



# THE FIRST EUROPEAN AND RUSSIAN BUSINESS FORUM

## Successful together

24th to 25th September, 2010, Saint-Petersburg,  
Hotel «Park Inn Pribaltiyskaya», Korablestroiteley st., 14

The promptly changing conditions of the modern world predetermine special requirements for business strategy and development. Despite the serious consequences of the global economic crisis, such as instability of the world markets, in particular, the financial sector, the Russian and European businesses maintain their interest in developing mutually beneficial relations. Only joint efforts, aimed at overcoming the crisis and a consideration of mutual interests can help promote companies in the right direction and realize their commercial plans.

### KEY TOPICS:

- Global financial crisis and its consequences for the EU and Russian business community
- What does partnership for modernization mean?
- Russian market during crisis and possibilities for foreign investors. Technical regulation harmonization prospects
- New Russian-European business initiatives
- Customs Union between Russia, Belarus and Kazakhstan. What's new for business?
- Practical aspects of doing business in Europe and Russia. Russian business in Europe. Expectations and reality
- Round tables: Health and pharmaceuticals; Electro energy and energy efficiency

### TARGET AUDIENCE:

- European and Russian business representatives
- Representatives of public authorities of Russia and the EU
- Sectoral associations
- Financial organizations
- Consulting companies

### ONLY AT THE FORUM:

- Presentation of investment opportunities within the Russian regions
- B2B meetings
- Presentation of the Investment projects catalogue
- Meeting of European companies of North-West of Russia

### OPERATED BY:

AEB Business LLC

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North-West Development and Investment Promotion Agency

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### ORGANIZER:



Association of European Businesses

### OPERATED BY:



North-West Development and Investment Promotion Agency

### UNDER THE AUSPICE OF:



Northern Dimension Business Council



Association "North-West"

### PLATINUM SPONSOR:



### SILVER SPONSOR:



## Key speakers

(confirmed and invited):



**A. Chubais**

Head of Supervisory Council, CEO of the RUSNANO, Co-chairman EU - Russia Industrialists' Round Table



**W. Clement**

Former Federal Minister of Economics and Labour of Germany; Former Prime Minister of the State of North Rhine Westphalia



**L. Corneliusson**

Head of Volvo Trucks Corporation Office in Russia



**K. de Gucht**

European Commissioner for Trade



**E. Faidy**

Director General, Michelin Russia



**K. Johansson**

CIS SAMP, Ernst & Young, Foreign participants coordinator of the Foreign investment advisory council



**R. Hartmann**

Head of Representative Office E.ON Ruhrgas AG, Chairman of the Executive Board, Association of European Businesses



**T. Kuula**

President and CEO, Fortum Corporation, Co-chairman of Northern Dimension Business Council



**I. Klebanov**

Plenipotentiary Envoy of the President of the Russian Federation to the North-West Federal District



**A. Lavrentieva**

Director, Tax & Legal Services, PricewaterhouseCoopers



**V. Matvienko**

Governor of St. Petersburg



**A. Mordashov**

Director General, OJSC "Severstal", Co-chairman of Northern Dimension Business Council



**A. Pilloux**

Managing Director, Industry, Commerce and Agribusiness EBRD



**A. Shokhin**

President, Russian Union of industrialists and entrepreneur



**I. Shuvalov**

First Deputy Prime Minister of the Russian Federation



**F. Valenzuela**

Head of EU Delegation to Russia

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24th to 25th September, 2010  
"Park Inn Pribaltiyskaya"  
Saint-Petersburg, Korablestroiteley st., 14



## AGENDA

### 23 September 15:00-18:00

Pre-Forum event

Master-class, "Mechanism of project finance organization and principles of Public-Private Partnership formation".

### 24 September 8:30-19:00, 25 September 8:30-13:00

Simultaneously the Forum will feature exhibition. Participants of the exhibition: Regions of the Russian Federation, Russian and European companies, sponsors, organizers

### 24 September

08:00-09:00	Registration	
09:00-10:00	Opening	
10:00-11:30	Discussion: Global financial crisis and the EU and Russian business community	
11:30-12:00	Coffee-break	
12:00-13:30	Discussion: Possibilities for the development of the European business in Russia. Partnership for modernization.	
13:30-14:30	Lunch	
14:30-16:00	Discussion: The investment climate in Russia	
16:00-16:30	Coffee-break	
16:30-18:30	Discussion: "Current questions with regard to doing business in Russia". Practical aspects.	Discussion: "The international cooperation: new initiatives. Northern Dimension Business Council"
19:00-21:30	Reception for participants and guests.	

### 25 September

9:00-13:00 <b>Round table</b> Health and pharmaceuticals	9:00-13:00 <b>Round table</b> Electro energy and energy efficiency	Russian regions presentation. Investment projects presentation.	<b>B2B-meetings</b>
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## REGISTRATION FEE

Before 1st September 2010.

**24th to 25th September, 2010 The European and Russian Business Forum**

Participation fee: 570 euros (520 euros)\*

**25th September, 2010 Business contacts exchange**

Participation fee: 175 euros (130 euros)\*

**\*Participation fee for AEB member companies**

**VAT (18 %) is not included**

For additional information and registration, please visit our website [www.investa.spb.ru](http://www.investa.spb.ru) / [www.aebus.ru](http://www.aebus.ru)  
or call +7 812 622 14 87