

## **SPIBA Digest October 2019**

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## October Highlights 2019

**On October 3<sup>rd</sup>**, "Italy" restaurant hosted a business breakfast on "Brand Positioning through social and cultural projects".



The meeting was moderated by Larisa Konashenok, co-chair of the SPIBA Committee on Quality of Life. Audience loyalty now is equal to the success of the company. But how to get this loyalty? In today's world, people give preference to the goods of corporations that are not indifferent to social problems. At the business breakfast, speakers and guests of the meeting discussed this trend. Larisa Afanasyeva, Director, Uppsala Circus, spoke about the circus as a socio-cultural project for children and adolescents from social risk groups, whose mission is to raise the level of culture in society through the development of creativity in each person. Marina Kasumova, Managing director of MEDI group, shared how they interact with Uppsala Circus. Marina Kholdoba, Marketing specialist, MEGA Parnas, Ingka Group, told and showed successful implementation of the project "Fashion for a good cause".



[Read more](#) – [See photos](#)



**On October 8<sup>th</sup>**, SPIBA members met with Vladimir Gusarov to discuss the secrets of public speaking practice. Journalist, professional presenter of the event industry, essayist Vladimir Gusarov has



extensive experience in public speaking, and shared it with the audience. Opening the seminar "Practice of public speaking – three steps to the audience", the guest of the meeting said that he made an attempt to theorize his own practical experience and



identified the main steps to ensure a successful public performance. Vladimir Gusarov richly illustrated his recommendations with examples from personal experience and quotes from speeches of famous personalities. The artistry and imagery of the journalist's speech allowed the audience to vividly imagine "how it is necessary and how it is not necessary". The seminar ended with a small practical task. Volunteers had to briefly talk about the business they represent, using the key recommendations proposed by Vladimir.

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

**On October 16<sup>th</sup>**, SPIBA held a General meeting of its members where representatives of the

Government of St. Petersburg and Leningrad region discussed with



the members of the Association the investment and economic development of the two subjects. Speakers of the General meeting were Eduard V. Batanov, Vice-Governor of St. Petersburg, and Dmitry A. Yalov, Deputy Chairman of the Leningrad region government for economy and investment, Chairman of the Committee for economic development and investment activities. After the short presentations of the speakers about the work done and the



investment climate of the two subjects of the Russian Federation, moderator Tatyana Gorovaya, General Manager External and Government Affairs, Nissan Manufacturing Rus, asked them questions that the guests of the General meeting had sent in advance. The questions of the audience concerned both large-scale economic projects and very specific examples. The organizers and speakers promised that all whose questions were not answered due to lack of time, will certainly receive written answers.











The Chairman of the Executive Committee of SPIBA Stefan van Doorslaer, CEO of Ahlers Group, could not personally attend the

event but he sent a video report on the financial activities and budget for 2020 of the Association. As a result of the re-election, Sergey Parshin, General Manager, Smurfit Kappa St. Petersburg, became a member of the Executive Committee of SPIBA. The General meeting ended with a ceremony of introduction of new members of SPIBA and a fourchette, where the guests informally discussed the pressing issues raised in the official part of the meeting, exchanged experiences, shared news and ideas.

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

## October Events 2019

<p>09.10</p>	<p>Management of the Employer Brand Perception <a href="#">Read more</a> – <a href="#">See photos</a></p>	
<p>10.10</p>	<p>Finance Committee Round table devoted to labor issues and taxation of employee expenses, payment of insurance premiums <a href="#">Read more</a> – <a href="#">See photos</a></p>	
<p>22.10</p>	<p>Real Estate &amp; Construction Committee: Intellectual property in construction: what a client needs to know <a href="#">Read more</a></p>	
<p>23.10</p>	<p>Legal Committee: Legal Debating Club "The latest changes in procedural law" <a href="#">Read more</a></p>	
<p>24.10</p>	<p>Look@Smurfit Kappa <a href="#">Read more</a>– <a href="#">See photos</a></p>	

<p><b>25.10</b></p>	<p>Marketing &amp; Communications Committee:  The Critical Thinking Workshop  <a href="#">Read more</a> – <a href="#">See photos</a></p>	
<p><b>30.10</b></p>	<p>GetTogether@48 Chairs  <a href="#">Read more</a></p>	
<p><b>31.10</b></p>	<p>Industrial Committee:  The visit of the Legislative Assembly's Commission for Ecology and Natural Resource Management to the plant "Baltika Brewery" in the framework of the signing of the "Green code"  <a href="#">Read post release in Russian</a></p>	

## Events calendar for November 2019

<b>Date</b>	<b>Title</b>	<b>Description</b>	<b>Location</b>
Friday 01/11 19:00	English speaking club with Jerry	Discussion club	Mertens House, 21 Nevsky Prospect, SPIBA office 506
Wednesday 06/11 09:00	Consular Breakfast	Consular Breakfast with Norwegian Consul General	TBC
Thursday 7/11 17:00	Student delegation	Doing business in Russia	New Holland Island, Admiralteysky Canal Embankment, 2
Friday 08/11 19:00	English speaking club with Jerry	Discussion club	Mertens House, 21 Nevsky Prospect, SPIBA office 506
Tuesday 12/11 16:00	Finance Committee	#SPIBATaxTalks: Double Taxation Agreement Revolution: MLI in Russia	Bar Nove, Hotel Domina St. Petersburg , 99 Moika Embankment
Thursday 14/11 09:30	Industrial Committee	To Efficiency Through Change and Consistency	Conference hall Atelier99, Hotel Domina St. Petersburg , 99 Moika Embankment
Friday 15/11 19:00	English speaking club with Jerry	Discussion club	Mertens House, 21 Nevsky Prospect, SPIBA office 506
Tuesday 19/11 12:00	Marketing & Communications Committee	Media Meeting: Channel 78	Conference hall Camelia, Novotel St. Petersburg Centre, 3A ul. Mayakovskogo
Wednesday 20/11 10:00	Workshop	HR 4.0: Happy teams = maximum performance	Coworking Yasnaya Polyana, st. Lev Tolstoy 1-3
Friday 22/11 19:00	English speaking club with Jerry	Discussion club	Mertens House, 21 Nevsky Prospect, SPIBA office 506
Tuesday 26/11 16:00	Innovation and Intelligent Systems Committee	Cognitive effects of the digital wave: gender emphasis. Speaker: T. Gavrilova, Professor, Graduate School of Management, SPSU	Business Center Mertens House, 21 Nevsky Prospect, 6th floor conference room
Wednesday 27/11 10:00	Logistic group Industrial Committee	Logistic breakfast	Coca-Cola HBC Russia, 50 Pulkovskoe sh.

Thursday 28/11 09:30	Logistic group Industrial Committee	Customs issues	Business Center Mertens House, 21 Nevsky Prospect
Friday 29/11 19:00	English speaking club with Jerry	Discussion club	Mertens House, 21 Nevsky Prospect, SPIBA office 506

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