



SPIBA

St.Petersburg International Business Association

MONTHLY DIGEST

SPIBA Digest April 2018

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April Highlights 2018

On April 3rd SPIBA HR committee discussed diversity and inclusion in Russian companies. The moderator Alexander Korkin, Associate, Head of Employment Practice, Baker McKenzie, noted that Russian business is in the very beginning of the way to provide equal opportunities.

The first to share the experience of the company was Alexandra Nagornaya, IKEA PR specialist, Diversity&Inclusion ambassador IKEA Retail Russia.

The general director of the Center Rabota-i Ilya Smetanin and the financial director of ZGroup Svetlana Mogiletskaya told about its cooperation. ZGroup employs graduates of the Center for the Employment of Graduates of Orphanages and Young People with Disabilities of Rabota-i.

Ahlers CIS & Baltic, a company specializing in logistics, also turned to Rabota-i in creating jobs and integrating people with disabilities. HR director Irina Chernitskaya shared the story of Igor Bagrov, who after a serious accident received a disability and for a long time could not find a job. Igor described how he lacked information when looking for work, how he adapted to Ahlers CIS & Baltic. Now he is a valuable employee of the company and himself became the mentor of a new employee with disabilities.

One of the principles of the company PepsiCo, which was represented by Anna Malkova Talent Acquisition Supervisor North-West & Central Russia, is a responsible approach. In PepsiCo they try to build a variety of teams so that they are as effective as possible.



[Read more – See photos – Read post release in Russian](#)

On April 11th SPIBA organized a round table “ Change in internal culture of the organization”. Transformation of companies is impossible without changing the internal culture. The implementation of innovations and their introduction to the market is impossible without the involvement of employees. Each company sees this in different ways. In the era of change the main thing is not only stability, but also leadership in the market. Corporate culture, as Margarita Datskaya, the moderator of the round table, the president of the AMI business school, remarked, "this is precisely what gives the company its uniqueness".

Natalia Trifonova, Director Learning, Philip Morris Sales and Marketing, talked about how the introduction of a new, more environmentally friendly product turned out to be commercially successful, thanks to a change in the entire corporate culture and the involvement of each employee in the changes. Continuing the story about this project, Natalia Bernikova, Manager Human Resources, Area North, Philip Morris Sales and Marketing, called the specific steps taken to train and engage employees.

Speech by Evgeniya Falkova, Corporate Affairs Director in West Region, Danone, was devoted to the practice of preserving the company's sustainable development in the transformation of business.

Irina Chernitskaya, HR Director, Ahlers CIS & Baltic, shared her experience, what the company does to change the way of thinking of each employee, which recruitment system was created and what result this leads to.

Head of HR Department, Colliers International, Daria Rubatskaya spoke about the development of the corporate culture in the company. Its main postulates – justice, freedom, responsibility – made it possible to involve both new and long-term employees in the business processes, stimulated everyone to make their proposals and decisions, ensured people's interest in overall success.



[Read more – See photos – Read post release in Russian](#)

On April 24th SPIBA Innovation and Intellectual Systems committee held a discussion "Industrial Internet of things (IIoT). What key performance indicators can industrial enterprises achieve by implementing IoT projects?" During the discussion it was proposed to discuss what should be paid attention to the companies that are entering the projects of digital transformation and to consider the specific cases and tools that exist on the market of solutions for the industrial Internet of things. The moderator was Anna Plemyashova, Director of Corporate Strategy and Development, BELTEL.

Sergey Nagorny, Microsoft, told how the factory of the future can look, what Microsoft technology platforms can be used to simplify and quickly introduce advanced technologies in the enterprise.

Anton Sergeev, GUAP, sharpened the audience's attention to technological challenges related to the Internet of things. One of the most topical is the lack of specialists.

Messian Ukhlov, MTS, spoke about the deployment of networks using NB-IoT technology (narrow-band LTE for IOT applications), shared the capabilities of the product of the company "Tele-data". Particularly valuable for listeners was information about real cases and project budgets.

Sergey Shcherbakov, Beltel Datanomics, drew attention to the importance of building a logical and transparent data infrastructure and cited examples of implementations and development of solutions for the use of artificial intelligence.

Participants noted the high level of speakers, the practicality of the knowledge gained during the discussion, and the warm and friendly atmosphere that prevailed throughout the meeting.

[Read more – See photos – Read post release in Russian](#)



April Events 2018

5.04 HR Committee:

Business meeting with the management of the Office for Migration of the Ministry of Internal Affairs of the Russian Federation in St. Petersburg and Leningrad region

[Read more – See photos](#)



6.04 Legal Committee:

Legal Debating Club: Legal ways to counteract "shadow" imports

[Read more](#)

10.04 Industrial Committee:

Discussion of issues related to water discharge into surface water bodies that has the status of the fishery / ecological value

[Read more](#)



13.04 Marketing & Communications Committee:

There are no little things in marketing. Rebranding of Utair Airlines

[Read more – Read post release in Russian](#)

17.04 Marketing & Communications Committee:

Emotional intelligence as a reflection of a new stage in human development

[Read more – Read post release in Russian](#)



20.04 Finance Committee:

Factoring 2018 – new financial instruments and changes in legislation

[Read more – See photos](#)



26.04 Port seminar: Antwerp, logistics hub for Russian cargo supply chains

[Read more](#)

26.04 Meeting in the Committee for Improvement of SPB concerning temporary restrictions on the movement of vehicles on highways of regional importance in St. Petersburg for the period of FIFA World Cup 2018



SPIBA Success Stories

SPIBA is launching a new project **SPIBA Success Stories**.

SPIBA is launching a new project – SPIBA Success Stories. We assume that SPIBA members will share the most successful stories that have occurred in their companies over the past 2-3 years. Whether it's launching a new project; a significant change in business processes; innovative products / services; unique practices and approaches to doing business; conclusion of a long-term partnership / contract; import substitution and localization, etc.

We expect you to send:

- Text containing ~ 1000 characters (a success story that occurred in your company over the last few years that you would like to share with the business community)
- Name, Surname of the representative of the company, photo, position, company

All stories and photos will be posted on our website spiba.ru and on our [Facebook page](#).

Send us via e-mail office@spiba.ru – Ask any questions by phone +7(812)3259091.

The success story of Hyundai Motor Manufacturing Rus:

In the beginning of February 2018, the Russian plant of Hyundai Motor Company held a solemn ceremony dedicated to the production of the 1,500,000th car. This significant indicator was achieved by the enterprise in just 7 years of work.

If you put all the 1.5 million cars produced by the plant into a chain, then its length will be equal to the distance from St. Petersburg to Lake Baikal. Governor of St. Petersburg Georgy Poltavchenko, Deputy Minister of Industry and Trade Alexander Morozov, dealers and partners of the company, as well as employees of the enterprise took part in the ceremony of issuing the millionth car.

At the end of 2017 the cars produced by the plant (Hyundai Solaris, Hyundai Creta, Kia Rio) were among the five most popular models on the market.

The company is the second largest automaker in Russia.

[See photos](#)

Events calendar for May 2018

Date	Title	Description	Location
Friday 11/05 19:00	English speaking Club	English speaking club with Jerry	Nevsky pr., 21, a business center Mertens House, SPIBA office 506
Friday 18/05 10:00	Quality of life Committee	The Formula of Health: "Human 2.0.: The human thought process and its automatism. How can the thinking process be improved"	Nevsky pr., 21, a business center Mertens House
Friday 18/05 19:00	English speaking Club	English speaking club with Jerry	Nevsky pr., 21, a business center Mertens House, SPIBA office 506
Tuesday 22/05 10:00	Discussion	Russia today: review of economic situation	GSOM SPbU Campus "Mikhailovskaya Dacha", Sankt-Peterburgskoye shosse, 109
Wednesday 23/05 09:30	Marketing & Communications Committee	Workshop "Dynamic Delegation" with the use of the "MindGym" tool	Conference hall Etude, Hotel Indigo St.Petersburg-Tchaikovskogo, 17 Chaikovskogo ul.
Friday 25/05 19:00	English speaking Club	English speaking club with Jerry	Nevsky pr., 21, a business center Mertens House, SPIBA office 506
Monday 28/05 15:00	Discussion	SPIEF follow-up – discussion about the strategic development of companies based on various economic clusters examples	SO/ Sofitel hotel, 6 Voznesensky pr.
Tuesday 29/05 10:00	Industrial Committee	Meeting with the management of the Vodokanal St.Petersburg	Vodokanal St.Petersburg, "Congress" Conference Hall, Shpalernaya ul. 56
Thursday 31/05 10:00	Innovation & Intellectual Systems Committee	The improvement of service level using IT technologies	Coworking Yasnaya Polyana, st. Leo Tolstoy 1-3 (entrance from Lev Tolstoy Square)
Saturday 02/06 12:00	SPIBA Golf Picnic	Family event in Gorki Golf Club	Gorki Golf Club

CONTACT:

SPIBA Office, 21 Nevsky Prospect, Office 506

St. Petersburg, Russia, 191186

Тел.: +7 (812) 325-9091 Fax: +7 (812) 325-9092

Email: office@spiba.ru

www.spiba.ru

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