



## Agenda

8:30 – 9:00 - **Registration and Opening Coffee**

9:00 – 9:40– **Welcome Addresses**

- Victor Sedov, President, The U.S. Russia Center for Entrepreneurship
- Phidias Pilides, Chairman of the Board, Cyprus Investment Promotion Agency
- OPORA ROSSII
- Natalya Larionova, Dept. of Small and Medium Enterprise Development, Russian Ministry of Economic Development (invited)

9:40 – 10:40–**Leadership that Lasts: How Entrepreneurs Lead Growth Companies**

**Master Class by Ray Smilor (USA)** - Author and editor of more than 15 books on entrepreneurship

*This master class focuses on the personal dimensions of leadership and highlights three powerful attributes of leadership—authenticity, trust and optimism—that inspire people to follow leaders. Through telling examples, practical recommendations, and useful worksheets, the session provides entrepreneurs with effective ways to enhance their leadership skills.*



10:40 – 11:00 - Morning break and networking

11:00 – 12:30 - **Information and Internet Technologies for business development**

*Entrepreneurs and experts discuss new trends in the development of information and Internet technologies, how information and mobile technology development will affect future consumer behavior, and using internet and social networking tools to attract and retain customers.*

### Panelmembers:

- Natalia Matveeva, Director for Strategic Development, Realore Studios
- Denis Margolin, Vice President, Mobile Development, DataArt
- Igor Borovikov, Chairman of the Board, Softline
- Boris Akimov, General Director, Lavka Farming Project

12:30 – 13:45 – Lunch

13:45 – 15:15 – Break-Out Sessions:

### Attracting and Retaining the Best Talent

*Speakers will discuss how to find talent during Russia's demographic crisis; creative approaches to selecting and hiring talent, career expectations of the next generation, and retaining, motivating and developing highly professional specialists.*

#### Panel members:

- Dmitry Agarunov, General Director, Gameland
- Inna Mozhaitskaya, General Director, Mozhaitskaya and Partners
- Yuri Rybtsov, President, Score
- Vadim Marshev, Professor, Moscow State University

### Raising Capital for Business Growth

*Speakers will discuss trends in private equity; credit programs; Cyprus as a springboard to international expansion and capital; packaging a company for investment; and a case study of raising capital at an entrepreneurial company.*

#### Panel members:

- Alexander Glushkov, President, MONE salons
- Kirill Veselov, Investment Director, Mint Capital
- Nadezhda Martynova, Vice Managing Chair, The Russian Bank for Development (RosBR)
- Alexey Akindinov, General Director, RosBR-Leasing
- Phidias Pilides, Chairman of the Board, Cyprus Investment Promotion Agency
- Ekaterina Sedova, Senior Manager, Ernst & Young

15:15 – 15:45 - Afternoon break and networking

15:45 – 17:00 – **Entrepreneurs and Society**

*Moderated Discussion on roles entrepreneurs play in mentoring young entrepreneurs, developing socially responsible businesses, and improving the culture for entrepreneurship in Russia.*

**Moderator:** Boris Tkachenko, Director of the Russian Affiliate, International Business Leaders Forum

### Panel members:

- Maxim Nogotkov, President, Svyaznoi
- Alexsei Kommissarov
- Boris Akimov, General Director, Lavka Farming Project
- Sergei Vykhodtsev, President, Velle
- Arkady Lopukhov, Founder, Moscow Club of Entrepreneurs

17:00 – 18:00 –**Entrepreneur as Leader in Business and Society**

**Keynote Address by Bruce Poon Tip**, GAP Adventures (Canada), internationally acknowledged for outstanding leadership, an expert in social entrepreneurship, and corporate social and environmental responsibility.

*Bruce Poon Tip will share his experience in building the world's biggest adventure tourism agency, with a presence in over 100 countries and a turnover of \$160 million, based on principles of sustainable development in the regions where it operates.*

18:00 – 18:10 - Closing remarks

18:10 – 20:00 - Networking reception and CFE Entrepreneurship Development Awards ceremony

