

SPIBA ANNUAL REPORT

2012



St. Petersburg International Business Association (SPIBA) is the only independent association working to unite international and Russian companies. SPIBA's mission is to facilitate business development in Northwest Russia, through the provision of:

- A stable platform for open dialog, lobbying and collaboration with the government
- Networks for exchange of information and experience among organizations
- An informal and friendly platform for business development and networking

Since 1995, SPIBA has become a reliable partner for the international business community in North-West Russia. SPIBA 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 these 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.

Besides the Committees' activities, SPIBA organizes General Meetings, conferences, seminars, breakfast briefings, round tables, and business tours which are well-attended by a wide audience. All of the events are devoted to 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 St. 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 non-standard solutions. In addition to these business events, SPIBA invites members to participate in a range of social events from the traditional White Night Boat Cruise to Get Together parties.



*Dear Friends and Colleagues!*

*This year flew by very rapidly. Together with SPJBA we try to make our conclusions and to think about our future. The outgoing year was marked by a great trend: companies that suspended their membership in the past because of the financial crisis and recession, as they say in the West, are coming back to SPJBA! Large manufacturing companies, small and medium businesses all feel more confident in the market, are more open to dialogue, and willing to share practical experience, knowledge and expertise.*

*SPJBA acquired not only financial stability in 2012, but has also become more widely known in the Northwest of Russia and in the Nordic countries. Thanks to the cooperation with the Nordic Council of Ministers (NORDEN, SPJBA Members were able to visit cities Russian cities such as Arkhangelsk, Kaliningrad, Murmansk and Pskov, as well as make trips to Stockholm, Oslo, Helsinki and Copenhagen. This year special emphasis was given to problems of corporate social responsibility and, in particular, the fight against corruption.*

*Many of the goals have been achieved thanks to the enthusiasm, energy and commitment of SPJBA working committees and individuals. We thank all the Members for their initiatives and efforts which made our planned projects a reality!*

*Karina Khabacheva*  
*SPJBA Executive Director*





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



**Ludmila Murgulets**  
Managing Partner, iNTG



**Vladislav Zabrodin**  
Managing Partner, Capital Legal Services



**Elena Marchenko**  
Head of the Finance Department and Chief Accountant,  
BSH Bytowije Pribory



**Sergey Spasenov**  
Head of St. Petersburg Practice,  
Pepeliaev Group



**Karina Chichkanova**  
Partner, Dentons



**Sergey Parshin**  
Cluster Director, Unilever



**Tatiana Modeeva**  
General Director, Acsour



**Simo Laitala**  
Managing Director, Tikkurila

The Committee identifies, evaluates and analyzes the key trends and issues related to environmental protection, health and safety, which may affect performance of enterprises in the North-West of Russia. One of the most important topics discussed is corporate social responsibility.



**The main objectives of the Committee:**

- Promotion of effective standards related to environmental protection, health and safety
- Assistance in carrying out responsibilities with respect to compliance with EHS laws
- Active participation in the development of relevant EHS laws, regulations and standards

The year 2012 featured a number of well-attended meetings that showed considerable concern from the business community about the environment:

- With the management of Rospotrebnadzor in St. Petersburg and Leningrad region (Alexander Meltzer, state sanitary deputy chief of St. Petersburg, and Valery Nowatsky, state sanitary deputy chief of the Leningrad region)
- With Vodokanal
- With Eugeny Samarkin on the problems of environmental legislation with
- With Anna Kuznetsova, Deputy Head of Neva-Ladoga Water Basin Management, Head of Department of Water Resources in St. Petersburg and Leningrad region
- Seminar "Relevant Issues of Labor Protection in Industrial Companies"
- Meeting with Nikolai Sorokin, Deputy Head of the Committee on Natural Resources, Environmental Protection and Ecological Safety of St. Petersburg.

**The co-chairpersons of the SPIBA Environment, Health and Safety Committee are:**

**Viktoria Afanasieva**, Nissan Manufacturing Rus,  
**Peter Kehva**, Smurfit Kappa St. Petersburg  
**Tatiana Leontieva**, BARONA RU

Human capital is a key factor for successful business. Thus, SPIBA tries its best to meet its members' demands to solve problems relating to human resources.



The HR Committee of SPIBA provides a forum for the exchange of experience and opinions of professionals in the field of personnel management and includes wide representation of the business sector and governmental agencies. Participants of the Committee meetings are representatives of industrial enterprises, recruitment agencies, companies providing training, and professors of leading universities and business schools.

In 2012 the Committee held 9 meetings that covered a wide range of key aspects relating to human capital of business including: changes in the legislation on social contribution, on-line / e-recruitment, non-material motivation, the formation of professional development strategies and leadership skills of managers, problematic dismissal, review of salaries and recruitment in the manufacturing sector, coaching skills in the corporate context and many others.

- On October 11th a meeting was held with Dmitry Cherneiko, the chairman of the Committee on Labor and Employment in St. Petersburg, as well as experts of the Committee on Labor and Employment in St. Petersburg.
- On December 4th a meeting with the management of the Federal Migration Service was conducted in St. Petersburg and Leningrad region.

The co-chairpersons of the SPIBA HR Committee are:

[Anna Gavrilova](#), Baker & McKenzie, Irina Stepanova, Philip Morris Izhora  
[Natalia Bocharova](#), «Professional Tochka Ru» LLC

SPIBA's Marketing & Communication Committee is engaged in attracting public attention to its members' activities. The Committee also provides an opportunity for SPIBA's members to share experience and information in the field of marketing and advertising.



In 2012 the Marketing & Communications Committee held events on: stress at work, leadership as a new science, transformational leadership, public speaking, social networks as a business tool, market positioning, integration of corporate values in employees' lives through Family Day, recent trends in the promotional industry, competitors' exploration, modern trends in B2B marketing, event development and emotional intelligence.

In addition, «Look @ it» events are becoming more and more popular in SPIBA. In 2012 Members visited companies "Elisa" and the industrial park "Greenstate", the plants of "GM Auto", and "Hyundai Motor Manufacturing Rus." On the territory of the Imperial Porcelain Factory we went to art workshops and visited the museum and gallery of modern art. We also said goodbye to winter by eating hot pancakes at a Maslenitsa feast, generously hosted by the State Complex "Palace of Congresses." Later in the summer we visited the newly-opened and resotred Farmer's Palace in Alexandria Park in the State Museum "Peterhof".

**Co-chairpersons of the SPIBA Marketing & Communications Committee are:**

**Anna Pankova**, Optogan  
**Irina Koshelkova**, BC Communications  
**Anastasia Denisova**, Acsour  
**Tatiana Moiseichenko**, Nissan Manufacturing RUS



This Committee has been operating within SPIBA since its establishment in 1995 and it provides significant input regarding the implementation of the SPIBA mission as the voice of business in its dialogue with the Russian authorities. Meetings are held with the participation of leading international and Russian firms and representatives of relevant government agencies.



The SPIBA Legislation & Lobbying Committee continued to provide its input on the life of the association in 2012. The Committee held 5 meetings during the year and initiated a number of large SPIBA events.

The meetings of the Committee covered a wide variety of issues of concern to the business community:

- Conference "Trends in Customs Legislation. Russia in the WTO: Consequences for Business Development"
- Conference "The Latest Trends in Procedural Legislation and Practical Application of Law in Russia"
- Conference "Novels of Civil Law of the Russian Federation"
- The Committee organized 2 meetings with the management of the St. Petersburg Federal Antimonopoly Service

Continuing its lobbying efforts, the Committee has prepared and submitted to the Government of St. Petersburg a number of proposals aimed at improving the St. Petersburg legislation regulating electronic document submission, and the agency labor and transport situation in industrial areas of St. Petersburg and Leningrad region.

#### The Co-Chairpersons of the SPIBA Legislation & Lobbying Committee in 2012:

**Elena Zaitseva**, DLA Piper  
**Alexei Zhuk**, Hannes Snellman  
**Anton Chernykh**, Ernst&Young

We greatly appreciate the Committee member's tremendous input into SPIBA's achievements and their dedication to the association.



SPIBA's Finance Committee brings together specialists in the areas of finance, taxation and accounting. The purpose of the Committee is to create a platform for the exchange of information and to demonstrate that businesses can and should operate successfully, while respecting all the requirements of Russian legislation.



In 2012 the SPIBA Finance Committee was the most active Committee of SPIBA. The Committee conducted 11 meetings during the year that covered a wide range of relevant financial issues:

- "Current issues of transfer pricing legislation."
- Master class on completing a Declaration of Personal Income Tax Return (Form 3-NDFL)
- 2 meetings on the current financial state of the economy in Russia with Maxim Oreshkin, chief economist for Russia, VTB Capital
- Experience in provision of primary documents in electronic form to the tax office
- Business Meeting "Recent changes in the taxation of profit. Transfer pricing issues"
- IFRS: New Concepts and Perspectives
- Changes in currency control legislation of the Russian Federation
- Internal audit
- Round Table on the topic: Shared Service Centers
- The new accounting policy in 2013

The Committee also initiated financial English courses, conducted for employees of financial services departments of SPIBA member companies.

**The Co-chairpersons of the Committee are:**

**Maria Zhitnikova**, BSH Bytowije Pribory  
**Dmitry Karev**, Acsour  
**Elena Barvitskaya**, Taxcom

### **SPIBA Anti-corruption International Seminar**



Business suffers from corruption in many countries. Some of them are quite successful in curing and preventing this disease. Unfortunately, Russia has not belonged to this group yet.

SPIBA members often discuss challenges caused by corruption. The association supported various meetings targeted at overcoming the problem. Thus, in 2012 SPIBA, along with the Nordic Council of Ministers, held an international seminar on "Business and Power: Dialogue about Fighting Corruption." The moderator of the event was Vladislav Zabrodin, Managing Partner of Capital Legal Services and Member of the SPIBA Executive Committee. The discussion has become relevant and important from a practical point of view for companies that are forming their own anti-corruption strategy.

The panelists discussed the main trends in the fight against corruption from the perspectives of the administrations of the Nordic countries and business in general, as

For Russian companies that work with international partners it was very important to discuss the controversial aspects of foreign anticorruption law applicable to Russia, in particular, The UK Bribery Act (UKBA) 2010 and The US Foreign Corrupt Practices Act (US FCPA). The application area of the UKBA 2010 is wider than the scope of US FCPA, which creates great risks for Russian companies. In connection with its implementation, companies need to focus on ways to minimize the risks of corruption.

Summing up the meeting, Vladislav Zabrodin noted that business opposition to corruption is really a feasible task, but efforts to minimize the level of corruption in a particular business structure will be effective only if they are implemented comprehensively.

## Breakfast with the Director



In 2012 we renewed a popular, but forgotten, tradition to invite remarkable figures from business to SPIBA informal meetings in the format “Breakfast with the Director.” We invited business leaders, top managers and directors to share their interesting experiences, tell about innovative approaches to business, non-standard solutions and everything that leads to breakthroughs and new peaks of success.

Our guests in 2012:

- [Varvara Danilova](#), HR Manager, British American Tobacco Saint-Petersburg
- [Andrew Zhavoronkov](#), Vice-President, Lindstrom Russia & Ukraine
- [Alexey Ananishnov](#), General Director, Henkel St. Petersburg
- [Sergey Lade](#), Regional HR Manager, North-West & Central Russia, PepsiCo Russia

*“To begin with, let me thank SPIBA for a perfect opportunity of such informal meetings with the directors. Today I have visited “Breakfast with the Director” for the first time and I can surely say that it was a successful experience. The format as well as the event itself was well-organized, and it ensured a natural and positive atmosphere.*

*Such framework makes it possible to meet bright businessmen personally and get to know their methods of work. This may help you to find the right decision for your own issues, look at the working process from another angle, probably come to certain conclusions and make changes to yourself and your surroundings.”*

**Igor Gorokhov**, Capital Legal Services,  
about “Breakfast with the Director”



### SPIBA General Meetings

**15th of March 2012**

**Financial State of the Economy  
of St. Petersburg: Prospects  
and Forecasts**

**Mr. Eduard Batanov,**  
Chairman of Finance Committee of  
St. Petersburg



**17th of July 2012**

**Vectors of International Cooperation  
of St. Petersburg within the Framework  
of Strategy-2020**

**Mr. Alexander Prokhorenko,**  
Chairman of the Committee for  
External Relations of St. Petersburg



## **SPIBA Annual Meeting**



The SPIBA Annual Meeting 2012 was held on November 13, 2012 in the Grand Hotel Europe. Over 100 SPIBA members and guests attended the meeting.

While planning the meeting on "Strategic Investment Projects of St. Petersburg," we realized that we would like to get two views on the current situation, so we invited speakers not only from the City Government, but also from real business. Oleg K. Lyskov, Deputy Chairman of the Committee for Investments and Strategic Projects, presented an overview of ongoing and potential investment projects in St. Petersburg. We are very grateful to Oleg Kirillovich for the open dialogue with the business community and we are looking forward to continued collaboration with the Committee for Investments and Strategic Projects!

As one of the most strategically important projects for the city is the current construction of the new passenger terminal "Pulkovo," for us it was particularly important to know what stage the reconstruction of the airport is at and what to expect after delivery of the project. Project manager of the construction, Jochen Herter, presented the project to the members, and spoke about the technical details of the construction of the terminal, the international standards embodied in the new project, as well as the reflection of the images of St. Petersburg in the design of the airport.



### **SPIBA White Nights Boat Cruise**



Following a time – honored tradition, SPIBA members gathered for the White Nights Boat Cruise on June 22, 2012. SPIBA members and guests cruised the Neva River and enjoyed an excellent buffet, drinks, live music, entertainment, and dancing. Some fortunate guests were lucky enough to win exciting lottery prizes, while all the guests won from the warm atmosphere of friendly networking





## Regular Members

|  |                                      |
|--|--------------------------------------|
| Acsour   | Isku Interior SP                     |
| AHLERS CIS & Baltics                               | ITM Group                            |
| Air France /KLM                                    | Jensen Group                         |
| Alfa City  | Job.ru                               |
| AMCOR  | JTI                                  |
| Advanced Management Institute                      | Kelly Services                       |
| ANCOR  | Konsu                                |
| Arcadia  | Mannheimer Swartling                 |
| Ariston Termo Rus                                  | Media Price                          |
| Ashmanov & partners                                | Metsaliitto                          |
| Astoria & Angletterre                              | Nissan                               |
| Atria Russia                                       | NMC-Holding                          |
| Baker & McKenzie                                   | Northern Capital Gateway Pulkovo     |
| Baltika Breweries                                  | Novotel St. Petersburg Centre        |
| Barona   | Optogan                              |
| British American Tobacco                           | Oxbridge                             |
| BC Communications                                  | Pepeliaev Group                      |
| BDO  | PepsiCo                              |
| ATTORNEYS AT LAW BORENIUS                          | Per Aarslef                          |
| BSH Bytowije Pribery                               | Phillip Morris                       |
| BusinessLink Training                              | Pilz Russia                          |
| Capital Legal Services                             | Pratt & Whitney Russia               |
| CASE HR Solutions                                  | Professional HR Club                 |
| Coca Cola HBC Eurasia                              | PwC                                  |
| Concept Club                                       | Ramirent                             |
| Corinthia  | RBI Group                            |
| Corning Scientific Center                          | Salans                               |
| CrashMash  | SHL                                  |
| CREDIT AGRICOLE CIB                                | Smurfit Kappa St. Petersburg         |
| Deloitte   | Sodexo                               |
| DHL International                                  | SPbSUEF                              |
| DLA Piper  | STAF-ALLIANCE Security Service Group |
| Domina Prestige                                    | Staffwel                             |
| East Real  | Statoil Retail Operations            |
| ECOVIS Audit Advance                               | Stockholm School of Economics in     |
| ELISA  | St.Petersburg                        |
| Emerging Markets Group                             | SWISSAM                              |
| Ernst & Young                                      | Taxcom                               |
| Exiclub  | TBL                                  |
| Experium   | Tebodin                              |
| Fintra (Finnish Institute for International Trade) | Tikkurila                            |
| General Motors Auto                                | Unilever                             |
| Graduate School of Management SPB St.University    | URSA Eurasia                         |
| HannesSnellman                                     | Ventra                               |
| IMPEX CONSULT                                      | YIT LENTEK                           |
| Intercomp Global Services                          | Zgroup                               |
| iNTG   |                                      |

### **Honorary Members**

Australian Embassy  
Australian Trade Commission  
Consulate General of Denmark  
Consulate General of Finland  
Consulate General of Germany  
Consulate General of Great Britain  
Consulate General of India  
Consulate General of Italy  
Consulate General of Japan  
Consulate General of Lithuania  
Consulate General of Estonia  
Consulate General of Sweden  
Consulate General of the Netherlands  
Consulate General of the United States

Enterprise Ireland / Embassy of Ireland  
Embassy of Belgium. Economic and  
Commercial Representation of Flanders  
Exportdet, Swedish Trade Council  
French Consulate Commercial Section  
German Trade Center / Hamburg Chamber  
of Commerce  
Italian Institute for Foreign Trade (I.C.E.)  
JETRO St. Petersburg  
Royal Norwegian Consulate General  
U.S. Commercial Service, Consulate  
General of the USA  
St.Petersburg Chamber of Commerce and  
Industry

### **Individual membership**

Denis Kamordzhanov

## **ACKNOWLEDGEMENTS**

The Association is pleased to acknowledge all the companies who sponsored, supported, and helped to organize various SPIBA events in 2012 for their generous contributions for the benefit of SPIBA members and the business community as a whole.

### **SPIBA SPONSOR 2012**

CAPITAL LEGAL SERVICES

### **SPIBA PARTNERS IN ORGANIZATION OF VARIOUS EVENTS IN 2012**

ERNST&YOUNG

JOB RU

RED APPLE REALTY

STAF-ALLIANCE Security Service Group

### **SUPPORTERS OF SPIBA EVENTS 2012**

Advanced Management Institute (AMI)

British Consulate-General in St. Petersburg

Graduate school of management SPbSU

Nordic Council of Ministers (NORDEN)

### **SUPPORTERS OF SPIBA EVENTS 2012**

Stockholm School of Economics in Russia

Acsour

The St. Petersburg Times

### **HOSTING SPIBA EVENTS 2012**

Angleterre Hotel

Astoria Hotel

Corinthia Nevskij Palace Hotel

Domina Prestige Hotel, St. Petersburg

Grand Hotel Europe

### **SPIBA INFORMATION SPONSOR**

M-Brain

### **SPIBA WEB MASTER**

Arcadia

*We are grateful to all SPJBA members and partners  
and look forward to your cooperation in future!*

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