



## The U.S. Russia Center for Entrepreneurship Annual Conference Innovative Approaches to Growing Your Business

Thursday, May 20, 2010  
National Hotel, Moscow, Russia

This conference will be a catalyst for entrepreneurship and innovation, providing entrepreneurs a forum where they can learn from other entrepreneurs and experts best practices in innovative methods of growing their businesses. The event will be dynamic in that it targets business owners who have the desire and ability to grow their business and seek knowledge and contacts to assist them in achieving this goal.

Two morning panels provide a venue for successful Russian entrepreneurs to discuss their unique stories on how they developed innovative methods and processes within their companies, including values-based management, innovative marketing techniques, organizational structures, and developing innovative products. After lunch, the focus shifts to the entrepreneur as leader, with Frans Johansson, a world renowned expert in innovation and author of *The Medici Effect: Breakthrough Insights at the Intersection of Ideas, Concepts, and Cultures*, giving a 3-hour master-class on “[Innovative Leader: How to Break Out of the Pack](#)”. The conference will be followed by a networking reception with evening views of Red Square and the Kremlin.

### Agenda

8:30 – 9:00 - [Registration and Opening Coffee](#)

9:00 – 9:15 - [Welcome](#)

**Victor Sedov, President, U.S. Russia Center for Entrepreneurship**

9:15 – 9:45 - [The Russian Macroeconomic Situation in the Field of Innovation](#)

**Sergei Borisov, President, OPORA ROSSII**

9:45 – 11:15 - [Values-Based Management](#)

*Entrepreneurs participate in a moderated discussion on how they are growing their companies based upon their values; how they communicate these values throughout the organization; and how they hire staff and management team, build their compensation and rewards system, promotion policies, and company culture based upon corporate values.*

**Moderator: Mikhail Stepanov, Founder, Up Vision**

**Panel members:**

- Evgeny Demin, CEO, SPLAT Cosmetics
- Nadezhda Kopytina, Founder and President, Ledovo
- Alexander Glushkov, President, MONE salon chain
- Maxim Golub, President, Open World

11:15 – 11:35 - Morning break and networking

11:35 – 12:55 - **Innovation in Business**

*Entrepreneurs discuss how they create innovative products, demonstrate creative and innovative marketing techniques, and how they develop innovative organizational structures that give them the freedom and flexibility to grow their companies.*

**Speakers include -**

- **Sergei Vykhodtsev, President, Velle**
- **Oleg Tinkov, Chairman of the Board, Tinkoff Credit Systems (invited)**
- **Mikhail Ivanov, CEO, Mann, Ivanov, and Ferber**

13:00 – 14:15 - Lunch

14:15 – 15:45 - **Innovative Leader: How to Break Out of the Pack**

**Master Class by Frans Johansson (USA)**

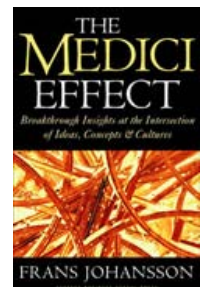


*Overview: In order for companies to survive, thrive or compete in today's business world it takes new leadership skills. It takes people with new thinking, creative ideas and collaboration to be successful.*

*Learn how to use innovation to drive success in your company. It doesn't take a new budget, space age thinkers or wildly creative types. You already have what you need. Gain a fresh perspective on what innovation is and isn't, how it happens and, more importantly, learn tools and skills on how you can develop your own creative and innovative abilities to meet any challenge and make a difference.*

*After this session entrepreneurs will walk away energized and equipped with what they need to know to become an innovative leader who generates breakthrough ideas that are directly relevant to their company's success.*

**Frans Johansson, Author, *The Medici Effect: Breakthrough Insights at the Intersection of Ideas, Concepts, and Cultures***



15:45 – 16:15 - Afternoon break and networking

16:15 – 17:45 - **Part II: Innovative Leader: How to Break Out of the Pack**

**Master Class by Frans Johansson (USA)**

17:45 – 18:00 - Closing remarks

18:00 – 20:00 - Networking reception

Simultaneous interpretation provided. For more information and registration, please call us at the number below.

About Us: The U.S. Russia Center for Entrepreneurship (CFE) has had a significant and measurable impact on advancing the entrepreneurial economy of Russia. Through quality programming, innovative training, and concrete results, CFE has successfully promoted economic development, job creation and increased opportunity for startup and growth entrepreneurs in the country. From its inception in 2002, CFE has identified and developed Russian entrepreneurs; promoted entrepreneurship as a positive force for community well-being; addressed policy issues to enhance a climate for innovation and risk-taking; encouraged others to support entrepreneurship; and advanced entrepreneurship education through programming for youth, the university sector and faculty teaching entrepreneurship. CFE is an initiative of the U.S. Russia Investment Fund.

