

YOUR BUSINESS  
NAVIGATOR

**SPIBA**

St.Petersburg International Business Association

[spiba.ru](http://spiba.ru)

**ANNUAL  
REPORT**

**2016**





*Dear friends and colleagues!*

*Another year has quickly passed, and SPIBA takes a look back at 2016's highlights. In keeping with its mission, SPIBA continued to facilitate business development for its members while also serving as a platform for the exchange of information, knowledge and experience.*

*2016 was one of the most productive years for SPIBA: the number of corporate members considerably increased, the Association held more than 150 events, and updated its logo and slogan in accordance with the latest design trends. The new SPIBA slogan is "Your Business Navigator." Being a SPIBA member means being on trend.*

*Leading analysts called 2016 the beginning of a stable stagnation, allowing companies to rethink their short and long-term goals and adjust their course of business development. SPIBA, as a voice and navigator for business, helps its members to choose the right course for development. Together we continue to move forward dynamically.*

*We would like to express our sincere gratitude to the members of the Executive Committee, committee chairpersons, members, and Association partners for their invaluable contributions. Wishing you all success and prosperity!*

*Karina Khabacheva  
SPIBA Executive Director*



## Mission of SPIBA



Saint-Petersburg International Business Association (SPIBA) is a non-profit, independent organization which unites foreign and Russian companies that share SPIBA's view and principles.

The St. Petersburg International Business Association (SPIBA) is here to be a strong voice of business in the North-West region of Russia and to facilitate business development for its members by the means of:

- Exchange of information and knowledge;
- Open dialogue and collaboration with the authorities;
- Establishment of business connections in the informal and friendly atmosphere.

Since 1995, SPIBA has become a reliable partner for the international business community in North-West Russia. The Association provides a mechanism to bring to light common issues faced by its members in the development of their businesses, as well as to prompt Russian authorities to address their issues. Through the combined efforts of SPIBA's various committees, SPIBA is able to achieve significant results, leading to gradual improvement in the business climate of the region.

Aside from Committees activities, SPIBA organizes General Meetings, conferences, seminars, breakfast briefings, round tables, business tours, webinars, Directors' Club meetings, annual Logistics Breakfast and Business Forum. All of the events are dedicated to addressing current issues that directly affect the interests of the Association's members and involve high-level experts and professionals from both government and business. "Look@It" company visits are particularly popular among members and they focus on the success stories of major brands in the Saint-Petersburg market. SPIBA regularly holds "Breakfast with the Director" meetings, where business leaders, top managers and directors are invited to share their rich experience and discuss innovative approaches to business and solutions. In addition to these business events, SPIBA invites members to participate in a range of social events from the traditional "White Nights" Boat Cruise to Get Together parties.

**SPIBA Sponsor 2016**



## SPIBA Executive Committee



**Stefan Van Doorslaer,**  
Chairperson of the Executive Committee,  
General Director,  
Ahlers CIS & Baltics



**Oleg Bokov,**  
CEO,  
Heineken Breweries LLC



**Tatiana Gorovaya,**  
General Manager of External and Government Affairs,  
Nissan Manufacturing RUS



**Andrei Gusev,**  
Managing Partner,  
BORENIUS ATTORNEYS RUSSIA LTD



**Victoria Gourinovich,**  
CIS Logistics Director/Branch Director,  
Groupe SEB Vostok



**Dmitry Ermilov,**  
General Director,  
KiiltoClean Russia



**Hakan Mandali,**  
General Director,  
BSH Bytowije Pribory



**Alexander Parshukov,**  
Chief Investment Officer,  
VTB Development



**Karina Chichkanova,**  
Partner,  
Dentons





## SPIBA Industrial Committee



### About the Committee:

The Industrial Committee follows, assesses and analyzes major tendencies and problems concerning ecology, labor protection, industrial safety and logistics which can influence the activities of enterprises in the North-West region of Russia.

### Main goals of the Committee:

- Promotion of efficient working standards in the spheres of ecology, labor protection and industrial safety;
- Active participation in the development of laws, instructions and standards regarding ecology, labor protection and industrial safety;
- Organization of meetings and events related to the subject of relevant logistical questions, efficiency of production, equipment safety, and customs issues.

### Committee Co-Chairs for 2016:



Viktoria Afanasieva,  
Nissan Manufacturing Rus



Peeter Kehva,  
Smurfit Kappa St. Petersburg



Ivan Osipov,  
Pilz Russia

### Logistics Group:



Olga Nekrasova,  
Ahlers CIS & Baltics



Konstantin Krotov,  
Graduate School of Management SPbU

### Events:

- New approaches towards efficiency: Culture of innovations
- 3D-Printing: Opportunities and Threats
- Logistics Breakfast: "Tomorrow's Logistics"
- Seminar: "Cargo theft dynamics in Russia. How to better protect your assets in transit"

### Committee Sponsor 2016:





## SPIBA HR Committee

### About the Committee:

The SPIBA HR Committee is a forum for the exchange of experience and opinions of HR managers, business representatives and public authorities.

Participants of Committee meetings include representatives of industrial companies, recruiting agencies and training companies, as well as professors of leading universities and business schools, lawyers and experts in human resource management and, labor and immigration legislation.

### Main goals of the Committee:

- Support members of the Association in search of solutions to problems related to provision of qualified labor resources ;
- Discussion of relevant questions regarding the work of HR services: staff motivation, education and training, labor legislation;
- Exchange of experience, knowledge and specific company case studies.

### Committee Co-Chairs for 2016:



Yaroslava Vasilieva,  
Nissan Manufacturing Rus



Alexander Korkin,  
Pepeliaev Group



Svetlana Starikova,  
Baltika Breweries, Carlsberg Group

### Events:

- Business Meeting with the management of the Federal Migration Service of Russia in Saint-Petersburg and Leningrad region
- Annual practical conference held by SPIBA and Graduate School of Management SPbU: "Interaction between universities and business: attraction and development of young specialists" with the participation of the Labour and Employment Committee of St. Petersburg
- Event: "The effectiveness of HR function during crisis periods or is there life without a budget?"
- Business Forum: "HR-brand: user's manual. How to become a dream employer" in cooperation with Ancor Holding and "Vedomosti" business newspaper

### Committee Sponsor 2016:

**Baker  
McKenzie.**

## SPIBA Marketing and Communications Committee:



### About the Committee:

The SPIBA Marketing & Communications Committee is a team of active, caring professionals, who understand the goals, objectives and needs of the communications sphere and who unite leading specialists in various business spheres.

### Main goals of the Committee:

- Integration of specialists in marketing and communications from various economic sectors for experience sharing;
- Attraction of leading Russian specialists to address key questions and provide guidance for development of the industry.

### Committee Co-Chairs for 2016:



Veronika Voinovian,  
BORENIUS ATTORNEYS RUSSIA LTD



Irina Koshelkova,  
BC Communications



Ekaterina Ena,  
EMG



Iya Andrianova,  
Raiffeisenbank

### Events:

- "Media Meeting" format: Anna Shcherbakova and Gleb Prozorov business newspaper "Vedomosti"; Boris Fedorov, RBC; Maxim Vasiukov, business newspaper "Delovoy Petersburg"
- Brand: The Power of Personality
- Seminar: "The speech strategies against black rhetoric" with Grigorii Khazagerov
- Digital Marketing



**Most Active Committee**



## SPIBA Legislation and Lobbying Committee

### About the Committee:

The SPIBA Legislation & Lobbying Committee traces its existence back to the moment the Association was founded in 1995. Activities of the Committee include advancement of the legislative base, creation of favorable conditions for business and improvement of the investment climate in North-West Russia.

Discussions are held with the participation of leading international and Russian law firms and representatives of relevant public authorities.

### Main goals of the Committee:

- Identification of production, trade and tax legislation issues faced by companies in North-West Russia and cooperation in resolving these issues on behalf of SPIBA's members;
- Improvement of the investment climate in North-West Russia;
- Support companies in adapting to changes in Russian legislation;
- Cooperation with local and federal authorities in advancing recommendations and initiatives of SPIBA.

### Committee Co-Chairs for 2016:



Igor Gorokhov,  
Capital Legal Services



Leida Lukianova,  
Baker & McKenzie



Ilya Kotov,  
Dentons

### Events:

- Meetings in the format of "Legal Debating Club": "The discussion of the Resolution of the Plenum of the Supreme Court for reimbursement of legal costs of the proceedings", "Peculiarities of National Housing"
- II Forum for compliance managers and internal auditors on the topic "The merger of compliance and internal control functions: from theory to practice"
- Meeting with Anatoly B. Arbuzov, Notary Public of St. Petersburg to discuss topical issues of notarizing transactions taking into account recent changes in the Civil Code
- Roundtable: Going on vacation - with lawyers - 2: Everything you need to know about a safe holiday before departure and how not to spoil it

### Committee Sponsor 2016:



## SPIBA Finance Committee



### About the Committee:

The SPIBA Finance Committee unites professionals in the fields of finance, taxation and accounting. Activities and topics of the Committee include finance management, application of tax legislation, the financial state of the Russian economy, accounting, international standards of accounting and currency legislation.

### Main goals of the Committee:

- Creation of a platform for exchange of experience and information among colleagues and demonstration of the fact, that companies can and must be financially successful when in compliance with all provisions of Russian legislation;
- Providing recommendations in optimization and advancement of business-processes for companies, improvement of organizational efficiency and cost reduction.

### Committee Co-Chairs for 2016:



Elena Barvitskaya,  
Taxcom



Elena Zyryanova,  
Crédit Agricole CIB



Julia Naberezhnaya,  
DLA Piper



Anton Kabakov,  
Awara Law



Maria Zhitnikova,  
BSH Bytowije Pribory

### Events:

- Annual report: An author's view on the practical implications of innovations, speaker - Olga Lapina, FTS RF
- Transfer pricing issues: what you were afraid to ask
- Deoffshorization: theory and practice. Are you ready?
- Customs value and the recovery of customs charges: Current Practice
- Currency regulation and currency control

### Committee Sponsor 2016:





## SPIBA Real Estate and Construction Committee

### About the Committee:

The SPIBA Real Estate & Construction Committee actively cooperates with leading organizations which unite professionals and experts of real estate and related markets; and increases the attractiveness SPIBA in the real estate and construction market.

### Main goals of the Committee:

- Unifying the needs of SPIBA's members in order to establish legislative initiatives and present them to executive authorities;
- Informing SPIBA's members about current trends in the real estate market and changes in relevant legislation;
- Holding meetings and seminars for SPIBA's members with the participation from leading market professionals, with the aim of discussing topical issues, concerning creation, acquisition and utilization of the real estate objects.

### Committee Co-Chairs for 2016:



Dmitri Kozunov,  
Colliers International



Vera Serezhina,  
RBI Holding



Arina Dovzhenko,  
Dentons

### Events:

- Commercial and Residential Property Trends
- "Investment climate: what lies ahead?" with the participation of Igor Devyatko, Head of the Agency for Strategic Initiatives in the North-West Federal District office
- Roundtable: "New in the normative regulation of the activity of hotels in light of preparation for the 2018 FIFA World Cup" with participation of Finance Committee of St.-Petersburg, the Federal Anti-monopoly Service of Russia in St. Petersburg and the Committee for Tourism of St. Petersburg
- Public-Private Cooperation: New Business Opportunities

Committee Sponsor 2016:

大成 DENTONS

## SPIBA Quality of Life Committee



### About the Committee:

Activities of SPIBA Quality of Life Committee are focused on issues related to social problems, education and leisure. An essential component of the Committee's work is providing access to cultural heritage. The Committee also organizes and holds various meetings and events, dedicated to strategies of active longevity, social, cultural and ecological projects.

### Main goals of the Committee:

- Improvement of social communications, establishment of acceptable and effective communications and mutual interests;
- Provision of freedom of activity and choice in leisure, level of education and access to cultural heritage.

### Committee Co-Chairs for 2016:



Larisa Konashenok



Alexander Strelnikov,  
AmedaKlinik



Alexandra Popsueva,  
Novotel St. Petersburg Centre

### Events:

- Interactive Seminar: "Health formula: The secrets of active longevity"
- Art-Breakfasts: "Draw St. Petersburg Together!", meeting at Street Art Museum
- Visits to the Bolshoi Drama Theatre: "Time of Women," "What to Do," "Summer of the Year," "Thunderstorm," and "Pound of Flesh"
- Visits to exhibitions at the Hermitage, Faberge Museum, KGallery, Central Exhibition Hall "Manege" and Gallery of Leningrad Center





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2016 year was marked with numerous interesting and memorable events, which, undoubtedly, left their mark on the history of the Association. All in all the Association held a record 150 events, which were attended by over 4500 participants. The number of speakers in 2016 reached 220.

We are pleased to present you with the key events of 2016.

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The Annual Meeting "St. Petersburg brand promotion activities in the world and the results" was held on 17 March in the Astoria Hotel. Inna A. Shalyto, Chairman of the Committee on Tourism Development in St. Petersburg, spoke about the campaign to promote the brand of Saint-Petersburg in Russia and worldwide. Alexander A. Stuglev, director of "Roskongress" Foundation, made a presentation on the "St.Petersburg International Economic Forum - history and new directions of development".



The General Meeting with participation of Nikolay A. Asaul, Deputy Minister of Transport of the Russian Federation. The meeting topic: "Transport development of territories".

The General Meeting on the topic: "Russia in hopes of a better future". Guest speaker – Alexander B. Idrisov, President of Strategy Partners Group, made a speech on Russia's perspectives - its strengths and weaknesses and defined the course for further development.

## Key Events in 2016

### SPIBA General Meetings



In December 2016 in Serebryakov Palace of Courtyard at the St. Petersburg Pushkin Hotel, SPIBA held its General Meeting. The guests of the meeting were Arbi A. Abubakarov, Deputy Chairman of the Committee for External Relations of St. Petersburg, and Ivan V. Skladchikov, Deputy Chairman of the Investment Committee of St. Petersburg. The officials discussed future plans in light of the investment and external relations policies of St. Petersburg.

In addition, SPIBA members had a surprise. Stefan Van Doorslaer, the Chairman of the SPIBA Executive Committee and General Director of Ahlers CIS & The Baltic States, along with Larisa Konashenok, co-chairman of the SPIBA Quality of Life Committee, presented a new logo and new visual identity of SPIBA that meets the latest design trends.







A roundtable dedicated to the topic of current issues in the status quo and development of pharmaceutical and healthcare industries in St. Petersburg and the Leningrad region. Svetlana Babakova told the audience about how the Committee on Industrial Policy and Innovations of St. Petersburg supports companies of the pharma cluster. Dmitry Chagin raised the topic of regulation of inspection of medicinal products manufacturers for compliance with rules of good manufacturing practice.

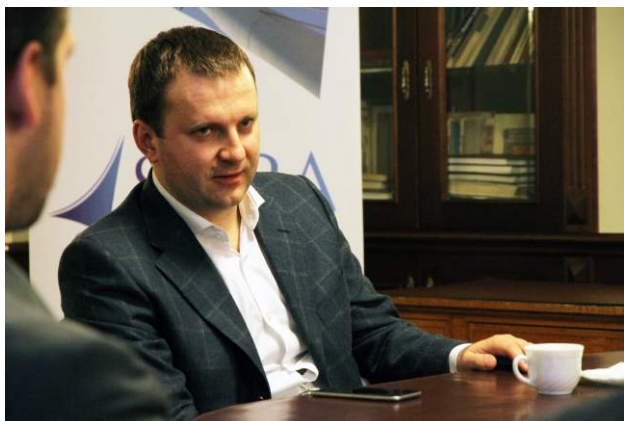
Elena Bekmuratova presented a report on trends in the labor market: what will happen to the pharmaceutical industry in 2016. Alexey Torgov shared the experience of the biotechnology company, Biocad, in importing substitutions as a result of the development of the Russian pharmaceutical industry.



## Ключевые события 2016 года

### Meetings with representatives of public authorities

A "question and answer" session with Maxim S. Oreshkin, Minister of Economic Development of the Russian Federation. During the meeting issues were noted related to the global economy and promising reforms.



Meeting with Alexey V. Zyryanov, Deputy Head of the Committee on the Development of St. Petersburg transport infrastructure.



Business meeting "Innovation of the tax administration of the VAT, the main reasons for differences in reporting and how to explain data discrepancy" with the participation of A.V. Egorichev, Head of the Department of Desk Control of the Federal Tax Service of Russia.





### Meetings with representatives of public authorities

Roundtable: "Verifying compliance with labor legislation. Recent trends and training experience, passing and appealing the results of audits" with the participation of Daria I. Antipina, State Labor Inspection.



Roundtable on the topic: "The stages and practical measures to ensure sustainable operation and development of the engineering and energy complex of St. Petersburg" with the participation of Anatoly V. Tarasov, Head of Prospective Development Department Committee on Energy and Engineering St. Petersburg.

Ernst V. Birikh, Roskomnadzor in the North-West Federal District, in the meeting: "The practice of the law on personal data".



## Key Events in 2016



Review competition "A responsible attitude to the environment in 2015-2016 by enterprises and organizations in St. Petersburg and Leningrad region" with the support of the Committee for Environmental Protection and Ecological Safety of St. Petersburg.

The jury consisting of the SPIBA Executive Committee and representatives of the Committee for Environmental Protection and Ecological Safety of St. Petersburg selected the four winners. They were the developer YIT, selected for the category of "A responsible attitude to the environment", the factory "Petro" (owned by JTI) for "The Best Project for Environmental Protection", as well as Wrigley and Hyundai for "The Best Environmental volunteer project".

Awards were presented by the chairman of the Committee, Igor A. Grigoriev.






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**Svetlana Svintsova,**  
General manager, Human Resources and  
Employees Services Division,  
Branch of "Toyota Motor" in St. Petersburg

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**Hakan Mandali,**  
General Director,  
BSH Bytowije Pribory

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**Dmitry Morozov,**  
General Director,  
Biotechnology company BIOCAD

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**Patrik Strom,**  
General Director,  
Smurfit Kappa St Petersburg

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## Key Events in 2016

### Look@It

- **Look@IKEA**
- **Look@Siemens Gas Turbine Technologies**
- **Look@Pulkovo**
- **Look@Biocad**





Literary readings with Alexander Tsyarkin, Strategic PR expert, publicist.



Leading photographer of the State Hermitage Museum, Yuri Molodkovets. The program included a project of museum art photography and a premiere public reading of short stories about his son Shurenok in the Hermitage Museum environment.



## Key Events in 2016

### SPIBA White Nights Boat Cruise



On the 24th of June the annual SPIBA White Nights Boat Cruise took place. Members, partners, and friends of SPIBA gathered aboard in order to celebrate the first month of summer. Guests of the Cruise were welcomed with contests, raffles, dancing and networking in a warm atmosphere.





Regular Members:

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Ahlers CIS & Baltics	KOTRA
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Eurosib Logistics	Sever Minerals
Facilitation School	Severen Telecom
Fast Lane	Siemens Gas Turbine Technologies
Fortrent	Smurfit Kappa St. Petersburg
Freudenberg (Vileda professional)	Sokos Hotels
Gorki Golf Club	SOL SP
Graduate School of Management SPB University	St.Petersburg State University of Economics
Grand Hotel Emerald	Statoil Fuel & Retail Russia
Hainan Airlines	Stockholm School of Economics in St.Petersburg
Hays	Taxcom
Heineken Breweries	Technopolis-Saint-Petersburg
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Hilton St. Petersburg ExpoForum	Transoil
Hyundai Motor Manufacturing Rus	Unilever
HZPC Sadokas	URSA Eurasia
IKEA	Veeam Software
Indigo Hotel St.Petersburg	Vlerick Business School
Intercomp	Wrigley
INTERFAX	YIT
ISKU	ZGroup
JETRO	
JTI	

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Italian Institute for Foreign Trade (I.C.E.)  
Royal Norwegian Consulate General  
Russian-German Chamber of Commerce  
St.Petersburg Trade Chamber of Commerce  
U.S. Commercial Service  
Danish Cultural Institute

### Acknowledgements

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**The Association is pleased to acknowledge all the companies who sponsored, supported, and helped organize various SPIBA events in 2016 for their generous contributions that benefit SPIBA members and the business community.**

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### SPIBA Sponsor 2016

**DLA Piper**

### Sponsors of SPIBA committees 2016

Industrial Committee:

**Ahlers CIS&Baltics**

Real Estate & Construction Committee:

**Dentons**

HR Committee:

**Baker&McKenzie**

Legislation & Lobbying Committee:

**Iusland Law Offices**

Finance Committee:

**Intercomp**

### SPIBA events Sponsors in 2016

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### Supporters of SPIBA events in 2016

**Heineken Breweries**

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### SPIBA partners in organization of various events in 2016

**Graduate School of Management SPb University**

**Higher School of Economics**

**Vlerick Business School**

**Stockholm School of Economics in St.Petersburg**

**Consulate General of Belgium**

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### SPIBA Information Sponsor 2016

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*We express our gratitude to all SPIBA members  
and our partners and hope for further cooperation!*





## Contacts

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