



## REGISTRATION

To participate it is mandatory to register online at [www.jointchambers.ch](http://www.jointchambers.ch) under Russia Regional Showcase. JCC or Swissmem member – CHF 50; Non-member – CHF 120. Participation fee to be paid in cash at the roundtable entrance. Full no-show charges. You may send a substitute at no additional cost.

## DOING BUSINESS IN RUSSIA

### Business Development in the Volga Federal District

A joint event of the Joint Chamber of Commerce (JCC) and Swiss Center Samara (SCS)

Monday, September 10, 2018

Venue: Swissmem, Pfingstweidstrasse 102, CH-8005 Zurich

#### 13:00 to 14:00 REGISTRATION

#### Welcome Statements (JCC & SCS)

**Russian Macroeconomics** - Tazio Schilling, Associate Director, Business Development, Foreign Desk Organization (FDO), Ernst & Young (CIS) B.V.

- ◇ Key indicators and economic situation
- ◇ Industrial development: trends and forecasts

**Russian Market Entry** - Nicolas Waefer, Director, Swiss Center Samara

- ◇ Cultural framework: differences in business practices between Russia and Switzerland
- ◇ Key entry strategies: direct sales, distributorship, subsidiary, localization

**Business setup in Russia** - Dmitry Samigullin, Senior Partner, RBL Law Firm

- ◇ Company registration: representation office versus subsidiary, legal implications
- ◇ Risks and recommendations upon company registration in Russian regions

**Swiss testimonial: Business setup in Ekaterinburg** - Daniel Jakob, Area Sales Manager, Blaser Swisslube AG

- ◇ Reasons and drivers to setup a subsidiary rather than working with distributors
- ◇ Challenges in the realization, lessons learned and recommendations

#### 16:00 to 16:30 COFFEE BREAK

**Executive Search in Russia** - Christian Tegethoff, Managing Director, CT Executive Search LLC

- ◇ Overview: The Russian Labour Market
- ◇ Recruitment in the Russian Regions

**French testimonial: direct sales in Russian automotive** - Stéphane Bilquey, General Director, Clemessy Rus LLC

- ◇ Evolution of the Russian automotive industry, current challenges and opportunities
- ◇ Direct sales in Russian B2B: Do's and don'ts

**Portrait of the Penza Region** - Andrey Luzgin, Deputy Chairman, Penza Regional Government

- ◇ Economic structure, main industries and key features
- ◇ Latest projects and development in targeted clusters

**Russian testimonial: medical production in Penza Region (OOO Med-Inj)**

- ◇ Penza Medical Cluster: stakeholders, infrastructure and key competencies
- ◇ Latest developments and international cooperation projects

#### 18:30 to 19:30 NETWORKING RECEPTION