



**Russian-Finnish Partnership of
small and medium business**
9-11 October 2017 – Helsinki (Finland)

Russian-Finnish Partnership of Small and medium business

Program

9-11 October 2017 – Helsinki (Finland)

9 October 2017 (Monday)

- 08:00 **Departure from Saint-Petersburg (bus)**
- 18:00 **Arrival to Helsinki**
- 19:30 **Evening opening ceremony on behalf of Government of Saint-Petersburg and City Hall of Helsinki**
- Valery Moskalenko** (Acting Chairman of the Committee for Economic Policy and Strategic Planning of St. Petersburg) and **Pia Pakarinen** (Vice-Mayor of Helsinki for Education) will hold a welcoming speech.
- Place: Old Town Hall**
Address: Aleksanterinkatu 20, Empire Hall, Helsinki, Finland.

10 October 2017 (Tuesday)

- 09:00 – 09:45 **Registration**
Place: Messukeskus expo and convention centre, Helsinki
Address: Messuaukio 1, 00520 Helsinki, Finland
- 10:30 – 12:15
Hall 103 **Strategic session**
«Economy and industry Russia-Finland 2025»
- Welcoming:**
- **Jan Vapaavuori** - Mayor of Helsinki City
 - **Pavel Kuznecov** – Ambassador of the Russian Federation in Finland
- Economic forecast**
- **Esko Aho**, ex- Prime Minister of Finland, Executive Chairman of the Board of Directors, East Office of Finnish Industries (20 min speech., 10 min – questions and answers)
 - **Valery Moskalenko**, Acting Chairman of the Committee for Economic Policy and Strategic Planning of St. Petersburg (Strategy of St. Petersburg 2030), (20 minutes speech, 10 questions and answers)



Российско-Финляндский Партнериат

малого и среднего бизнеса

9-11 октября 2017 года – Хельсинки (Финляндия)

Moderators:

- **Ilkka Salonen** - Chief Executive Officer, East Office of Finnish Industries
- **Sergey Mitrofanov** - Founder and Senior Consultant, MITROFANOV & PARTNERS; Partner Brand flight International; Managing Partner of Pulsar Venture Capital

Panel session

A. Rundell (Mayor of Turku), **H. Lindelöf** (Mayor of Kotka), **M.V. Parshin** (Director of the Department for the Development and Competition of Small and Medium-Sized Enterprises, the Ministry of Economic Development of the Russian Federation), **Anni Sinnemäki** (Vice-Mayor for Urban Planning), **E. Aho** (ex-Prime Minister of Finland, Executive Chairman of the Board of Directors of the East Office), USK representative (tbc).

- mayors, companies' executives (from East office and St.Petersburg), specialists in economics(tbc.).

12:20 – 13:00

Coffee-break

13:00-14:30

Hall 103

Meeting of the Group on Entrepreneurship (small and medium size enterprises) of Finnish-Russian Intergovernmental Commission for Economic Cooperation

(entrance on invitation only)

Target audience: business associations, industry associations, representatives of federal and regional authorities.

13:00 - 17:00

Hall 204-205

Matchmaking

Supported by Finnish-Russian Chamber of Commerce

Target audience: industrial enterprises, universities.

13:00 – 14:30

Hall 203

Panel session «New Age Fashion: a Call for Recognition»

Key issues:

- **What is the role of government support programs?**
- **Is it possible to enter in Russian and Finnish networks? What networks are available for young designers?**
- **What is the role of associations and clusters?**
- **What are the best practices to promote a national brand?**
- **Are there any successful experience stories of companies' access to global markets?**

Invited speakers:

- Kachaev Elgiz - Chairman - Committee for the Development of Entrepreneurship and the Consumer Market of St. Petersburg
- Anna-Kaisa Auvinen - Managing Director - Association of Fashion and Textile Industry of Finland (Finnish Textile & Fashion) <https://www.stjm.fi/en/>
- Valentina Mironova - President - Union of Manufacturers of Light Industry Products <http://garmentspb.ru>



Российско-Финляндский Партнериат малого и среднего бизнеса

9-11 октября 2017 года – Хельсинки (Финляндия)

- Evelyn Mora - Founder - Helsinki Fashion Week
<http://www.helsinkifashionweeklive.com>
- Konstantin Lukin - General Director - St. Petersburg Petersburg Fashion Week
<http://www.spbfashionweek.ru>
- Dmitry Timurshin - Founder - Freedom Stores
<http://freedomstore.ru>
- Karkku Hanna - MA in Design (Interior Architecture) - Planning Officer LES ARTS - Aalto University School of Arts, Design and Architecture
<http://www.aalto.fi/en/about/contact/artdesign/>
- Semenova Viktoria - Doctor of Engineering Science, Professor, Vice-President of the Union of Designers of Russia, Director of the Research and Design Center for Experimental Design "Practice", St. Petersburg State University of Industrial Technologies and Design

Expert panel:

- Baranova Tamara - Executive Director - Support of Russia - St. Petersburg Branch
- Vinnichenko Zoya - President - NP "Business Petersburg"

Moderator: Maxim Balanov - Executive Director - Regional Integrated Center - St. Petersburg

10:00 – 18:00 **Visiting the exposition of the exhibition * / Working at the exhibition "Technology"**

***Exposition of St. Petersburg is planned to be organized (on agreement at the Committee on Industrial Policy and Innovation of St. Petersburg)**

11 October 2017 (Wednesday)

09:00 Departure to Saint-Petersburg (bus)