

THE SECOND EURASIAN WOMEN'S FORUM STARTING DAY BUSINESS PROGRAMME



19 September 2018, St. Petersburg

As at 17 September 2018

I. Forum business centre (location: Parliamentary Centre)

10:30–11:00

Multifunctional Hall
(expo area)

Opening of exhibition showcasing projects spearheaded by female exporters

Made in Russia: Exports Created by Women

(with the support of the Russian Agency for Export Credit and Investment Insurance)

Female entrepreneurs in Russia are active exporters, and have represented their country at international competitions and expos with great success. Examples of products made by women entrepreneurs across Russia and successfully exported to international markets will be presented at the exhibition 'Made in Russia: Export by Women'.

11:00–12:30

Multifunctional Hall

Open debate

Women's Entrepreneurship Programmes and Development Institutions

The first stage of the National Strategy For Women in 2017–2022 of 14 March 2018 is focused on organizing events that would empower more women to be involved in entrepreneurship. At the same time, there are already a number of measures being implemented to expand women's participation in the economy. In the past three years, the Women Business Index (WBI) has shown a positive growth trend, which suggests that conditions for doing business have improved and that the special federal programs aimed at developing women's entrepreneurship are working.

Despite this trend, research shows that women are still facing barriers to entry when starting their own entrepreneurial projects. These barriers fall into three general categories: access to information, education, and finances.

Topics for discussion:

- What will help improve the business and social environment with regards building women's entrepreneurship in Russia?

- Modern business training models. Are special programmes needed for women entrepreneurs?
- Specialized finance programmes for women entrepreneurs. Reality or myth?
- What is hindering Russian entrepreneurs from entering new markets?

Moderator:

- **Guzelia Imaeva**, CEO, NAFI Research Centre

Speakers:

- **Olesya Teterina**, Deputy Director, Department for Development of Small and Medium-sized Enterprises and Competition of the Ministry of Economic Development of Russia
- **Mikhail Mamuta**, Head, Service for Consumer Protection and Financial Inclusion at the Bank of Russia
- **Evgenia Brodskaya**, Leader of the Women@Google initiative for Central and Eastern Europe
- **Kirill Tikhonov**, Vice President and Deputy Director, Small and Medium Business Directorate, Promsvyazbank
- **Konstantin Bobrov**, Chairman of the Management Board, Bank Ursalsib
- **Vera Podguzova**, Managing Director for External Relations and Communications, Russian Export Center

Discussion participants:

- **Evgenia Lazareva**, Co-founder, OPORA Russia Committee on Women's Entrepreneurship Development
- **Oxana Kukharchuk**, CEO, MTS University, business coach, Creator of MOOC Platform talented.me
- **Dmitry Bogdanov**, Director, Department of Accelerator Programmes at Social Projects Support Fund

11:00–12:30

Hall 315

Open debate

Women in the Development of Entrepreneurship

Women's entrepreneurship is markedly socially oriented. Women Business Index research shows that most women who own businesses (59%) believe that their work falls in the category of social entrepreneurship. Of that majority, 20% responded that they work in social protection and support, 11% in sports and healthy living, and 9% in creative programmes for children and adults. It's clear that women's entrepreneurship is a serious resource for the

country's economic development and the creation of modern, innovative projects aiming to address social issues.

Discussion Questions:

- Social entrepreneurship in Russia and the world – trends and prospects.
- Modern practices and analysis of the best examples of women's social entrepreneurship in Russia and the world. Distribution and scaling of the leading models of social entrepreneurship.
- Innovations in social entrepreneurship: legal and informational support.

Moderators:

- **Olga Epifanova**, Deputy Chairperson of the State Duma of the Federal Assembly of the Russian Federation, Member of the State Duma Committee on Regulations and Organization of Work
- **Inga Legasova**, Chairperson, Union of Women's Forces Non-Profit Organization

Speakers:

- **Elena Dybova**, Vice-President, Russian Federation Chamber of Commerce and Industry
- **Evgenia Shokhina**, Director, Social Project Support Fund
- **Vladimir Vainer**, Director, Gladway Foundation for Media and Social Project Development
- **Yelena Topoleva-Soldunova**, Director, Agency for Social Information
- **Larisa Afanasieva**, General Director, Upsala-Circus
- **Natalia Belogolovtseva**, Founder and Head, Sergei Belogolovtsev's Dream Ski Programme of Efficient Rehabilitation for People with Limited Capacities with the Help of Sports
- **Aleksei Travin**, CEO and Founder, Ecopad
- **Marianna Gushelik**, General Director, Ingalleri; Head, Our Artists Project
- **Oksana Kudlay**, Director, Romashka Preschools
- **Margarita Rebetskaya**, InterAction Foundation
- **Olga Yagodina**, Founder and Head, Solyanaya Artel
- **Yelena Kalinina**, President, Women's Alliance Association; Rector, St. Petersburg Social and Economic Institute; Chairwoman, Charity Committee, Public Council for the Development of Small Business under the Governor of St. Petersburg

- **Yelena Lyapuntsova**, Doctor of Technical Sciences; Professor, Bauman Moscow State Technical University; Chairwoman, Coordinating Council, League of University Professors
- **Temur Shakay**, President, Russia-South Korea Business Council, Russian Chamber of Commerce and Industry

11:00–12:30

Hall 216

Open debate

Women in E-Commerce

Developing women’s entrepreneurship is becoming an integral part of stimulating the inclusive growth of the economy.

Women entrepreneurs often find it difficult to take their businesses to the international level because of high transaction costs. However, e-commerce is becoming a powerful tool for expanding women’s opportunities in business by significantly lower costs when small and medium-sized enterprises are ready to enter new markets.

Discussion Questions:

- Using digital tools to expand businesses.
- E-commerce opportunities for women entrepreneurs on a national and international level.
- E-commerce platforms: rules of the game.
- Advancing socially meaningful goods on e-commerce channels: where to start?
- E-trade in BRICS.
- Digital literacy in women’s business: the scaling factor in the best business models.

Moderator:

- **Peter Lidov**, Director of Communication and Public Relations, Russia Today

Speakers:

- **Gulnaz Kadyrova**, Deputy Minister, Ministry of Industry and Trade of the Russian Federation
- **Anna Nesterova**, Founder and Chairperson of the Board of Directors, Global Rus Trade; Head, BRICS Business Council Russian Working Group on the Digital Economy; Member, Presidium of the General Council of Business Russia
- **Zukhra Ismagilova**, General Director, Agidel Bashkir Arts and Crafts, Republic of Bashkortostan
- **Yekaterina Vasilyeva**, Deputy General Director, Amusing Craft Company

- **Olga Lukyanova**, Founder and Director of Development, Bukashka
- **Irina Ipatova**, President, Promotion of National Production Facilities Association
- **Maria Golubeva**, Director for the Development of Digital Technologies, E-Commerce Business, and Cosmetics, Unilever
- **Antonina Levashenko**, Director, OECD Centre of Competencies and Standard Analysis

11:00–12:30

13:00–14:30

Assembly Hall

Open discussion

For the Health of Women of All Ages: A Golden Era for the Silver Generation

(with the participation of the Union of Russian Woman and the support of the Ministry of Health of the Russian Federation)

One of the main goals of the National Strategy For Women in 2017–2022 is the creation of healthy living conditions for women of all ages. Part of this goal is solving the issues of access to and quality of medical care for women and girls. Russia is currently implementing measures to motivate people into adopting a healthy lifestyle, improve preventative check-up programmes and medical specialty care for women, prevent non-infectious diseases and their risk-factors, and developing a system for protecting reproductive health.

Discussion Questions:

- Global experience and Russia’s lessons, 50+.
- Women’s health problems: Endocrinological, cardiovascular, and oncological.
- Older women’s psychological well-being.
- Issues of organizing geriatric care.

Moderator:

- **Yekaterina Lakhova**, Member of the Federation Council; Chairwoman, Union of Russian Women
- **Aleksandr Myasnikov**, TV Host, The Most Important Things, Russia 1, Candidate of Science in Medicine

Speakers:

- **Larisa Popovich**, Director, Institute for Health Economics, Higher School of Economics

- **Inna Gaidukova**, Chair of Therapy and Rheumatology Department named after. E.E. Eyhvalda, North-Western State Medical University named after I. I. Mechnikov
- **Galina Melnichenko**, National Endocrinology Research Centre, RAS Member, PhD, MD
- **Marina Shestakova**, Deputy Director, National Endocrinology Research Centre; Director of the Diabetes Institute; RAS Member, PhD, MD
- **Nadezhda Rozhkova**, Head of P.A. Herzen Moscow Research Institute of Reproductive Organs Oncology, PhD, MD
- **Olga Karpenko**, Candidate of Sciences in Medicine; Co-Chairwoman, Preventive Psychiatry Section, World Psychiatric Association
- **Pavel Vorobyev**, MD, PhD

13:00–14:30
Multifunctional Hall

Open debate

Dialogue with Leaders of Russian Franchising

More than half a million people in Russia work for franchising companies. The total number of franchisers in Russia has reached 1,450, and 67% of them are purely Russian – they were invented and implemented in Russia. Recently the number of franchise enterprises has been growing by 15% annually, which means that there is still a very large potential for growth.

Franchising often turns out to be a more comfortable, reliable, and profitable solution than starting one's own business from scratch, especially for burgeoning women entrepreneurs. At the same time, franchising offers experienced entrepreneurs an opportunity to implement and scale their business model to a national and international level.

Topics for discussion:

- Problems related to the development of Russian franchising and ways to overcome them.
- Implementing domestic social franchising projects. The achievements and potential of women in social entrepreneurship.
- Best Russian practices in women's franchising.
- Legal aspects of franchising.

Moderator:

- **Agnessa Osipova**, President, Russian Franchising Association and BRPI

Speakers:

- **Yelena Korostylyova**, General Director, Tonus-Club
- **Gennady Kochetkov**, Vice President, Subway Russia Company
- **Oleg Knyazev**, Deputy Chairman of the Executive Board, SME Bank
- **Yury Belonoschenko**, Founder, Baby Club
- **Svetlana Vasilenko**, Development Director, Gemotest Laboratory
- **Polina Kirova**, Director of Brand Development, Rybset
- **Nerdzhan Popova**, General Director, Pryadki V Poryadke Group

13:00–14:30

Hall 315

Presentation of **Success Story** Projects**14:00–15:30**

Hall 216

Extended meeting of the women's committee of the Ministry of Industry and Trade of the Russian Federation

Women for Sustainable Industrial Development: Green Industrialization for the Good of Future Generations**Topics for discussion:**

- Environmental industrial policy and prospects for a transition to the best available technologies.
- Areas of development in industry and technology for industrial and consumer waste processing.
- The eco-house: home of the future.
- The development of the green economy in Russia and the world, and environmental safety.
- 'Green Logistics' – the formation of a network of logistic and multimodal centres.

Moderator:

- **Gulnaz Kadyrova**, Deputy Minister, Ministry of Industry and Trade of the Russian Federation

Speakers:

- **Natalia Belyaeva**, General Director, Delfi
- **Maria Vasilkova**, Vice-President of Marketing, Segezha Group
- **Tatiana Guseva**, Deputy Director of Science, Environmental Industrial Policy Centre
- **Tatyana Zakharova**, General Director, Plarus

- **Alevtina Kirillova**, Project Manager for Export Logistics Development, Russian Export Center
- **Olga Kitaeva**, Deputy Director of Government Relations, Altai Chemical Company
- **Olga Startseva**, Chairperson of the Presidium of the Sverdlovsk Branch of the Russian Ecological Society
- **Svetlana Yurmanova**, Exhibition Director, International GREENTECHexpo and Forum

15:00–17:00
Multifunctional Hall

Master class by leading experts in franchising

Speakers:

- **Polina Kirova**, Director of Brand Development, Rybset
Topic: Senior Partner or Nanny? The Development of Relations and Best Practices for Franchiser and Franchisee Trust.
- **Svetlana Vasilenko**, Development Director, Gemotest
Subject: ‘Women’s entrepreneurship in a socially significant industry: laboratory diagnostics. First-hand secrets’
- **Anna Eidlin**, Director of External Communications, Baskin Robbins

15:00–17:00
Hall 315

Master class of the Social Project Support Foundation

The master class will cover methods for optimizing one’s business in unstable market conditions, tools for working with products, the specifics of forming a monetization model, and the search for competitive advantages.

Speaker:

- **Dmitry Bogdanov**, Director, Department of Accelerator Programmes at Social Project Support Fund

II. Forum environmental centre
(location: Universe of Water Museum Complex)

10:00–10:40
Forum Hall

Official opening of the environmental platform of the Second Eurasian Women’s Forum
Initiative summary:
Ecokids – Young Defenders of Nature

Extended meeting of the Committee of Rural Women of the Ministry of Agriculture of the Russian Federation
Women in the Development of Rural Areas

(with the support of the Ministry of Agriculture of the Russian Federation)

Currently, almost one in three agricultural enterprises in Russia are headed by women. Women also occupy 30% of municipal government positions. A woman stands at the helm of every fourth family livestock complex, and almost a third of the starting farmers who received a government grant in the last three years were women. At the same time, as in all other countries, rural women are the most socially vulnerable members of the population. Rural women can play a unique role in the creation of legal, social, and economic conditions for improving the standards of living in rural areas.

Discussion Questions:

- The role of rural women in national socio-political life, solutions for social problems, and the creation of favourable conditions for women's entrepreneurship and childcare
- Social and engineering development of rural areas in today's conditions
- Agricultural tourism as development tool in rural areas.

Moderators:

- **Irina Gekht**, Deputy Chair, Federation Council Committee on Agriculture and Food Policy and Environmental Management; Chair of the Committee of Rural Women

Speakers:

- **Brigitte Scherb**, President, German Association of Rural Women
- **Vladimir Svezhenets**, Director, Department of Rural Development, Ministry of Agriculture of the Russian Federation; Member, Interagency Coordination Council on Sustainable Rural Development
- **Evgeniya Uvarkina**, Chairman, Agribusiness and Rural Development Commission of the Public Chamber of the Russian Federation
- **Julia Ogloblina**, Chairman of the Russian Union of Rural Youth, Deputy Chair of Agribusiness and Rural Areas in the Civic Chamber of the Russian Federation
- **Yelena Dobrenkova**, Head, Administration of the rural settlement Lenin Collective Farm, Moscow Region

- **Oksana Kosenko**, Head, Administration of Tselina Rural Settlement, Tselinsky District, Rostov Region
- **Larisa Baklanova**, Head, Administration of the Rural Settlement Kichiginsk, Chelyabinsk Region
- **Zarema Fatikova**, Honourable Chair, Krasnodar Territory Organization for Facilitating a Rural Renaissance
- **Natalya Volchkova**, Member, National Public Movement of Rural Women of Russia

14:00–15:30
Congress Hall

Open debate

**Women for Effective Nutrition to Maintain Children’s Health:
Russian and International Experience**

Children in modern society are eating more and more junk and fast food. Children’s unbalanced diets and a number of other factors lead to the development of nutritional diseases in children from birth to age 14.

In many countries, children’s access to an adequate amount of high-quality food is a driver of socio-economic development and a strategically important factor in the health of the population and national food security.

Modern women across the world are able to make a significant contribution to the creation of an effective dietary system for growing generations.

Discussion Questions:

- The role of women in organizing children’s diets
- Healthy school food as a preventative measure against children’s diseases
- Women’s contributions to popularizing healthy diets and lifestyles among children
- Successful regional practices for organizing school food programmes
- Female control of planning the meals provided by educational institutions

Moderator:

- **Irina Gekht**, Deputy Chair, Federation Council Committee on Agriculture and Food Policy and Environmental Management; Chair of the Committee of Rural Women
- **Elena Fastova**, Deputy Minister of Agriculture of the Russian Federation

Speakers:

- **Zhanna Sadovnikova**, Acting Director, Department for Public Policy in General Education, Ministry of Education of the Russian Federation
- **Irina Bragina**, Deputy Head, Federal Service for Surveillance on Consumer Rights Protection and Human Wellbeing
- **Olga Panova**, President, Health of Our Children Union; Head, School Milk National Programme
- **Zoya Vinnichenko**, President, NP Delovaya Peterburzhenka
- **Natalya Petrova**, Head, St. Petersburg Administration of Social Food Access
- **Rostislav Edwards**, Delegate, Legislative Assembly, Ulyanovsk Region; Head, Self-Regulating Organization of Ulyanovsk Region Food Production Facilities
- **Nelya Ponomareva**, Deputy General Director, Molvest; Chair, Civic Chamber of Voronezh Region
- **Olga Abramova**, Minister of Agriculture and Food, Republic of Udmurtia
- **Larisa Sanatovskaya**, Executive Director, National Parent Association for the Social Support of Families and the Protection of Family Values

15:00–17:00
Universe of Water

Cooking Show by Female Food Manufacturers

III. New Records and New Geniuses – mental arithmetic championship for girls (Peter the Great St. Petersburg Polytechnic University)

Around 200 UCMAS Academy pupils from the Russia, Europe and the CIS will compete in the championship. The aim of the event is to create a space where girls from various countries can compete in solving challenging mental arithmetic problems, and to foster and support cognitive abilities, a winning mentality, and a competitive and patriotic spirit.

The winner will be officially awarded on 20 September at the international UNESCO session ‘The Role of Female Scientists in the Context of Today’s Global Challenges’, held as part of the Second Eurasian Women’s Forum.

VI. Open debate

‘Women and Healthy Lifestyle’

Venue: St. Petersburg, 4 Pochtamtskaya Ulitsa, Renaissance St. Petersburg Baltic Hotel

Women’s healthy lifestyle is a set of systematic measures aimed at keeping a woman’s organism healthy and therefore attractive for as long as possible. Driven by career and professional success, the modern woman often has no time left to take care of her own health or form. That’s why corporate healthy lifestyle practices are a godsend for those who want to remain in tone while sticking to their work schedule. Corporate health culture is a new phenomenon for many Russian entities, while international majors have already learned to benefit from it both financially and in terms of corporate image.

11:00–16:00

Forum Hall

Discussion Questions:

- Healthy lifestyle trends. Myths and reality.
- Golden rules: How to stay young and live long.
- Women and physical culture.
- Successful corporate healthy lifestyle practices.

Moderator:

- **Irina Slutskaya**, Chairperson of the Presidium of the Voluntary Physical Culture Union, Deputy at the Moscow Region Duma, Member of the Council on Interaction with Civil Society Institutions attached to the Chairperson of the Federation Council of the Federal Assembly of the Russian Federation, a Russian athlete, a prominent figure skater, a Merited Master of Sports of Russia.