



LOFT HALL

GO GLOBAL SUMMIT

GO GLOBAL. GO DIGITAL

PROGRAM

Go Global Summit is an annual business event at Loft Hall for top management to welcome over 500 managers from large Russian export companies, representatives of international brands who are growing their businesses in Russia and public authorities responsible for the government export strategy development.

The Summit programme focuses on successful strategies on launching global brands, rebuilding business processes to switch from a local business to a global one and on the role of international communication in the digital economy landscape.

The programme embraces special sessions where the Summit delegates will learn how technological trends change business management patterns and a person's behaviour worldwide, which intellectual solutions help business increase competitive advantages, how a brand communication platform can attract foreign investors and consumers, how the role of human capital and their management principles change in the era of globalization. The conference members will discuss action which is required from the government to support exporters and recent amendments to legal and tax aspects of foreign trade.

During the industry specific sessions, top managers of leading domestic and foreign companies will share strategies of international expansion in such sectors as engineering, fuel and energy, metallurgy, information technologies, transport, health care and services.

	<p>Plenary session</p> <ul style="list-style-type: none"> • Is a recession coming? Shall the global economy expect new adverse development scenarios? • A globalization catch: will the new trade wars and sanctions lead the world to another split? • Globalization in the information era: opportunities, threats and challenges of technological revolution for the global economy. • Global communication and branding in the digital economy landscape: how effective digital strategies add value to a brand.
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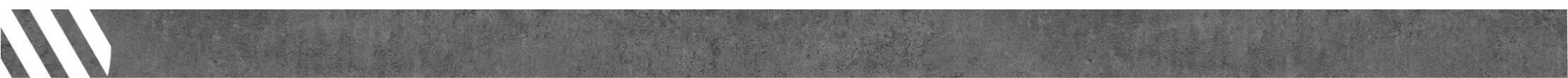
TEMATIC AND INDUSTRY-SPECIFIC SESSIONS

Launching a global brand: a vital necessity or a risky experiment?
What companies need it and why

	<ul style="list-style-type: none"> • International brand expansion: a thorny path from testing the waters to deep localization. Step-by-step guide. • Glocalization as the other side of globalization: why regional differences retain and strengthen rather than subside as expected. Which brands are easier to localize • "Lost in translation": is the national colour an advantage or a disadvantage to attract clients abroad? • Call me: how a brand communication platform can attract foreign consumers, get them into dialogue and earn their loyalty • Do not go wrong when choosing the way. Brand management in the era of digital globalization: how to manage a brand when cost of errors is getting higher and higher.
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Information technologies
Changing the technological pattern - a new challenge for the mankind or new opportunities?

	<ul style="list-style-type: none"> • We want change: how global technological trends change the business models and a person's behaviour worldwide • From preventive care to building up a tolerance. Global cyber-resistance - the reachless Utopia or the nearest future? • Can domestic technologies become a new driver for the Russian economy and a key export sector? Everything is for sale? Which Russian developments are most encouraged abroad? • Tanks fear no dirt. And does soft fear sanctions?
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	<ul style="list-style-type: none"> • Thirst for digital sovereignty. Global and Russian experience of state regulation in information security: how to make a distinction between necessary and sufficient
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Digital economy

About complicated technologies in the language of business

	<ul style="list-style-type: none"> • The first year of operation of Digital Economy national project: will Russia become a digital winner by 2025? • Analyse it: new intellectual solutions and data mining of business processes • The abyss of disappointment: why is blockchain coming to a standstill • Does your company management still ignore neural networks? How to say No to business monotony • Digital transformation on the move: how to secure crucial infrastructure? • Digital era of business consulting: from traditional consulting to acceleration of projects and ideas • Augmented and virtual reality technologies as grounds for the new computational platform in the framework of industrial revolution 4.0 • Is it easy to be digital? Experience in building up a digital ecosystem
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GR-session

Motherland hears? Motherland knows?

	<ul style="list-style-type: none"> • First results of national project International Cooperation and Export: what has been done? • A new tools portfolio of financial governmental support to exporters: is the process under way? • Taking administrative and regulatory hurdles: key amendments to tax, currency and customs laws in 2019-2020 • National strategies to encourage export: effective or not and how to make investments more efficient? • Hit the gas! How do the state programmes of export acceleration work to involve companies in exporting massively? • As transparent as a glass: will digitalization become a new effective tool to fight against corruption?
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Engineering, aviation and space industry, transport

Will Russia cut its oil dependence?

	<ul style="list-style-type: none"> • Engineering, is it still the driving force of the intellectual and industrial development of the country? • Efficient development of the military and industrial complex as a key player of the Russian economy development. Why has the Russian weapon export hit the iron ceiling? • But we make rackets, though. How to increase export of space technologies and services. • Aircrafts are the first thing. Why is the Russian military equipment sold better than the civil one?
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	<ul style="list-style-type: none"> • Run, engine, run! The ways digital transformation at transport facilitates competitiveness of companies in the sector and enhances quality of their transportation and logistics services
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Fuel&Energy, metal industry, chemicals

How global trends change business models of major Russian exporters

	<ul style="list-style-type: none"> • "Decarbonise it!" the green are marching. Is the world approaching a new energy crisis? Why is the global fossil fuel divestment gaining momentum? • Carbon bubble: is its bursting imminent? Are the natural resources of Russia measured reliably? • Global challenges and trends of development of renewable energy sources • A good name is better than gold: what we have learnt from the "dirty oil" accident in the Druzhba pipeline. • Paris Agreement ratification: is Russia ready to offer own global agenda for energy market development? • Key factors of competitiveness for global petrochemical industry: internal and external challenges to alter the industry development model • Our hearts need changes: how Russian metal industry can flow into the era of innovation and cement its place on the global market
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Global development regulators

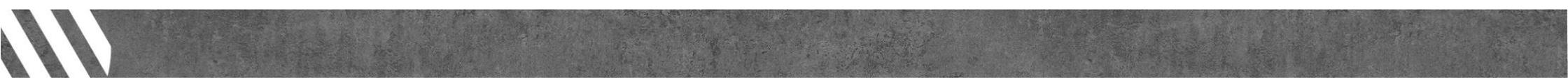
Professionals about taxes and law

	<ul style="list-style-type: none"> • Transformation of the legal framework at globalization: When ignorance is no excuse. Tools to secure interests of exporters and export-oriented entities abroad • Spirit of contradiction: can the national and international laws converge? • Certification, patenting, licensing: how to take technical hurdles and confirm compliance of own products with the international standards • You have to share! International tax flows at globalization
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HR-session

What an honour it is to be a human being

	<ul style="list-style-type: none"> • The role of human capital at globalization: are people the new oil? • Rise of the robots: the entire story on digital workers. How will digital economy impact the labour market? • Burn, burn brightly: how an entity's corporate culture can lead to workers' burnout in the era of digital transformation • To each according to their contribution: how globalization alters the employment model, size of salary and of social guarantees • Export of jobs as an inevitable by-product of globalization. Is Russia at risk?
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Sustainable development

How corporate strategies transform to fit the interests of society, nature and human beings

- Harmonization of a human, nature, technologies, business and government in the global world, is it vain wishes or the key to survival?
- Integration of values and principles of sustainable development into corporate strategies.
- Environmentalization of social consciousness in the era of globalization: how this phenomenon influences economics and geopolitics
- Improving the quality of live for population as top priority for the sustainable development concept
- New understanding of corporate social responsibility in the context of globalization



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