

Business Forum: Doing Business in Russia
Carlton Hotel, Tel Aviv
29 March 2017

08:30 - 09:00 **Registration and refreshments**

09:00 - 09:15 **Greetings**

- **Mr. Ze'ev Lavie**, Director, International Relations Division
Federation of Israeli Chambers of Commerce
- **Mr. Eugene Arievidh**, Partner, Baker McKenzie
- **Mr. Eduard Vertianov**, Head of Trade Mission, Embassy of Russia to Israel

Presentations: Session 1

09:15-09:45 **Doing business in Russia: sanctions compliance aspects**

- Why should Israeli companies be aware of the US and EU sanctions imposed against Russia?
- Special embargo regime established in Crimea
- New Russian protectionism: impact on foreign business in Russia - Russian localization initiative, Russia as a country of origin: pros and cons in terms of state procurement.

Mr. Vladimir Efremov, Associate, Baker McKenzie

09:45-10:00 **Russia's position on the global market: a macro overview on opportunities and risks for Israeli companies**

Mr. Alex Averbuch, Marketing Manager, Ashr'a - The Israel Foreign Trade Risks Insurance Corporation

10:00-10:15 **Locating distributors and local agents in Russia** to sell products and services: standardization and regulation role in Russia

Mr. Vladimir Efremov, Associate, Baker McKenzie

10:15-10:30 **How to sell in Russia**, identifying opportunities, market entry strategy, the "dos and don'ts" when doing business in Russia

Mr. Boris Mirkin, President ECI Russia and CIS, ECI Telecom

10:30-11:00 **Labor and Tax aspects** of doing business in Russia

Ms. Elena Kukushkina, Counsel, Baker McKenzie

Ms. Maria Kostenko, Partner, Baker McKenzie

11:00-11:30 **Coffee Break and Networking**

Presentations: Session 2

11:30-12:15 **Establishing business in Russia:** How to set up and register a company in Russia.
The major advantage of opening a representative office, direct contact with end-users and control over the promotion and distribution of products.
Mr. Sergey Krokhaliev, Partner, Baker McKenzie

Compliance in Russia: the importance of corruption risk assessments of business partners to make sure they are aware of and comply with the requirements set out by Russian law, how to check your partner.
Ms. Alevtina Kamelkova, Counsel, Baker McKenzie

12:15-13:00 **A glimpse on Russia's advertising and marketing opportunities to reach consumers:**
online campaigns via digital and mobile, how western consumer goods can compete with Russian brands
Mr. Denis Ezhov, Associate, Baker McKenzie

Legislation in Telecom and IT fields: market overview:
Regulating telecom and information technologies in Russia: key wireless, broadband, wireless, services and cloud services related legislation
Ms. Alevtina Kamelkova, Counsel, Baker McKenzie

13:00-14:00 **Lunch**

14:00-16:00 **Panel on IP aspects of doing business in Russia**

- IP Protection: tendencies, trends and new tools
Mr. Denis Khabarov, Partner, Baker McKenzie
- Recent trends in disposal of exclusive IP rights
Ms. Margarita Divina, Partner, Baker McKenzie
- Patent Law: past, present, future
Mr. Vladimir Belkov, Associate, Baker McKenzie
- IP Protection in digital environment: new opportunities
Mr. Vadim Perevalov, Associate, Baker McKenzie