



St.Petersburg International
Business Association

YOUR BUSINESS
NAVIGATOR



ANNUAL REPORT



Dear friends,

We are happy to present you the Annual Report of the activities of our association for 2018.

Today, St. Petersburg is not only the Cultural Capital of Russia, it is a business center where top managers of leading Russian and international companies gather for the St. Petersburg International Economic Forum. Decisions made during the Forum largely determine the business climate of our city and region. SPIBA did not stay on the sidelines of such an event: we set up a new format, SPIBA AfterForum, where members of the association discuss not only the results of the Forum, but also how its decisions affect business development in the North-West region of the Russian Federation.

In recent years, it has become obvious that our city is also a sports capital. The 2017 FIFA Confederations Cup and FIFA World Cup 2018™ added not only joyful moments for football fans and city dwellers, but also threw some challenges to the business community. Issues of security, visa support, movement of freight transport have become the subject of business discussions with the Committees for the Improvement and Development of Transport Infrastructure of St. Petersburg and the Department of the Ministry of Internal Affairs of Russia that gave the business community positive results.

Additionally, the Green Code project, initiated by SPIBA in 2017, was supported by the Commission for Ecology and Natural Resource Management of Saint Petersburg's Legislative Assembly. In 2018, corporations such as JTI, which owns plant "Petro" in St. Petersburg, and Baltika Breweries, part of the Carlsberg Group, Heineken Brewery, Ariston Thermo Rus, YIT St. Petersburg, SEB Group Vostok, Smurfit Kappa St. Petersburg, MLM Neva trade and Eurosib-Logistics participated in the initiative.

SPIBA has become one of the key partners of the 2018 International Labor Forum, where the association organized and carried out a round table titled, "How to ensure the high involvement of the younger generation?"

SPIBA is committed to sharing best practices and relevant business cases and to carry on a dialogue with state authorities as our key tasks. The message is clear: SPIBA is not only growing, but also continuously developing.

We thank members of the Executive Committee, co-chairs of committees, members and partners for their invaluable contribution to the development of the Association. We wish you all success and prosperity!

Karina Khabacheva
SPIBA Executive director

Mission of SPIBA



Saint-Petersburg International Business Association (SPIBA) is a non-profit, independent organization which unites foreign and Russian companies that share SPIBA's view and principles.

The St. Petersburg International Business Association (SPIBA) is here to be a strong voice of business in the North-West region of Russia and to facilitate business development for its members by the means of:

- Exchange of information and knowledge;
- Open dialogue and collaboration with the authorities;
- Establishment of business connections in an informal and friendly atmosphere.

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

Aside from Committees activities, SPIBA organizes General Meetings, conferences, seminars, breakfast briefings, round tables, business tours, Directors' Club meetings, annual Logistics Breakfast and Business Forum. All of the events are dedicated to addressing 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 Saint-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 solutions. In addition to these business events, SPIBA invites members to participate in a range of social events from the traditional "White Nights" Boat Cruise to Golf Picnic.

SPIBA Executive Committee



Stefan Van Doorslaer

Chairperson of the Executive Committee
CEO, Ahlers Group



Mathias Weber

Partner
SCHNEIDER GROUP St. Petersburg



Tatiana Gorovaya

General Manager of External and Government Affairs,
Nissan Manufacturing RUS



Irina Onikienko

Partner
Capital Legal Service



Victoria Gourinovich

CIS Logistics Director/Branch Director,
Groupe SEB Vostok



Dmitry Ermilov

General Director
KiiltoClean Russia



Lars Mosdorf

Deputy General Director
CFO, Northern Capital Gateway



Alexander Parshukov

Chief Investment Officer
VTB Development



Karina Chichkanova

Partner
Dentons

SPIBA Industrial committee

About the Committee:

The Industrial Committee follows, assesses and analyzes major tendencies and problems concerning ecology, labor protection, industrial safety and logistics which can influence the activities of enterprises in the North-West region of Russia.

Committee Co-Chairs in 2018



Viktoria Afanasieva,
Nissan Manufacturing Rus



Peeter Kehva,
Smurfit Kappa St. Petersburg



Roman Ishmukhametov,
Baker McKenzie

Logistics Group:



Olga Nekrasova,
Ahlers Russia



Konstantin Krotov,
Graduate School of Management, SPbU

Events:

- Round table "Obligations of the Employer in the field of civil defense, emergencies and liquidation of consequences of natural disasters"
- Meeting with the management of the Vodokanal St.Petersburg
- Round table "Green Business": from German experience to Russian realities and perspectives"
- Round table " Waste Market Reform: From "Waste" to a Secondary Material Resource"



First Conference of the Transported Asset Protection Association (TAPA)

Main goals of the Committee:

- Promotion of efficient working standards in the spheres of ecology, labor protection and industrial safety;
- Active participation in the development of laws, instructions and standards regarding ecology, labor protection and industrial safety;
- Organization of meetings and events related to the subject of relevant logistical questions, efficiency of production, equipment safety and customs issues.

Committee sponsor 2018:





Round table "How to ensure high involvement of the younger generation?" in the framework of the St. Petersburg International Labor Forum



SPIBA HR Committee

About the Committee:

The SPIBA HR Committee is a forum for the exchange of experience and opinions of HR managers, business representatives and public authorities.

Participants of Committee meetings include representatives of industrial companies, recruiting agencies and training companies, as well as professors of leading universities and business schools, lawyers and experts in human resource management and labor and immigration legislation.

Main goals of the Committee:

- Support members of the Association in search of solutions to problems related to provision of qualified labor resources ;
- Discussion of relevant questions regarding the work of HR services: staff motivation, education and training, labor legislation;
- Exchange of experience, knowledge and specific company case studies.

Committee Co-Chairs 2018:



Timur Komarov,
PepsiCo



Alexander Korkin,
Baker McKenzie



Svetlana Efremova,
Baltika Breweries,
part of Carlsberg Group



Sergey Bundalevsky,
Philip Morris International
Affiliates in Russia

Events:

- Diversity, Inclusion and Equal Opportunities: the practice of companies in Russia
- Employee Engagement: methods and HR practices
- Strategic HR – business expectations. How to become a business partner
- Digital capability /Development of an organizational resource for digitization of business

Committee sponsor 2018:



COMMITTEE OF THE YEAR

SPIBA Marketing and Communications Committee:



Media Meeting: Vedomosti

About the Committee:

The SPIBA Marketing & Communications Committee is a team of active, caring professionals, who understand the goals, objectives and needs of the communications sphere and who unite leading specialists in various business spheres.

Main goals of the Committee:

- Integration of specialists in marketing and communications from various economic sectors for experience sharing;
- Attraction of leading Russian specialists to address key questions and provide guidance for development of the industry.

Committee Co-Chairs 2018:



Janna Malinovskaya,
Unilever



Veronika Voinivian,
BORENIUS



Ekaterina Ena,
EMG



Irina Koshelkova,
BC Communications



SPIBA MEDIA EXPERT

Events:

- Workshops: "Sketchnoting: How visual notes allow you to structure information", "Personal brand of a manager and a little bit about quantum physics", "Dynamic Delegation" with the use of the "MindGym" tool "
- Leadership Models
- Social media as an important element of marketing strategy. Hit or miss? How to reach the target audience
- How to encourage employees to become more engaged in internal communications



SPIBA Legal Committee

Legal Debating Club: "Curiosities of Russian courts: Supreme court rules"

About the Committee:

The SPIBA Legal Committee traces its existence back to the moment the Association was founded in 1995. Activities of the Committee include enhancement of the legislative base, creation of favorable conditions for business and improvement of the investment climate in North-West Russia.

Discussions are held with the participation of leading international and Russian law firms and representatives of relevant public authorities.

Main goals of the Committee:

- Identification of production, trade and tax legislation issues faced by companies in North-West Russia and cooperation in resolving these issues on behalf of SPIBA's members;
- Improvement of the investment climate in North-West Russia;
- Support companies in adapting to changes in Russian legislation;
- Cooperation with local and federal authorities in advancing recommendations and initiatives of SPIBA.

Committee Co-Chairs 2018:



Igor Gorokhov,
Capital Legal Services



Maxim Ali,
Maxima Legal



Tair Suleymanov,
Dentons



Anna Yakovleva,
Forte Tax & Law

Events:

- Legal Debating Club: "Legal ways to counteract "shadow" imports", "Reform of the legal services market and the "monopoly" of lawyers"
- "Property tax: problems and their solutions in tax reform. Trends in jurisprudence"
- Data Protection in Russia and the EU
- Recent changes in customs regulations. New business opportunities

SPIBA Real Estate and Construction Committee



Tour to RBI residential complex "How to buy a dream: what do you need to know choosing a property in 2018?"

About the Committee:

The SPIBA Real Estate & Construction Committee actively cooperates with leading organizations which unite professionals and experts of real estate and related markets; and increases the attractiveness SPIBA in the real estate and construction market.

Main goals of the Committee:

- Informing SPIBA's members about current trends in the real estate market and changes in relevant legislation;
- Holding meetings and seminars for SPIBA's members with the participation from leading market professionals, with the aim of discussing topical issues, concerning creation, acquisition and utilization of the real estate objects.
- Unifying the needs of SPIBA's members in order to establish legislative initiatives and present them to executive authorities;

Committee Co-Chairs 2018:



Anna Sabinina,
Colliers International



Vera Serezhina,
RBI Holding



Arina Dovzhenko,
Dentons

Events:

- Round table "Results of the year 2017. Commercial and residential property market trends"



Annual conference "Taxes 2018"



SPIBA Finance Committee

About the Committee:

The SPIBA Finance Committee unites professionals in the fields of finance, taxation and accounting. Activities and topics of the Committee include finance management, application of tax legislation, the financial state of the Russian economy, accounting, international standards of accounting and currency legislation.

Main goals of the Committee:

- Creation of a platform for exchange of experience and information among colleagues and demonstration how companies can and must be financially successful when in compliance with all provisions of Russian legislation;
- Providing recommendations in optimization and advancement of business-processes for companies, improvement of organizational efficiency and cost reduction.

Committee Co-Chairs 2018:



Elena Barvitskaya,
Taxcom



Elena Zyryanova,
Crédit Agricole CIB



Olga Semenova,
EMG



Anton Kabakov,
Forte Tax & Law

Events:

- Meetings with the representatives of Federal Tax Service of Russia on topics "Annual report 2018 with Olga G. Lapina: be aware, know the risks, make decisions competently", "New changes in the legislation on VAT. Practical solutions on VAT application"
- Factoring 2018 – new financial instruments and changes in legislation
- #SPIBATaxTalks "Intragroup Transactions: Requalification and Price Control"

Committee
Sponsor 2018:



SPIBA Quality of Life Committee



"REFLECTION" – Meet-up with the Petersburg photographer Alexei Kostromin at YELLOWKORNER gallery

About the Committee:

Activities of SPIBA Quality of Life Committee are focused on social questions and leisure. The Committee also organizes and holds various meetings and events dedicated to strategies of healthy lifestyle, cultural and ecological projects.

Main goals of the Committee:

- To improve the communications among SPIBA members;
- To provide leisure activities and access to cultural heritage.

Committee Co-Chairs 2018:



Larisa Konashenok



Alexander Strelnikov,
AmedaKlinik



Alexandra Popsueva,
Novotel St. Petersburg Centre

Events:

- Theater evenings: MDT, BDT named by Tovstonogod, Theatre «Na Liteinom», Youth Theater on Fontanka
- Cultural Discoveries: excursion "Modigliani, Soutine, and other legends of Montparnasse", exhibition "The Age of Rembrandt and Vermeer: Masterpieces of The Leiden Collection"
- Tours to The Mariinsky theatre (main stage), Annenkirche

Committee Sponsor 2018:





Innovation and Intellectual Systems Committee

Round table "Industrial Internet of things (IIoT). What key performance indicators can industrial enterprises achieve by implementing IoT projects?"

About the Committee:

Created in 2017 the SPIBA Innovation and Intellectual Systems Committee aims to exchange best practices in the use of intelligent information technologies and to discuss the latest developments and trends in the field of automation, information and artificial intelligence.

Main goals:

- Make SPIBA a well-known platform for discussion of new technologies;
- Provide SPIBA members with up-to-date information on new technologies useful for their business;
- Help to create solutions in the sphere of new technologies faced by SPIBA members (including through interaction with authorities at various levels).

Committee Co-Chairs 2018:



Olga Pankova,
Baker McKenzie



Georgy Pchelintsev,
Dentons



Anna Plemyashova,
BELTEL



Alexander Shuysky,
PetrogradWeb

Events:

- Round table "Use of Blockchain Technology in Business"
- Round table "Upgrading the quality of services using IT technologies"
- Discussion "Information Security. Challenges and risks for business"
- Lecture by Tatiana Gavrilova "Knowledge Management in the digital world"

Committee Sponsor 2018:





The year 2018 year was not only marked with stable growth but also with numerous interesting and memorable events, which, undoubtedly, left their mark on the history of the Association. All in all, the Association held 131 events, which were attended by over 4600 participants. The number of speakers in 2018 reached 280.

We are pleased to present you with the key events of 2018.



Key Events in 2018

SPIBA General Meetings



Annual Meeting on the topic: "Preparation and organization of FIFA World Cup 2018™"

Speakers:

- **Nana M. Gvichia**, Deputy Chairman of the Committee for Tourism of St. Petersburg
- **Dmitry Schneider**, Department of Sports Events and Facilities Management, Organizing Committee, FIFA 2018™ Football Championship in Russia
- **Igor Babaryko**, Executive Director, Russia National team supporters club RUSSIA UNITES



General Meeting "The investment policy of St. Petersburg, the implementation of significant investment projects" with the participation of при участии **Irina A. Babyuk**, Chairman of the Committee on Investments of St. Petersburg, and **Sergey M. Kadochnikov**, Professor, Doctor of Sciences in Economic Theory, HSE University.



General Meeting "Global digitalization trends". Speakers: **Ivan Skladchikov**, the First Vice-Chairman of the Committee on Industrial Policy and Innovation of St. Petersburg, and **Valery Ermakov**, Vice President, Corporate and Government Segments, Rostelecom.



New Year General Meeting. "FUEL (TOPLIVO)" performance – Pop-up theatre project.

Meetings with the representatives of public authorities



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



Meeting with St. Petersburg Federal Antimonopoly Service to discuss topical issues related to antimonopoly regulation. Special guest: **Vyacheslav A. Tukaev**, Deputy Head of St. Petersburg Federal Antimonopoly Service of Russia.



Round table "Labor Market Review" with the participation of **Petr E. Tischenko**, Deputy Chairman of the Committee on Labor and Employment of the Population of St. Petersburg.



"Question and Answer" session with **Alexey A. Korabelnikov**, Chairman of Finance Committee of Saint-Petersburg. Topic of the meeting: "Prospects for the development of St. Petersburg, the plans of the Finance Committee and current priority issues".



Key Events in 2018

Events with Consulates General



Business Coffee morning with UK Consul General in St. Petersburg.



Round table "Life under sanctions" in cooperation with the Consulate General of the Kingdom of the Netherlands that devoted to the issues of doing business in conditions of sanctions restrictions. The round table included information on existing international sanctions and Russian counter-sanctions, as well as the procedure for their application, and discuss the impact of sanctions on doing business in Russia.



The third annual Maritime Logistics event, focusing on the Chinese Belt and Road Initiative (BRI).



Business converge. Informal discussion according to the results of SPIEF'18 on the example of different clusters of the economy.



Round table "Socio-economic situation in Russia: half year results". Experts from different sectors of the economy gave an assessment and outlined forecasts for upcoming events in Russia.

Key Events in 2018



Discussion "Consumer Market Trends"



Annual Business Forum with ANCOR Holding "Human capital development in modern business"



Seminar "Russia and the global outlook: You will be taken care of!" devoted to macroeconomic situation in Russia and global economic trends. **Sébastien Barbé**, Chief Emerging Markets Economist, Credit Agricole CIB.



Breakfast with the Director:
Lars Mosdorf, Deputy General Director, CFO,
Northern Capital Gateway



SPIBA Directors' Club:
ARCOBALENO RESTAURANT
(sponsored by Hotel Domina St. Petersburg)



Culinary hands-on workshop for the Directors Club at SWISSAM business school

Key Events in 2018

Look@It



- **Look@Galactika**
- **Look@Russian Standard Vodka**
- **Look@Zenit Arena**
- **Look@Imperial Porcelain Manufactory**



Lubimy Kray



Hyundai



JTI



BEST SPIBA LOOK@IT HOST



SPIBA Golf Picnic in the format of Family day. The program of the picnic included: an interactive fun-zone, open lessons on golf, a tournament on footgolf on the academic field and a mini-golf tournament.



Key Events in 2018

SPIBA White Nights Boat Cruise



On the 6th of July the annual SPIBA White Nights Boat Cruise took place. Members, partners, and friends of SPIBA gathered aboard. Guests of the Cruise were welcomed with contests, raffles, dancing, food and drinks and networking in a warm atmosphere.



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 NAI Becar
 Nanten Oy
 Neste St.Petersburg
 Nissan
 NMC-Holding (AVA-PETER, Scandinavia)
 Northern Capital Gateway Pulkovo
 Novotel St. Petersburg Centre
 OMV Aktiengesellschaft in Moscow
 Park Inn Hotels and Radisson Hotels
 Pediatric Medical University
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 Pilz Russia
 PowerLexis
 President Consult
 Profile Euro
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 RBI Group
 Rostelecom
 Rumyantsev Legal
 Russian Standard Vodka
 SATO
 Schneider Group
 SEB Groupe
 Sever Minerals
 Severen Telecom
 Siemens Gas Turbine Technologies
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 Smurfit Kappa St. Petersburg
 SO/ Sofitel St. Petersburg
 SOL SP
 St.Petersburg State University of Economics
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Consulate General of the Netherlands

Fabergé Museum

French Consulate Commercial Section

Hamburg Chamber of Commerce

Royal Norwegian Consulate General

Russian-German Chamber of Commerce

St. Petersburg Trade Chamber of Commerce

State Drama Theatre "Na Liteinom"



SPIBA CULTURAL PARTNER 2018
State Drama Theatre "Na Liteinom"

Acknowledgements

The Association is pleased to acknowledge all the companies who sponsored, supported, and helped organize various SPIBA events in 2016 for their generous contributions that benefit SPIBA members and the business community.

SPONSORS OF SPIBA COMMITTEES 2018

Industrial Committee:

YIT

HR Committee:

Kelly Services

Innovation and Intelligent Systems Committee:

Baker McKenzie

Finance Committee:

Raiffeisenbank

Quality of Life Committee:

KiiltoClean

SPONSORS OF

SPIBA DIRECTORS' CLUB 2018

Domina St.Petersburg

Radisson Royal Hotel St Petersburg

SPIBA EVENTS SPONSORS IN 2018:

Allianz

GORKI Golf & Resort

Philip Morris Sales & Marketing

MTS

KiiltoClean

SUPPORTERS OF SPIBA EVENTS IN 2018

Domina St. Petersburg Hotel

Heineken Breweries

Radisson Royal

Beluga Boutique

Coca-Cola HBC Russia

Atria Russia

Karavay

Unilever Rus

PepsiCo

Subway Russia

Baltika Breweries, part of the Carlsberg group

Corinthia Hotel St Petersburg

Wrigley/MARS

Lubimy kray

SPIBA PARTNERS IN ORGANIZATION OF VARIOUS EVENTS IN 2018

Consulate General of Great Britain

Consulate General of the United States

Consulate General of the Netherlands

Graduate School of Management SPB University

SPIBA INFORMATION SPONSOR 2018

BC Communications



COMMITTEE OF THE YEAR 2018

HR Committee

SPIBA MEDIA EXPERT 2018

Irina Koshelkova, BC Communications

COOPERATION WITH THE BUSINESS COMMUNITY 2018

Nana M. Gvichia, Committee for the Development of Tourism in St. Petersburg

BEST SPIBA SPEAKER 2018

Valery Ermakov, Rostelecom

SPIBA DIPLOMATIC PARTNER 2018

Consulate General of the Kingdom of the Netherlands in St. Petersburg

SPIBA BUSINESS EXPERT 2018

Stanislav Murashov, Raiffeisenbank

BEST SPIBA LOOK@IT HOST 2018

Petro Factory, JTI Russia

SPIBA CULTURAL PARTNER 2018

Theatre "Na Liteinom"

*We express our gratitude to all SPIBA members and partners
and hope for further cooperation!*



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