

Welcome to the seminar:

Russian Business from Commerce to e-Commerce

Aalto University School of Business, Assembly Hall (Runeberginkatu 14-16)

Friday 10th October 2014 at 09:30

The growing e-Commerce market offers new business opportunities in Russia. Finnish and Russian experts share their experiences on how digitalization is changing the business in Russia.

The seminar is organized by the Finnish-Russian Commission for Scientific and Technological Cooperation / Working Group for Social Sciences in co-operation with the Lappeenranta University of Technology (LUT) and the Northern Dimension Institute (NDI).

- 09:30 *Opening of the seminar*
Professor Riitta Kosonen, Director of CEMAT, Aalto University School of Business,
Co-Chair of the Working Group for Social Sciences
- 9:40 *Russia – e-Commerce growth market*
Professor Juha Väättänen, Lappeenranta University of Technology
- 9:55 *Why Russian customers use e-Commerce?*
Associate Professor Maria Smirnova, Graduate School of Management (GSOM),
St. Petersburg State University
- 10:10 *How to enter Russian e-Commerce market?*
Sales Manager, Timo Pellinen, Mediatalo Toimelias
- 10:25 *Current situation with e-Commerce in Russia and forecast for the future*
CEO Pavel Frolov, Mezon.ru Holding
- 10:40 Coffee break
- 11:00 *Panel discussion: Russian Business from Commerce to e-Commerce*

Discussion moderated by **Tuomo Summanen**, Senior advisor, Lappeenranta University
of Technology
Panelists: Juha Väättänen, Maria Smirnova, Timo Pellinen and Pavel Frolov
- Q&A
- 12:15 *Concluding remarks*

The seminar is free of charge and open to everyone interested in the topic. Participants are invited to register no later than 3 October 2014 by e-mail cemat@aalto.fi.

The seminar will be held in English.