



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

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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**
- Jan Vapaavuori, Mayor of Helsinki City, will hold a welcome speech.
- Place: Helsinki City Hall
Adress: Pohjoisesplanadi 11-13, 00170 Helsinki, Finland

10 October 2017 (Tuesday)

- 09:00 – 09:45 **Registration**
Place: Messukeskus expo and convention centre, Helsinki
Adress: Messuaukio 1, 00520 Helsinki, Finland
- 10:30 – 12:15
Hall 103 **Strategic session**
«Economy and industry Russia-Finland 2025»
- Welcoming:**
- **Sergey Movchan** - Vice-Governor of St. Petersburg
 - **Jan Vapaavuori** - Mayor of Helsinki City
- Economic forecast**
- Specialist in economics (Russia) (20 min speech., 10 min – questions and answers)
 - Specialist in economics (Finland) (20 min speech., 10 min – questions and answers)
- Moderator: Sergey Mitrofanov** - Founder and Senior Consultant of MITROFÁNOV & PARTNERS; Partner of Brandflight International; Managing Partner of Pulsar Venture Capital
- Panel session**
- **Esko Aho** – Executive Chairman of the Board of Directors, East Office of Finnish Industries (20 min speech., 10 min – questions and answers)
 - **Ilkka Salonen** - Chief Executive Officer, East Office of Finnish Industries
 - **Maxim Parshin** - Director of the Department for the Development and Competition of Small and Medium-Sized Enterprises, the Ministry of



Российско-Финляндский Партнериат

малого и среднего бизнеса

9-11 октября 2017 года – Хельсинки (Финляндия)

Economic Development of the Russian Federation

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

12:20 – 13:00 **Lunch**

13:00-14:30 **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 **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:

- FINNISH TEXTILE & FASHION
<https://www.stjm.fi/en/>
- Key Flag – The Association for Finnish Work
<http://suomalainentyo.fi/en/services/key-flag/>
- Helsinki Fashion Week
- St. Petersburg Fashion Week
- Freedom Stores
- Saint-Petersburg State University of Industrial Technologies and Design
- Aalto University

Истории успеха

- Marimekko
- Joutsen

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**



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Committee on Industrial Policy and Innovation of St. Petersburg)

11 October 2017 (Wednesday)

09:00 Departure to Saint-Petersburg (bus)