

## **SPIBA Digest March 2019**

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## March Highlights 2019

On March 1st, St. Petersburg International Business Association for the second time took part in the St. Petersburg International Labor

Forum and organized two round tables. In the section "HR-technologies (# HRtech)" a round table was dedicated to Agile HR. Olga Titova, Deputy Head of HR Department, IKEA, is convinced that Agile is not just a buzzword, but a symbol for a customer-oriented approach. Ekaterina Vashukova, HR and Corporate Culture Manager, Philip Morris Izhora, spoke about the activities undertaken by the company to maintain market leadership. The technical side of using Agile principles in business was described by Daria Noskova, manager and developer of the Scrum-team, Baltika Breweries, part of the Carlsberg group. Sales director of ANCOR, Mikhail Abgaryan informed the audience that flexible



management of personnel in their organization is carried out according to the Adizes methodology. Sophia Morozova, HR business partner, said that Nissan does not use the term Agile, but works on the basis of its principles. The actual topic of the round table gathered a large number of participants. They listened with interest about the different methods of using Agile principles in business. A common feature in all the speeches was the statement that the Agile approach grows out of the company's culture and changes it.

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In the framework of the section "Safety and Labor Protection (#safety)" of the International Labor Forum, SPIBA organized a round table "Building a Safety Culture of Work in Various Industries". Occupational health and safety management systems vary by industry, but at the same time rely on common approaches and principles. Within the framework of the round table, a set



of factors was discussed that determine the specifics of the creation and functioning of labor protection management systems in individual industries and organizations. Mikhail Tsygankov, Head of the Directorate for Labor Protection and Ecology of the Alliance Renault-Nissan-Mitsubishi, Russia, moderator of the event, emphasized that the round table was not about labor protection issues, legislation, and other



activities, but an safety culture at the international level. Roman Bogdanovsky, business development manager, Pilz Rus, shared a set of measures to prevent industrial injuries. Andrei Savchenko, Head of the department of Labor protection, Environment and Safety, Philip Morris Russia, shared his experience of using the company tools to increase the personal responsibility of employees, ensure the necessary safety and reduce costs. Svetlana Efremova, Director of Social Partnership and Labor Relations Service, Baltika Breweries, part of the Carlsberg Group, presented a cross-



functional project in which the HR and Safety functions work consistently. Alina Rusnak, Project implementation manager, spoke about the tools that IKEA Industry Novgorod uses to build a safety culture. Petri Hagman, the training director of the educational consortium GRADIA (Finland), shared his European experience in the field of work safety.



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On February 15<sup>th</sup>, SPIBA Legal Committee initiated the event devoted to the summing up of the legal



results of 2018. Issues related to sanctions pressure, antimonopoly regulation, changes in legislation in the field of intellectual property and information technology, etc. were discussed at the event. Speakers were recognized leaders in their field: Irina Onikienko,



Partner, Capital Legal Services, Artem Zhavoronkov, Partner, Borenium, Sergey Spasenkov, Senior partner, Pepeliaev Group, Elena Mikhailovskaya, partner, DLA Piper, Georgy Pchelintsev, partner, Dentons, Natalya Dyatlova, Partner, Maxima Legal, and Alexey



Dobrynin, partner, lawyer, head of criminal law practice, Pen & Paper Attorneys at Law. In general, lawyers agreed that in modern conditions it is difficult for business to function successfully and maintain healthy competition, including for a number of legal and political reasons. The



event, held for the first time, has become a unique platform for the exchange of professional experience. The experts agreed to hold such meetings annually.

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**On March 27<sup>th</sup>,** There was SPIBA Annual Meeting. The event was



devoted to high technologies and was held under the motto "Smart city – the innovative future of the urban environment". Invited experts in the field of innovations told about environment changing under the influence of autoevolution and what trends prevail in this market: Iya Gordeeva, Chairman of the Association for the Development of Electromobile Unmanned Connected Transport and Infrastructure(AETI), Kirill Zhanaydarov, Project Manager of the Transport Infrastructure of the Fund Skolkovo, and Tatiana






Gorovaya, Director of Government Relations, Nissan Manufacturing Rus. Stefan Van Doorslaer, Chairman of the SPIBA Executive Committee, thanked all those present for their participation and summarized the activities of the Association for 2018. Traditionally the Annual Meeting held an award ceremony of SPIBA members and partners following the results of the past year. The winners were Petro Factory, JTI Russia; Consulate General of the Kingdom of the Netherlands in St. Petersburg; Valery Ermakov, Rostelecom; Irina Koshelkova, BC Communications; Stanislav Murashov, Raiffeisenbank; Nana M. Gvichia, Committee for the Development of Tourism in St. Petersburg; Theater "Na Liteinom"; SPIBA HR Committee, represented by Alexander Korkin, Baker McKenzie, Timur Komarov, PepsiCo, Svetlana Efremova, Baltika Breweries, part of the Carlsberg Group, and Sergey Bundalevsky, Philip Morris International Affiliates in Russia. The business program of the event ended with a raffle drawing from the official sponsor of the meeting – Audi Center Vyborgsky.

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## March Events 2019

<p><b>05.03</b></p>	<p>Finance Committee: Conference "Taxes 2019" <a href="#">Read more</a> – <a href="#">See photos</a></p>	
<p><b>06.03</b></p>	<p>Innovation and Intelligent Systems Committee: Biometrics – new opportunities for solving business problems <a href="#">Read more</a> – <a href="#">See photos</a></p>	
<p><b>06.03</b></p>	<p>Quality of life Committee: Excursion: Museum of Art and Industry Academy named after the Baron A. L. Stieglitz <a href="#">Read more</a> – <a href="#">See photos</a></p>	
<p><b>06.03</b></p>	<p>SPIBA Directors' Club</p>	
<p><b>12.03</b></p>	<p>Innovation and Intelligent Systems Committee: Striving for new IT solutions <a href="#">Read more</a></p>	

14.03	<p>Green Code signing</p> <p><a href="#">Read more</a> – <a href="#">Read post release in Russian</a></p>	
25.03	<p>Look@Danone</p> <p><a href="#">Read more</a> – <a href="#">See photos</a></p>	
28.03	<p>Breakfast with the Director:</p> <p>Michael Bjorklund, Chairman of the Board of Directors, Bonava St. Petersburg</p> <p><a href="#">Read more</a> – <a href="#">See photos</a></p>	

## Events calendar for April 2019

Date	Title	Description	Location
Tuesday 02/04 16:30	Finance Committee #SPIBATaxTalks	The abolition of the tax on movable property or the start of a tax campaign on the recognition of movable property	Bar Nove, Hotel Domina St. Petersburg , 99 Moika Embankment
Wednesday 03/04 09:30	Marketing & Communications Committee	Media Meeting: Татьяна Турикова, «The St.Peterburg Times»	Business Center Mertens House, Nevsky pr., 21, conference room on 6th fl.
Thursday 04/04 09:30	Finance Committee	Conference on Development Trends in International Taxation in Russia	St. Petersburg State University (22-ya Liniya V.O. 7)
Friday 05/04 10:00	Business Meeting	Meeting with Laurent Bardon, Head of the Economics and Trade Section of the Delegation of the European Union to Russia	Nevsky pr., 21, SPIBA office 506
Friday 05/04 19:00	English speaking club with Jerry	Discussion club	Nevsky pr., 21, SPIBA office 506
Tuesday 09/04 10:30	Look@It	Look@Coca-Cola HBC Россия	Coca-Cola HBC Russia, 50 Pulkovskoye sh.
Thursday 11/04 09:30	Workshop	Speech as a tool of thinking and influence: types of discourses in the organization".	Atelier99, Hotel Domina St. Petersburg , 99 Moika Embankment
Friday 12/04 19:00	English speaking club with Jerry	Discussion club	Nevsky pr., 21, SPIBA office 506
Tuesday 16/04 10:00	Look@IT	Look@Greenstate	Industrial Park Greenstate, Industrial zone Gorelovo, Volkhonskoe Highway 2B
Wednesday 17/04 09:30	Workshop	Мастер-класс по трансформации корпоративной культуры	Etude Hall, Hotel Indigo SPb-Tchaikovskogo, 17 Chaikovskogo ul.
Thursday 18/04 09:30	HR Комитет & Marketing & Communications Committee	HR 4.0 About business: a series of fairy tales about folk omens, magical knowledge and heroic teams	Coworking Yasnaya Polyana, st. Lev Tolstoy 1-3
Friday 19/04 19:00	English speaking club with Jerry	Discussion club	Nevsky pr., 21, SPIBA office 506
Tuesday 23/04 10:00	Industrial Committee	Meeting with the management of the Vodokanal St.Petersburg.	Vodokanal St.Petersburg, "Congress" Conference Hall, Shpalernaya ul. 56

Wednesday 24/04 09:30	Real Estate & Construction Committee	Intellectual property in construction: what the customer needs to know	Business Center Mertens House, Nevsky pr., 21, conference room on 6th fl.
Friday 26/04 19:00	English speaking club with Jerry	Discussion club	Nevsky pr., 21, SPIBA office 506

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