

IBBF 2019

INTERNATIONAL BALTIC BUSINESS FORUM



INTERNATIONAL

BALTIC

BUSINESS FORUM



EXPORT IS
AVAILABLE
TO EVERYONE

EVENT FLOW



VARIETY THEATER
"YANTAR HALL"
SVETLOGORSK,
LENIN ST., 11

FOYER

9.00 AM REGISTRATION OF PARTICIPANTS
10.40 AM WELCOME COFFEE

CONFERENCE

9.40 AM OPENING OF THE EXHIBITION OF THE
9.50 AM KALININGRAD REGION MANUFACTURERS

HALL FOYER

10.00 AM EXHIBITION OF THE KALININGRAD
5.00 PM REGION MANUFACTURERS

CONCERT HALL

10.00 AM PLENARY SESSION (LIST OF
11.30 AM PARTICIPANTS IS BEING FORMED)

Time to export: why export is available to every entrepreneur

GREETING: GOVERNMENT OF THE KALININGRAD REGION

Speeches:

- Representative of JSC «Russian Export Center»;
 - Representative of the Government of the Kaliningrad Region;
 - Representative of the Ministry of Economic Development of the Russian Federation;
- Representative of the export-oriented large and medium-sized businesses of the Kaliningrad region: Dmitriy Hristov,



General Director of LLC "Znamensky Composite Factory";

- Representative of the Industrial Development Fund;
- Representative of JSC «Russian Railways»;
- Representative of the Union "Kaliningrad Chamber of commerce and industry";
- Representative of the General Sponsor: **Natalia Orlova**, chief economist, head of the center for macroeconomic analysis;
- Representative of foreign delegations.

CONCERT HALL FOYER

11.30 AM
4.30 PM

EXPORT LOUNGE

An open networking platform with leading experts in the field of foreign trade. At the site, each exporter will be able to get individual advice from a representative of JSC «RussianExport Center», the Export Support Center, the Association of Exporters of the Kaliningrad Region and bank representatives on export activities matter, to find out about services in terms of export support measures.



11.45 AM - 2.15 PM



PARALLEL SESSIONS

CONFERENCE HALL «AGATE»

11.45 AM
2.15 PM

CONFERENCE PROSPECTS OF THE EXPORT SERVICES DEVELOPMENT

- **Pavel Sivozhelezov**, General Director of the consulting company «Second Pilot»: export of consulting services.
 - Strategy for entering the European market;
 - Features of working with European customers;
 - Expanding the range of services for European customers.
- **Kirill Ovchinnikov**, Artist - the first Russian brand producing luxury products: export of textile services.
 - About entering foreign markets with your brand.
 - How to create a unique style understood by the international community
 - How to make collections presentations
 - How to work with a personal brand.
- **Olga Teslenko**, Director of the design studio «Horeca Solutions»: export of interior design services.
 - How to choose your niche and conclude a contract with a foreign company.
 - How to become a partner company of an international Brand.



- Mistakes in work abroad.
- Export of educational services;
- Representative of JSC Alfa Bank:
Export of IT services.

CONFERENCE

HALL «ONYX 1»

11.45 AM
2.15 PM

ROUND TABLE EXPORT: FIRST STEPS:

- **Olga Kovbasyuk**, Trainer for intercultural communications of entrepreneurial magistracy KrausLab: on intercultural communication for those who plan to enter the international market.
 - How to find your foreign partner,
 - How to get him interested in your offer for cooperation,
 - How to build the first negotiations, which the future of your interaction depends on.
 - Where and how to learn to become a confident and effective exporter and find support to accompany your business in the international market.
- **Tatyana Shaposhnikova**, head of exhibition projects at the International expo-service agency Ltd KingsBurg Expo: how to prepare for participation in the congress and exhibition event;
- Kaliningrad Region Export Support Center: measures of government export support.



- **Yulia Zuykova**, JSC "Alfa Bank" / Foreign Economic Activity consulting / Risks / Passport and service;
- **Leonid Klyuyev**, Director of the Center for Marketing Communications and Conference Management at Moscow State Linguistic University, Ph.D.: linguistics for business
 - MSLU translation agency services, 36 languages;
 - complex of services in audiovisual translation;
 - corporate foreign language training;
 - foreign language courses and programs;
- **Dmitriy Hristov**, General Director of LLC "Znamensky Composite Factory".

CONFERENCE HALL «ONYX 2»

11.45 AM
2.15 PM

ROUND TABLE BEST PRACTICES OF EXPORTERS IN INTERNATIONAL MARKETS

- **Feliks Lapin**, President of the Union "Kaliningrad Chamber of Commerce and Industry";
- **Representative of a Polish company:** How to export to Europe.
- **Representative of the furniture industry in the Kaliningrad region:** Features of export to the markets of the European Union (under determination);
- **Dmitry Sivkov**, President of the Association of exporters of the, Director of LLC Kaliningradskiy Motozavod:



"Features of entering the markets of the USA, Canada, Europe and Japan. Product Positioning, Marketing and Promotion";

- **Representative of the furniture industry in the Kaliningrad region:** Features of export to the markets of the European Union (under determination);
- **Leonid Stepanyuk**, Vice president of LLC DSV Transport: Logistics in export activities - what to take into consideration to while exporting;
- **Representative of a company providing customs support:** Customs regimes, practical aspects of their application;
- **Alexander Pryakhin**, Head of Operating Division of the JSC "Russian Export Center" in Kaliningrad;
- Representative of JSC "Russian Export Center" (under determination);
- **Smirnov Evgeny**, JSC "Alfa Bank" / Hedging / Risks / Conversion / Lending, joint products with the Russian Export Center / Case studies

CONFERENCE HALL «AGATE PREMIUM»

11.45 AM
2.15 PM

MEETING OF THE RUSSIAN-LATVIAN BUSINESS COUNCIL (CLOSED EVENT, ENTRANCE BY LIST)

- Discussion of interaction issues in the context of business cooperation development;

**Participants:**

- Chamber of Commerce and Industry of the Russian Federation and Latvian Chamber of Commerce and Industry;
- Representatives of business communities of the Russian Federation and Republic of Latvia.

**CONFERENCE
HALL «BARRE»****11.45 AM****2.15 PM****MASTER CLASS****“TOURISM ACCELERATOR AS A WAY TO ENTER NEW MARKETS. CASE STUDIES ON THE ADAPTATION OF TOURISM PRODUCTS TO THE NEEDS OF FOREIGN TOURISTS”**

- **Daria Shamray**, project manager for the export support of tourism services of JSC “Russian Export Center”;
- **Natalia Belyakova**, marketing director of Domina Russia, partner of the Territorial Marketing Center;
- **Maya Lomidze**, Executive Director of the Association of Tour Operators of Russia:
 - On the implementation of the accelerator of JSC "REC" for tour operators upon entry to the Kaliningrad region;
 - Adaptation of tourism products and services for the foreign market: designing consumer experience;
 - New markets for the Kaliningrad region: how to enter and what to consider.



- Representatives of business communities of the Russian Federation and Republic of Latvia.

CONFERENCE

HALL

«MALACHITE»

11.45 AM

2.15 PM

MASTER CLASS FEATURES OF EXPORT TO CHINA

Moderator: Vladimir Mashkov, Chairman of the Council of the Kaliningrad Regional Union of Consumer Societies (Regional Consumer Union)

- **Yulia Khantalina**, an expert in the field of international trade, head of the International Export Agency "Svoi Ludi":
 - How to understand that you are ready to export to China ?;
 - Ways for buyers research in China;
 - Features of conducting business negotiations with Chinese partners;
 - What mistakes can be made when entering the Chinese market and how to avoid them?;
 - 10 ways to surprise and keep the Chinese partner;
 - How to sell to China via online trading platforms?;
 - Advices on the protection of intellectual property in China;
 - How to conclude a contract on favorable terms;
 - Forms of payment for export contracts;
 - "Chips" of successful conquest of the Chinese market;
 - Personal cases.



Valery Kaygorodov, CEO China SMM, Head of the Center for Training and Protection of Exporters of the Russian part of the Russian-Chinese Chamber for the Promotion of Trade in Machinery, Technology and Innovation Products: Start of sales in China: sales or marketing, what is primary and what is secondary.

- Determination of demand for goods among Chinese consumers;
- Determination of regional sales, pricing, infrastructure preparation (logistics, storage, delivery);
- Sales and promotion channels. Retail, HoReCa, online.

- **Maksim Spasskiy**, Chairman of the House of Russian-Chinese Friendship in Kaliningrad;
- **Aleksandr Revtyuk**, DEWLACATES company: practical cases, customs legislation, etc.

CONFERENCE HALL «YANTARNY»

11.45 AM
2.15 PM

SEMINAR E-COMMERCE: SALES CHANNELS ABROAD; LOGISTICS; FINANCE; GOVERNMENT SUPPORT FOR E- COMMERCE

- **Mikhail Prikhodko**. World trends in e-commerce that can be implemented in the Russian Federation:
 - Global trends in e-commerce;



- Why you shall think about entering a foreign market;
- Personal experience, mistakes;
- Export options: economy, pros and cons.
- **Mikhail Spitsin.** How to sell products on Amazon in Europe. Economics and experience:
 - Exit options;
 - How much you can earn and how much time it will take to get your first profit;
 - What types of products apply best for e-commerce;
 - Organization of logistics / customs;
 - How to arrange payment receipt.
- **Representative of JSC "Russian Export Center".** Subsidies and assistance to exporters from the state; how to export the goods, what obstacles may be in the way, how can the Russian Export Center help the online exporter;
- **Ilya Abud,** Head of the Directorate for the Development of Digital Business Platforms, Department of Electronic Commerce and the Promotion of the Digital Ecosystem, VTB Bank's Corporate Digital Business Department: Peculiarities of Work at B2B Export Sites:
 - Export catalog of the Kaliningrad region;
 - Export accelerator according to Russian Export Center methodology for SMEs;



- The capabilities of the VTB Business Connect platform for SMEs.

- **Dina Merkulova, Timur Khamidullin:** representatives of the International Department of JSC Alfa Bank: transactional business, compliance;
- **Dina Merkulova,** Representative of JSC Alfa Bank for cooperation with the Russian Export Center / Instruments (letters of credit, VAT refund guarantees, bi-currency loans).

2.15 - 3.00 PM

LUNCH

CONFERENCE
HALL
«YANTARNY»

3.10 PM

5.10 PM

BUSINESS-DIALOGUE

- **ON THE OTHER SIDE OF EXPORT: EXPORT POTENTIAL OF THE KALININGRAD**
- **EXPERIENCE IN LOCALIZING FOREIGN PRODUCTION IN RUSSIA IN ORDER TO CREATE EXPORT PRODUCTS.**

Participants of the dialogue:

- **Stefano Vlahovich,** President of Holding LLC "Produkty Pitaniya", President of the Association of Foreign Investors of the Kaliningrad Region;
- Representatives of foreign delegations from Lithuania, Norway, Korea, Poland,



Estonia, Kazakhstan, Belarus, Germany, Belgium, Netherlands;

- **Pavel Mamontov**, Representative of the Ministry of Foreign Affairs of the Russian Federation in Kaliningrad;
- **Alla Ivanova**, Minister-Head of the Agency for International and Interregional Relations of the Kaliningrad Region;
- **Andrey Tolmachev**, General Director of the Corporation for the Development of the Kaliningrad Region;
- **Dmitry Sivkov**, President, Association of Exporters of the Kaliningrad Region;
- **Alexander Ivanov**, President of the Baltic Business Club Association, General Director of LLC Agrofactory "Naturovo";
- **Natalia Orlova**, representative of JSC "Alfa Bank": economy / export / PR

CONFERENCE HALL «AGATE PREMIUM»

3.10 PM

5.10 PM

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CONCERT HALL

3.10 PM

4.40 PM

FORUM HEADLINERS' PERFORMANCE

- **Igor Mann**, marketer №1 in Russia, speaker, author, publisher;
- **Dmitry Yurkov**, general director of Synergy Digital agency, marketing director of Synergy University;
- **German Gavrilov**, Founder and CEO of Business Analytics Service "Roistat";
- **Olga Grishchenko**, two-time Champion of Russia in management wrestling, founder of the business game development company F5GAME.RU, author of the online training project "Genius of Online Negotiation", professional coach;
- **Anton Rudanov**, an expert on leadership and motivation, head and headliner of the Sparta motivational project for men, co-founder of the charity project "I grow up with sports."