



St. Petersburg
International
Innovation
Forum

XII ST. PETERSBURG INTERNATIONAL INNOVATION FORUM XXIII INTERNATIONAL FORUM RUSSIAN INDUSTRIALIST

NOVEMBER 13-15, 2019 | RUSSIA, ST. PETERSBURG | КВЦ ЭКСПОФОРУМ
PAVILION F and the Congress Centre

<http://www.spbinno.ru> <https://promexpo.expoforum.ru>



DRAFT BUSINESS PROGRAM*

	Entering foreign markets: rules of the game, success stories
	Real and virtual export
	Human capital is the future of innovation. Correlation of educational processes with market needs
	National Competitiveness and Export Diversification

November 13, 2019

November 13
10:00-10:30

Opening area



The opening ceremony

Grand opening

XII St. Petersburg International Innovation Forum, XXIII International Forum «Russian Industrialist» and the exhibition-congress «Protection against Corrosion»

- **Beglov Alexander Dmitrievich**, Governor of St. Petersburg;
- **Chubais Anatoly Borisovich**, Chairman of the Management Board, RUSNANO Management Company LLC (under approval);
- **Drozdenko Alexander Yuryevich**, Governor of the Leningrad Region (to be agreed);
- **Travnikov Andrey Alexandrovich**, Governor of the Novosibirsk Region (as agreed);
- Representative of a **partner country Japan**.

November 13
10:30-11:30

Opening area



Bypass of the exhibition exposition by an official delegation

- **Beglov Alexander Dmitrievich**, Governor of St. Petersburg;
- **Chubais Anatoly Borisovich**, Chairman of the Management Board, RUSNANO Management Company LLC (under approval);
- **Drozdenko Alexander Yuryevich**, Governor of the Leningrad Region (to be agreed);
- **Travnikov Andrey Alexandrovich**, Governor of the Novosibirsk Region (as agreed);
- Representative of a **partner country Japan**.

**November 13
10:00-12:00**

**Congress Centre
Conference hall
B6-B8**

Round table

TECHNOLOGIES

Issues of Applied Regulation of Artificial Intelligence Technologies

Event organizer: RUSSOFT

Artificial intelligence is a key technology for the country's digital development, for which the government has already allocated 90 billion rubles. At the same time, the legislation still does not have a single definition of AI, and the regulatory framework for the use of technology is in its infancy.

The session participants are invited to discuss topical issues of legislative regulation of the application of technology, aspects of interaction with regulators (centers of competence for AI technologies), as well as the problems that developers face when introducing technologies and possible solutions.

Moderator:

Candidate for approval

Speakers:

Candidate for approval

**November 13
10:00-12:00**

**Congress Centre
Conference hall
B3-B5**

Round table

Innovations in the automotive industry. Opportunities for arranging supplies for the automotive industry by enterprises of related industries and defense industry

Event organizer: Union «Autoprom North-West»

Development of the automotive industry in St. Petersburg, expansion of inter-cluster cooperation, organization of deliveries to car Assembly plants, promotion of import substitution and diversification programs.

Main questions for discuss:

- Innovations in the automotive industry;
- Critical technologies, updating of the list of units and components demanded in the industry and services;
- Opportunities to connect to the supply of enterprises and related industries.

Moderator:

- **Sviridova Maya Evgenevna**, Director, Union "Autoprom North-West", Russia.

Speakers:

- **Gorovaya Tatyana Anatolievna**, Nissan Manufacturing RUS LLC General Manager External and Government Affairs, Union "Autoprom North-west" Chairman of the Board;
- **Vasilyev Viktor Mihailovich**, External affairs Director, Hyundai Motor Manufacturing Rus;
- **Moiseev Oleg Vitalievich**, Director of KAMAZ PJSC representation in St. Petersburg, Advisor to KAMAZ PJSC General Director;
- **Tkachuk Anatoliy Nikolaevich**, Chairman of RSPP Commission on the military-industrial complex (MIC), RSPP Board member;
- **Dmitriev Mikhail Arkadievich**, Co-Chairman of RSPP Commission on the military-industrial complex (MIC);
- **Shokhin Alexander Nikolaevich**, President of the Russian Union of Industrialists and Entrepreneurs, Russia;
- **Nagy Gábor Ferenc**, Consul general of Hungary Republic in Saint-Petersburg;
- **Mikecz Gábor**, Consul for Trade and Economic Affairs of the Consulate General of Hungary Republic in Saint-Petersburg.

**November 13
10:00-10:50**

Lecture hall

Master class

Government support programs for IT-companies

Event organizer: Acsour, outsourcing company

Government support programs for IT-companies: benefits and subsidies. Instruction for use.

Main questions for discuss:

- Review of existing benefits and subsidies for Russian IT-companies both in the North-West region and throughout Russia;
- Application of benefits for companies of different scale and types, illustrative examples of application of benefits;
- Nuances of Russian legislation.

Speakers:

- **Alexandrova Valentina Vladimirovna**, head of audit and strategic projects department of Acsour, Russia.

**November 13
10:00-12:00**

**Congress Centre
Conference hall D4**

Round table

Labor market evolution: digital tools in human assets management

Event organizer: LLC "Numerical Design»

Federal project "Personnel for digital economy»;
Forecasting the transformation of professions under the influence of new technologies;
Experience of creating a tool for human resources management on the example of the Spanish project Jobandtalant;
Regional Saint-Petersburg project for employment of students and graduates "Studentor»;
Tools for interaction with employers when training the staff in universities;
Tools for interaction between employers and universities to attract talented youth.

Main questions for discuss:

- Effective forms of employers' participation in the formation of knowledge, skills and competencies of the younger generation of employees;
- The role of digital tools in human capital management;
- Existing regional projects for creation of digital tools for human resource management;
- Synchronization of regional and Federal projects.

Moderator:

- **Elonyshev Andrey Vadimovich**, LLC "Numerical Design", General Director, Russia.

Speakers:

- **Urdiales Juan**, Executive Director, Spanish recruiting portal "Jobandtalant", Spain;
- Representative of the **Ministry of Labor and Social protection of the Republic of Armenia**, Armenia;
- **Cherneyko Dmitry Semenovich**, Committee on labor and employment of Saint-Petersburg, Chairman, Russia;
- **Rudskoy Andrey Ivanovich**, Peter the great Saint-Petersburg State Polytechnic University, Rector, Russia;
- **Sudakov Dmitry Alexandrovich**, Project Manager, project "Atlas of new professions", Russia;
- **Kadyleva Jeanne Mihailovna**, Center of initiatives, Direction of "Young professionals" Agency for strategic initiatives (ASI), Director, Russia;
- **Gorskikh Igor Ivanovich**, Government of the Ryazan region, Governor Advisor;
- **Traktoenko Vyacheslav Davidovich**, Leaders Club of Saint-Petersburg and Leningrad Region (ASI);
- **Sorokin Pavel Pavlovich**, Gazprom Neft Science and Technology Center, Head of Direction.

**November 13
10:30-12:00**

**Congress Centre
Conference hall B1**

Panel discussion

**HUMAN RESOURCES I
Management innovation**

Event organizer: RUSSOFT

The digital economy is not a separate industry. This is what is relevant today at any enterprise, in any industry, in any company, no matter what it does or what products / services it produces. For the perception of new ideas and technologies, including the public sector, we need people who will be receptive to these new technologies and who

will determine the digital development of the enterprise - industry - region and, ultimately, the whole country.

Main questions for discuss:

- Who today trains personnel for the digital industry?
- Modern technologies in selecting personnel for innovations;
- Main competencies of "new" managers;
- How to recruit a team for you and motivate you to work productively?

Moderator:

Candidate for approval

Speakers:

- Representative, **ITMO**;
- Representative, **Polytechnic University**;
- **Medvedev Kirill**, HR Director, SearchInform
- **Solomon Larry**, HR Director, Senior Vice President, EPAM
- **Chaadaeva Indira**, Head of Human Resources, Yandex
- **Khabarova Polina**, HR Director, CROC.

**November 13
10:00-12:00**

**Congress Centre
Conference hall B2**

Round table

Interaction of Japan and the Russian Federation in the field of innovation development

Event organizer: JSC ITMO Highpark, Technopark of ITMO University

The interaction of Japan and the Russian Federation in the field of innovation, successful cases of cooperation, the search for ideas and solutions for joint projects, the interest of the Japanese delegation in technological solutions.

Moderator:

Candidate for approval

Speakers:

Candidate for approval

**November 13
12:00-14:00**

**Congress Centre
Conference hall D2**



Plenary session

National competitiveness: opportunities, development paths, successful practices

Moderator:

Candidate for approval

Speakers:

- **Beglov Alexander Dmitrievich**, Governor of St. Petersburg;
- **Chubais Anatoly Borisovich**, Chairman of the Management Board, RUSNANO Management Company LLC (under approval);
- **Drozdenko Alexander Yuryevich**, Governor of the Leningrad Region (to be agreed);
- **Travnikov Andrey Alexandrovich**, Governor of the Novosibirsk Region (as agreed);
- Representative of a **partner country Japan**;
- Representative of **JSC Russian Railways**.

**November 13
14:00-15:30**

Lecture hall

Panel discussion

HUMAN RESOURCES II

Knowledge base

Event organizer: RUSSOFT

Leading coaches and managers of successful companies will share their experiences and talk about:

- How the owner correctly uses their own resources for the successful development of the company, how small and medium-sized businesses to access unique and / or expensive expertise in the market (for example, HR functions)?
- How to organize a group work process to find effective solutions and develop soft skills of employees and managers?
- How does the workplace strategy help increase the company's turnover and what does the organization of the workspace in a modern IT company influence?

Moderator:

Candidate for approval

Speakers:

Candidate for approval

**November 13
14:00-16:00**

**Congress Centre
Conference hall
B6-B8**

Forecast Session

A new look into the future of cluster projects for sustainable urban environment

Event organizer: Non-profit organization «City Association of Homeowners» - specialized organization of the international consortium «St. Petersburg Cluster of Clean Technologies for Urban Environment», Cluster Development Centre of St. Petersburg Technopark JSC

The future of innovations for sustainable urban development in a circular economy.

Best practices of implementation of cluster projects for urban environment.

The efficiency of cluster projects for urban environment.

The role of cluster project leaders.

State support of cluster projects for urban environment.

Activities during the event:

- Presentation of the results of the implementation of the "St. Petersburg cluster of clean technologies for urban environment" Development Program,
- Presentation of the Living Laboratory of the industrial symbiosis of the Clean Technology Industrial Park,
- Introduction of the new Cluster members,
- Rewarding of Cluster members following the results of the five-year activity of the Cluster.

Main questions for discuss:

- What is the future of innovations for urban environment in a circular economy?
- How to get from a pilot project to a cluster project for urban environment?
- Who benefits from the implementation of cluster projects for urban environment?
- What is the role of the leader of the cluster project for urban environment?
- What forms and mechanisms of state support for cluster projects for urban environment are the most effective?

Moderator:

- **Pitirimov Nikolay Vladimirovich**, Deputy Chairman of the Board of Directors of the St. Petersburg Cluster of Clean Technologies for the Urban Environment International Consortium, Chairman of the Council of the NP "City Association of Homeowners" - special. organizations of the St. Petersburg Cluster of Clean Technologies for the Urban Environment, Russia.

Speakers:

Members of the St. Petersburg Cluster of Clean Technologies for Urban Consortium international consortium:

- **Hiroshi Makino**, General Director, SAMI LLC, Japan, (to be agreed);

- **Evilina Lutfi**, Business Development Director Green Net Finland Association, Finland (to be agreed);
- **Ragnar Ottosen**, Chairman of the Board of Directors of GREEN ENERGY ONE AS and Nordic Commodities AS, Norway (to be agreed);
- **Kuzmenko Svyatoslav Vladimirovich**, Executive Director of the St. Petersburg Cluster of Clean Technologies for the Urban Environment International Consortium, Russia (to be agreed);
- **Baranov Sergey Igorevich**, Head of Technology Transfer Center Business Incubator Ingria JSC Technopark of St. Petersburg Russia, (to be agreed);
- **Hisato Matsuo**, CEO of Team AIBOD, Japan (to be agreed);
- **Belova Elena Georgievna**, Scientific Secretary of ICSEER Leontief Center Russia, (to be agreed);
- **Pivinsky Andrey Anatolyevich**, General Director of ANO "Center for Industrial Development of the Leningrad Region", Russia, (to be agreed)

**November 13
14:00-16:00**

**Congress Centre
Conference hall B2**

Round table

Diversification of the defense industry. Educational Priorities of the Innovation Industry of the Future

Event organizer: Saint Petersburg Electrotechnical University "LETI"

Designing engineering teams for the production of innovative civilian products using the industrial base of defense industry enterprises.

Main questions for discuss:

- Requirements for the professional and personnel resources of the defense industry enterprises during the transition to the production of competitive socially-oriented products
- Professions of the "digital engineer" and "overseas" professions as a basis for scientific and technological innovation and technological breakthroughs
- Technological unemployment, problems of harmonization of man and artificial intelligence in the industry of the future.

Moderator:

- **Shumovsky Valentin Andreevich**, Corporate Innovation Expert

Speakers:

- **Cherneyko Dmitry Semenovich**, Chairman of the Committee on Labor and Employment of Populations (as agreed);
- **Tsybukov Sergey Ivanovich**, General Director of Komsomolskaya Pravda Plastics Processing NGO, President of Komsomolskaya Pravda Plastics Processing OJSC;
- **Melnikov Vladimir Aleksandrovich**, General Director of Avangard OJSC;
- **Antsev Ivan Georgievich**, Executive Director of NPP Radar Mms JSC;
- **Soloveichik Kirill Aleksandrovich**, General Director of LENPOLIGRAFMASH HOLDING.

**November 13
14:00-16:00**

**Congress Centre
Conference hall
B3-B5**

Round table

Industrial innovation St. Petersburg for the Arctic

Event organizer: St. Petersburg Arctic Affairs Committee

Moderator:

Candidate for approval

Speakers:

Candidate for approval

**November 13
14:00-16:00**

**Congress Centre
Conference hall D4**

Strategic session

Man and Technology

Event organizer: RUSSOFT

The innovative development of the Russian Federation today is one of the priority strategies of state policy. Regional authorities are fighting for places in the overall ranking of innovative development. And in this rating there are undoubted leaders, among which are cities such as St. Petersburg, Moscow, Kazan, Novosibirsk,

Kaliningrad, Chelyabinsk and others. The set of factors affecting the digitalization and implementation of innovations in the economy of a particular city / region / organization has long been formulated. And in this list, man is not the last place. Anyone who brings innovation to cities and companies, is able to understand technologies and implement them, is ready for challenges and is not afraid of the new.

Main questions for discuss:

- How to simplify the task of the teacher and give him more time to spend with students than with papers?
- How to interest a digital generation child in school?
- What technologies make the process of acquiring knowledge interactive, and monitoring student success transparent today?

Moderator:

Candidate for approval

Speakers:

- Representative, **ANO "Digital Economy";**
- Representative, **PWC / KPMG;**
- Representative, **ITMO;**
- Representative, **Almaz Capital;**
- Representative, **Kaspersky Lab** (// Dmitry Komissarov, MyOffice).
- Plenipotentiary **Representative of the President of the Russian Federation in the NWF;**
- Representative, **Government of the Novgorod Region / Kaliningrad Region.**

**November 13
14:30-16:30**

**Congress Centre
Conference hall B1**

Panel session

World technological mega-cities and foundation of a new national innovation energy center "Russian Houston" in St. Petersburg

Event organizer: JSC Gazprom neft, St. Petersburg Administration

- International benchmarks of cities' transformations to innovative technology clusters.
- City authorities, localized corporations and leading universities participation in innovative technology clusters foundation.

Main questions for discuss:

- Positive and negative examples of cities' attempts of transformation to innovative technology clusters?
- Positive and negative lessons learned in the process of the transformation?
- Required Actions from City Administration?
- The contribution of localized corporations?
- The required transformation of approaches to interaction with the ecosystem from universities?

Moderator:

- **Arkhipov Sergey Olegovich**, Head of the Department of Technology Partnerships

Speakers:

- **Kuznetsov Evgeny Borisovich**, UK Orbit Capital Partners, General Director
- Singularity University Ambassador
- **Shadrin Artem Evgenievich**, Head of Strategic Development and Innovation Ministry of Economic Development of the Russian Federation
- **Patrushev Andrey Nikolaevich**, Deputy General Director for Offshore Project Development, JSC Gazprom neft
- **Osmakov Vasily Sergeevich**, Deputy Minister, Ministry of Industry and Trade of the Russian Federation
- **Elin Evgeny Ivanovich**, Vice-Governor, St. Petersburg Administration
- **Knyagin Vladimir Nikolaevich**, Vice-Governor of St. Petersburg
- **Vasiliev Vladimir Nikolaevich**, Rector, Saint-Petersburg National Research University of Information Technologies, Mechanics and Optics
- **Rudskoy Andrey Ivanovich**, Rector, St. Petersburg Polytechnic University of Peter the Great

- **Guy Eames**, co-founder of the RuGBC Green Building Council (to be confirmed).

**November 13
15:40-16:30**

Lecture hall

Presentation

Prospects for the introduction of unmanned technologies in Russia

Event organizer: StarLine

Prospects for the introduction of unmanned technologies in Russia;
Development of an unmanned vehicle: prospects, difficulties, opportunities.

Main questions for discuss:

- What is an unmanned vehicle?
- Advanced unmanned technology;
- How an unmanned vehicle recognizes the objects surrounding it and how machine learning and neural networks contribute to this?
- Cybersecurity of a Smart Car;
- Legislative barriers to unmanned vehicles;
- Unmanned driving: development trends in Russia and the world
- Spheres of application of unmanned vehicles: in Russia and the world.

Moderator:

Candidate for approval

Speakers:

- **Ivanov Boris Stanislavovich**, Head of Starline Smart Car;
- **Zheludev Mikhail Valerievich**, development engineer of the project "Smart Car Starline";

**November 13
16:00-19:00**

**Congress Centre
Conference hall D4**

Presidium meeting

Mechanisms to improve production efficiency and increase tax revenues: government support and technology transfer

Event organizer: Executive Directorate of the Union of Industrialists and Entrepreneurs of St. Petersburg

Main questions for discuss:

- The effectiveness of government support measures for urban producers.
- Investing in startups: expectations and results.
- On the work of St. Petersburg Industrial Development Fund.
- On the practice of the Cluster of the pharmaceutical industry and the production of medical equipment.

Moderator:

- **Turchak Anatoly Alexandrovich**, president of the Union of Industrialists and Entrepreneurs of St. Petersburg

Speakers:

Candidate for approval

**November 13
16:10-18:00**

**Congress Centre
Conference hall
B6-B8**

Panel session

Export coaching as an efficient instrument to accompany regional companies in entering international markets

Event organizer: Saint Petersburg state budgetary institution "Center for entrepreneurship development and support"

The need to accompany export- oriented companies which are planning to enter foreign markets.
Export coach as an integrator and navigator for an accompanying company.
(Action-plan) for entering new foreign markets.
Conversion of the accompanying projects: result - export contract and received foreign currency earnings.
Community of export coaches: cooperation and support of other export coaches in the Russian Export Center.

Main questions for discuss:

- Assessment of the level of readiness of companies and the missing elements for successful export activities;
- Formation of a strategy for entering new markets (key countries, promising products, competencies necessary to realize export potential);
- What do you need from the company, which is accompanied by an export coach, for the effective implementation of the roadmap for entering foreign markets.

Moderator:

- **Solomin Sergey Vladimirovich**, Head of a separate division in St. Petersburg

Speakers:

- **Litvinov Andrey**, Advisor to the General Director of the Russian Export Center;
- **Heydt Alena**, Managing Director for Organizational Development and HR Management of REC Group;
- **Kuznetsov Lev**, Director, St. Petersburg state budgetary institution "Center for entrepreneurship development and support";
- Current export coaches (to be specified);
- Company representatives escorted by export coaches (to be confirmed).

**November 13
16:20-18:00**

**Congress Centre
Conference hall B2**

Round table

National and regional intellectual property markets in the Russian Federation: new horizons

Event organizer: Patent-legal firm "NEVA-PATENT", LLC; Intellectual Property Development Foundation; Peter the Great St. Petersburg Polytechnic University

The Intellectual Property is an essential part of innovation process.

Currently the National Strategy for the development of intellectual property is being actively developed and approved in the Russian Federation.

The "Recommendations on managing the intellectual property rights and means of individualization in the regions of the Russian Federation", developed by the Federal Service for Intellectual Property (Rospatent) together with the Ministry of Economic Development of the Russian Federation in 2018, are being actively implemented in many regions of the Russian Federation.

The participants of the event will gather in order to exchange best practices and the newest experience in developing regional strategies and intellectual property management systems, to discuss top-priority measures, immediate steps to be taken at the federal and regional levels for fast implementation of the main provisions of documents mentioned above.

What should be done in order for Russia to become one of the leaders by 2025, and in 2035 to become the world leader in observance, use and commercialization of intellectual property rights.

Representatives of the departments for innovative development of Russian regions, the professional community, science, business, innovation infrastructure and the public are invited to the dialogue.

Main questions for discuss:

- What changes at the national and regional level will occur when the National Strategy of the Intellectual Property development in the Russian Federation is adopted?
- What are the legal grounds for regulating the sphere of intellectual property at the level of a constituent entity of the Russian Federation and for applying the "Recommendations on managing the intellectual property rights and means of individualization in the regions of the Russian Federation", developed by the Federal Service for Intellectual Property (Rospatent) together with the Ministry of Economic Development of the Russian Federation?
- How to form the future "supporting points" of the regional intellectual property market?
- How to effectively use patent analytics tools to develop regional intellectual property markets?
- The main methods of popularization of knowledge about intellectual property and the formation of a positive attitude towards intellectual property in the innovation environment.
- The vector of intellectual property development in the Development Strategy of St. Petersburg until 2035.

- The best practices of the intellectual property regional market development in the Russian Federation.

Moderator:

- **Petrova Natalia Borisovna**, Patent Attorney of Russian Federation, Director General of Patent-Legal Firm "NEVA-PATENT", LLC, Russia

Speakers:

- A representative of the **Ministry of Economic Development of the Russian Federation** (to be confirmed);
- **Ivanova Marina Germanovna**, Head of the Department of preparation of analytical materials and monitoring of the use of intellectual property, Federal Institute of Industrial Property (FIPS), Russia (to be confirmed);
- **Senchenya Grigory Ivanovich**, Deputy Development Executive, National Technology Transfer Association, Russia;
- A representative of the **Committee for Industrial Policy, Innovations and Trade of St. Petersburg** (to be confirmed);
- **Petrova Maria Andreyevna**, Director of State Budgetary Institution "Novgorod Competence, Innovation and Industry Development Center", Russia;
- **Sysoenko Aleksandr Nikolayevich**, Senior Research Associate, Research and Educational Center, Federal Institute of Industrial Property (FIPS), Russia;
- **Petrova Natalia Borisovna**, Patent Attorney of Russian Federation, Director General of Patent-Legal Firm "NEVA-PATENT", LLC, Chairman of the Board of the Intellectual Property Development Foundation, Russia;
- **Kadiev Ismail Gadzhiyevich**, Director of the Center for Intellectual Property, Peter the Great St. Petersburg Polytechnic University, Head of TISC Level 1, Russia.

**November 13
16:40-18:00**

Lecture hall

Master class

Creating competitive advantage with Industrial product design

Event organizer: Karfidov Lab

- Research
- Industrial Design
- Technical design
- Prototyping and production

Interaction will be achieved due to the fact that during the presentation process, together with the audience, some invented product will be developed (at a simplified level; the designer will immediately visualize ideas in the process).

Speakers:

- **Miroshnichenko Evgeniy Evgenevich**, branch head of Karfidov Lab Saint-Petersburg;
- **Lebedev Nikita Igorevich**, industrial designer of Karfidov Lab.

November 14, 2019

**November 14
10:00-11:20**

**Congress Centre
Conference hall
B3-B5**

Round table

Innovation in promotion

Event organizer: Media-workshop of Marina Bogomyagkova, author of the project "PRO in the big city".

Innovative approach to managing your target audience;
Innovation in communications;
Innovation in analytics;

Creating a symbiosis of different formats of promotion – on the example of paper with augmented reality. An important focus of the event is planned to make the use of new technologies in the promotion of companies, which can be one of the opportunities to find points of growth and opportunities, as well as to avoid stagnation in business. Experts will be able to provide applied information on how to develop strategies qualitatively, as well as given a choice of promotion tools that promote proactive management and transparency of interaction with the target audience.

Main questions for discuss:

- Can technology replace communication?

- How to use innovation to give additional effect to the interaction with the target audience?
- What is the power of content over technology?
- How to create additional value for business when promoting through innovative developments?
- How not to miss the traditional channels that do not lose relevance with the emergence of a flurry of new opportunities?

Moderator:

- **Bogomyagkova Marina Vladimirovna**, founder of the Media workshop, Author of the project "PRO in the big city".

Speakers:

- **Sergeev Roman**, founder of RomanSergeevCom;
- **Lukoyanov Alexander**, founder of "Network of research»;
- **Andreeva Zoya**, founder of E-contenta;
- **Bobretsova Alexandra Vitalevna**, founder INRU;
- **Kozlov Roman Vladimirovich**, development Director Mezhrefiontest;
- **Kevin Jackson**, founder, Director of Innovation, The Experience is the Marketing, Editor-in-Chief of Live Communication Magazine Europe (UK) (on approval);
- **Timo Kiuru**, creative director, founder of The Unthinkable (Sweden) (on approval);
- **Sari-Lia Tonttila**, founder of the Finnish agency Ahjo Communications (Finland) (on approval).

**November 14
10:00-11:40**

**Congress Centre
Conference hall
B6-B8**

Panel discussion

INDUSTRY I

The shipbuilding industry is a visiting card of the NWFD. What approach will be chosen in digitalization of the most important industry in the region?

Event organizer: RUSSOFT

Phased transition to digital transformation in shipbuilding.
Creation of digital counterparts in the shipbuilding industry: the experience of international colleagues and Russian developers.

Main questions for discuss:

- Import substitution in the shipbuilding industry - is a complete transition to domestic IT products possible?
- How to protect strategically important objects of virtual shipbuilding?

Moderator:

Candidate for approval

Speakers:

Candidate for approval

**November 14
10:00-13:00**

**Congress Centre
Conference hall B1**

Round table

Bioeconomics: innovations, projects, personnel

Event organizer: St. Petersburg State University of Economics (UNECON)

The purpose of the event is to show how the combination of the interests of the student, scientific and educational network and the business community allows us to form project teams and solve new business problems, to support management decisions using digital technologies in the field of bioeconomics.
The main attention will be paid to the assessment of the results of the scientific and applied case of the Telemedicine XXI Century championship and the presentation of the educational and managerial skills and competencies of the project teams.
Among the expert's present are developers and specialists in the field of development, maintenance and grant support for innovative bioeconomics projects.

Main questions for discuss:

- Issues of financing, investment, grant support for projects, staffing for the implementation and management of innovative and digital projects in bioeconomics.

Moderator:

- **Tumarova Tatyana Geltsevna**, director of the Institute of Magistracy, St. Petersburg State University of Economics, professor;
- **Dobroserdova Irina Igorevna**, Ph.D., Associate Professor, Institute of Magistracy, St. Petersburg State University of Economics, Head of Economics.

Speakers:

Foreign participants:

- **Moravian Business College Olomouc (MVS0)**, Czech Republic;
- **Dr. Andrei Petroia**, associate professor, director, Center for Financial and Budgetary Consulting and Analysis, Economic Studies Academy of Moldova.

Russian participants:

- **Novikova Anastasia Pavlovna**, k.m.n., Head of Medical Department Novgorod State University Yaroslav the Wise, Institute of Medical Education;
- Representative, **St. Petersburg State University of Economics**;
- **Suleymankadieva Alzhanat Elderkadieva**, Doctor of Economics, professor of the specialized department of PJSC Gazprom, head of the academic department in the direction of Management, graduate institute;
- **Pushkar Olga Mikhailovna**, Ph.D., Associate Professor, Deputy. Director of the Institute of Master of the RSEU, Rostov State Economic University (RSEU);
- **Efimova Nadezhda Filippovna**, associate professor, academic director of the master's program «Finance of innovative medicine»;
- **Maksimtsev Igor Anatolyevich**, rector of St. Petersburg State University of Economics, professor;
- **Silin Alexey Viktorovich**, vice-Rector of North-West State Medical University named after I.I. Mechnikov;
- **Lujanin Vladimir Gennadievich**, vice-rector for administrative and personnel and educational work St. Petersburg State University of Chemical and Pharmaceuticals;
- **Oracheva Oksana Ivanovna**, director General of the Fund V. Potanina.

**November 14
10:00-11:50**

**Congress Centre
Conference hall B2**

*Round table***EU tools for innovative companies, partnership with Russia**

Event organizer: JSC ITMO Highpark

Overview of programs from European accelerators.

Grant programs of the European Union: Horizon 2020 and others.

Latvia and its support tools for start-ups: start-up visa and other support measures
The program will expand.**Moderator:**

- **Rayak Mikhail**, Innovation Advisor, ITMO Highpark JSC

Speakers:

- **Fedotkin Yury**, Managing Partner, EXPANSE CAPITAL Technological Accelerator (Latvia)
- An expert in the development of technological start-ups of the early stages, in bringing startups from the CIS countries to the European market and attracting investments.
- Investor Relations Director, Neuroassistive Technologies LLC, Deputy Head of the market subgroup "NeuroMedtehnika" of the Scientific and Research Institute of Science "NeuroNet"

**November 14
10:00-12:00**

**Congress Centre
Conference hall D4**

*Conference***Joint projects as a driver of enterprise diversification of defence industry complex**

Event organizer: Group of companies SPG

President of the Russian Federation V.V. Putin noted that "Diversification of the defense industry is one of the key strategic national tasks," and set the task of defense enterprises to increase the output of high-tech civilian and dual-use products to 2020 by 17%, to 2025 by 25%, and by 2030 - up to 50%.

The diversification of the Russian military-industrial complex has entered a crucial phase - less than a year remains until the first reporting date.

At the conference, it is planned to present an approach to the organization of the diversification of defense enterprises by accelerating their cooperation with high-tech small and medium-sized enterprises. The conference also proposes to review the first results of diversification, current measures of state and regional support for defense enterprises, to discuss the challenges of reorganizing the production of defense enterprises, their application of new organizational, technological, financial and economic solutions, the possibilities of modern technologies of innovative development, and the difficulties.

Main questions for discuss:

- Opportunities of the intercorporate acceleration program "Defence industry complex Business MOST";
- Demand of large civilian customers for import-substituting products;
- Opportunities to meet this demand by defense enterprises through partnerships, participation in consortia and clusters;
- Issues of development of competencies of specialists in the field of diversification;
- Chinese experience in the diversification of defense industry enterprises and the possibility of its use in modern Russian realities.
- and other tasks facing defense industry enterprises aimed at diversifying their activities and increasing the share of civilian products in the revenue structure.

Moderator:

- **Samovarova Olga Vladimirovna**, managing partner GC SPG.

Speakers:

Prospective speakers (invitations will be sent out after coordination of the event):

- **Batanov Eduard Viktorovich**, vice-governor of St. Petersburg;
- **Katenev Vladimir Ivanovich**, Deputy of the State Duma of the Federal Assembly of the Russian Federation, Chairman of the Council of the St. Petersburg Chamber of Commerce and Industry;
- **Lobin Mikhail Alexandrovich**, director General of the Executive Directorate of the Union of Industrialists and Entrepreneurs of St. Petersburg;
- **Tsereteli Elena Otarevna**, director of the Development Fund for small and medium-sized businesses in St. Petersburg;
- **Sushkov Dmitry Viktorovich**, head of PJSC Gazprom;
- **Popov Leonid Yuryevich**, head of the Strategic Development Department of Concern Almaz-Antey JSC;
- **Gelman Lev Mihailovich**, Director of the Department of Strategic Development of USC JSC;
- **Sukhoparov Pyotr Dmitrievich**, Deputy General Director for Foreign Economic Activity of the Concern Marine Submarine Weapon - Hydropribor JSC;
- **Solomin Sergey Vladimirovich**, Head of Division, AO Russian Export Center in St. Petersburg;
- **Girina Marina Borisovna**, President, Medical Instrument and Biotechnology Cluster;
- **Samovarova Olga Vladimirovna**, Ph.D., Managing Partner, SPG Group of Companies;
- **Su Jing**, Deputy Director of the International Business Incubator PUE.

**November 14
10:00-11:30**

Lecture hall

Seminar

Innovation and brand under ip-protection. practical cases for export companies

Event organizer: Saint Petersburg state budgetary institution "Center for entrepreneurship development and support"

Protecting your own product / method / brand abroad.

Registration of a trademark in Europe and China.

How to minimize risks in the protection of IP.

Protection of rights and contractual relations.

**November 14
10:00-12:00**

**Presentation area
of Russian
industrialist**

Main questions for discuss:

- The importance of IP for companies.
- The main objects of IP rights, their key characteristics.
- Stages of IP registration.
- How to protect IP abroad.
- Review of cases of judicial practice.

Moderator:

- **Shestakov Vladimir**, Head of Export center of Saint Petersburg state budgetary institution "Center for entrepreneurship development and support"

Speakers:

- **Timo Jotsenoja**, Senior IPR Business Manager DSc (Tech) Kolster Oy Ab, Finland.

Panel session

The 10th Interregional Market of Intellectual Property

Event organizer: Peter The Great St. Petersburg Polytechnic University (SPbPU)

The purpose of the Market – practical assistance to all participants in the process of creation, support and use of Russian high-tech products and technologies to faster growth of domestic production of innovative products and its output to the world markets.

Main questions for discuss:

- Commercialization of RIA in startup companies;
- Legal protection and protection of intellectual property abroad: needs and opportunities;
- Construction of an intellectual property management system in universities and start-up companies;
- Legal protection of intellectual property in Russia and abroad;
- Activities of the Technology and Innovation Support Centers.

Moderator:

- **Kadiyev Ismail Gadgievich**, director of Intellectual Property and Transfer Technology Center SPbPU, Russia Federation.

Speakers:

- **Dyachenko Oleg Georgievich**, project Manager for the Intellectual Property of the Russian Export Center;
- **Petrova Natalia Borisovna**, Patent Attorney of Russian Federation, Director General of Patent-Legal Firm "NEVA-PATENT", LLC, Russia;
- **Smirnov Evgeny Valentinovich**, Director of Analytic Corp.;
- **Sarkis Knyazan**, Chairman of the Board of the Center for Intellectual Property Rights, Managing Partner of Knyazyan & Partners IP Law Firm, Attorney, Patent Attorney (Armenia, Yerevan) (to be agreed);
- **Sattarov Elyor**, Head of Division, UNPV, Intellectual Property Agency (Uzbekistan, Tashkent) (to be agreed);
- **Stankovsky Victor Mihailovich**, partner, Patent Attorney of Gorodissky and Partners;
- **Odegova Viktoria Yurievna**, Managing Partner of FOXBUH;
- **Tekuchev Vladimir Vladimirovich**, investment Expert St. Petersburg Industrial Development Fund;
- **Baranov Sergey Igorevich**, expert of Business Incubator INGRIA;
- **Silin Alexey Victorovich**, vice-Rector for Research and Innovations of the North-Western State Medical University named after I.I. Mechnikov;
- **Puzynya Nataliya Urevna**, Professor of the department corporate finance and Business valuation of the St. Petersburg State University of Economics.

**November 14
11:40-13:20**

Lecture hall

Presentation

Student Project: A New Approach to Employment

Event organizer: Committee on labor and employment of Saint-Petersburg, LLC «Numerical Design»

Demonstration of the portal www.studentor.ru with the participation of students and employers. Student is a service of effective search for workers and career building,

focused on students and graduates of educational institutions. The project is implemented by the government of St. Petersburg. Search for job seekers and vacancies on the portal is based on semantic analysis of research texts and other information about student activities using machine learning methods.

Main questions for discuss:

- Big data in human capital management;
- Demonstration of the possibilities of the portal www.studentor.ru with the participation of students and employers.

Moderator:

- **Rogachev Nikolay Alexandrovich**, First Deputy Chairman of the Committee on Labor and Employment of the Population of St. Petersburg, Russia.

Speakers:

- **Urdiales Juan**, Spanish recruiting portal "Jobandtalant", Executive Director, Spain;
- **Shubaeva Veronika Georgievna**, St. Petersburg State University of Economics, Vice-Rector for Academic and Methodological Work;
- **Razinkina Elena Mikhailovna**, Polytech, Vice-Rector for Educational Activities;
- **Elionyshev Andrey Vadimovich**, Digital Design LLC, General Director, Russia;
- **Didzhoeva Milana Borisovna**, Soter Personnel Agency, General Director;
- **Mamishv Nizami Adilkhanovich**, Committee on youth policy and interaction with public organizations;
- **Chistyakov Aleksey Igorevich**, Director of the State Autonomous Institution «Center for Human Resources».

**November 14
12:00-13:40**

**Presentation area
of Russian
industrialist**

Presentation

The 10th Interregional Market of Intellectual Property: projects in the field of mechanical engineering and instrumentation

Event organizer: Peter The Great St. Petersburg Polytechnic University (SPbPU)

The purpose of the Market – practical assistance to all participants in the process of creation, support and use of Russian high-tech products and technologies to faster growth of domestic production of innovative products and its output to the world markets.

Intellectual Property Commercialization in the directions of Machinery, Equipment, Tools and Hardware Complexes.

Moderator:

- **Kadiev Ismail Gadgievich**, director of Intellectual Property and Transfer Technology Center SPbPU, Russia Federation.

Speakers:

- **Dyachenko Oleg Georgievich**, project Manager for the Intellectual Property of the Russian Export Center;
- **Petrova Natalia Borisovna**, director of Patent-Legal Firm Neva-Patent Ltd;
- **Smirnov Evgeny Valentinovich**, Director of Analytic Corp.;
- **Sarkis Knyazan**, Chairman of the Board of the Center for Intellectual Property Rights, Managing Partner of Knyazyan & Partners IP Law Firm, Attorney, Patent Attorney (Armenia, Yerevan) (to be agreed);
- **Sattarov Elyor**, Head of Division, UNPV, Intellectual Property Agency (Uzbekistan, Tashkent) (to be agreed);
- **Stankovsky Victor Mihailovich**, partner, Patent Attorney of Gorodissky and Partners;
- **Odegova Viktoria Yurievna**, Managing Partner of FOXBUH;
- **Tekuchev Vladimir Vladimirovich**, investment Expert St. Petersburg Industrial Development Fund;
- **Baranov Sergey Igorevich**, expert of Business Incubator INGRIA;
- **Silin Alexey Victorovich**, vice-Rector for Research and Innovations of the North-Western State Medical University named after I.I. Mechnikov;
- **Puzynya Nataliya Urevna**, Professor of the department corporate finance and Business valuation of the St. Petersburg State University of Economics.

**November 14
12:20-14:20**

**Congress Centre
Conference hall D4**

Panel session

Access to global marketplaces Alibaba, Amazon, eBay: opportunities and challenges for Russian exporters

Event organizer: Center for entrepreneurship development and support of St.Petersburg

Competitive market segments of Russian goods for online export.
Electronic marketplaces: Alibaba, Amazon, eBay, Tmall, JD, Europages, WLW, SAP
Ariba: criteria for choosing an electronic marketplace for a particular product.
The main risks and errors when choosing and using e-commerce tools.
Real cases of entering foreign markets using e-commerce tools.
The role of postal services in export activities.
Government E-Commerce Support Programs.

Main questions for discuss:

- Modern electronic sales channels in international markets;
- How online export has changed, which categories of exported goods from Russia are in greatest demand today;
- How to place products on marketplaces and get a flow of customers;
- How to export using Alibaba tools;
- eBay features and tools for Russian sellers;
- E-Commerce Support Programs of the Russian Export Center;
- How to organize the delivery of goods to the USA, Europe and Asia;
- How to receive money for your goods;
- How to be placed on marketplaces with minimal costs.

Moderator:

- **Murzenok Alexey Olegovich**, director of e-Commerce Development. JSC "Russian Export Center".
- **Shestakov Vladimir Alexandrovich**, Head of export center, Center for entrepreneurship development and support of St.Petersburg

Speakers:

- **Liu Wei**, Head of AliExpress in Russia;
- **Solomin Sergey Vladimirovich**, Head of the Territorial Administration for the North-West Federal District of Russian Export Center;
- **Kuznetsov Lev**, Director of Center for entrepreneurship development and support;
- **Kretov Ilya**, CEO of eBay in Russia and emerging European markets;
- **Pustovalov Roman**, eBay Business Integration and Development Partner;
- **Neumann Boris Alexandrovich**, General Director of LLC PAL official partner of Alibaba in Russia;
- **Serebrennikov Dmitry**, director of the macro-region North-West of Russian Post.

**November 14
13:30-15:00**

Lecture hall

Pitch session

Technological entrepreneurship in Russia

Event organizer: JSC ITMO Highpark, Technopark of ITMO University

Technological entrepreneurship in Russia, innovative projects of St. Petersburg, acceleration programs, tracking projects.

Moderator:

- **Mikhail Rayak**, Innovation Advisor, ITMO Highpark JSC

Speakers:

Candidate for approval

**November 14
14:00-18:00**

Case championship

Bioeconomics: innovations, projects, personnel

Event organizer: St. Petersburg State University of Economics (UNECON)

**Congress Centre
Conference hall B2**

The purpose of the event is to show how the combination of the interests of the student, scientific and educational network and the business community allows us to form project teams and solve new business problems, to support management decisions using digital technologies in the field of bioeconomics. The main attention will be paid to the assessment of the results of the scientific and applied case of the Telemedicine XXI Century championship and the presentation of the educational and managerial skills and competencies of the project teams. Among the expert's present are developers and specialists in the field of development, maintenance and grant support for innovative bioeconomics projects.

Moderator:

- **Efimova Nadezhda Filippovna**, associate professor, academic director of the master's program «Finance of innovative medicine».

Speakers:

Foreign participants:

- Moravian Business College Olomouc (MVSOU), Czech Republic;
- Dr. Andrei Petroia, associate professor, director, Center for Financial and Budgetary Consulting and Analysis, Economic Studies Academy of Moldova.

Russian participants:

- **Novikova Anastasia Pavlovna**, k.m.n., head of Medical Department Novgorod State University Yaroslav the Wise, Institute of Medical Education;
- Representative, St. Petersburg State University of Economics;
- **Suleymankadieva Alzhanat Elderkadieva**, Doctor of Economics, professor of the specialized department of PJSC Gazprom, head of the academic department in the direction of Management, graduate institute;
- **Pushkar Olga Mikhailovna**, Ph.D., Associate Professor, Deputy. Director of the Institute of Master of the RSEU, Rostov State Economic University (RSEU);
- **Efimova Nadezhda Filippovna**, associate professor, academic director of the master's program «Finance of innovative medicine»;
- **Maksimtsev Igor Anatolyevich**, rector of St. Petersburg State University of Economics, professor;
- **Silin Alexey Viktorovich**, vice-Rector of North-West State Medical University named after I.I. Mechnikov;
- **Lujanin Vladimir Gennadievich**, vice-rector for administrative and personnel and educational work St. Petersburg State University of Chemical and Pharmaceuticals;
- **Oracheva Oksana Ivanovna**, director General of the Fund V. Potanina.
- **Shapovalov Valentin Viktorovich**, Doctor of Technical Sciences, Professor, USSR Government Prize Laureate, Chief Researcher at the Research Institute of Biotechnical Systems, St. Petersburg Electrotechnical University "LETI" (Leningrad Electrotechnical University), Director of the company "Intelligent Software Systems" (St. Petersburg).

**November 14
14:00-15:40**

**Presentation area
of Russian
industrialist**

Presentation

The Xth Interregional Market of Intellectual Property: projects in the fields of medicine, pharmaceuticals and biotechnology

Event organizer: Peter The Great St. Petersburg Polytechnic University (SPbPU)

The purpose of the Market – practical assistance to all participants in the process of creation, support and use of Russian high-tech products and technologies to faster growth of domestic production of innovative products and its output to the world markets.

Intellectual Property Commercialization in the directions of Medicine, Pharmaceuticals, Biotechnology.

Moderator:

- **Kadiev Ismail Gadgievich**, director of Intellectual Property and Transfer Technology Center SPbPU, Russia Federation.

Speakers:

- **Dyachenko Oleg Georgievich**, project Manager for the Intellectual Property of the Russian Export Center;

**November 14
14:20-16:00**

**Congress Centre
Conference hall
B6-B8**

- **Petrova Natalia Borisovna**, director of Patent-Legal Firm Neva-Patent Ltd;
- **Smirnov Evgeny Valentinovich**, Director of Analytic Corp.;
- **Sarkis Knyazan**, Chairman of the Board of the Center for Intellectual Property Rights, Managing Partner of Knyazyan & Partners IP Law Firm, Attorney, Patent Attorney (Armenia, Yerevan) (to be agreed);
- **Sattarov Elyor**, Head of Division, UNPV, Intellectual Property Agency (Uzbekistan, Tashkent) (to be agreed);
- **Stankovsky Victor Mihailovich**, partner, Patent Attorney of Gorodissky and Partners;
- **Odegova Viktoria Yurievna**, Managing Partner of FOXBUH;
- **Tekuchev Vladimir Vladimirovich**, investment Expert St. Petersburg Industrial Development Fund;
- **Baranov Sergey Igorevich**, expert of Business Incubator INGRIA;
- **Silin Alexey Victorovich**, vice-Rector for Research and Innovations of the North-Western State Medical University named after I.I. Mechnikov;
- **Puzynya Nataliya Urevna**, Professor of the department corporate finance and Business valuation of the St. Petersburg State University of Economics.

Panel discussion

INDUSTRY II

Pharmaceutical Cluster: Innovation Development Strategy

Event organizer: RUSSOFT

St. Petersburg is both an innovative and pharmaceutical cluster in Russia. Here are concentrated high-tech companies, world-class research and educational centers, as well as pharmaceutical companies and manufactures that produce drugs for the whole of Russia.

Main questions for discuss:

- Who and what is behind the innovative development in the pharmaceutical industry?
- What is the life cycle of innovation in the pharmaceutical industry?
- What is the role of state support in the production of innovative drugs and when will we grow from national to world champions?

Moderator:

Candidate for approval

Speakers:

Candidate for approval

**November 14
14:20-15:50**

**Congress Centre
Conference hall B2**

Panel discussion

TECHNOLOGY: Blockchain

Event organizer: RUSSOFT

Blockchain technology continues to be actively explored and applied around the world. Both specialists and organizations see great prospects from its implementation and use in various fields of activity: from controlling the process of pipe production to voting with the use of distributed registers.

Main questions for discuss:

- Industry experts will gather to discuss real prospects of technology implementation and safety of its use.

Moderator:

- **Dostov Victor**, Chairman of the Board of the Association of Electronic Money and Money Transfer Market Participants AEM

Speakers:

- **Shcherbakov Andrey**, Doctor of Technical Sciences, Professor at the National Research University Higher School of Economics, Cryptography Consultant at Kaspersky Lab
- **Pen Evgeny**, Executive Director of the Center for Distributed Register Technologies of St. Petersburg State University
- **Hahn Dmitry**, CEO, Findinamika

**November 14
14:40-16:10**

**Congress Centre
Conference hall
B3-B5**

- **Marshal Grigoriy**, Head of the Working Group on Security of Chain Recording Technologies and Distributed Registers; member of the Expert Council on Legal Support of Financial Technology Development under the Financial Market Committee
- Representative, **Infowatch**.
- Representative, **DataArt**
- Representative, **Center for Digital Innovations Gazprom Neft**

Round table

Internationalization of business - export course 2.0: the Russian software development industry

Event organizer: EGO Translating Group of Companies, RUSSOFT

- Planning for entering international markets: features of strategy development, the main stages of planning and the first steps;
- The main ways to search for foreign customers: cases and recommendations;
- Successful business strategies for entering the EU market: organizational changes, adaptation, certification;
- New promising geographical markets (SE Asia, Latin America, the Middle East, Africa) and the internationalization of projects: market specifics, features of interaction with local customers;
- Models of business organization and foreign sales of IT-companies: difficulties and lessons;
- The structure of foreign sales: features and promising areas of growth;
- Organization of marketing offices and sales offices abroad: choice of location and organizational aspects;
- Features of the protection and enforcement of intellectual property rights abroad;
- Linguistic localization of websites, online applications, software, educational platforms.

Main questions for discuss:

- What localization strategy should be followed when entering various foreign markets in modern conditions?
- What product adaptation technologies exist?
- How not to make mistakes when defining a communication strategy with the target audience?
- What are the effective technologies of Internet marketing while promoting foreign markets?
- How to protect intellectual property?
- Demonstration and discussion of cases of companies that have implemented the product on foreign markets (China, Germany, the Near abroad, etc.)

Moderator:

Candidate for approval

Speakers:

Candidate for approval

**14 ноября
16:00-17:40**

**Презентационная
зона РосПром**

Presentation

The Xth Interregional Market of Intellectual Property: projects in the field of materials, information technology, resource and agricultural technology

Event organizer: Peter The Great St. Petersburg Polytechnic University (SPbPU)

The purpose of the Market – practical assistance to all participants in the process of creation, support and use of Russian high-tech products and technologies to faster growth of domestic production of innovative products and its output to the world markets.

Intellectual Property Commercialization in the directions:

- Materials and Production Technologies
- Information Systems and Technology
- Resource-Saving technologies
- Agricultural Technology

**November 14
16:20-18:00**

**Congress Centre
Conference hall D4**

**November 14
16:30-18:00**

**Congress Centre
Conference hall
B6-B8**

Moderator:

- **Kadiev Ismail Gadgievich**, director of Intellectual Property and Transfer Technology Center SPbPU, Russia Federation.

Speakers:

- **Dyachenko Oleg Georgievich**, project Manager for the Intellectual Property of the Russian Export Center;
- **Petrova Natalia Borisovna**, director of Patent-Legal Firm Neva-Patent Ltd;
- **Smirnov Evgeny Valentinovich**, Director of Analytic Corp.;
- **Sarkis Knyazan**, Chairman of the Board of the Center for Intellectual Property Rights, Managing Partner of Knyazyan & Partners IP Law Firm, Attorney, Patent Attorney (Armenia, Yerevan) (to be agreed);
- **Sattarov Elyor**, Head of Division, UNPV, Intellectual Property Agency (Uzbekistan, Tashkent) (to be agreed);
- **Stankovsky Victor Mihailovich**, partner, Patent Attorney of Gorodissky and Partners;
- **Odegova Viktoria Yurievna**, Managing Partner of FOXBUH;
- **Tekuchev Vladimir Vladimirovich**, investment Expert St. Petersburg Industrial Development Fund;
- **Baranov Sergey Igorevich**, expert of Business Incubator INGRIDIA;
- **Silin Alexey Victorovich**, vice-Rector for Research and Innovations of the North-Western State Medical University named after I.I. Mechnikov;
- **Puzynya Nataliya Urevna**, Professor of the department corporate finance and Business valuation of the St. Petersburg State University of Economics.

Panel discussion

INDUSTRY III

Ensuring the cyber security of industry in the era of digitalization

Event organizer: RUSSOFT

Digital transformation of industrial enterprises leads to the emergence of new cyber-physical systems. Information security systems are being transformed in production. This, in turn, leads to the emergence of new threats to digital enterprises. Vulnerability of industrial systems with the growth of specialized equipment, software, interaction of various information environments and systems with each other is only growing.

Main questions for discuss:

- What are these threats, how to prevent them and ensure uninterrupted monitoring of digital systems in the industry?
- How to reduce and identify vulnerabilities in industrial systems in time?
- What activities should be carried out and what place does one have in this chain?

Moderator:

Candidate for approval

Speakers:

Candidate for approval

Seminar

Legal ip protection abroad. Exporter School

Event organizer: IP Law firm Gorodissky & Partners

Patenting of inventions abroad – why, where and how;
Export of IP rights: main types of contracts and key terms

Moderator:

- **Stankovsky Viktor**, Partner, Russian and Eurasian Patent Attorney, Regional Director, Gorodissky & Partners

Speakers:

- **Yakovlev Dmitry**, Russian and Eurasian Patent Attorney, Gorodissky & Partners, St.Petersburg

- **Gorbunova Yaroslava**, Trademark Attorney, Senior Lawyer, Gorodissky & Partners, St.Petersburg
- **Shestakov Vladimir**, Head of export center, Center for entrepreneurship development and support of St-Peterburg

November 15, 2019

**November 15
10:00-11:30**

**Congress Centre
Conference hall B1**

Panel discussion

SMART CITY I

Race of regions for smart technologies: innovations for housing and communal services

Event organizer: RUSSOFT

The Digitalization of Urban Economy project of the Ministry of Construction and Housing and Communal Services of the Russian Federation is aimed primarily at increasing the competitiveness of Russian cities and creating an effective urban management system. But the main task, from our point of view, should remain in creating comfortable and safe conditions for people's lives. For this, modern technologies come to the rescue, helping to reduce the consumption of energy and water resources, lower the cost of consumption, and ensure safety.

Main questions for discuss:

- How are the tasks of digitalization of the urban environment in the NWF implemented?
- What is a comfortable urban environment, what technologies will help achieve a European standard of living?
- How to achieve economic efficiency with the introduction and use of modern smart technologies in housing and communal services?

Moderator:

Candidate for approval

Speakers:

- **Glazkov Boris Mikhailovich**, vice president, PJSC Rostelecom;
- **Semenova Elena Viktorovna**, coordinator of the Smart City project, Ministry of Construction and Housing and Communal Services of the Russian Federation;
- **Fedotov Ivan Vladimirovich**, director, Association of Innovative Regions of Russia (AIRR);
- Representative, **Ministry of Construction and Housing and Communal Services of the Russian Federation**;
- Representative, **Government of St. Petersburg**;
- Representative, **Government of the Novgorod Region**;
- Representative, **Government of the Novosibirsk Region**.

**November 15
10:00-12:00**

**Congress Centre
conference hall D4**

Conference

Knowledge Economy and Silver Economy: Development Potential and Mechanisms of Entrepreneurial Support (International Project OSIRIS) Session 1. Models and platforms for joint knowledge management and knowledge transfer.

Event organizer: JSC «Technopark of St.Petersburg» (Ingria Business Incubator)

Models and platforms for joint knowledge management and knowledge transfer: During the session we will discuss Russian and foreign models and platforms for joint knowledge management and knowledge transfer:

- Digital Government, Smart City, National Technology Initiative (NTI) Platform (NTI Ecosystem, HealthNet, Boiling Points, Leader-ID)) (experience of Russian Federation);
- Research and innovation strategies in the context of «smart specialization» (RIS3), Smart Platform, Policy Learning platform (EU experience).

Moderator:

- **Rozhdestvensky Igor Vsevolodovich**, General Director, Martal SPb

Speakers:

- **Gorobtsov Alexey**, Department for the Development of the Digital State, Moscow;
- **Nikitin Dmitry**, Department of e-government, Administration of St. Petersburg;
- **Chugunov Andrey**, ITMO e-Government Technology Center;
- **Moscow 2030 Smart city**;
- **Mityagin Sergey**, «Smart St.Petersburg», ITMO;
- **Chupsheva Svetlana**, ASI: Leader-ID, Boiling Points;
- **Fernando Merida-Martin**, European Commission, Joint Research Center;
- **Thorsten Kohlisch**, ERDF, Interreg Europe, Policy Learning Platform;
- **Liina Maria Lepik**, e-Estonia/Digital Government;

Discussion participants:

From the Russian Federation:

- Committee for Social Policy of St.Petersburg
- Committee on Labor and Employment of St.Petersburg
- Public Council for the Development of Small Business under the Governor of St. Petersburg
- Agency for Strategic Initiatives

From the European Union (OSIRIS Project Partners):

Finland

- Häme University of Applied Sciences;
- Riihimäki Business Development Co.;
- The Regional Council of Häme;
- Federation of Finnish Enterprises in Häme;
- Health Start up Association of Finland;
- Forssa Business Development Ltd.;

Lithuania

- Klaipėda State University of Applied Sciences;
- SME Iamus Innovations;
- Lithuanian Innovation Centre;
- Agency for Science, Innovation and Technology;

Latvia

- Riga Technical University;
- CONNECT Latvia;
- Ministry of Economics of the Republic of Latvia;

Estonia

- Tallinn University of Technology;
- EnLife OU;

Denmark

- Center for Assisted Living Technology, Health and Care, Aarhus Municipality;
- VIA University College;
- Region Midtjylland;
- Medtech Innovation Consortium;

From Japan:

- Fukuoka City Administration;
- Fukuoka Startup Center;
- SAMI Ltd.;
- iPS Academia Japan, Inc.;
- CYBERDYNE Inc.;
- euglena Co.,Ltd.;
- WHILL Inc.;
- Medical Tourism Japan Co., Ltd.;
- MTCJapan;
- TECHNO solutions;
- Unixon systems;
- CMIC Healthcare Co.,Ltd.;
- FiNC Technologies Inc.

**November 15
10:00-10:50**

Lecture hall

Presentation

National and regional patent portfolios

Event organizer: Intellectual Property Development Foundation, Federal Institute of Industrial Property

Currently, in order to provide analytical support for development and monitoring of the national intellectual property strategy in the Russian Federation, the PatAnalytics informational and analytical system is being created.

The goal of the event is to inform representatives of federal and regional government bodies about possibilities of using PatAnalytics patent statistics and analytics tools for effective development of national and regional intellectual property markets, for preparation of analytical reports in particular.

Using of "national" and "regional" portfolios as indicators characterizing innovative development of Russia in general and of each region individually.

Main questions for discuss:

Creation of a unified system of managing national and regional patent portfolios will give a boost to the following areas of strategic development of the Russian Federation:

- development of the intellectual potential of Russia in general and of each region individually;
- increasing the competitiveness of the country in general and of each region in global and domestic markets;
- development and implementation of national and regional strategies in the field of intellectual property;
- increasing the transparency of federal and regional budget expenditures for investments in research and development;
- commercialization of rights for the results of intellectual activity;
- increasing the level of inventive activity of the regions of the Russian Federation.

Speakers:

- **Petrova Natalia Borisovna**, Patent attorney of Russian Federation, Chairman of the Board of the Intellectual Property Development Foundation, Russia.

**November 15
12:00-13:30**

**Congress Centre
Conference hall B1**

Panel discussion

SMART CITY II

Public transport in future cities

Event organizer: RUSSOFT

Transport is a fundamental component of any urban infrastructure. An efficient transport system improves the quality of life of citizens and ensures the mobility of citizens within metropolitan areas. In order to optimize the public transport infrastructure, innovative solutions are needed to ensure the feasibility of introducing new technologies at all levels of the urban transport system.

Main questions for discuss:

- How to create a comfortable transport infrastructure?
- What technologies should be introduced in Russian cities?
- Are there any optimal solutions in the transport industry that would allow to build a modern and efficient public transport system?

Moderator:

Candidate for approval

Speakers:

Candidate for approval

**November 15
12:00-14:00**

**Presentation area
of Russian
industrialist**

Panel discussion

School patent: leaders of IP

Event organizer: Rosatent's Association of Technology and Innovation Support Centers (TISC Assicoation), ITMO University, Fund «Caduceus»

Registration of intellectual property rights and commercialization of the results of intellectual activity by students (registration, protection, management, introduction

into the economy) are new, causing many questions, processes. What should students, parents, and mentors know?

The introduction of student benefits in 2017 led to an increase in their patent activity. What are the results?

Exhibitions and Olympiads on intellectual property in Russia and abroad. The School Patent Exposition and the Program for the Development of Exhibition Activities in the Field of School Invention.

The international project "School Patent - step into the future!", Initiated by creative young people, sums up the 10-year development stage and provides a platform for the winners of all years with a speech about their new projects and challenges in their implementation.

Moderator:

- **Sharag Gleb Vitalyevich**, president of the TISC Association, Russia

Speakers:

Winners of the international competition «School patent – step into the future»:

- **Gorash Vyacheslav Igorevich**, student of State Budgetary Educational Establishment of Lyceum No. 590, St. Petersburg - Protection against MANPADS
- **Babenko Alexander Andreevich**, a graduate of the St. Petersburg Nakhimov School - A series of modifications of an ergonomic backpack for special purpose units
- **Arzhanovsky Mark Mikhailovich**, a graduate of the Tyumen Presidential Cadet School - Autonomous Defense System (combat turret)
- **Lipovtsev Artem Andreevich**, a graduate of the Tyumen Presidential Cadet School - Energy-saving technologies in the service of the Arctic troops of the Russian Federation
- **Latyshevsky Mikhail Sergeyevich**, student of the secondary medical school № 547, Krasnoselsky district. St. Petersburg - Board, intellectual and developmental game: "Space race is a board game based on real events".

From the WIPO Mission:

- **Mr. Albegonov Zaurbek**, Deputy Head of the Mission;

From the Eurasian Patent Organization (EAPO):

- **Mrs. Saule Tlevlesova**, President of the Eurasian Patent Organization (EAPO);

From Rospatent:

- **Gregory Senchenya**, Deputy Head of Rospatent;
- **Laenko Andrey Victorovich**, Deputy Head of the Center for Advanced Technologies, Federal Institute for Industrial Property of Rospatent;

From the education system:

- **Kamensky Alexey Mikhailovich**, Director of IT-Lyceum №590, Honored Teacher of the Russian Federation;

From the professional community:

- Vice-President of the NGO **St. Petersburg College of Patent Attorneys.**

**November 15
12:20-14:20**

**Congress Centre
Conference hall D4**

Conference

**Knowledge Economy and Silver Economy: Development Potential and Mechanisms of Entrepreneurial Support (International Project OSIRIS)
Session 2. Pilot programs for supporting innovation in the context of the knowledge economy.**

Event organizer: JSC "Technopark of St.Petersburg" (Ingria Business Incubator)

Pilot programs for supporting innovation in the context of the knowledge economy:

- Smart technologies: Smart City, Smart Quarter, Smart Specialization;
- Moscow Longevity" program;
- projects of Agency of Strategic Initiatives (ASI) / National Technology Initiative (NTI) / Skolkovo Foundation (HealthNet, Digital Health);
- SmartEnCity Tartu (Estonia);
- projects of Open Network Lab (SmartHealth, BioHealth), Fukuoka Health Lab (Japan).

Moderator:

- **Kuvikov Denis Gennadievich**, advisor to the Director of RIC «SafeNet»

Speakers:

- **Voinov Sergey Andreevich**, head of IOT, Electronics and Digital Health, Skolkovo Foundation IT Cluster;
- **Malkin Matvey Nikolaevich**, head of the company "Remote Medicine", a member of the working group of the National Technology Initiative HealthNet;
- **Ivanov Andrey** Smart Quarter, RIC «Safenet»;
- **Kosik Alex** Innovating Care Asia Pacific Partners;
- **Semenova Elena Victorovna**, coordinator of the Smart City project, Smart City project;
- **Raivo Raestik**, EnLife OU, SmartEnCity Tartu (Estonia)
- **Tengu Konsaru**, Open Network Lab.

Discussion participants:

From the Russian Federation:

- Committee for Social Policy of St.Petersburg
- Committee on Labor and Employment of St.Petersburg
- Public Council for the Development of Small Business under the Governor of St. Petersburg
- Agency for Strategic Initiatives

From the European Union (OSIRIS Project Partners):

Finland

- Häme University of Applied Sciences;
- Riihimäki Business Development Co.;
- The Regional Council of Häme;
- Federation of Finnish Enterprises in Häme;
- Health Start up Association of Finland;
- Forssa Business Development Ltd;

Lithuania

- Klaipėda State University of Applied Sciences;
- SME Iamus Innovations;
- Lithuanian Innovation Centre;
- Agency for Science, Innovation and Technology;

Latvia

- Riga Technical University;
- CONNECT Latvia;
- Ministry of Economics of the Republic of Latvia;

Estonia

- Tallinn University of Technology;
- EnLife OU;

Denmark

- Center for Assisted Living Technology, Health and Care, Aarhus Municipality;
- VIA University College;
- Region Midtjylland;
- Medtech Innovation Consortium;

From Japan:

- Fukuoka City Administration;
- Fukuoka Startup Center;
- SAMI Ltd.;
- iPS Academia Japan, Inc.;
- CYBERDYNE Inc.;
- euglena Co.,Ltd.;
- WHILL Inc.;
- Medical Tourism Japan Co., Ltd.;
- MTCJapan;
- TECHNO solutions;
- Unixon systems;
- CMIC Healthcare Co.,Ltd.;
- FiNC Technologies Inc.

**November 15
13:00-14:30**

**Congress Centre
Conference hall B2**

Round table

**Latest technological solutions for Big Data processing.
From Big Data to Smart Data**

Event organizer: EGO Translating Group of Companies, RUSSOFT

Big Data in industry: getting maximum profit out of innovation
Complex data processing solutions. Areas of use.
Machine learning. Main problems of machine learning and solutions.
Using Big Data technologies on high-tech industrial enterprises. Case study.

Main questions for discuss:

- Digitalization: arrays of non-digitized data.
- Big Data – the foundation for machine learning/artificial intelligence.
- Data quality: 80% of the data – unstructured and raw text.
- Algorithm and technology development for data storage and management.
- Effective systems development for receiving, processing and downloading data in a continuous mode.
- Data formats: development of connecting tools between different systems.
- Effective data cleaning mechanisms development.
- Data confidentiality.
- Can blockchain be the solution for Big Data processing?
- Using Big Data technologies on high-tech industrial enterprises. Case study.

Moderator:

Candidate for approval

Speakers:

Were invited to participate: representatives of companies - members of the Russian Engineering Union, RUSSOFT Association:

- **AO «ODK»**
- **AO «OSK»**
- **GK «Finval»**
- **GK «Bi Pitron»**
- **GK «Cronstdadt»**
- **AO «Elcus»**
- **PROMT**
- **IQSystems**
- **Yandex**

**November 15
14:00-15:00**

Opening area

X Public Awards Ceremony

Event organizer: Rosatent's Association of Technology and Innovation Support Centers (TISC Assicoation), Fund «Caduceus», St. Petersburg College of Patent Attorneys.

The participants in the ceremony are employees of organizations involved in the field of intellectual property, as well as veterans and youth.
Promotion of the effective use of the results of intellectual activity in the digital economy.

Moderator:

- **Sharag Gleb Vitalyevich**, president of the TISC Association, Russia

Speakers:

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**November 15
14:00-15:30**

**Congress Centre
Conference hall
B6-B8**

Panel discussion

SMART CITY III

Breakthrough technology for the northern regions

Event organizer: RUSSOFT

Breakthrough technologies for the northern regions: how artificial intelligence and the Internet of things increase the quality of municipal services and the standard of living of citizens today

Expert Roundtable under the 'KolArctic: Disruptive Informational Technologies for Barents Euro Arctic Region проекта project.

One of the key places in the development strategy of the Arctic zone of the Russian Federation is the infrastructure sector, which includes the modernization of the Arctic transport system and the creation of innovative infrastructure.

Experts will discuss what innovative solutions are in demand in the North and what tools will be used to increase the efficiency of urban municipal services based on decentralized autonomous organizations in the near future.

Moderator:

Candidate for approval

Speakers:

Candidate for approval

**November 15
14:40-16:10**

**Congress Centre
Conference hall D4**

Conference

Knowledge Economy and Silver Economy: Development Potential and

Mechanisms of Entrepreneurial Support (International Project OSIRIS)

Session 3. Innovative technologies for the older generation (AgeingTech)

Event organizer: JSC "Technopark of St.Petersburg" (Ingria Business Incubator)

Presentation of the latest achievements in the field of Ageing Tech.

- System Care (Russia)
- ZABOTA I OPECA" LLC (Russia)
- Innovative Brain Solutions (Russia)
- EnLife OU, SmartEnCity Tartu (Estonia)
- Unixon Systems (Japan)
- MTCJapan (Japan)
- TECHNO solutions (Japan)

Moderator:

- **Barausov Vadim**, Executive Director, "60+ Project", Non-Commercial Partnership "Association of Services Companies for the Older Generation"

Speakers:

- **Livshits Konstantin**, Care System, Russia
- **Zakharov Sergey**, "ZABOTA I OPECA", LLC (Russia)
- **Kovalenko Gennady**, Innovative Brain Solutions (Russia)
- **Raivo Raestik**, EnLife OU (SmartEnCity Tartu) (Estonia)
- **Unixon Systems** (Japan)
- **MTCJapan** (Japan)
- **TECHNO solutions** (Japan)

Discussion participants:

From the Russian Federation:

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- Committee on Labor and Employment of St.Petersburg
- Public Council for the Development of Small Business under the Governor of St. Petersburg
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From the European Union (OSIRIS Project Partners):

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- Lithuanian Innovation Centre;
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- Ministry of Economics of the Republic of Latvia;

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- Center for Assisted Living Technology, Health and Care, Aarhus Municipality;
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- WHILL Inc.;
- Medical Tourism Japan Co., Ltd.;
- MTCJapan;
- TECHNO solutions;
- Unixon systems;
- CMIC Healthcare Co.,Ltd.;
- FiNC Technologies Inc.

**November 15
15:00-16:30**

**Congress Centre
Conference hall B2**

Round table

Transfer of technologies as a platform for innovation and investment activities

Event organizer: Acsour

Transfer of technologies as a platform for innovative and investment activities.

Main questions for discuss:

- issues of protection and use of the intellectual property and transfer of technologies;
- methods of searching of information resources, interaction with scientific departments, ways to improve the efficiency of interaction between business and SPA;
- acceleration of innovation. Attracting finance for implementation of innovative projects;
- successful cases and projects.

Moderator:

- American trade chamber (the speaker approval pending).

Speakers:

- **Khrustaleva Anna**, head of legal department of Acsour, Russia;

- Technology park of St. Petersburg (advance consent);
- Polytechnic University (advance consent);
- BIOCAD, Transas, BSH, PitProduct (advance consent).

***Обратите внимание, в программе возможны изменения.**