

YOUNG ENTERPRISE DAY PROGRAMME

February 14, 2020, Sochi

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Young Enterprise Day

Plenary session

Investing in Youth – An Investment in the Future or Success in the Present?

Youth are a strategic resource that can and should alter and improve the country's economy. Modern youth drive creative and technological values and demand support, not so much of the financial kind as the creation of conditions for the development and realization of their potential. What position do young people occupy in modern society? Will they create the future or are they already building the present?

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Unique Russian Competencies in the Global Market

What tasks should be given priority to promote unique Russian technologies is a hot topic for discussion. Particular attention should be paid to achievement and development areas, existing practices, as well as Russian technologies and competencies that could be of interest to foreign markets. Company representatives operating in global markets lie at the centre of the creation of a unique value proposition and cultural environment. What Russian developments and programmes possess export potential? How can we make them attractive to global markets? How should they be communicatively packaged for such markets and stakeholder groups? What competencies can be considered unique for our country and how can they be given a competitive edge? What rules for working with export products and global players can be singled out, and what promotional mechanisms can be employed right now? What potential do Russian companies possess for integrating into global supply chains, and how can we best position our export products for different markets?

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Professional Competitions as a Tool for the Development of Entrepreneurial Activity: How Social Elevators Function in Business

At present, many professional competitions exist to develop an entrepreneurial culture among young people, from schoolchildren to graduates of higher educational institutions. What role have these contests played in the lives of their participants? How can youth be attracted to and kept in business, how can start-ups be found and supported so that they continue to develop successfully? What initiatives in state personnel policy are aimed at entrepreneurship? What do young people expect when they go into business, and what do investors expect from young business people?

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How Volunteering Can Help with Furthering a Career and Integrating into Corporate Culture

Volunteer work is one way to prove to an employer that one possesses the ability to plan working time in an effective way, to complete tasks, to work as a team player, and to be responsible. Corporate experience shows that those guided by the principles of corporate governance and social responsibility (CSR) are also the most efficient. The system of corporate governance is crucial in ensuring the investment attractiveness of enterprises and organizations and their ability to adapt to global changes at the macro and micro levels, and the principles of CSR provide them with long-term loyalty from customers, employees, and other interested parties from the community, which ultimately affects a business' competitiveness in national and international markets. Volunteer work provides one with the opportunity to get acquainted with people, work tasks, and material incentives inherent to a particular position, thus acquiring a deeper understanding of the functions and responsibilities that are available. Corporate volunteering contributes to the creation of sustainable relationships with state authorities, the third sector, local communities, and the media. How can volunteer programmes help build HR strategies? Is it always necessary to talk about our volunteer projects with an external audience to create a positive image in society? What successful practices have already been created regarding the integration of volunteers into corporate culture?

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The Triple Helix model of innovation. University–industry Collaboration

In a society functioning on knowledge, the Triple Helix model plays a key role in innovative development. The Triple Helix model for state innovative development first appeared in the 90s and provides a concept for sustainable state economic development based on the relationship between education and innovation. In 2020, this kind of model is set to reach the peak of its relevance. In addition to performing their traditional functions, in Triple Helix all three elements take on the roles of the others. At the stage of new knowledge creation, the state and universities interact, and then at the stage of technology transfer, universities and business interact, and then to scale the product for the market, business works together with the state. The platform will consider existing and prospective forms of interaction between the state, universities, and innovation, current difficulties, and proposals for the industry. In particular, they will look to highlight: the role of the university as a technological broker, advanced training formats for the industry, the breadth of universities' entrepreneurial ecosystems, the resolution of market problems through acceleration and hackathons, and the role of these tools as social elevators.

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How Fast-growing Entrepreneurial Companies Affect a Territory Investment Climate

Many regions possess their own (regional) young business owner entrepreneurial initiatives that achieve outstanding results in business growth for programme participants and the creation of an entrepreneurial ecosystem favourable for investment. How were they able to grow and scale their businesses? How did their growing business influence the investment attractiveness of the territory? What did they do differently from before? How did it work? Over the past year, within the framework of the national project for the development of entrepreneurship there have been many federal initiatives to support various categories of entrepreneurs from orphans to pensioners, but interesting initiatives have independently appeared at the local level as well. What methods have young entrepreneurs employed to achieve a beneficial effect on the investment climate of their city/region? How did they formulate their development goal? How did they implement their programme and how did they measure the results of the impact on the economy of their city/region?

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Fresh Ideas for a Breakthrough in Business: Where to Get Them and How to Implement Them

The most important thing for an entrepreneur to have is a breakthrough idea. Modern business thinkers gather full halls and sell millions of copies in Russia: Nassim Taleb (*Antifragile*, *The Black Swan*), Daniel Kahneman (*Think slowly... decide quickly*), Itskhak Adizes (*The Ideal Executive*, *Leadership Development*). The Russian researcher of neuroscience and psycholinguistics Tatyana Chernigovskaya is just as popular abroad as in her homeland. Do the recommendations of business thinkers really work in practice? Or do young entrepreneurs need to learn from their own mistakes? Where else do young people get ideas for new projects and business development? Who and what inspires company owners and executives? Who has successfully implemented the ideas of business thinkers in his company and what has the result been?

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Environmental Entrepreneurship as a Driver for the Development of the Green Economy in Russia

Russia's green growth strategy calls for the integration of socio-economic and environmental development in the country. A key factor in the implementation of the strategy is the creation of environmental entrepreneurship. In recent years, the state has initiated serious actions to address environmental issues through social entrepreneurship. More and more youth are participating in the development of environmental business. How should environmental business be developed in Russia? What conditions must be taken by the state to create an ecosystem for the development of socio-ecological potential and to support youth environmental entrepreneurship? What mechanisms for supporting youth environmental entrepreneurship will be most effective (investment, mentoring, promotion)? What elements from international experience in the development of environmental areas can be put to use in the Russian economy (agribusiness, alternative energy, forestry, and tourism among other areas)?

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Business at the Starting Line. How to Gain Experience and Money at the Same Time?

Russia would like to develop the national economy effectively and to see new ideas and innovative projects, especially those modernizing old production and creating new high-tech jobs in accordance with world development trends. It is young people, the most mobile and creative part of society and capable of generating and implementing the most “adventurous” of ideas, that must become the leading force that will ensure the transition of the Russian economy to an innovative and high-tech development path. They have everything they need to do so except experience and money. Therefore, in the framework of the ‘SMEs and the support of individual entrepreneurial initiatives’ national project, much attention is paid to the development of youth entrepreneurship as a key driver in the development of the economy of tomorrow. How can we help young entrepreneurs transform an idea or project into a real and profitable business? How can we effectively use the existing business environment to support youth entrepreneurship? Is mentoring capable of minimizing risks, including those of a financial nature, for young entrepreneurs? How can we convince a bank to issue a loan or finance a start-up?

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Development in the Russian Corporate Environment or Creating One’s Own Project – the Main Issue Facing the Young Generation

Modern youth specialists and university graduates often face a choice: to build a career in a corporation or found their own start-up with existing skills. Both choices possess advantages and disadvantages: a new project requires huge financial and moral investment, and a corporate career often forces you to live at work. Which choice is best for each person? How can young employees understand when they’ve found their place? Can a student team become a successful business team and move their business forward? What skills do graduates need in order to reliably grow in a major domestic business? Is it possible to build a successful career in a Russian company?

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Women in Business, Politics and Society: How to Achieve Success and Be Yourself

The development of women’s entrepreneurship has been a global trend in recent years. According to analysts, women account for approximately a third of all business people on the planet. Almost 37% of the total gross domestic product is the result of their work. Business demands that women act strictly and that they be rigid in decision-making, categorical, and authoritarian. How can we learn to combine the two principles of business and femininity? Can we draw a distinction between ‘male’ and ‘female’ business: can a woman own a car repair shop, manufacture welding equipment, invest in IT start-ups, or be a construction superintendent? Do gender stereotypes prevent a woman from doing business or is this also a stereotype?

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The Educational Market Landscape in Russia: How to Choose the Right University and Professional Activity?

The modern education model is a descendant of the Soviet model and consists of a chain from school to university or college to job placement. It is a model that does not correspond to modern reality. Nowadays, a person changes up to 8 types of activity, often moving from one industry to another, which requires continuous training. The market and technology are being improved at such a speed that in order to be remain in demand, one must constantly acquire new skills and competencies. More than 30% of students consider university obsolete and divorced from the labour market. Due to a mismatch with the needs of employers, university graduates are faced with employment problems, for example, only 8% of qualified financiers work in the area of their specialization. Why is it so important for a school to provide a graduate with the time and opportunity for self-determination? Should we even attend university? How can existing students build their educational path in order to remain in demand on the labour market? How can they make the right choice of professional activity?

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“Social Entrepreneurship: Time to Act” case club

In July 2019 the Russian Federation adopted a law on social entrepreneurship. The legislature defines basic criteria of a socially oriented business and provides regulatory framework for small and medium-sized companies working in the social field. Currently, many entrepreneurs struggle to promote their projects. “Social entrepreneurship: time to act” case club aims to cross-analyze key success components of a given project and look for possible development scenarios. The analyzed questions include: financial model and fundraising opportunities, promotion and advertisement for a project, as well as mentorship and education.

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Youth Entrepreneurship: A Fresh Look

We surveyed several hundred young entrepreneurs about the issues they care about most when it comes to the development of youth entrepreneurship in Russia. The most common issues mentioned during the survey will be brought up for discussion during the panel session. The discussion will be held in a 'blitz-survey' format. Panellists will be split into three teams, representing (1) the government and social institutions, (2) businesses, and (3) young entrepreneurs. Once a question has been read, teams will have thirty seconds to discuss the question, and one minute to present their answer. The panel aims to present a three-dimensional perspective of the issues raised, highlighting the similarities and differences between these points of view. What stops a young person from becoming an entrepreneur? How effective are entrepreneurship popularization measures? What problems does a young entrepreneur face when taking their first steps in business? What are some key reasons behind business failures and how can they be averted? Government support for young Generation Y and Z entrepreneurs – do their needs differ?