

EVENT PROGRAM

Foreign Trade Conference: Made in Moscow for export

9:00 a.m. - 10:00 a.m.

Registration of participants. Coffee break

Parallel sessions

10:00 a.m. - 11:30 a.m.
Hall 1

Expert session | IT-industry Moscow export growth points

For Russia, IT is a new business card and an undeniable growth point. Russian IT-companies are known all over the world, start-ups are blowing up foreign markets, and individual IT-specialists are highly competitive. IT unite all sectors of the economy and open unprecedented opportunities for the convergence of industries and technologies. IT industry in the context under discussion is interesting both as a source of export of high-tech competitive products, and export of services.

Topics for Discussion:

- Barriers in the way of development of export potential of IT industry
- Problems of licensing and certification of goods intended for foreign markets
- Marketing and advanced PR – with the help of what and how to build a global brand

Moderator:

- **Ilya Sachkov**, Co-founder, General Director, Group-IB

Panel Participants:

- **Eduard Lysenko**, Minister of the Government of Moscow, head of the Department of Information Technologies, City of Moscow
- **Olga Uskova**, President Cognitive Technologies Group
- **Roman Kletsikh**, Deputy General Director for Government Relations, InfoWatch JSC
- **Olga Minaeva**, GR Director, ABBYY
- **Vladimir Rubanov**, Managing Director, Rosplatforma
- **Andrey Bykov**, Development Director, Russian-Singapore Business Council

10:00 a.m. - 11:30 a.m.
Hall 2

Expert session | Strong power of Moscow – export of industrial goods

Moscow is the largest industrial and production hub in a global context, which also has a concentration of significant knowledge based capital resources that enable to do high-quality R&D for the needs of industries. The key issue is how to convert Moscow's industrial and knowledge based capacities into export of competitive goods and services? Who wins the export race: industrial giants or high-tech SMEs?

Topics for Discussion:

- Barriers in the way of development of export potential
- Problems of licensing and certification of goods
- Commodity credits
- Specific features of supply insurance

Moderator:

- **Tatyana Redko**, Deputy Director General, Renault Russia CJSC

Panel Participants:

- **Aleksey Artemov**, First Deputy Head of the Department of Investment and Industrial Policy of the City of Moscow
- **Valentin Chuguev**, Head of Civil products export, Shvabe Moscow
- **Christopher Miller**, Head of Russia Programs, World Bank Russia
- **Sergey Pronin**, Deputy Chairman, Executive Director, Russian-Singapore Business Council
- **Ilya Chekh**, founder, CEO, Motorika
- **Margarita Fedotova**, First Vice-President of the Russian-Asian Union of Industrialists and Entrepreneurs
- **Sergey Matveev**, General Director, KOSKO
- **Olesya Korelskaya**, Certification Projects Coordinator, ITRC

10:00 a.m. - 11:30 a.m.
Hall 3

Expert session | Export potential of Moscow food industry

Products of agricultural and industrial complex are one of the most powerful export items in Russia. Such products are highly competitive and traditionally well sold in the global market. At the same time, it is obvious that Moscow is an industrial and service hub (and not an agricultural and industrial one) and is an extremely large domestic market for consumption. So what shall be an incentive and encourage the food industry companies in Moscow to be able to actively enter the foreign markets?

Topics for Discussion:

- Problems of certification of goods for the foreign market
- Barriers, protectionist measures of importing countries
- Brand protection in foreign markets
- Limitation modes
- Marketing and advanced PR - with the help of what and how to build a global brand

Moderator:

- **Elena Shifrina**, founder, BioFoodLab

Panel Participants:

- **Kirill Ilyichev**, General Director, Moscow export center
- **Alexey Nosenko**, Deputy Managing Director, LLC United Bakers
- **Aleksandr Vainshtok**, General Director, 0 Calories LLC
- **Saito Daisuke**, Head of the Representative office of ROTOBO in Russia
- **Maria Petchenko**, Co-founder, Peroni
- **Valery Kaigorodov**, General Director, China SMM

10:00 a.m. - 11:30 a.m.
Hall 4

Expert session | Export of services – significant contribution of intangible assets

Services have become one of the key components of the global exports: their share in total shipments has increased over the past seven years. At the same time, the volume of Russian export of services in 2017 passed a milestone of three-year maximum and amounted to \$60 billion US dollars. However, the growth potential of the services sector is still not used to the fullest extent. The opportunities of Moscow companies in increasing the export of services are especially attractive.

Topics for Discussion:

- Export services features;
- Export potential of education, construction services, medical tourism;
- Accelerating the export of creative industries.

Moderator:

- **Ekaterina Cherkes-zade**, Director, Universal University

Panel Participants:

- **Kristina Volkonitskaya**, Deputy Head of the Department of Entrepreneurship and Innovative Development of the City of Moscow
- **Irina Mastusova**, Executive Director, Animation Film Association
- **Andrey Shkoda**, Chief Physician, Vorokhobov City Clinical Hospital No. 67
- **Aleksandr Laryanovsky**, Managing Partner, SkyEng
- **Ekaterina Dobryakova**, Founder of the KATYA DOBRYAKOVA brand

11:30 a.m. - 11:45 a.m.

Coffee break

11:45 a.m. - 0:45 p.m.
Hall 3

**PECHAKUCHA | Presentation of “guru” of foreign economic activity.
Only the most crucial and important things**

20 slides and 20 seconds for each – presentation in the format of PECHAKUCHA. Only key topics that concern the exporters. The key element of a successful speech is the in-depth study of the content and the way of presentation of key information for listeners.

Why is it important?

The reports follow one another. The format of a presentation was created for the modern listener – a person who does not have much time for long conversations.

Moderator:

- • **Pavel Orlov**, TV presenter, Russia 24

Participants:

- **Ilya Kretov, Foundar**, eBay Russia | “Sales on eBay. 5 Main Steps.*
- **Nina Chaplinskaya**, Deputy Head, Foreign Economic Office, Department of Transactional Business, PJSC Bank FC Otkrytie | Currency Control. Rules of the Game
- **Ilya Abud**, Business Development Director, VTB Bank
- **Anna Klinskova**, Vice President, Sales and Marketing, DHL Express Russia

0:45 p.m. - 1:20 p.m.
Hall 3

Interview in Public Talk format

Speaker:

- **Yuliana Slashcheva**, Chairperson of the Board, Soyuzmultfilm Film Studio

Master of ceremony:

- **Pavel Orlov**, TV presenter, Russia 24

11:45 a.m. - 0:20 p.m.
Hall 4

Interview in Public Talk format

Speaker:

- **Anna Tsfasman, Founder**, “Double-B”

Master of ceremony:

- **Tatiana Naumova**, Editor-in-Chief, Delovoe Utro (Business Morning), NTV channel

0:20 p.m. - 1:20 p.m.
Hall 4

Keynote | Lessons learnt – unsuccessful experience of entering the foreign markets

The founders and CEOs of Moscow companies will share their most vivid experience when entering foreign markets. The entrepreneurs will look into unsuccessful experience of bringing a brand to a foreign market, concluding contracts with foreign counterparts, searching for clients and partners in another country. In this session, you will receive reliable information and necessary knowledge about the things, which you definitely have to avoid doing.

Moderator:

Tatiana Naumova, Editor-in-Chief, Delovoe Utro (Business Morning), NTV channel

Panel Participants:

- **Marina Ross**, Co-Founder, HYDROP
- **Andrey Rogozin**, Founder, Tabula Sense
- **Maksim Chebotarev**, head of FRII Business Angels Club
- **Dmitry Kibkalo**, Founder, Mosigra

1:20 p.m. - 2:00 p.m.

Coffee break

2:00 p.m. - 3:30 p.m.

Plenary session | Moscow infrastructure for development of foreign economic activities. Synergy of the government and businesses

The Russian government set an ambitious goal to increase the volume of export in the country. Within the scope of implementation of the National Project “International Cooperation and Export”, by 2024 export growth to 1.5-fold increase in export volumes.

Implementation of the National project is planned by achieving key indicators in the sectoral areas of non-resource and non-energy exports.

Moscow is the number one exporter among the constituent entities of the Russian Federation. Share of export of Moscow is a quarter of the Russian 's total volume of exports. To achieve the goals, the export volume shall increase by 60%.

What additional support measures do exporters need? How shall the existing infrastructure of Moscow change in order to encourage development of the foreign economic activity?

Moderator:

- **Margarita Simonyan**, Editor-in-Chief, Rossiya Segodnya and Russia Today TV

Panel Participants:

- **Sergey Sobyenin**, Mayor of Moscow
- **Andrey Pankov**, General Director, Renault Russia*
- **Ilya Sachkov**, Co-founder, General Director, Group-IB
- **Elena Shifrina**, founder, BioFoodLab
- **Ekaterina Cherkez-zade**, Director, Universal University