



SPIBA

St.Petersburg International Business Association

MONTHLY DIGEST

SPIBA Digest November 2018

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November Highlights 2018

On November 13th, Marketing & Communications Committee held a workshop “Personal brand of a manager and a little bit about quantum physics”. The author and the speaker of the workshop was Oksana A. Pikuleva, Expert in Leadership, Doctor of Psychology, Director of the Training Center for Training Leaders of



the National Research University Higher School of Economics, practice teacher at the Executive MBA programs of the Graduate School of Management at St. Petersburg State University since 2012. As a result of the workshop, the participants learnt the secrets of personal stability of the

leader, about the features of personal branding of managers, as well as why it is important to do this personally and how personal branding and quantum physics are interrelated. The key points of the interactive master class were approaches how to expand the boundaries of their influence, to achieve greater awareness, to become a sought-after professional in their field, to achieve a holistic way of action and to effectively position themselves as a brand, to find new ways to interact with customers and partners, and how to create sustainable associations in the perception of others and potential customers.



[Read more – See photos](#)

On November 20th, SPIBA organized its annual roundtable “Lean Manufacturing: Best Practices” at the site of the Petro factory of JTI in the framework of Look@It format. The event was moderated by Pavel Novikov, Executive MBA Program Director, Stockholm School of Economics.



Introductory presentation about the JTI company and the Petro factory was made by Donata Koroletskaya, regional manager for corporate relations and communications, JTI. Alexander Malyutin, manager for analysis and improvement of production processes, JTI, talked about the implementation of Kaizen particularly about proposal system and 5S3R as well as about new organizational structure of the Line Centric Organization. Roman Elizarenko, Head of Direction for Improving Production Processes at BSH Home Appliances, shared lean manufacturing tools at the Bosch Production System. Natalia Dolnikova, Head of Human





Resources, made examples of lean manufacturing tools in HR at BSH Home Appliances factory. Alexey Mikhailov, Head of Evaluation, Training and Development, Roust Holding, spoke about the importance of effective communication in the implementation of lean manufacturing. In conclusion,

Alexander Malutin conducted a tour of the production for all comers.

[Read more – See photos](#)







On November 28th, SPIBA Industrial Committee held a roundtable "Waste Market Reform: From "Waste" to a Secondary Material Resource". Roman Ishmukhametov, Associate, Baker McKenzie, moderated the event and highlighted the legal framework for the recycling market. Dmitry Krutoy, Head of the Ecological Projects Sector of the Department of External Relations and Ecological Education of the Committee for Nature Use, Environmental Protection and Ecological Safety of St. Petersburg, told the audience the ecological initiatives supported by the Committee. Ekaterina Kuznetsova, General director of the Green Office, shared cases of introducing a separate collection for offices and buildings. Dmitry Vorobiev, a specialist in the field of plastic processing, spoke about the recycling of rare, complex plastics. Boris Lednev, General Director, Petrokhim-Technology Holding, made a presentation on Aspects of entering into agreements with regional operators.



[Read more – See photos](#)

November Events 2018

| | | |
|--------------|---|---|
| 14.11 | <p>Quality of Life Committee: Recipes for modern design of learning environment Read more – See photos</p> |  |
| 22.11 | <p>Legal Committee: Recent changes in customs regulations. New business opportunities Read more</p> |  |
| 26.11 | <p>SPIBA Directors' Club</p> |  |
| 27.11 | <p>Innovation & Intelligent Systems Committee: Lecture "Knowledge Management in the digital world" with Tatiana A. Gavrilova Read more – Read post release in Russian</p> |  |
| 29.11 | <p>SPIBA working meeting with the Committee on Improvement and the Legislative Assembly's Commission for Ecology and Natural Resource Management of St. Petersburg Read more in Russian</p> | |

Events calendar for December 2018

| Date | Title | Description | Location |
|-----------------------------|--------------------------------------|---|--|
| Monday 03/12 16:00 | Marketing & Communications Committee | Media Meeting: Vedomosti | Bar Nove, Domina St. Petersburg, 99 Moika emb. |
| Tuesday 04/12 16:30 | Conference | The third annual Maritime Logistics event focusing on the Chinese Belt and Road Initiative, which aims at enhancing trade routes between China and Europe | Makarov State University of Sea and River Transportation, Kosaya Linia, 15A |
| Thursday 06/12 09:30 | Finance Committee | New changes in the legislation on VAT. Practical solutions on VAT application | Nevsky pr., 21, business center Mertens House, conference room on the 6 th floor жe |
| Thursday 06/12 09:30 | Logistics group Industrial Committee | The First Conference of the Transported Asset Protection Association (TAPA) | Landskrona Hall on the 8th floor, Corinthia Hotel St. Petersburg, 57 Nevsky pr. |
| Friday 07/12 18:30 | General Meeting | SPIBA New Year General Meeting | Rossi Hall, The Official State Hermitage Hotel, 10, Pravda St. |
| Tuesday 11/12 09:30 | Marketing & Communications Committee | How to encourage employees to become more engaged in internal communications | Jazz hall, Solo Sokos Hotel Palace Bridge, 2 Birzhevoy pereulok |
| Wednesday 12/12 09:30 | Finance Committee | "Question and answer" session with Alexey A. Korabelnikov, Chairman of Finance Committee of Saint-Petersburg | Nevsky pr., 21, business center Mertens House, conference room on the 6 th floor |
| Thursday 13/12 10:00 | Business Forum | Human capital development in modern business | Ambassador Hotel, St. Petersburg, 5-7 Rimskogo-Korsakogo pr. |
| Friday 14/12 19:00 | English speaking Club | English speaking club with Jerry | Nevsky pr., 21, a business center Mertens House, SPIBA office 506 |
| Friday 21/12 | English speaking Club | English speaking club with Jerry | Nevsky pr., 21, a business center Mertens House, |

19:00

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