

VALUES AND OPPORTUNITIES IN A MULTIPOLAR WORLD

November 15–16, 2022, Dubai

Programme accurate as at November 9, 2022

November 15, 2022

11:00–12:15

Synergy University
Dubai Campus
Scene 1

Cooperation for Health: Advanced Technologies to Unite Nations

In the context of the changing architecture of global relations, the model of social institutions – including the healthcare system – must be preserved. Solutions and developments aimed at achieving import independence for nations in strategically important areas such as biotechnology, genetics, neurotechnology, healthcare digitalization, AI development, vaccine research and other medical and pharmaceutical products are currently receiving significant attention. Sustainable potential in the development of innovative products and technologies can, when coupled with sufficient necessary competencies, bring countries closer to technological sovereignty and competitiveness on the global market. Nevertheless, the move towards international cooperation and the expansion of horizontal ties is required in order for healthcare systems to be resilient against global threats to human health and create a safe future for the planet. Russia should take advantage of its window of opportunity to integrate into a multipolar world. What strategic high-tech alliances do Russia and its partners need? How accessible is the pathway to innovative import substitution at present? How can the future growth of biotechnologies in Russia be secured in the current environment? What new niches can be found for Russian developments given that a number of foreign companies are suspending their activities in Russia? How can the domestic medical science sector rise to the current challenges?

Moderator:

- **Elena Aksenova**, Director, Research Institute for Healthcare Organization and Medical Management of Moscow Healthcare Department

Panellists:

- **H.E. Sheikh Fahim Al Qasimi**, Executive Chairman of the Department of Government Relations, The Executive Council Of Sharjah
- **Oksana Drapkina**, Director, National Medical Research Center for Preventive Medicine of the Ministry of Health of the Russian Federation (**online**)
- **Aleksandr Gorelov**, Deputy Director for Research, Central Research Institute of Epidemiology of The Federal Service on Customers' Rights Protection and Human Well-being Surveillance
- **Aydar Ishmukhametov**, Director General, Chumakov Federal Scientific Center for Research and Development of Immune and Biological Products of the Russian Academy of Sciences
- **Valentina Kosenko**, General Director, Scientific Center for Expertise of Medicinal Products of the Ministry of Health of the Russian Federation
- **Victoria Madianova**, Deputy Director, Institute of Leadership and Health Care Management, Sechenov University of the Russian Ministry of Health
- **Elena Petrova**, Deputy General Director for Foreign Economic Activity, Zavod Medsintez
- **Alexander Tkachenko**, Archpriest; Chairman of the Committee for Philanthropy, Civic Education, and Social Responsibility of the Civic Chamber of the Russian Federation; Chairman of the Board, Circle of Kindness Foundation (**online**)

11:00–12:15

Synergy University
Dubai Campus
Scene 2

Leadership and Culture for ESG Transformation

The effective transformation of an ESG strategy requires changes that start with the business and the leadership model. The operating model and organizational structure are changing. The scope of responsibility of an ESG leader is expanding. The leader's responsibilities are no longer limited to proposing ESG goals and also involve shaping a corporate culture and supporting external partners as regards their transformation. How can a business model be built based on ESG goals? What is the best way to create a corporate culture that supports ESG transformation? What needs to be done to ensure that a company initiates ESG transformation and is not forced to do so? What new attributes are needed for leadership? What new leadership positions are emerging? What is the new role of the chief sustainability officer?

Moderator:

- TBD

Panellists:

- **Sergey Belyakov**, General Director, Ozon Holding
- **Dina Gayzatullina**, Deputy General Director for Government Relations, Innotech Group of Companies
- **Grace Hui**, Honorary Adviser, Financial Reporting Council (**online**)
- **Veronika Peshkova**, President, "Women's View" Public Diplomacy Development Foundation
- **Svetlana Radionova**, Head, Federal Service for Supervision of Natural Resources
- **Marina Slutskaya**, Sustainability Director, DOM.RF Bank (**online**)
- **Natalya Tretyak**, First Vice President, Gazprombank

11:00–12:15

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Scene 3

Eurasian and Middle Eastern Cultural Code: International Cultural Events as Epicentres of Event Tourism

Offering fascinating content that spans multiple genres, international eclectic cultural events are becoming increasingly popular, drawing ever more tourists from afar, who are ready to cross continents to visit landmark events. With its focus on the high arts, including opera, ballet and classical music, Russia has played host to myriad successful events combining classical art and popular music. Sporting events supported by artists and musicians are also an important part of the cultural programme in Russia. The UAE also boasts a rich calendar of events, encompassing a variety of cultural activities in which sport, music and the arts intersect. The Louvre Abu Dhabi is a fine example of a venue that regularly hosts such events. It is a pioneering project that brings together not only different genres, but also different cultures. Culture without politics: what's the best way to organize a musical event that will attract representatives of different states and become a newsworthy story in major local and foreign media? Event tourism: how do musical events increase the cultural status of cities and their appeal for tourists? Investment in culture: where can we find investments for major international cultural events?

Moderator:

- TBD

Panellists:

- **Hans-Joachim Frey**, Artistic Director, Sirius Cultural Center
- **Yekaterina Ivanova**, Head of Creative Projects, Roscongress Foundation
- **Faisal Khan**, Head of Government Relations, Organization of Delegations and Business Consulting, Specialist in Corporate and Investment Banking, Khans International
- **Olga Khomova**, General Director, State Academic Capella in St. Petersburg
- **Danila Sharapov**, Managing Partner, Film Company Mediaslovo
- **Victor Yampolsky**, President, Art Bridge Fund

12:15–12:45**Coffee break****12:45–14:00**

Synergy University
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Scene 1

Traditional Values in a Multipolar World

Educating society about respect for traditional values, patriotism, and the study of historical, cultural, spiritual and ethnic heritage is a significant factor in a country's socioeconomic prosperity. The foundations of this education are built inside the family, and the ethical and cultural values instilled by each individual family contribute to the health of a society. Strengthening the role of the family institution, increasing the birth rate, promoting family health and wellbeing, and championing traditional family values are important factors in promoting sustainable populations, which is a key task in the demographic policies of governments. In this context, effective programmes to support the family, motherhood and childhood, alongside socially significant cultural and educational projects to promote good moral values and a healthy society, should help to sustain people's deep-seated cultural values and help to preserve a strong national identity. How can economies based on the traditions of different groups of people be integrated into global economic relations in a way that preserves their history and cultural heritage? Which global best practices currently being adopted to protect the institution of the family, motherhood and childhood best protect cultural traditions and family values at the national level? Which tools of influence on public opinion around culture, art and media can build a positive image of the family in the eyes of young people?

Moderator:

- **Anastasia Stolkova**, First Deputy Director for Development, Head of the Healthcare Directorate, Roscongress Foundation; Director of "Women for a Healthy Society"

Panellists:

- **Igor Barinov**, Head, Russian Federal Agency for Ethnic Affairs
- **Maxim Dreval**, General Director, Russian "Znanie" Society

- **Huda Janahi**, Founder & CEO, Global Group
- **Lara Lychagina**, Editor-in-Chief and Publisher, World Arabia and The World Magazine
- **Victoria Panova**, Vice Rector, National Research University Higher School of Economics; Russian Sherpa, The Women 20 (W20)
- **Veronika Peshkova**, President, "Women's View" Public Diplomacy Development Foundation

12:45–14:00

Synergy University
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Scene 2

Business Strategy

Successful Business Strategies in the New Reality

In recent years, Russia has faced challenges that have not only affected people's daily lives, but also the way a modern business should be built. Efficient core business functions, including strategic and tactical planning, innovation, operations/manufacturing, procurements, partnerships, customer service, and information technologies, contribute greatly to a business's overall success and prosperity. Well-tuned internal processes and strategy enable business leaders to focus on market changes and innovations, as well as predict a company's future. How can businesses quickly adapt to the new reality? What role does a company's strategy play in today's rapidly changing business landscape? What makes modern approaches to competition and strategy successful? Strategic diagnostics of the state of business. How can we assess external risks and threats and take timely measures to reduce them? How should we assess a company's position on the market relative to competitors? What's the best way to set goals and achieve the best results in the face of competition and the instability of international markets? What business strategies do the world's leading countries use?

Moderator:

- TBD

Panellists:

- **Elena Bezdenezhnykh**, Vice President for Regional Policy and Government and Administration Relations, RUSAL
- **Vladimir Gruzdev**, Chairman of the Board, Association of Lawyers of Russia (**online**)
- **Ken O'Rahilly**, Vice President for Strategy, Logistics and New Markets, ASYAD Group; Strategy Officer, Seafood Souq
- **Alexey Vasilchuk**, Restaurateur; Co-founder, Chaikhona No. 1 Restaurant Chain, Restart Vasilchuk Brothers Restaurant Holding and Depo Moscow FoodMall
- **Nawar Abdul Wahed**, Chief Executive Officer, EurAsia

12:45–14:00

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Scene 3

Creative Economy among Young People: The Confluence of Art and Technology

The creative economy today is a high-tech sector with many promising start-ups, and projects in art, culture, and media. The creative sector generates about 3% of global GDP and employs 1% of the world's economically active population. This, of course, includes numerous young people who view creative industries as a promising area of professional activity and an important part of scientific research. The synergy of science, creative industries, and technologies forms the basis for the development of creative solutions for any sector of the economy and the creation of new competitive products. Can 'physicists' and 'lyricists' of the 21st century create a joint innovative product? What role does the younger generation play in the creative economy? What role does digital technology play in creative industries?

Moderator:

- **Darya Rybakova**, Curator of the initiative, Decade of Science and Technology Project Office

Panellists:

- **Solaiman Al Rifai**, Co-founder, Managing Director, ZENIQ Corporation; Founding Partner, RAMZIQ Technologies
- **Sergey Belyakov**, General Director, Ozon Holding
- **Natalya Popova**, First Deputy General Director, Innopraktika
- **Ivan Puzyrev**, AR/VR Digital Strategist, Co-founder, Arhead
- **Danila Sharapov**, Managing Partner, Film Company Mediaslovo
- **Tatiana Zhuravleva**, Partner, Regional Development Agency

13:00–14:15

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Scene 1

Transforming Education for a Sustainable Future

There are currently a lot of events taking place around the world that have a direct impact on education and science, such as political conflicts, climate change, technological progress, and many more. Even though global strategies identify the development of high-quality and affordable education as a separate goal, there is a large gap among countries in supporting these goals. To ensure that education remains relevant around the world, critical issues need to be raised for discussion in the international educational arena, and educational and corporate industries should be brought together and collaborate. What does global education mean, how and why is it changing so rapidly, what is hindering its improvement, and why do only a few people have access to quality education in the 21st century? All these questions remain open today and require immediate analysis to guarantee a prosperous future. What is the future of education as it develops under uncertain conditions? How does the corporate environment affect the transformation of modern education? What's the best way to ensure that the corporate environment, science, and education interact with one another? What can educational organizations do to improve the quality and accessibility of education around the world?

Moderator:

- **Vadim Lobov**, President, Synergy Corporation

Panellists:

- **Dr. Ahmad Al Nuseirat**, Coordinator General, Dubai Government Excellence Program
- **Marala Charyeva**, Director of the Department of Educational Services and Client Services, Games of Future
- **Victoria Panova**, Vice Rector, National Research University Higher School of Economics; Russian Sherpa, The Women 20 (W20)
- **Natalya Tretyak**, First Vice President, Gazprombank

Front row participants:

- **Vitaly Altuhov**, Co-Founder, Director of Research and Development, Profilum
- **Evgeniy Szhenov**, Scientific Supervisor, Expert and Analytical Center "Scientific and Educational Policy"; Leading Expert, Institute of Education, National Research University Higher School of Economics

13:00–14:15

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Scene 3

Young Inventors: Drivers of the World's Innovative Development

Every business, be it finance, science, technology, agriculture, or media, requires innovative and bold ideas that young people can offer. This is particularly true of today's generation of teenagers who were born and raised in the digital age. The constant hunger for anything new, as well as the ability to quickly learn skills, makes the younger generation one of the main driving forces that contribute to the development of innovation around the world. How can we actively attract young bright minds to key innovative projects? What areas are the most promising today and need innovative solutions?

Moderator:

- **Anastasia Belonogova**, Producer, Pro Business TV channel

Panellists:

- **Daria Chudnaya**, Deputy General Director, SR Space Private Space Company
- **Sean Dennis**, Chief Executive Officer, Co-founder, Seafood Souq
- **Alexey Fedorov**, Chief Strategy Officer, QAPP; Junior Principal Investigator of the "Quantum Information Technologies" Group, Russian quantum center
- **Andrey Gromkovsky**, General Director, UFC RCIS
- **Ivan Puzyrev**, AR/VR Digital Strategist; Co-founder, Arhead
- **Alexey Tuzikov**, Executive Director, Head of Youth Accelerators, Sberbank