



## MONTHLY DIGEST

# SPIBA Digest February 2020

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## February Highlights 2020

On February 14th, SPIBA members gathered to discuss the socio-economic situation in Russia and summarize the results of the past year. The discussion was moderated by Sergey Spasennov, Senior Partner and Head of the Pepeliaev Group Office in St. Petersburg. Raiffeisenbank macro-analyst Stanislav Murashov was the first to speak: "Russia in 2020: with hope for the best." According to him, little has changed in the economic situation, and among the reasons for the low growth rates are VAT increase and a delay in government spending. Tatyana Gorovaya, General Manager External and Government Affairs, Nissan Manufacturing RUS, conducted a review of the automotive industry market, presenting the results of 2019, the main trends and the main priorities of the government regarding the development of the automotive industry. Andrey Kosarev, General Director of Colliers International in St. Petersburg, spoke on the topic: "Real Estate Market: Trends and Forecasts", outlining several significant transactions in the field of commercial real estate and noting the positive dynamics in the field of office real estate. Yekaterina Levochskaya, General director of M-Brain, made a presentation about people: "Consumers of Russia. The main trends and changes of 2019." Among the main trends of 2019, the M-Brain study includes an increase in anxiety and uncertainty in the future, a healthy lifestyle and the transition to lean consumption and an e-commerce boom. The speech of KELLY Commercial Director Anna Ustiyants was devoted to labor market trends, but on St. Valentine's Day Anna started it "in a light genre" – with statistics devoted to office romances. The study did not pretend to be very serious and added fun and smiles to the entire event.

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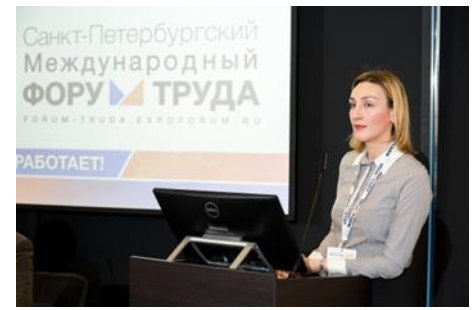
On February 27th, SPIBA held 2 round tables as part of the St. Petersburg International Labour Forum, Russia's largest event in the field of labor and human capital development for HR managers, representatives of the legislative and executive authorities, experts and scientists.

The first round table "**Challenges of Organizational Transformation in Lean Manufacturing Implementation**" brought together experts to share best practices for implementing Lean. The moderator of the round table Pavel Novikov, EMBA Program Director at the Stockholm School of Economics in Russia, opening the discussion, noted that the main goal of lean manufacturing is to preserve values: for external consumers, for the company itself, for its employees. Julia Evald, Production Human Resources Manager, Philip Morris Izhora, talked



about change management with Lean. Alexey Mikhailov, Head of Assessment, Training and Development at ROUST Holding, spoke on the topic: "Communication and motivation in implementing Lean". He named the main elements of the system in terms of Lean implementation: processes, tools, people. Ivan Komarov, Head of the department for improving the efficiency of business processes of the production functions of the Eastern Europe region of Baltika Brewery, part of the Carlsberg Group, noted that the topic of lean production is of great interest. He chose the topic "Pitfalls of Organizational Transformation in Lean Implementation in the Company". Igor Lytkin, Head of Production Systems, Quality Services at Northern Capital Gateway (Pulkovo Airport), spoke about the features of introducing production system tools at Pulkovo Airport. "Optimization of business processes. Transformation with care for employees" was the topic of a speech by Elena Novskaya, Head of the Operations Department, Acting Head of the IKEA Russia Customer Support Center. Elena spoke about what methods and tools are used in the company to optimize business processes. Evgeny Anokhin, Head of the Sevcable Plant Production System Development Department, participant of the national project, talked about project management during the implementation of the production system. The National Project "Labor Productivity and Employment Support" in terms of enterprise support was reported by Yulia Berseneva, Senior Change Management Manager, Federal Center of Competence in the field of labor productivity. In an hour and a half, seven short but very informative speeches were made. The audience got acquainted with the experience of successful companies from different sectors of the economy.

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The second round table **"Professional burnout - the World and Russian experience of prevention"** aroused such genuine interest among the audience that the hall could not accommodate everyone. As the moderator of the round table Veronika Voinovian, EMBA Program Director at the Stockholm School of Economics in Russia, noted that from professional burnout "no one has immunity". Anna Kruglova, COO, Baker McKenzie, called her speech: "Stress at work: who is to blame and what to do?" Anna shared the results of the study and noted that this epidemic is very expensive for employers. With the theme "Professional burnout – myth or reality? The experience of large industrial companies..." was made by Irina Beloglazova, Vice President for Human Resources of Baltika Breweries, part of the Carlsberg Group. Irina shared the results of research conducted within the company and the measures that were taken to eliminate the "fire hazard" situation. Anastasia Egorova, Regional HR Business Partner at Danone, spoke about five areas of work in the field of "Health and well-being of employees" at Danone. The main objective of the company is not to overload an employee but to give him the opportunity to participate in various projects. Natalia Bekhtereva, Head of BIOCAD Coaching department, introduced the audience to the Russian experience: the Be-well program used by BIOCAD. The conversation about the role of corporate culture in preventing professional burnout was continued by Natalya Titova, Head of the human resources and corporate culture department of the IKEA Dybenko store. Natalia is sure: burnout occurs where there is indifference to employees. Yuri Zachek, Certified Coach (PCC ICF), the author of "# Upshifting" book, shared practical ways to prevent stress and burnout: "Burning out is the work of the burning out themselves. Step-by-step stress management instructions". Of course, during the meeting participants got acquainted with the best practices and will be able to use new ideas and recommendations, both in the work of companies and in their lives.

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## February events 2020

05.02	<p>Workshop: SUCCEsS Model: 6 Steps to Make a Successful Presentation <a href="#">Read more</a> – <a href="#">See photos</a></p>	
06.02	<p>Legal Committee: Legal2Business: Signing a contract: tips &amp; lifehacks <a href="#">Read more</a> – <a href="#">See photos</a></p>	
07.02	<p>Finance Committee: Seminar by Olga Lapina "Improving accounting competency: useful news and some nuances for preparing the 2019 Annual report" <a href="#">Read more</a></p>	
12.02	<p>Real Estate &amp; Construction Committee : Results of the year 2019. Commercial and residential property market trends <a href="#">Read more</a> – <a href="#">See photos</a></p>	
13.02	<p>Breakfast with the Director: Dmitry Dikman, "Yat", "Petrusha", "Dikman's Deli" <a href="#">Read more</a> – <a href="#">Read post release in Russian</a></p>	

<p><b>18.02</b></p>	<p>Legal Committee: Conference "Legal Results of 2019" <a href="#">Read more</a> – <a href="#">See photos</a> – <a href="#">Read post release in Russian</a></p>	
<p><b>19.02</b></p>	<p>Marketing &amp; Communications Committee: Media Meeting: Delovoy Peterburg <a href="#">Read more</a></p>	
<p><b>20.02</b></p>	<p>Finance Committee: Annual conference "Taxes 2019" with the participation of with the participation of A.A. Korabelnikov, Chairman of the Finance Committee of St. Petersburg <a href="#">Read more</a> – <a href="#">See photos</a></p>	
<p><b>25.02</b></p>	<p>HR Committee: Meeting with the management of the State Labor Inspectorate of the Leningrad Region <a href="#">Read more</a> – <a href="#">See photos</a></p>	
<p><b>26.02</b></p>	<p>Business Breakfast together with Mazars: Tax and currency legislation update 2020, case law review <a href="#">Read more</a> – <a href="#">See photos</a> – <a href="#">Read post release</a></p>	



<b>26.02</b>	Look@BSH Bytowije Pribory <a href="#">Read more</a> – <a href="#">See photos</a>	
<b>27.02</b>	SPIBA Directors' Club (sponsored by BLCONS GROUP)	



## March Events 2020

Date	Title	Description	Location
Tuesday 03/03 09:30	Breakfast with the Director	Robert Prusinski, General Manager, BRP Russia	Business Center Mertens House, 21 Nevsky Prospect, 6th floor conference room
Wednesday 04/03 09:30	Breakfast with the Director	Maria Bessmertnaya, HR Director, Scandinavia Network of Clinics	Conference hall Atelier99, Hotel Domina St. Petersburg , 99 Moika Embankment
Thursday 05/03 16:00	Quality of life Committee	The practice of tourism in St. Petersburg	Stasov Hall, Radisson Royal Hotel, 49/2 Nevsky pr.
Friday 06/03 19:00	English speaking club with Jerry	Discussion club	Mertens House, 21 Nevsky Prospect, SPIBA office 506
Thursday 12/03 16:00	Quality of life Committee	Art evening at the "Tanya Kotegova" Fashion House	44, Bolshoy prospekt Petrogradskaya Side, 2-nd floor
Friday 13/03 09:30	Logistics group of the SPIBA Industrial Committee	Supply Chain Cybersecurity	Mertens House, 21 Nevsky Prospect, SPIBA office 506
Friday 13/03 19:00	English speaking club with Jerry	Discussion club	Mertens House, 21 Nevsky Prospect, SPIBA office 506
Wednesday 18/03 09:30	HR Committee	Labor Law Innovation"	Mertens House, 21 Nevsky Prospect
Thursday 19/03 10:00	Finance Committee	Actual changes in taxation of profits of organizations. New tax return form	Business Center Mertens House, 21 Nevsky Prospect, 6th floor conference room
Thursday 19/03 15:30	Industrial Committee	Roundtable "Green Business" in the framework of 20'th International Forum Ecology of Big City.	Expoforum, St. Petersburg, 64 k.1, lit.A Petersburgskoe Sh.
Friday 20/03 19:00	English speaking club with Jerry	Discussion club	Mertens House, 21 Nevsky Prospect, SPIBA office 506
Tuesday 24/03 10:00	SPIBA Real Estate & Construction Committee	Rental of commercial real estate	TBC
Thursday 26/03	Industrial Committee	Green Code Signing	Legislative Assembly of St. Petersburg

Friday 27/03 19:00	English speaking club with Jerry	Discussion club	Mertens House, 21 Nevsky Prospect, SPIBA office 506
TBC	Annual Meeting	SPIBA Annual Meeting	TBC

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