

SPIBA ANNUAL REPORT

2013



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 and we summarize the year's results and reflect on what they brought to the life of the Association. 2013 was one of the most successful of recent years for SPJBA: the number of member companies increased – more and more big international organizations are becoming a part of our business community; the Association achieved financial stability; and we are pleased to note the improvement of both the high level of activities, as well as the growing interest in SPJBA from the business elite of North-West Russia.*

*I would like to note a positive trend: the willingness of public authorities and the city administration to build a dialogue with SPJBA members and joint efforts to solve current business problems.*

*We achieved all strategic goals set for this year thanks to the enthusiasm and work of the Committee Co-Chairs and SPJBA members, and, largely, thanks to efficient collaboration with partners of the Association. We thank all SPJBA members for fruitful work, implementation of plans into practice and we look forward into the year of 2014 with confidence in our future success!*

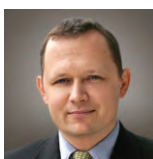
*Karina Khabacheva*  
*SPJBA Executive Director*



**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 2013 featured a number of well-attended meetings that showed considerable concern from the business community about the environment:

- Meeting with the chairman of the Committee on Natural Resources, Environmental Protection and Ecological Safety of St. Petersburg
- 2 meetings with "Vodokanal of St. Petersburg"
- Meeting with the State Labour Inspection
- Event of the logistics working group "Research in the field of supply chain management and logistics: analysis of the Russian market developments, trends"

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

**Viktoria Afanasieva**, Nissan Manufacturing Rus,  
**Peter Kehva**, Smurfit Kappa St. Petersburg  
**Ivan Osipov**, Pilz Russia

**Head of logistics working groups:**

**Olga Nekrasova**, Ahlers CIS & Baltics



Meeting with "Vodokanal of St. Petersburg"

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.



LEAN in non-manufacturing

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 2013 the Committee held 10 meetings that covered a wide range of key aspects related to human capital of business including: Training of production personnel on employer's standard, Dual training, Simplified 360 Feedback, Engagement of the personnel, and many others.

- Business Forum "Investments into Human Capital as the Key to Company Success" jointly with ANCOR
- Yearly event on labor market trends
- The discussion of the draft law on outsourced personnel
- LEAN in non-manufacturing
- Discussion of the distance work practice with participation of the State Labor Inspection

The co-chairpersons of the SPIBA HR Committee are:

Anna Gavrilova, Baker & McKenzie  
Irina Stepanova, Philip Morris Izhora  
Tatiana Leontieva, ANCOR



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.



[Look @ Baltika Breweries](#)

In 2013 the Marketing & Communications Committee held events on: Talent management, Master class "Customer focus: Fashion and Technology" by David Barkan, Marketing Professor in the Graduate School of Management, The interaction of business and the media, "Is classic PR alive or has it dissolved into social networking?", Law on advertising, Social Media for Business: practical application, CRM as a foundation for client-oriented technology.

In addition, «Look @ it» events remain extremely popular in SPIBA. In 2013 Members visited companies Atria Russia, new business district "Nevskaya Ratusha", Baltika Breweries, "Karavay" factory, Heineken Russia. On February 7, the State Palace of Congresses Complex met with SPIBA Members in the traditional "Winter meetings at the Constantine palace". During the visit, guests viewed the "Secrets of St. Petersburg" exhibition featuring the Naryshkins' treasure, and were presented with a new brochure in English about tourism and business potential of the State Complex. The evening ended with informal discussions and socializing at the Baltic Star hotel.

[Co-chairpersons of the SPIBA Marketing & Communications Committee are:](#)

[Irina Koshelkova](#), BC Communications

[Anastasia Denisova](#), Acsour

[Veronika Voinovyan](#), Attorneys at law Borenius

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.



Round table “Questions of contesting the cadastral value of land in St.Petersburg”

The Committee held 7 meetings during this year and initiated a number of large SPIBA events. The meetings of the Committee covered a wide variety of issues that concern the business community:

- Conference “Recent changes in legislation”
- Conference “Overview of changes in the legislation on real estate”
- Round table “Questions of contesting the cadastral value of land in St.Petersburg”

SPIBA Legislation and Lobbying Committee has launched a new project – series of events “Legal Debating Club”, where lawyers share real cases from their practice, exchange opinions and views. In a framework of the Club we already held 3 meetings on issues such as Licensing and Self-regulation: discussion of real business cases, problems of interaction with public authorities, problems of contesting the cadastral value of land in St. Petersburg.

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 timber export, and transport situation in industrial areas of St. Petersburg and Leningrad region.

#### The Co-Chairpersons of the SPIBA Legislation & Lobbying Committee in 2013:

**Irina Fedorova**, Baltika Breweries  
**Arina Dovzhenko**, Dentons  
**Igor Gorokhov**, Capital Legal Services



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.



Maxim Oreshkin, Director of the long-term strategic planning department, Ministry of Finance of the Russian Federation

In 2013 the Committee conducted 10 meetings during the year that covered a wide range of relevant financial issues:

- Pension reform and corporate pension plans as a tool for human resource management
- New in IFRS
- Trends for the improvement of the tax administration for foreign organizations
- Review of the Russian and world economy: current trends
- Business Meeting on «VAT-2013: Complex issues of calculation»
- Master class on “Practical aspects of IFRS consolidated financial statement preparation”
- “Single sales document” with the participation of O.G. Lapina, specialist of the FTS of Russia.
- “Reconciling Russian e-invoicing legislation with seamless global supply chains”
- Changes in currency control legislation of the Russian Federation

#### The Co-chairpersons of the Committee in 2013:

Maria Zhitnikova, BSH Bytowije Pribory  
Dmitry Karev, Acsour  
Elena Barvitskaya, Taxcom  
Elena Zyryanova, Credit Agricole CIB

SPIBA Real Estate and Construction Committee helps members of the association navigate through the complex world of cadastres, construction codes and regulations. During the meetings of this newly created committee we discuss issues of interest to anyone who does business in the North - West of Russia.

Performance of the Committee is as extensive, as is the business in development and construction, often, it intersects with the activities of other committees of SPIBA and then, at the junction of two or more branches an event occurs that can benefit: lawyers, financiers, accountants, managers of state workers.



Conference "Business development - taking on new industrial sites"

#### The Committee sees its mission as follows:

- To promote the advancement of knowledge of property market professionals and construction;
- To be a platform for discussion of urgent problems in the field of real estate;
- To familiarize all stakeholders with the best practices in the field of construction;
- Be disseminators in cooperation with the relevant committees of the governments of the city and region;
- To provide an interesting, informative and often exclusive material for discussion at SPIBA.

#### In 2013 the Committee held 3 events:

- Conference "Business development - taking on new industrial sites"
- Lease relations – discussing the main aspects
- Investment in infrastructure and utilities – what changes are needed at the legislative level

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

**Maya Petrova**, ATTORNEYS AT LAW BORENIUS RUSSIA LTD  
**Vladimir Vishnevsky**, VTB Capital Asset Management  
**Dmitry Kozunov**, Colliers International

Quality of life depends on the health state, communications in society, psychological and social status, freedom of action and choice, organization of leisure and entertainment, education, access to cultural heritage, social, psychological and professional assertiveness, psycho-type and adequacy of communication and relationships.



Get Together @ BIBLIOTEKA

Created in 2013 Committee on Quality of life conducted 8 events, including 3 informal meetings SPIBA Get Together, discussion on tourist attractiveness of Saint-Petersburg, dialogue about professional and personal sustainability.

On May 27th we honored the city's birthday by inviting SPIBA members and their children to get acquainted with a very important project for St. Petersburg - Upsala Circus. Upsala Circus is the only circus in the world for hooligans! All artists are children and teenagers from high-risk social groups, children who find themselves in difficult situations. The purpose of this unusual circus is the creation of an alternative to street life, the return of children to society and the creation of conditions for their full development. Artists of Upsala Circus showed a few excerpts of the existing hooligans performances and had a circus workshop for young guests of the event. Children of the participants gained an unforgettable experience.

Special attention was given this year to "Cultural Discoveries of SPIBA." We visited the new stage of Mariinsky Theatre, visiting even behind the scenes, admired the house of the Romanov imperial crown at the Constantine Palace, under the guidance of a sommelier we tasted fine wines from the collection of wineries "Tokaji".

#### The Co-chairpersons of the Committee in 2013:

**Larisa Konashenok**, SWISSAM Hospitality Business School  
**Natalia Zakharova**, Domina Prestige Hotel



### Application of anti-corruption procedures as a guarantee of the effectiveness of business and economic development



Irina Onikienko, Partner, Capital Legal Services  
Björn Kavalkov-Halvarsson, Consul, Deputy Head,  
Consulate General Sweden in Saint Petersburg

On September 24th SPIBA and the Information Office of the Nordic Council of Ministers in St. Petersburg organized a round table discussion on “The Application of anti-corruption procedures as a guarantee of the effectiveness of business and economic development”.

The event was attended by representatives of government agencies of St. Petersburg, top managers of international companies such as Baker & McKenzie, Capital Legal Services, Siemens, 3M and other experts from Sweden and Finland.

After joining the WTO, Russia gained not only the opportunities for attracting international investments, it also gained the additional international legal obligations in the fight against corruption. There were adopted a number of additional laws governing public authorities and companies. However, according to unofficial information, nearly half the business of the country is still in the "shadow" turnover.

During the discussion, business representatives shared their experiences in the development of anti-corruption measures in Russia. Participants agreed that the most appropriate corporate governance practices are OECD (Organisation for Economic Cooperation and Development) and "Adequate methods" of the Anti-bribery Law of the UK. It was noted that for effective implementation of measures it is necessary to comply with the following principles: the leading role of the manager; risk assessment, the introduction of standards and their enforcement, training, supervision (monitoring, auditing, etc.).

### **Business Forum “Investments into human capital as the key to the company success”**



Participants of the Business Forum

On June 6th in conjunction with recruitment holding ANCOR, St. Petersburg International Business Association held a Business Forum "Investments in human capital as the key to company success."

The forum's theme was chosen intentionally: the problem of human capital investment in the fight for talent and enhancing staff shortage is particularly acute today. The venue choice for the Business Forum was unconventional – one of the largest museums of modern art "Erarta." Welcoming remarks were made by Karina Khabacheva, Executive director of SPIBA and business forum moderator Alex Zelentsov, regional director for the North-West of ANCOR.

The Business Forum gathered leaders from the largest companies in the region. Among the speakers were directors of companies such as Heineken Russia, Unilever, 3M Russia, HSBC, Ernst & Young, URSA Eurasia, as well as the heads of HR departments of the companies "Siemens Technology Gas Turbines," PepsiCo, BAT, Rostelecom and others. Key goals for the organizers of the business forum were to create conditions for the communication of business and HR-departments, provide an opportunity to discuss the most pressing issues of today's market, such as investment in development - a bet on people or technology, reevaluation of employee values, competition for talent in the competitive environment and others.

The forum participants - both speakers and delegates – expressed a genuine interest in the topics, actively joined the discussion and generally highly praised the work of the Forum, which will provide an excellent opportunity for an effective dialogue among businesses.

### Breakfast with the Director



Romuald Rytwinski, General Director, GM Auto

We continue to develop a popular tradition to invite remarkable figures from business to SPIBA informal meetings in the format "Breakfast with the Director" such as business leaders, top managers and directors to share their interesting experiences, talk about innovative approaches to business, non-standard solutions and everything that leads to breakthroughs and new peaks of success.

#### Our guests in 2013:

- **Oleg Bokov**, General Director of Heineken Russia
- **Isaac Sheps**, President of Baltika Breweries and Senior Vice President Eastern Europe, Carlsberg Group
- **Sandis Steins**, General Director of «Statoil Retail Operations»
- **Romuald Rytwinski**, General Director, GM Auto

*"First of all, I want to express my appreciation to SPIBA for the interesting from all aspects meeting with Mr. Romuald Rytwinski, General Director, GM Auto, which was held in the format of "Breakfast with the Director" on November 12 in hotel "Angleterre". It was not so much the presentation of the top manager but mostly a story of a man with great experience in management from different positions about his vision on the modern world and business and their problems at "macro" and "micro" levels, about his personal challenges at his job, views on the "work-life-family" balance, and etc. This story, where individual views, experienced impression and established personal principles were dominating on "company performance results for the past period", transformed "Breakfast with the Director" in a warm and very useful conversation, the impressions of which immediately wanted to be shared with my colleagues and students."*

**Pavel Novikov**, Director of Executive MBA Programs, SSE,  
about the "Breakfast with the Director"



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



Following a time – honored tradition, SPIBA members gathered for the White Nights Boat Cruise on June 28, 2013. 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.



### Meeting with the management of the Committee on Natural Resources, Environmental Protection and Ecological Safety of St. Petersburg



**Valery N. Matveyev,**  
Chairman of the Committee on Natural Resources,  
Environmental Protection  
and Ecological Safety of St. Petersburg

### Meeting with the management of the St.Petersburg Committee for Industrial Policy and Innovation



**Maxim S. Meyksin,**  
Chairman of the Committee  
for Industrial Policy and Innovation  
of St.Petersburg



### SPIBA General Meetings

March 26, 2013

The strategy of the Government of the Leningrad region to maintain a high rate of foreign investment in the economy of the region

Mr. Dmitry A. Yalov,  
Vice-governor of the Leningrad region



July 3, 2013

St. Petersburg strategy in social policy, health and demographic situation

Mrs. Olga A. Kazanskaya,  
Vice-governor of St. Petersburg





## **SPIBA Annual Meeting**

December 5th, 2013 in the "Rossi" hall of the "Hermitage" hotel St. Petersburg International Business Association (SPIBA) held its Annual meeting of members with participation of Maxim Oreshkin, Director of the long-term strategic planning department, Ministry of Finance of the Russian Federation.

At the meeting were discussed current and projected state of the global economy, trends for the next six months in the Russian economy and policy of Ministry of Finance in 2014.

Also Chairman of the SPIBA Executive Committee Stefan Van Doorslaer presented SPIBA presentation on the results of 2013, the budget of the association in 2014 and thanked all members for their active work in 2013! The meeting was attended by representatives of companies – SPIBA members, including CEOs, general directors, and heads of departments.

After the official part of the meeting, guests enjoyed exquisite gourmet dishes from the chef of the hotel "Hermitage" and live blues performed by Phil Spit.

Stefan Van Doorslaer,  
Chairman of the SPIBA Executive Committee



At the Annual Meeting 2013 activities were  
summarized: the best of the best were awarded



**Regular Members**

AAG	Hyundai
Acsour	IMPEX CONSULT
Adecco	Intercomp Global Services
Advanced Management Institute	iNTG
AHLERS	Isku Interior SP
Air France /KLM	ITM Group
Alfa-City	J.Frisberg & Partners
AMCOR	Jensen Group
ANCOR	JETRO
Arcadia	Job.ru
Ariston Thermo Rus	JTI
Ashmanov & partners Saint-Petersburg	Kelly Services
Astoria&Angleterre	Konsu
Attorneys at law Borenus Russia LTD	Law offices Semenyako, Grib and partners
Atria Russia	Magnat
Baker & McKenzie	Maxima Consulting and Law
Baltika Breweries	Metsa Group
Barona	Moore Stephens
BAT British American Tobacco	Morgan Hunt
BC Communications	MTS
BDO	Nissan
Belgium Embassy	NMC-Holding AVA-PETER
BSH Bytowije Pribory	Northern Capital Gateway Pulkovo
BusinessLink Training	Novotel St.Petersburg Centre
Canning	Optogan
Capital Legal Services International	Pen & Paper
Coca-Cola Hellenic	Pepeliaev Group
Colliers International	PepsiCo Russia
Concept Club	Per Aarslef
Corinthia	Phillip Morris
Courtyard by Marriott St. Petersburg	Pilz Russia
CREDIT AGRICOLE CIB	Pratt & Whitney Russia
DB Schenker Russia	Property M
Deloitte	PwC
Dentons	Ramirent
DHL International	RBI Group
DLA Piper	SHL
Domina Prestige	Smurfit Kappa St. Petersburg
East Real	STAF-ALLIANCE Security Service Group
ECOVIS Audit Advance	Staffwel
ELISA	Statoil Retail Operations
EMERGING MARKETS GROUP	Stockholm School of Economics in St.Petersburg
Ernst&Young	Subway
Exiclub	SWISSAM
General Motors Auto	Taxcom
Graduate School of Management St. Petersburg State University	TBL
GSK Reforma	Tebodin
Hannes Snellman	The Official State Hermitage Hotel
Heineken	Tikkurila
Higher School of Economics in SPB	Ultra Union
Hilton St. Petersburg Expoforum	Unilever
	URSA Eurasia
	Ventra
	Vlerick Business School
	VTB Capital (Capital Energo)
	YIT LENTEK
	Zgroup

**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  
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Enterprise Ireland / Embassy of Ireland  
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Commercial Representation of Flanders  
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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 2013 for their generous contributions for the benefit of SPIBA members and the business community as a whole.

**SPIBA SPONSOR 2013**

CAPITAL LEGAL SERVICES

**SPIBA PARTNERS IN ORGANIZATION  
OF VARIOUS EVENTS IN 2013**

Northern Capital Gateway Pulkovo  
PepsiCo Russia  
Baltika Breweries

**SUPPORTERS OF SPIBA EVENTS 2013**

British Consulate-General in St. Petersburg  
Consulate General of the Netherlands  
Graduate school of management SPbSU  
Nordic Council of Ministers (NORDEN)  
National Complex "Palace of Congresses"  
Stockholm School of Economics in Russia

**SUPPORTERS OF SPIBA EVENTS 2013**

The St. Petersburg Times  
STAF-ALLIANCE Security Service Group

**HOSTING SPIBA EVENTS 2013**

Angleterre Hotel  
Astoria Hotel  
Corinthia Nevskij Palace Hotel  
Domina Prestige Hotel, St. Petersburg  
The Official State Hermitage Hotel

**SPIBA INFORMATION SPONSOR**

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

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