

2019

ANNUAL REPORT

St. Petersburg International
Business Association

SPIBA
YOUR BUSINESS
NAVIGATOR





Dear friends,

We are pleased to present you the Annual Report of the Association for 2019.

Last year was full of interesting events and meetings, both traditional annual events and completely new ones.

On the “zero day” of St. Petersburg International Economic Forum a frank dialogue took place between SPIBA members and Kris Peeters, Deputy Prime Minister, Minister of Employment, Economy and Consumer Affairs in charge of Foreign Trade of the Belgian Federal Government. The discussion covered the main focus areas for cooperation between Russia and Belgium, international trade, issues of education and science, migration, immigration and much more.

Within the framework of the Russian Tax Week, the Association held the first scientific-practical conference "Development Trends in International Taxation in Russia" in cooperation with St. Petersburg State University.

The conference gathered speakers from the Russian branch of the International Tax Association, the Chamber of Tax Consultants, professors and business representatives. The dialogue and exchange of experience between the academic community and business has shown its productivity, willingness and desire for further development.

SPIBA continued its activities in the field of "green business". During the year, our experts regularly discussed issues on sustainable development, separate collection of garbage and processing of industrial waste.

One of the joint activities of the Association and the Consulate General of the Netherlands was dedicated to the circular agriculture “Food waste / food losses”. Dutch and Russian companies exchanged best practices and innovations in agriculture and food industry.

It is worth mentioning how SPIBA held its largest event – SPIBA Golf Picnic. This year, the Association expanded its golf picnic entertainment program. In addition to the usual golf tournament, mini-golf championship, cycling and other sports activities, we organized a performance of the unique Upsala-Circus, a social and cultural project of the city.

The bright, fiery performance of the young artists from “Circus for Hooligans” has long remained in the memory of the participants of the SPIBA summer picnic.

SPIBA is committed to share best practices and relevant business cases, to carry on a dialogue with state authorities and to support business as our key tasks.

We thank everyone who took part in the life and development of SPIBA! 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.

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.



Stefan Van Doorslaer,
Chairperson of the Executive Committee,
CEO, Ahlers Group



Mathias Weber,
Director-Partner,
SCHNEIDER GROUP St. Petersburg



Tatiana Gorovaya,
General Manager of External and Government Affairs,
Nissan Manufacturing RUS



Victoria Gourinovich,
CIS Logistics Director/Branch Director,
Groupe SEB Vostok



Irina Onikienko,
Partner,
Capital Legal Service



Nico Paetzold,
CEO,
Siemens Gas Turbine Technologies



Robert Prusinski,
General Manager,
BRP Russia



Alexander Parshukov,
Chief Investment Officer,
VTB Development



Sergey Parshin,
General Manager,
Smurfit Kappa St. Petersburg



SPIBA Industrial committee



COMMITTEE OF THE YEAR

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 2019:



Peeter Kehva,
Smurfit Kappa St. Petersburg



Roman Ishmukhametov,
Baker McKenzie

Logistics Group:



Olga Nekrasova,
Ahlers Russia



Konstantin Krotov,
Graduate School of Management, SPbU

Examples of the Committee Events:

- Meeting with the management of Vodokanal St.Petersburg
- Waste Market Reform: From "Waste" to a Secondary Material Resource
- Logistics Breakfast at Coca-Cola HBC Russia



Conference "Waste processing and recycling in the ecosystem "production-retail-buyer"

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 2019:





Practical conference "Interaction between universities and business"



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 2019:



Elena Rozanova,
ROUST



Alexander Korkin,
Baker McKenzie



Svetlana Efremova,
Baltika Breweries,
part of Carlsberg Group



Sergey Bundalevsky,
Philip Morris International
Affiliates in Russia

Examples of the Committee Events:

- Preparing for the State Labor Inspection visits
- Labor Market Review
- Management of the Employer Brand Perception

Committee sponsor 2019:



SPIBA Marketing and Communications Committee



Business meeting "Brand positioning through social and cultural projects"

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.

Committee Co-Chairs 2019:



Olga Karavaeva,
Dentons St. Petersburg



Veronika Voinivian,
Stockholm School of Economics



**AWARD FOR OUTSTANDING
INPUT 2019**



Ekaterina Ena,
Emerging Markets Group



Marina Piotrovskaya,
DLA Piper

Examples of the Committee Events:

- Workshop "Anti-crisis communications"
- How to build a community around a brand, work effectively with bloggers and influential people with a profit for business?
- Media Meeting: TVchannel 78



Conference "Legal Results of 2018"



SPIBA Legal Committee

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, support in creating favorable conditions for doing 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 2019:



Igor Gorokhov,
Capital Legal Services



Maxim Ali,
Maxima Legal



Maria Obolenskaya,
Dentons



Olga Vorobyeva,
Emerging Markets Group

Examples of the Committee Events:

- Legal Debating Club: Discussion about the practice of examining certain administrative cases in 'case study'
- Customers and authors of results of intellectual activity: who holds the exclusive rights and who is entitled to remuneration?
- The latest large-scale changes in the Procedural Legislation that entered into force on October 1, 2019. Speaker: Mikhail Z. Schwartz, SPBU



SPIBA Real Estate and Construction Committee



Look@Sevcable Port

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.

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 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 2019:



Anna Sabinina,
Colliers International



Vera Serezhina,
RBI Holding



Arina Dovzhenko,
BORENIUS

Examples of the Committee Events:

- Intellectual property in construction: what a client needs to know
- How Will Coworking Change the Office Market?
- PROPTech: How to use new technologies in real estate?



Conference "Development Trends in International Taxation in Russia"



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 2019:



Elena Barvitskaya,
Taxcom



Olga Semenova,
EMG



Anton Kabakov,
Forte Tax & Law

Examples of the Committee Events:

- Meetings with Federal Tax Service of the Russian Federation: "New changes in the VAT legislation in 2019. Resolution of controversial issues related to the application of VAT in 2018-2019". Speaker: Olga S. Duminskaya, FTS RF;
- #SPIBATaxTalks: "Double Taxation Agreement Revolution: MLI in Russia"
- Conference «Taxes 2019»

Committee sponsor 2019:



SPIBA Quality of Life Committee



Round table "The practice of tourism in St. Petersburg"

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 and tourism.

Main goals of the Committee:

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

Committee Co-Chairs 2019:



Larisa Konashenok



Natalia Belyakova,
Domina St. Petersburg

Examples of the Committee Events:

- Theater evenings: BDT named by Tovstonogov, Theatre «Na Liteinom», Pop-up Theatre
- Cultural Discoveries: Museum of Art and Industry Academy named after the Baron A. L. Stieglitz; The Mariinsky theatre (new stage)
- Formula of Health: Prevention of work-related diseases and rehabilitation with the benefit of Physical Therapy methods, international experience.

Committee Sponsor 2019:





Round table "What is digital transformation and how to start it"



Innovation and Intelligent Systems Committee

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 of the Committee:

- 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 2019:



Olga Pankova,
Baker McKenzie



Vladimir Knyazhitskiy,
Fast Lane



Lodewijk De Meulemeester,
Ahlers Global



Alexander Shuysky,
PetrogradWeb

Examples of the Committee Events:

- Biometrics – new opportunities for solving business problems
- Augmented reality, a practical approach
- Lecture "Knowledge Management in the digital world",
Tatiana A. Gavrilova, Professor and Head of Information Technologies in Management Dpt.,
Graduate School of Management, St. Petersburg University

Committee Sponsor 2019:





The year 2019 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 **135 events**, which were attended by over **4900 participants**. The number of **speakers** in 2019 reached **300**.

We are pleased to present you with the key events of 2019.



SPIBA New Year General Meeting

Key Events in 2019

SPIBA General Meetings



Annual Meeting. Discussion: "Smart City – Innovative future of the urban environment".
Speakers:

- **Kirill Zhanaydarov**,
Skolkovo
- **Tatyana Gorovaya**,
Nissan Manufacturing RUS
- **Iya Gordeeva**,
Association for the Development
of Electromobile Unmanned Connected
Transport and Infrastructure



General Meeting.

Speakers:

- **Eduard V. Batanov**,
Vice-Governor of St. Petersburg
- **Dmitry A. Yalov**,
Deputy Chairman of the Government
of the Leningrad Region on Economics
and Investment



New Year General Meeting.

Speaker: **Vasily Klucharev**, Professor, Director of Institute of Cognitive Neuroscience, Higher School of Economics – National Research University. "Count Nulin" performance by Theatre "Na Liteinom"



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.



"Green code" signing at Legislative Assembly of St. Petersburg.



Meeting with [Vladimir A. Grigoriev](#), Chairman of the Committee for Urban Planning and Architecture, Chief Architect of St. Petersburg.



Business meeting with the management of the State Labor Inspectorate of the Leningrad Region.

Key Events in 2019

St. Petersburg International Labour Forum



Round table «#HRtech – Agile HR»



Round table “#safety – “Building a culture of safe work in various industries”



Business converge. SPIEF'19 discussion on the strategic development of companies and the prospects for landmark projects in various economic clusters.



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.

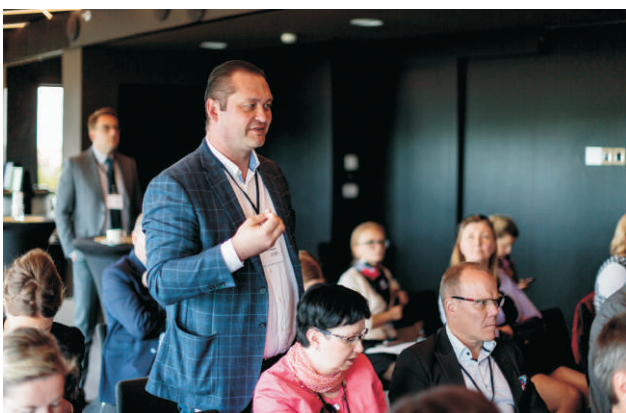
Key Events in 2019



Business meeting with **Kris Peeters**, Deputy Prime Minister, Minister of Employment, Economy and Consumer Affairs in charge of Foreign Trade of the Belgian Federal Government. Joint event with the Consulate General of Belgium in St.Petersburg.



Russian-Dutch business meeting on circular agriculture "FOOD WASTE / FOOD LOSSES". Joint event with the Consulate General of the Netherlands in St.Petersburg



Seminar "Russia and the Global outlook: Looking for a place to hide?" devoted to macroeconomic situation in Russia and global economic trends. **Sébastien Barbé**, Global Head of Emerging Market Research & Strategy, Credit Agricole CIB.

Breakfast with the Director



Robert Mann,
General Director, Ahlers Rus



Michael Bjorklund,
Chairman of the Board of Directors,
Bonava St. Petersburg



Ekaterina Gorokhova,
General Director, Kelly Services CIS



Mathias Weber,
Director-Partner, SCHNEIDER GROUP SPb

SPIBA Directors' Club



Sponsored by
Astoria Hotel



Sponsored by
Heineken Breweries



Sponsored by
Russian Standard Vodka

Key Events in 2019

Look@It



- **Look@Baltika Breweries**
- **Look@IKEA Design studio**
- **Look@IL MIO**
- **Look@Biocad**
- **Look@Danone**
- **Look@Smurfit Kappa**

- **Look@Coca-Cola HBC Russia**
- **Look@Yandex**
- **Look@Greenstate**
- **Look@Unilever**
- **Look@Nissan**



Danone



Nissan



Coca-Cola HBC Russia



Yandex



**BEST SPIBA
LOOK@IT HOST 2019**



SPIBA Golf Picnic in the format of Family day. The number of participants exceeded **250 people**. 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.



This year SPIBA expanded the entertainment program of the picnic and organized a performance of the unique Upsala Circus, the only "Circus for Hooligans" in the world, a socio-cultural project, where more than 90 children and teenagers from social risk groups and special needs are involved.



Key Events in 2019

SPIBA White Nights Boat Cruise



On the 5th 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.



Regular Members

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SPIBA Members

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International Paper
JETRO
Josef Gartner
JTI
Juralink
Kelly Services
KiiltoClean
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Liden & Denz
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Lotte Hotel St.Petersburg
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MOBY SPL LIMITED
Moscow Exchange
MSC Mediterranean Shipping Company
MTS
Nanten Oy
Nissan Manufacturing RUS
NMC-Holding (AVA-PETER, Scandinavia)
Northern Capital Gateway Pulkovo
Novotel St. Petersburg Centre
Ohta Park Resort
OMV Aktiengesellschaft
Park Inn Hotels and Radisson Hotels
Pen&Paper
Pepeliaev Group
PepsiCo
Peterhof Golf Club
PetrogradWeb
Philip Morris Izhora
Pilz Russia
PowerLexis
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PRUFTECHNIK
PwC
Raiffeisen Bank
RBI Group
Rodl&Partners
Rostelecom
Rumyantsev Legal
Russian Standard Vodka
SATO
Schneider Group
SEB Groupe
Sever Minerals
Siemens Gas Turbine Technologies
Smurfit Kappa St. Petersburg
SO/ Sofitel St. Petersburg
SRV
St.Petersburg State University of Economics
STA Logistic
Stepachkov&Surchakov Legal Firm
Stockholm School of Economics in SPB
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Australian Embassy and Australian Trade Commission

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Consulate General of Denmark

Consulate General of Estonia

Consulate General of Finland

Consulate General of France

Consulate General of Germany

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Consulate General of Sweden

Consulate General of the Czech Republic

Consulate General of the Netherlands

Fabergé Museum

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 DIPLOMATIC PARTNER 2019

Consulate General of the Netherlands

Acknowledgements

The Association is pleased to acknowledge all the companies who sponsored, supported, and helped organize various SPIBA events in 2019 for their generous contributions that benefit SPIBA members and the business community.

SPONSORS OF SPIBA COMMITTEES 2019

Промышленный комитет: **YIT**

Комитет по трудовым ресурсам: **KELLY**

Комитет по инновациям и интеллектуальным системам: **AHLERS**

Финансовый комитет: **Forte Tax & Law**

Комитет по качеству жизни: **KiiltoClean**

SPIBA EVENTS SPONSORS IN 2019:

Allianz

GORKI Golf & Resort

MTS

KiiltoClean

KELLY

Dentons

Maryino Industrial Park

SPIBA INFORMATION SPONSOR 2019

BC Communications

SPIBA PARTNERS IN ORGANIZATION OF VARIOUS EVENTS IN 2019

Consulate General of the Netherlands

Graduate School of Management SPB University

SUPPORTERS OF SPIBA EVENTS IN 2019

Domina St. Petersburg Hotel

Heineken Breweries

Radisson Royal

Beluga Boutique

Coca-Cola HBC Russia

Atria Russia

Karavay

Unilever Rus

Subway Russia

Baltika Breweries, part of the Carlsberg group

Corinthia Hotel St Petersburg

Wrigley/MARS

IL MIO

Fazer

Lubimy kray

Audi Centre Vyborgsky

Forte Tax&Law

EMG

MAZARS

Consulate General of Belgium. Economic and Commercial Representation of Flanders

Consulate General of France

Royal Norwegian Consulate General

BEST SPIBA LOOK@IT HOST 2019

Coca-Cola HBC Russia

SPIBA DIPLOMATIC PARTNER 2019

The Consulate General of the Netherlands
in St.Petersburg

BEST SPIBA SPEAKER 2019

Vasily Klucharev, Higher School of Economics -
National Research University

SPIBA EXPERT 2019

Elena Barvitskaya, Taxcom

FOR OUTSTANDING INPUT 2019

Veronika Voinovian, Stockholm School
of Economics

**COOPERATION WITH THE BUSINESS
COMMUNITY 2019**

Dmitry A. Yalov, Government
of the Leningrad Region

COMMITTEE OF THE YEAR 2019

Industrial Committee



*We express our gratitude to all SPIBA members and partners
and look forward for further cooperation*





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