologies will occupy a full-fledged place in the educational system and how to ensure the availability of new educational technologies for the masses?</li> </ul> <p><b><u>Moderator:</u></b>  <b>Vitaly Survillo</b>, Chairman of the Public Council of the Ministry of Education of the Russian Federation</p> <p><b><u>Speakers:</u></b>  <b>Bénédicte Durand</b>, Vice President of Academic Affairs of the Sciences Po  <b>Alexander Kondakov</b>, Director General of “Mobile E-Education” LLC  <b>Pavel Zenkovich</b>, Vice President for Development of “Prosveshcheniye” Education Holding  <b>Oksana Kosachenko</b>, President of Sistema Charitable Foundation  <b>Marina Lvova</b>, Director of Educational Programs at Dassault Systemes in the Russian Federation and CIS  <b>Jeff Maggioncalda</b>, Chief Executive Officer, Coursera (USA)  <b>Robert Mitton</b>, Chief Executive Officer, BRITEthink Academy (United Kingdom)  <b>Euryale Chatelard</b>, Chief Executive Officer of Eritel Russia, Ambassador of French Tech Hub Moscou (France)  <b>Radek Špicar</b>, Vice-President of the Confederation of Industry of the Czech Republic (Czech Republic)</p>
<p><b>16.00-16.30</b></p> <p><i>Tent No. 4</i></p>	<p><b>PRESENTATION:</b>  <b>SME GROWTH INDEX - NEW STATISTICS FOR BUSINESS AND GOVERNMENT</b></p> <p>With the support:  <b>SBERBANK</b></p> <p><b>Anastasia Alekhnovich</b>, Head of the Expert Center Under the Presidential Commissioner for the Entrepreneurs' Rights in the Russian Federation, Director of the Institute for the Economy of Growth Stolypin P.A.  <b>Boris Titov</b>, Co-Chairman of the Organizing Committee of the Stolypin Forum, Presidential Commissioner for the Entrepreneurs' Rights in the Russian Federation, Chairman of the Supervisory Board of the Institute for the Economy of Growth Stolypin P.A.  <b>Anastasia Tatulova</b>, Founder of Family Cafes and Pastry Factory "Anderson"</p>

<p>16.00 – 16.30</p> <p><i>Tent of the Department of Entrepreneurship and Innovative Development of Moscow</i></p>	<p><b>MASTER CLASS: “THE SKILL OF FORMULATING HYPOTHESES AS THE BASIS FOR MULTIPLE GROWTH. MASTER CLASS ON CREATING SHORT-TERM STRATEGIES FOR THE RAPID GROWTH OF A DIGITAL COMPANY”</b></p>  <p>DEPARTMENT OF ENTREPRENEURSHIP AND INNOVATIVE DEVELOPMENT OF MOSCOW</p> <p>Master class program includes:</p> <ul style="list-style-type: none"> <li>• Development of companies and products by quick and low-cost experiments. Who and when may use this strategy.</li> <li>• Tracking methodology as combination of Lean Startup approach, Growth Hacking and design thinking.</li> <li>• Workshop: diagnostic session – searching for points of growth and metric, on which team should be focused.</li> </ul> <p>Workshop: formulating hypotheses for the first sprint.</p> <p><b>Speaker:</b>  <b>Андрей Торбичев</b>, Managing Partner of Investment fund “Mestorozhdenie”</p>
<p>16.30-18.00</p>	<p><b>Workshops sessions</b></p>
<p>16.30-18.00</p> <p><i>Tent No. 1</i></p>	<p><b>AGRICULTURE IS POPULAR</b></p> <p><b>With the support:</b>   <small>Иннопрактика</small></p> <p>For the past few years both small and large projects providing implementation of world-class high technologies in agriculture have been appearing in Russia. Successful cases creating new niches for new open-minded entrepreneurs in Russian agriculture industry will be presented during session.</p> <p><b>Project “Farmers Ecosystem” – JSC Rosselkhozbank</b> New platform includes services which are aimed to support business: personnel recruitment, qualified veterinary aid, assistance in implementation of digital farm control, services on marketing development, promotion of rural tourism services of farms and financial services of JSC Rosselkhozbank for farmers.</p> <p><b>Project “Innagro” – biologics testing on the sites of PJSC PhosAgro.</b> The project providing testing of biologics for horticulture on PJSC PhosAgro site in FRC “Nemchinovka” is implemented in cooperation with Company Innopraktika (National Intellectual Development).</p> <p><b>Innovation Genomic Selection Center of Miratorg Agribusiness Holding</b> The most difficult tasks for the assessment of genomes and genotyping of all livestock types will be performed in the Center. Over 400,000 DNA tests per year can be done there with the possibility of doubling due to automated equipment and highly qualified specialists. The Center will be able to provide domestic livestock breeders with genetic materials of high quality. The Center ranks among Top 5</p>



	<p>global genetic veterinary laboratories. The Center is the resident of Skolkovo Innovation Center.</p> <p><b>Greenwise - Plant-based Meat Alternatives</b> Greenwise uses ecologically clean raw materials from Russia, processing it at its own factory in Kaluga Oblast. Greenwise implements green technologies that allow producing plant-based products with high-fibrous structure, which gives meat alternatives chewiness and texture of real meat.</p> <p><b>Entoprotech LLC</b>-- The project of recycling the organic waste using Black Soldier Fly and producing the fertilizer and insect feed.</p> <p><b><u>Moderator:</u></b>  <b>Nadezhda Orlova</b>, Head of Department for Economics of Innovation in Agriculture of Institute for Agrarian Studies of the NRU Higher School of Economics</p> <p><b><u>Speakers:</u></b>  <b>Igor Abalakin</b>, Technical Director of Entoprotech LLC  <b>Elena Baturova</b>, Director of Financial Technology Development Center of Russian Agricultural Bank  <b>Nikolay Elatkin</b>, Head of Genetic Laboratory of ABH Miratorg  <b>Roman Kulikov</b>, Deputy Head of Skoltech Digital Agricultural Laboratory, Head of "Selection 2.0" Project at Technology Transfer Centerthe of the NRU Higher School of Economics.  <b>Yulia Marsel</b>, Co-Founder, Director of Marketing of Greenwise /  <b>Artem Ponomarev</b>, Co-Founder, Chief Executive Officer of Greenwise  <b>Viktor Nikitin</b>, Director of City-Farmer LLC  <b>Mikhail Sterkin</b>, Director of Development and Marketing of PJSC PhosAgro</p>
<p><b>16.30-18.00</b></p> <p><b><i>Tent No. 2</i></b></p>	<p><b>FASHION</b></p> <p>Fashion is changeable and it’s not a secret to anyone. Fashion is a reflection of society preferences of such different areas as architecture, design, advertising, art, clothing, footwear, accessories and many others. Moreover, fashion has a big impact on the world economy.</p> <p>Modern fashion production has become mass industry and one of the most significant economy sectors of most developed countries. The fashion industry has a high multiplicative effect on the entire economy and provides the impetus for technology, production of new raw materials and materials.</p> <p>Despite the fact that the fashion industry used to work in a dynamic environment and fierce competition, the crisis phenomena associated with the COVID-19 pandemic have significantly affected this area. At the same time, the crisis has significantly accelerated the digital transformation of the sector: the fashion retail market has changed into online and omnichannel trade, not only the buyers behavior model is changing, but their needs are changing and completely new niches appear.</p>

	<p>The consequences of the COVID-19 pandemic and the devaluation of the ruble may develop Russians' interest in domestic fashion products. The Russian fashion retail market has a chance to strengthen its hand. However, the rise of a new brand in the age of highly competitive fashion market is quite a bold decision.</p> <p>Discussion topics:</p> <ul style="list-style-type: none"> <li>• How to create an exclusive offer on the market and find your buyer?</li> <li>• How to increase sales volume in the new economic environment?</li> <li>• How to win the battle with foreign brands?</li> <li>• How to create a joint venture with foreign partners?</li> </ul> <p><b><u>Moderator:</u></b>  <b>Anna Lebsak-Kleimans</b>, Co-Founder, Chief Executive Officer of Fashion Consulting Group, Ph.D. in Sociology, Professor of the NRU Higher School of Economics.</p> <p><b><u>Speakers:</u></b>  <b>Victoria Andriyanova</b>, Chief Executive Officer, Art Director of Victoria Andreyanova Fashion House  <b>Alena Akhmadullina</b>, Fashion Designer, Founder of Alena Akhmadullina brand  <b>Elena Kazak</b>, Owner, Chief Executive Officer of VECHER Rental Bureau, Fashion Consultant  <b>Alexandra Kaloshina</b>, Founder of Solstudio Textile Group  <b>Olga Leffers</b>, Founder of VintageDream Gallery  <b>Larisa Menshikova</b>, Owner of Noryalli brand, Chief Executive Officer of LLC RusFation  <b>Tatiana Semenova</b>, Founder of SILKME brand, LACITTA brand  <b>Maria Titova</b>, Founder of Cocos Moscow brand  <b>Igor Chapurin</b>, Designer, Founder of Chapurin Russian Fashion House</p>
<p><b>16.30-18.00</b></p> <p><b><i>Tent No. 3</i></b></p>	<p><b>PROTECT YOURSELF</b></p> <p>Session in the format of the Workshop will be held within the Forum with Tatyana Mineeva, Commissioner of Entrepreneurs Rights Protection in Moscow. The Moscow business-ombudsman and a team of Public Commissioners, including lawyers and entrepreneurs, will analyze the situations and cases of the guests of the session in the feedback mode with the audience and will give them an expert assessment.</p> <p>Guests of the session will receive advice on the protection of entrepreneurship, as well as support of professionals and practitioners for the first steps in business.</p> <p><b><u>Speakers:</u></b>  <b>Evgeny Korchago</b>, Lawyer, Public Commissioner for Interaction with Law Enforcement and Control Authorities  <b>Tatiana Mineeva</b>, Commissioner of Entrepreneurs Rights Protection in Moscow.</p>

	<p><b>Dmitry Porochkin</b>, Public Commissioner, Entrepreneur</p> <p><b>Vsevolod Sazonov</b>, Lawyer, Head Receptionist at the Commissioner of Entrepreneurs Rights Protection in Moscow</p> <p><b>Arthur Terisayan</b>, Head Receptionist at the Commissioner of Entrepreneurs Rights Protection in Moscow, Entrepreneur</p>
<p><b>18.00-18.15</b></p> <p><i>Tent No. 1</i></p>	<p><b>Summing up the results of the Forum</b></p>

\*participation to be confirmed