



CIPR 2020 PROGRAM
23-25 SEPTEMBER 2020, NIZHNY NOVGOROD

	DAY 1.
	Main topic: Man in the digital age
Hall 3	10.00 - 11.30
Format: Round table	Future-oriented healthcare technologies
Session description	<p>Personalized medicine – is an obvious trend in the development of the global healthcare system. During the pandemic of the new coronavirus infection, it became obvious that today it is not enough to simply ensure the availability of modern technologies for patients, it is necessary to form a reliable evidence base, including full information about the individual characteristics of the patient, his diseases, habits and lifestyle, as well as the available treatment methods.</p> <p>Presently, there are technologies that include diagnostics, data analysis, decision-making, and targeted drugs that help individualize the choice of therapy for patients and achieve better treatment results.</p> <p>Combining these technologies with those of real clinical practice is already helping to find new therapeutic targets for drugs to improve the design of clinical trials, to determine more precisely the group of patients for whom the new drug will have the best ratio of "risk-benefit" to assess its cost-effectiveness of the health system.</p> <p>For the development of personalized medicine, it is necessary to form a certain ecosystem, which includes a large number of elements. Within the framework of the round table, representatives of government authorities, the business community and experts are invited to discuss the following issues:</p> <ul style="list-style-type: none"> • Structural elements necessary for the formation of personalized medicine;

	<ul style="list-style-type: none"> • New methods of diagnosis and treatment. Opportunities for the introduction of methods of complex genomic profiling and targeted treatment into widespread medical practice; • Which digital solutions and standards for the collection, storage, processing and use of medical data are required to be implemented in the healthcare system; • Implementation of telemedicine systems, omnichannelling in patient routing, medical decision support system; • Real clinical practice data as a basis for building a patient-centered healthcare model; • Necessary changes in the regulatory field for the introduction of personalized medicine in Russia and the EAEU;
Moderator	<ul style="list-style-type: none"> • Yury Krestinsky, Chairman of the Expert Council of the Institute for Public Health Development, Chairman of the Board of Directors of SberZdorovye
Participants proposal	<ul style="list-style-type: none"> • Alexey Kolbin, Head of the Department of Clinical Pharmacology and Evidence-Based Medicine, First St. Petersburg State Medical University acad. I.P. Pavlova; • Alexander Gusev, Business Development Director, Ph.D. Webiomed, GR Director of NBMZ; • Nick Gouldmond, PHD, Senior Researcher at the Leiden University Medical Center and Visiting Professor at the First Moscow State Medical Sechenov University; • Evgeny Paperniy, Head of Medical Information Products, Sberbank PJSC; • Maria Borzova, Counselor at Trubor Law Office; • Irina Borovova, President of the Association of Cancer Patients "Zdravstvuy!"; • Evgeny Imyanitov, Head of the Scientific Department of Biology of Tumor Growth, N.N. Petrov National Medical Research Center; • Igor Goncharov, Acting General Director of GBUZ NO "Medical Information and Analytical Center"; • Anna Mescheryakova, Co-founder, general director of the «Tretye Mnenie» company; • Svetlana Beznasyuk, Roche Government Relations Manager; • Sergey Voinov, Director for Acceleration, Head of Digital Health Department, Skolkovo Foundation; • Elvira Gilmanova, Deputy General Director, BARS Group; • Vadim Medvedev, Director of the Department for Innovation and Advanced Research, Ministry of Science and Higher Education of Russia;

Hall 5	10.00-11.30
Format: Lecture blitz with an expert	HRTech. Technological challenges for the labor market
Session description:	The global HRTech market is growing rapidly and certainly attracts the attention of investors - in 2017 alone, a record 523 deals were concluded. According to experts, the world HRTech market will approach \$ 30 billion by 2025. Job boards, marketplaces, messengers, chat bots, HR-tinders - all such platforms and tools are rebuilding the labor market by automating routine processes. Which techno trends are driving the digitalization of HR processes? What technological solutions and specific startups "undermine" and drive this market?
Moderator	<ul style="list-style-type: none"> • Tatyana Naumova, Projects Director, NTV
Participants proposal:	<ul style="list-style-type: none"> • Arik Akhverdyan, GM, VCV; • Yuri Kardonov, CEO CommON; • Petr Kipa, Marketing Director BK BetBoom;
Plenary Hall (Hall 1 Hall 2)	11.00 - 12.30
Format: Plenary session	Balance of man and technology
Session description	<p>Humanity today is moving to a new stage in the development of civilization, moving from the information era to the digital one. If previous technologies provided a person with information for making decisions, today they allow, without human participation, to receive "raw" data, process them, propose solutions and implement them. Data is the subject of the new economy, and the object for which data works is a human and his vital needs. However, with the achievement of new horizons of development, the role of a human in the economy begins to change. Previously, technologies served uniquely FOR humans. Perhaps the time may come when man will serve FOR technology. How to maintain a balance and find such a vector of technology development so that technologies will always serve FOR a person, and this balance is undisturbed? How to define the "digital horizon", provide for the interconnection of technologies and the possibility of their synchronization, which go beyond planning? What ethical standards will be required?</p>
Moderator	<ul style="list-style-type: none"> • Vladimir Solovyev, Founder and Managing Partner of the EVERYCO Group of Companies, Member of the Council for Professional Qualifications in Human Resource

	Management under the President of the Russian Federation;
Participants proposal	<ul style="list-style-type: none"> ● Maksut Shadaev, Minister of Digital Development, Communications and Mass Media of the Russian Federation; ● Vladimir Yakushev, Minister of Construction, Housing and Utilities of the Russian Federation; ● Gleb Nikitin, Governor of the Nizhny Novgorod Region; ● Sergey Chemezov, General Director, State Corporation Rostec; ● Alexander Zharov, General Director of JSC Gazprom-Media Holding; ● Maxim Akimov, General Director of Russian Post JSC; ● Olga Golodets, Deputy Chairman of the Management Board, Sberbank PJSC; ● Kirill Dmitriev, General Director of RDIF; ● Alexey Likhachev, General Director of ROSATOM State Corporation; ● Pavel Livinsky, Chairman of the Board, General Director of PJSC Rosseti; ● Alexander Nazarov, Deputy General Director, Rostec State Corporation; ● Alexey Kornya, President, MTS PJSC; ● Edouard Lysenko, Minister of the Moscow Government, head of the Moscow Department of Information Technologies;
Hall 3	12.30 - 14.00
Format: Panel discussion	Intelligent transport systems: searching for a new balance between government and business
Session description	<p>ITS is a large infrastructure for smart cities. With the development of urbanization, the emergence of large megapolises and urban agglomerations, traffic safety, as well as the efficient organization of the passenger and freight flows, becomes one of the priority tasks. The development of intelligent monitoring systems, traffic and construction has traditionally developed on the basis of public private partnerships. Business was the driver of new technologies and their integration into the ITS ecosystem. However, new challenges and crises dictate new conditions for the industry.</p> <ul style="list-style-type: none"> ● How will PPP develop in the economically difficult post-coronavirus period? ● How to adapt national projects to new realities?

	<ul style="list-style-type: none"> • Which key problem development of ITS in Russia can be identified?
Moderator	<ul style="list-style-type: none"> • Maria Rozhenko, Associate Professor RUT (MIIT), Deputy Director of the Center for the Development of the High-Speed Line
Participants proposal	<ul style="list-style-type: none"> • Artem Bafanov, Deputy Minister of Transport and Highways of the Nizhny Novgorod Region; • Igor Zimin, Vice President for Applied Projects, Rostelecom ; • Farid Madani, General Director, Business Lines ; • Anton Zamkov, Director of the Digital Transport and Logistics Association (CTL), General Director of RT-Invest Transport Systems ; • Anton Shingarev, Vice President for Corporate Relations, Yandex (online) ; • Mikhail Kazakov, General Director Name of the organization JSC "RASCHETNYE RESHENIYA" ; • Andrey Denisenkov, Chairman of the Board of the OKO Association, founder of Urbantech Group ; • Andrey Neznamov, executive director of sberbank.ai, Ph.D. ; • Konstantin Trofimenko, Director of the Center for Research on Transport Problems in Megapolises, Institute for Transport Economics and Transport Policy, Faculty of Urban and Regional Development, Higher School of Economics. ; <p>Front row experts:</p> <ul style="list-style-type: none"> • Ivan Agapov, Head of the Synerdocs business area, Directum, oversees the direction of the experiment of the Ministry of Transport on ETRN ;
Hall 4	12.30 - 14.00
Format: Panel discussion VEB Ventures Partner	New technologies in corporations: how to highlight the best experience?
Session description	Russian corporations are forced to introduce new technological solutions under the pressure of many factors. These are the requirements of the state, expressed in the Innovative Development Programs (IDP), and market expectations, and finally, challenges from competitors. However, it can be difficult to

	<p>assess the effectiveness of such projects, and often when conducting such work, you have to rely on someone else's successful experience.</p> <p>How to determine which scenarios and mechanisms for introducing new solutions are the most promising? How to prepare a company for all the challenges of our time, and how to understand who is actually the most successful among the participants in the innovation race?</p>
Moderator	<ul style="list-style-type: none"> • Dmitry Politov, Senior Vice President, VEB Ventures
Participants proposal	<ul style="list-style-type: none"> • Oleg Teplov, General Director, VEB Ventures; • Evgeny Charkin, Information Technology Director, Russian Railways; • Ekaterina Soltseva, Director for Digitalization, Rosatom; • Valery Yermakov, Vice President for Corporate and Government Segments, PJSC Rostelecom; • Pavel Gontarev, Managing Director, Mail.ru, Digital Technologies; • Dmitry Shepelyavy, Executive Director, PwC Russia; • Alexey Filimonov, Executive Director of NP "Club of Directors for Science and Innovation"; • Vladimir Urbansky, Director of Postal Technologies;
Hall 5	12.30 – 14.00
Format: Panel discussion Partner: Cloud technologies	Digital transformation. How to switch to domestic software from foreign IT solutions?
Session description	<p>The program for the development and support of the IT industry, prepared by the Government, includes restrictions on the purchase of foreign software for government needs. This restriction will also apply to companies with state participation, as well as their subsidiaries.</p> <p>By January 1, 2021, Russian companies will have to prepare a digital transformation program until 2024, which provides for the priority use of domestic software solutions.</p> <p>Which problems do Russian companies face when integrating domestic software? How will the integration of domestic solutions affect the development efficiency of Russian companies? How to overcome stereotypes about a Russian product?</p>
Moderator	<ul style="list-style-type: none"> • Rustem Khairetdinov, Chief Growth Officer BI.ZONE
Participants proposal	<ul style="list-style-type: none"> • Ilya Massoukh, Director ITCC; • Evgeny Abakumov, IT Department Director state corporation Rosatom;

	<ul style="list-style-type: none"> • Yury Datsenko, Director of FBI «SSLI» at Ministry of Justice of Russian Federation; • Dmitry Komissarov, General Director of MyOffice; • Rustem Ibragimov, Deputy General Director of BARS Group; • Evgeny Kovnir, General Director of ANO "Digital Economy"; • Dmitry Kryukov, General Director RITDF; • Sergey Efimov, Minister of Information Technologies and Communications of the Nizhny Novgorod Region; <p>Front row experts</p> <ul style="list-style-type: none"> • Renat Lashin, Executive Director of the Association of Software Developers (ARPP) "Domestic Soft"; • Sergey Seriy, General Director of JSC "VIOGEM"; • Pavel Kurinnoy, Sales Director Flussonic;
Hall 6	12.30 - 14.00
Format: Panel discussion	COVID-19 lessons. Redefining Digital Medicine
Session description:	<p>The introduction of innovative technologies and the creation of a single digital circuit are the main directions of the “Healthcare” national project in Russia. The key task is to ensure human health and longevity. However, the first half of 2020 made its own adjustments. The global crisis caused by the coronavirus pandemic not only affected the Russian economy, but also became a key challenge for the healthcare industry. In this respect, the digital loop, as a key infrastructure, has been under maximum stress. Taking into account the new experience, the state and business will have to reconsider the speed and focus of the transformation of medicine. As part of the panel discussion, we will consider:</p> <ul style="list-style-type: none"> • What are the challenges faced by “digital medicine” in Russia during the pandemic? • directions for the development of “digital medicine” after emerging from the pandemic? • development of telemedicine as a vital service during self-isolation? • international barriers and prospects of the Russian digital healthcare market
Moderator	<ul style="list-style-type: none"> • David Melik-Guseynov, Deputy Governor of the Nizhny Novgorod Region; Minister of Health of the Nizhny Novgorod Region;

Participants proposal	<ul style="list-style-type: none"> ● Dmitry Selivanov, Director of Digital Development and Information Technologies Department, Ministry of Health of the Russian Federation; ● Alexander Korsak, General Director of Tsifromed LLC; ● Timur Akhmerov, General Director of BARS Group; ● Sergey Sorokin, General Director, Intellogic (Botkin.AI); ● Denis Shvetcov, General Manager, Doctor ryadom; ● Boris Glazkov, Vice President for Strategic Initiatives, Rostelecom; ● Anna Mescheryakova, General Director "Tretye Mnenie"; <p>Front row experts</p> <p>Konstantin Suslov, General Director, Host Ltd., Telemedicine and Medical Services LLC;</p>
Hall "Digital economy"	12.30 – 14.00
Format: expert session	Digital Industry: Which technologies will save businesses?
Session description	<p>«Digital Economy», together with the Ministry of Industry and Trade of the Russian Federation, will present a study on the most pressing problems and consequences of the pandemic in the industrial sector. The main hypothesis is that robotization and digitalization of enterprises in the context of interaction between business and government should contribute to an increase in industry productivity. If you look at the state of Russian industry before the pandemic, then at the beginning of 2020 the situation was as follows: in the Global Innovation Index Russia ranked 46th, and industry and the fuel and energy complex were among the most innovatively active spheres of the economy. But many industrial enterprises in Russia have not passed the level of basic automation, which is today the main obstacle to digital transformation, and the security of information systems is becoming a barrier to the implementation of the «Industry 4.0» concept.</p> <p>The possibility of a quick transition to remote control, including technological processes, as well as remote control of the main production assets could significantly mitigate the consequences of the pandemic in the industry. Russian enterprises, at best, automate processes through classical systems and partially link their own branches and divisions. Innovative solutions are very limited in the real sector. Even leading companies rarely consider</p>

	<p>the prospects for full-fledged industrial implementation and are limited to pilots. This indicates a low level of innovation maturity in Russia.</p> <p>What happened to industries amid the pandemic? The effects of quarantine measures negatively impacted the integrity of supply chains, resulting in reduced productivity and downtime, but all of this could be avoided through extensive use of real-time visualization and tracking of deliveries, as well as using predictive analytics to analyze integrity and determine priority measures to preserve it in case of emergencies. In addition, due to the low level of robotization in the industry, there is still a threat to the health of employees of industrial enterprises and, as a result, a shortage of personnel.</p> <ul style="list-style-type: none"> • What problems has the pandemic aggravated in the industry and what is preventing the digitalization of the industry right now? • Could digital transformation of industrial enterprises accelerate the industry's recovery from the coronavirus pandemic? • What key digital technologies will the domestic industry rely on? • What is the role of the state in the digitalization of the industry, and how to direct the domestic industry on the track of efficiency? <p>At the initiative of «CIFRA» company and with the support of The Confederation of Indian Industry, leaders of a number of Indian enterprises also took part in the study.</p>
Moderator	<ul style="list-style-type: none"> • Pavel Khristenko, Director for Sectoral Directions, ANO Digital Economy
Participants proposal	<ul style="list-style-type: none"> • Vladimir Dozhdev, Head of Digital Technologies Department, Ministry of Industry and Trade of Russia; • Pavel Rastopshin, managing director of CIFRA; • Boris Makevnin, General Director PI «Cifrum»; • Andrey Zimenkov, Commercial Director of the MTS Business Market; • Alexey Borovkov, Vice-Rector for Advanced Projects, Peter the Great St. Petersburg Polytechnic University - online; • Alexander Anufrienko, Director of the R&D Department of the National Center for Informatization (NCI), Rostec;

	<ul style="list-style-type: none"> ● Dmitry Proskura, Vice President for Industry Digitalization, Rostelecom; ● Alexander Dmitriev, Operational Director Ctrl2GO - online; ● Konstantin Shadrin, Director of the Digital Development Department, Roscosmos State Corporation;
Hall 1 Hall 2	14.30 - 16.00
Format: FORESIGHT SESSION	World with 5G
Session description	<p>5G has been linked to conspiracy theories, talked about its impact on human health, and even attributed the status of spreading the pandemic. Despite this, new generation networks are actively developing and being implemented in many countries. In the future, new technology will transform entire industries: manufacturing, medicine, transportation, agriculture, security, services and entertainment.</p> <p>How is one of the main technologies of the XXI century being developed in the world? What's happening with 5G in Russia? And what can ordinary users expect from its implementation?</p>
Moderator:	<ul style="list-style-type: none"> ● Vasily Brovko, Director for special assignments of the State Corporation "Rostec"
Participants proposal	<ul style="list-style-type: none"> ● Gleb Nikitin, Governor of the Nizhny Novgorod Region; ● Sergey Sakhnenko, Industrial Director, Rostec State Corporation; ● Anton Cherepennikov, founder and owner of IKS Holding; ● Boris Glazkov, Vice President, PJSC Rostelecom; ● Dmitry Khalin, Member of the Management Board - Vice President for Cloud and Digital Solutions, MTS; ● Sebastian Tolstoy, President Ericsson Russia; ● Igor Akulinin, Advisor to the CEO of Huawei in the Eurasia region;
Hall 3	14.30-16.00
Format: Expert session	What will be the path of artificial intelligence in Russia?
Session description	The development of artificial intelligence (AI) is the most important area of the technological agenda, capable of having a significant impact on all key sectors of the economy, including ensuring a qualitative growth in labor productivity. Therefore, the global

	<p>competition for the implementation of the most advanced AI solutions is becoming increasingly fierce. In Russia, it was decided to provide support to AI developers at the state level: a separate federal draft of the Digital Economy state program, approved by the Government Commission on Digital Development, includes various tools to accelerate the development of the artificial intelligence sphere.</p> <p>The project is aimed at niches where market players are most difficult to enter - personnel and education, research and development, support for startups in the early stages. A significant part of the project is comprised of activities to support software companies and the development of the AI industry ecosystem, research centers in the field of "strong" artificial intelligence, trusted systems, computer vision, speech synthesis and recognition, as well as ethical aspects of the use of artificial intelligence technologies. The project will result in the creation of an integrated system for regulating public relations and the formation of a development plan, as well as the adoption of regulations and standards for the development of artificial intelligence technologies.</p> <p>Topics for discussion:</p> <ul style="list-style-type: none"> • Which roles are assigned to key players in the AI market? • Are the proposed measures of state support sufficient for Russia to compete with world leaders in the field of AI? • How to create the necessary infrastructure and ensure equal access to it for all participants? • How should regulation change to keep pace with AI technology? • How do you test AI solutions in real-life conditions?
Moderator	<ul style="list-style-type: none"> • Sergey Nakvasin, Deputy General Director, Director for Digital Technologies, «Digital Economy»
Participants proposal	<ul style="list-style-type: none"> • Oxana Tarasenko, Deputy Minister of Economic Development of the Russian Federation; • Vladimir Averbakh, Managing Director, CDS Sberbank Office; • Andrey Belevtsev, Director of the Directorate for Digital Transformation, Gazprom Neft PJSC (online); • Andrey Sholokhov, Director for development of national projects of the Softline group of companies; • Alexander Kraynov, Head of Computer Vision and Artificial Intelligence Technologies Service, Yandex;

	<ul style="list-style-type: none"> ● Andrey Telenkov, General Director, NtechLab; ● Ilya Slavutin, Director of development of artificial intelligence technologies, Huawei; ● Anastasia Pavlenko, Director of Strategic Partnerships Directorate, Innopraktika; ● Timur Burunbaev, Head of the Project Office for the Digital Economy of the Rostec State Corporation; ● Arkadiy Sandler, Director of the MTS AI Center; <p>Front row experts</p> <ul style="list-style-type: none"> ● Sergey Garbuk, Chairman of the Technical Committee on the base of RVK "Artificial Intelligence"; ● Nadezhda Surova, Head of the project "Artificial Intelligence" NTI; ● Sergey Izraylit, Director of the Planning and Development Department, Skolkovo Foundation; ● Dmitry Sytnik, Deputy Director of the NTI Center at the Moscow Institute of Physics and Technology in the field of "Artificial Intelligence"; ● Dmitry Markov, General Director, Vision Labs; ● Valery Cherepanov, Head of End-to-End Digital Technologies and Data Management Program, Rosatom;
Hall 4	14.30 - 16.00
Format: Panel discussion Partner Mail.ru	Internet of things: a web of technology
Session description	<p>Like any phenomena that exist in nature and interact with each other within a single ecosystem, the Internet of Things brings the virtual world and the physical world closer together, thereby opening up more and more prospects for economic development. The large-scale network infrastructure has allowed the creation of IoT solutions that operate on the basis of the overarching Internet. Thus, modern devices, regardless of the platform, interact and function with other devices and services, forming a single interconnected ecosystem.</p> <p>It is this premise that is one of the main reasons for the transformation of the embedded systems market, which is moving towards the development of intelligent systems (sensors, machines, mechanisms, devices, etc.),</p> <p>However, it is still too early to talk about the scale of when global networks will freely interact with each other in the domestic market, despite the favorable forecasts of experts.</p>

	<ul style="list-style-type: none"> • What scenarios for the development of IoT are possible? Which ones are already being implemented? What is the reason for the slow growth of the market? • "Gold" frequency range for effective technology development • Equipment for the Internet of Things. Standardization, certification, patenting • Universal or specialized IoT platforms?
Moderator	Pavel Gontarev , Managing Director Mail.ru Digital Technologies
Participants proposal	<ul style="list-style-type: none"> • Oleg Kachanov, Deputy Minister of Digital Development, Communications and Mass Media of the Russian Federation; • Roman Shulginov, Vice President for Industry Solutions, PJSC Rostelecom; • Representative, Ministry of Digital Development; • Pavel Rastopshin, Managing Director of the CIFRA Group of Companies; <p>Front row experts</p> <ul style="list-style-type: none"> • Andrey Kolesnikov, Director, Internet of Things Association; • Svetlana Vodyanova, General Director J'Son & Partners; • Nikita Utkin, Program Manager of RVC JSC, Chairman of the Technical Committee for Standardization "Cyber-Physical Systems"; • Dmitry Lakontsev, Head of the Central Committee of NTI in the direction of "Technologies of wireless communication and the Internet of things"; • Roman Yakovlev, Director for Information Infrastructure, ANO Digital Economy;
Hall 5	14.30-16.00
Format: Panel discussion	A period of low resource prices. Fuel and energy complex digitalization
Session description	In the context of a global pandemic, volatility of commodity markets and a drop in demand for energy, the relevance of digital technologies in the fuel and energy complex is high as never before. On the global agenda, digitalization is becoming one of the drivers of energy transition, along with decentralization, decarbonization, electrification and energy efficiency, in Russia it is becoming part of the digital economy development agenda. Under these conditions, effective communication between SMEs,

	<p>start-ups and Russian energy companies becomes a key element in the successful development of the ecosystem. That is why this year the energy session of the CIPR is dedicated to the meeting of energy companies and SMEs, the broadcast of successful cases of both companies and solution developers and their effective dialogue. Representatives of corporations will talk about which technologies are most in demand, and companies will present their successful pilots and developments. Also LNA Skolkovo will present its research - an overview of digital technologies and how they change the fuel and energy complex and markets, clearly, simply and easily.</p>
Moderator	<ul style="list-style-type: none"> • Anastasia Perdero, Project Manager of Internet of Energy, Energy Center of the Moscow School of Management "Skolkovo"; • Tatyana Naumova, Projects Director, NTV;
Participants proposal	<ul style="list-style-type: none"> • Sergey Migalin, Deputy General Director, Rosenergoatom; • Igor Schevchenko, Head of Business Development, NCI; • Dmitry Koroteev, Skoltech professor, founder and director of DigitalPetroleum; • Olga Maslova, Senior Innovation Manager, Enel Russia; • Dmitry Maslov, Project Development Director PRANA, JSC Rotek; • Anton Beskhodarniy, Head of Technology Strategy Programs, Digital Transformation Directorate, Gazprom Neft PJSC; • Sergey Nikolaev, CEO, CyberPhysics;
Hall 6	14.30 - 16.00
Format: Debates state VS business Partner Bars group	Education: what will remain after coronavirus restrictions
Session description	<p>The modernization (and often the creation from scratch) of the school material and technical base is one of the priorities of the Education and Digital Economy national projects, but the restrictions associated with the coronavirus have made some adjustments. The forced transition to distance learning has exposed many problems of the Russian school system, forcing teachers and students to digitalize in an emergency mode.</p> <ul style="list-style-type: none"> • Which of the “quarantine” practices does the school integrate into peaceful life? • Quarantine as a DDos attack: is school hard and software ready for distance exams?

	<p>Proctoring for schools and universities and necessary infrastructure upgrades</p> <p>Quarantine is a chance for the state to hear EdTech businesses.</p>
Moderator	Mikhail Kozhevnikov , President of JSC "Management Company" Education ";
Participants proposal	<ul style="list-style-type: none"> ● Pavel Kuzmin, Director of the Digital Transformation and Big Data Department of the Ministry of Education of Russia; ● Valery Yermakov, Vice President for Corporate and Government Segments, PJSC Rostelecom; ● Alexander Laryanovsky, co-founder Skyeng; ● Georgy Cherny, Deputy General Director of the National Center for Informatization (NCI); ● Timur Akhmerov, General Director of BARS Group; ● Julia Khanzhina, Deputy Director, Young Professionals, Agency for Strategic Initiatives (ASI) ; ● Alexander Gubarik, Director of the Center for Competence and Business Solutions, Innopraktika; ● Roman Yershov, Deputy General Director, Fund for the Development of New Forms of Education;
Hall Digital	14:30 - 16:00
Format: expert session	Human Resources for the Digital Economy: How to Build Teams of Digital Transformation Leaders
Session description	<p>The COVID-19 pandemic has accelerated digital transformation and posed new technological and talent challenges. Deputy Prime Minister Dmitry Chernyshenko called the digital transformation of all sectors of the economy, social sphere and public administration, as well as the transfer of 95% of all the most significant services for citizens online, a decisive factor in overcoming the consequences of the crisis, restoring the economy and stimulating its growth.</p> <p>The coronavirus crisis showed how important management decisions are and what teamwork should be in government bodies, in regions, in companies. Now more than ever there is a need for managers - anti-crisis leaders, people who can make decisions quickly and balanced - on the basis of objective data and in a team.</p> <p>For the training of such specialists, the federal project "Personnel for the Digital Economy" of the national program "Digital Economy of the Russian Federation" has been developed. In 2020, training of 5,000 CDO anti-crisis leaders and digital economy teams (CLIK) will start. The training will take place in an accelerated format: 500 teams will form projects, 50 of which will be implemented in regional authorities, large companies and corporations.</p>

	<p>Topics for discussion:</p> <ul style="list-style-type: none"> • Which problems and challenges have companies faced in the context of the COVID-19 pandemic? • How do data-driven management technologies improve the transparency of management decisions and the quality of life for people? • Which “one click” solutions have been implemented in the regions and corporations? • How to increase the number of “agents of digital transformation” in an industry or region? • Which competencies and skills are in demand in digital transformation teams? • Which tools to motivate and support teams will help you implement digital solutions faster?
Moderators:	<ul style="list-style-type: none"> • Oleg Podolsky, Managing Director of the Center of Competence for Human Resources for the Digital Economy of the National Program "Digital Economy of the Russian Federation"; • Valentina Kurenkova, Acting Director in the field of "Human resources for the digital economy" ANO "Digital Economy";
Participants proposal	<ul style="list-style-type: none"> • Oleg Kachanov, Deputy Minister of Digital Development, Communications and Mass Media of the Russian Federation; • Oleg Logvinov, Deputy Head of the Analytical Center for the Government of the Russian Federation; • Anton Alexeev, Advisor to the Governor of the Rostov Region; • Elena Pershina, Director of the Block of Functional and Business Competences, ANO "Rosatom Corporate Academy"; • Nikolay Dolgov, Development Director of the Professionals 4.0 Platform, Gazprom Neft PJSC; • Pavel Prieditis, Director for work with strategic customers CIFRA; • Sergey Plugotarenko, Director of the Russian Association for Electronic Communications (RAEC); • Maria Spiring, Head of the Directorate of the Center of Competence for Human Resources for the Digital Economy, University 2035; • Anastasia Morozova, Director of the Development of Technological Communities and Partnerships Department, ANO NTI Platform;

	<ul style="list-style-type: none"> • Ksenia Tkachenko, Director of the Center for Training Leaders of Digital Transformation, Institute "Higher School of Public Administration", RANEPA; • Sergey Pegasov, Senior Vice President - Director of Information Technology Directorate, Promsvyazbank;
Hall 12	16.30 - 18.00
Format: Round table Partner: Rostelecom	From smart city to digital region
Session description	<p>The spread of COVID-19 fell on the active phase of digitalization in different countries of the world and accelerated the implementation of the accumulated potential of using ICT technologies in many sectors of the Russian economy. Much more intensively than before the pandemic, ICT technologies have begun to be used in the spheres of health, education, government, finance and trade. The pandemic contributed to a revision of approaches to the development of telecommunications infrastructure, the protection of personal data, and particularly exacerbated the demand for digital services.</p> <p>Pioneers of digital solutions to fight the pandemic and its devastating socio-economic consequences are the authorities, the largest technology companies and even ordinary citizens. Restrictive measures in the context of a pandemic have clearly shown how different the possibilities of population access to digital services in different regions are and marked the formation of a new understanding of a safe environment.</p> <p>Key discussion topics:</p> <ul style="list-style-type: none"> • How have the priorities changed for aligning the level of digital development of regions and the availability of digital services for the population? • How will the forced transition to “digital” affect the industries? • Will the leading role of digital technologies continue after the exit from quarantine? • How will flexible employment arrangements affect business? • Will Covid-Tech become a new direction for digital technology?

	<ul style="list-style-type: none"> • What changes await the national program "Digital Economy of the Russian Federation"?
Moderator	<ul style="list-style-type: none"> • Boris Glazkov, Vice President for Strategic Initiatives, PJSC Rostelecom
Participants proposal	<ul style="list-style-type: none"> • Evgeny Kislyakov, Deputy Minister of Digital Development, Communications and Mass Media of the Russian Federation; • Maxim Egorov, Deputy Minister of Construction, Housing and Communal Services of the Russian Federation • Egor Polyakov, Deputy Governor of the Nizhny Novgorod Region; • Anton Alekseev, Advisor to the Governor of the Rostov Region; • Evgeny Miroshnikov, Head of the Digital Development Department of the Belgorod Region; • Anatoly Semenov, Minister of Innovation, Digital Development and Infocommunication Technologies of the Republic of Sakha (Yakutia) ; • Stanislav Kazarin, Chairman of the Committee for Informatization and Communications of St. Petersburg; • Konstantin Solodukhin, General Director, NCI; • Ksenia Sukhotina, General Director of JSC Rusatom Infrastructure Solutions; • Maxim Isaev, Development Director of the project for digitalization of cities in the extreme north "Norilsk Nickel Unity";
Hall 3	16.30 - 18.00
Format: Round table	Smart ecology: how technology helps to preserve nature?
Session description	<p>Environmental pollution is a global problem of the 21st century, an invisible pandemic that adversely affects the health of people around the world. As paradoxical as it may sound, these negative consequences of the industrial revolution are being overcome today by the same industry, only by new modern and technological approaches. From constant air monitoring, modern filters, waste recycling, green energy, new biomaterials and to responsible behavior of each person.</p> <ul style="list-style-type: none"> • How does smart ecology work? • What technologies are used? • How the fight against accumulated harm (MSW disposal) is being modernized • Why is environmental control and monitoring important?

	<ul style="list-style-type: none"> • What modern problems and challenges are faced by the state and business?
Moderator	<ul style="list-style-type: none"> • Angelina Davydova, Journalist, expert of the German-Russian exchange "(Berlin), Director of the " Bureau of Environmental Information " .
Participants proposal	<ul style="list-style-type: none"> • Mikhail Babenko, Head of the Green Economy Program, WWF Russia. (online); • Igor Zimin, Vice President for Applied Projects, Rostelecom ; • Artem Sedov, General Director, Big Troika LLC (online); • Elena Natarova, Head of Marketing Department, Terra Tech JSC. (subsidiary of JSC Russian Space Systems) (online most likely) ; • Denis Nikitin, Regional Development Director (Nizhegorodsky), Megafon ; • Makar German, Director of the Department for Coordination of the Implementation of National Projects of JSC "United Instrument-Making Corporation" ; • Loran Akobyan , Executive Director, Research Center of Shvabe JSC at MIPT; • Ekaterina Solntseva, Digitalization Director, Rosatom ; • "Sphere of ecology" -;
Hall 4	16.30 - 18.00
Format: panel discussion	The present and future of event marketing - going online or going back to offline
Session description	<p>With the introduction of widespread self-isolation and a ban on holding mass events, the event marketing market has become a vivid example of an urgent and total transition from an offline format to an online one.</p> <p>It would seem that there are many advantages: reduced rental costs, no logistics costs, greater coverage and clear promotion channels.</p> <p>However, a significant disadvantage of such a transformation lies elsewhere. The lack of emotional connection with the audience and the intensified struggle for the participants' attention directly affect the final result.</p> <p>Is it possible that online is the future of event marketing or the traditional format of face-to-face meetings will be perceived as more trusting and therefore effective for a long time to come?</p>

Moderator:	TBD
Participants proposal	<ul style="list-style-type: none"> • Olga Sobchenko, Managing Partner, S-Group; • Olga Piven, Coordinating Director of the CIPR conference and the Biotechmed forum; member of the Board of Directors of the Octava plant and the Octava cluster; Director of NIIKS, Deputy General Director for Marketing, NCI; • Irina Efimova, General Director, OMG; • Harry D. Mozley, Global CIO, Zoom; • Alexander Alpern, General Director, Webinar Group; • Varvara Seminikhina, General Director, Timepad; • Denis Astakhov, Co-founder of Banana Bread, founder of Avocado Toast; • Sergey Fadeev, Ideologist and founder of the festival, Signal festival; • Ekaterina Inozemtseva, General Director of ANO "Skolkovo Forum";
Hall 5	16.30 - 18.00
Format: Workshop	Coronacrisis - New Opportunities and Challenges for Russian IT Export
Session description	The economic crisis of 2020 has become a big test for export activities. The decline in global demand strongly influenced the foreign economic activity of all industries, including the IT segment. It would seem that Russian products are more competitive against the background of the cheap ruble, and an export breakthrough is possible in this area against the background of the global economic recovery. In this regard, the rapid resuscitation of exports is impossible without the active support of the state. What new support measures has the state prepared? What problems and barriers do companies define for themselves? What trajectory of development in the short-term planning of foreign economic activity should companies use?
Moderator	Andrey Sholokhov , Director for Development of National Projects, Softline
Participants proposal	<ul style="list-style-type: none"> • Ilya Massukh, Director CCIS ; • Georgy Mikaberidze, General Director of JSC "Rosinfokominvest"; • Dmitry Komissarov, General Director of MyOffice; • Sergey Zvonkov, Director, Center for Development of Export Potential of the Nizhny Novgorod Region; • Iliya Dimitrov, President of the Seldon group of companies;

	<ul style="list-style-type: none"> ● Pavel Rastopshin, Managing Director of CIFRA;
Hall 6	16.30 – 17.30
Format: Debates state VS business	How to support the development of digital technologies in Russia? The role of government and business
Description	<p>Within the framework of the federal project "Digital Technologies", nine agreements were concluded on the development of key areas of the technological agenda, as a result, five state corporations - "Rostec", "Rostelecom", Russian Railways, "Rosatom" and "Sberbank" undertook obligations to actively engage in this process.</p> <p>Participants in the debate will discuss the transformation of the ecosystem for supporting the development of digital technologies in Russia and will answer the following questions:</p> <p>How can businesses and authorities build a dialogue so that support measures are effective?</p> <p>Who should determine the set of support instruments and the amount of their financing - business or government?</p> <p>It is easier to allocate government support for projects with guaranteed results, but the market does not have enough money in precisely those segments where the risks are highest.</p> <p>How can this dilemma be resolved? What place in the new ecosystem should development institutions and state corporations take? How to synchronize their work?</p>
Moderator	<ul style="list-style-type: none"> ● Ilya Kopelevich, Chief Editor Business FM
Спикеры:	<ul style="list-style-type: none"> ● Alexey Pechenin, Development Director Biz.mail.ru; ● Sergey Leschenko, Head of the Project Office for Government Relations, Rosatom; ● Vasily Pushkin, Director of the Development of the Digital Economy Department, Ministry of Economic Development of the Russian Federation; ● Alexey Belyakov, Vice President of Industrial Direction in Skolkovo (online); ● Alexey Galyuzhin, Director of the Directorate for Digital Transformation of JSC "RT-Project Technologies"; ● Vladimir Rubanov, CTO, Huawei R&D Russia; ● Alexander Kalyentiev, General Director «Engineering.RF»; ● Anatoly Valetov, Head of the Moscow Innovation Cluster;

Hall «Digital Economy»	16:30 – 18:00
Format: Expert session	Data storage infrastructure of the digital economy
Session description	<p>The demand for data center services is growing rapidly around the world. This is facilitated by the increase in the amount of data accumulated by enterprises, and the emergence of new tools for working with them, including those based on artificial intelligence technologies. Among the most important trends in the data center market is the consolidation of companies through their mergers and acquisitions of each other, the rapid increase in the number of hyperscale data centers, the emergence of new data sources, especially IoT devices, and the growing interest of businesses in miniature data centers located in close proximity. The data center market is expected to grow from \$ 31.5 billion in 2017 to \$ 62.3 billion by 2022, at a CAGR of 14.6%.</p> <p>Data processing and storage centers are the foundation for building a digital economy in the country. The development of the sphere of data storage and processing services and the corresponding infrastructure is one of the priority state tasks in the Russian Federation. Russia possesses unique natural resources necessary for the construction of international data processing centers and an exclusive territory between Europe and Asia, through which "digital paths" pass.</p> <p>At the same time, in order to increase the efficiency of the economy and ensure the technological independence and infrastructural security of the Russian Federation, the state and business need to quickly and efficiently satisfy their needs for storing and processing data by purchasing services according to a service model that can only be provided by large professional market players, able to compete with foreign industry giants.</p> <p>The Russian government, together with business, is actively engaged in a dialogue on the introduction of the necessary financial, economic and administrative measures of state support, which will be aimed at reducing the cost of data processing and storage services, increasing demand, increasing the production of high-tech products of Russian developers, creating conditions for entering international markets and consolidation of the positions of Russian companies on them, but there are no final decisions yet.</p> <p>Topics for discussion:</p>

	<ul style="list-style-type: none"> • What are the trends in the development of the global data center market and cloud services, including XaaS? How did the key industry players develop? What role did states play in their formation? • Who is the main consumer of data center services in the digital economy and why? • Why it is not necessary to build your own data center: the possibilities of a service model for business and government? • Domestic certification: a challenge or an opportunity for the development of the data center market in Russia? • What measures of state support are needed for a large domestic professional player to successfully compete with foreign industry giants? • Import substitution and geopolitics of data centers in Russia: where, why, and with the help of what technologies should data processing centers be built? • Is the capacity of the Russian market a threshold for the entry of data center operators and should we expect new large players on the market soon?
Moderators	<ul style="list-style-type: none"> • Roman Yakovlev, Director for "Information Infrastructure" of the "Digital Economy" organization; • Alesya Mamchur, Director for Strategic Development of PJSC Rostelecom;
Participants proposal:	<ul style="list-style-type: none"> • Oleg Ivanov, Deputy Minister of Digital Development, Communications and Mass Media of the Russian Federation; • Vartan Khachaturov, General Director of NPK «Kryptonite»; • Maxim Shereykin, acting as Deputy General Director for Information Technology and Development of Digital Services, Russian Post; • Konstantin Solodukhin, Director General of NCI; • Sergey Migalin, Deputy General Director - Director for Economics and Finance of Rosenergoatom Concern JSC; • Evgeny Kolbin, General Director SberCloud; • Sergey Efimov, Minister of Information Technologies and Communications of the Nizhny Novgorod Region; • Pavel Kaplunov, General Director of RTK-DPC; • Ilya Levchuk, Deputy Director of the Eurasia Strategy Department HUAWEI; • Anna Serebryannikova, President of the Association of Big Data Market Participants;

	<ul style="list-style-type: none"> • Oleg Koverznev, Chief Operating Officer, Yandex.Cloud • Representative, Megafon; • Konstantin Yunov, General Director, National Technologies; • Artem Ikoev, KNS Group (Yadro); • Dmitry Gorkavenko, Development Director <i>iKS-Consulting</i>;
	<p>DAY 2.</p> <p>Main topic: Digital transformation of the social sphere</p>
Plenary Hall (Hall 1 Hall 2)	10.00 - 11.30
Format: Plenary session	Digital platforms: constructor for the economy
Session description	<p>A few years ago, digital platforms were called the future of the market economy, and today modern ICT services form a significant part of the GDP of many countries. A transition to a platform economy is taking place, in which ICT companies integrate business processes from various industries and transfer them to a virtual world without borders, where large volumes of unique data circulate.</p> <p>However, the “platform” market remains challenging. Building a sustainable and functioning business model is difficult. Platform companies strive to maximize market expansion, try to explore new territory and take advantage of the network effect. This is the key problem. Platform business models are being burned out at an alarming rate.</p> <p>How to stop the death of digital platforms? What are the key mistakes a business makes? What incentive instruments should be provided by the state?</p>
Moderator	<ul style="list-style-type: none"> • Evgeny Kovnir, General Director of ANO "Digital Economy"
Participants proposal	<ul style="list-style-type: none"> • Vladislav Fedulov, Deputy Minister of Economic Development of the Russian Federation; • Maxim Akimov, General Director, Russian Post JSC; • Rachik Petrosyan, Director for Digital Transformation, Rostec State Corporation; • Pavel Gontarev, Managing Director Mail.ru Digital Technologies; • Gevokr Vermishyan, General Director of PJSC "Megafon";

	<ul style="list-style-type: none"> ● Dmitry Shushkin, General Director, ABBYY; ● Gegam Vardanyan, Member of the Board (Minister) for Internal Markets, Informatization, Information and Communication Technologies, EEC; ● Oleg Teplov, General Director of VEB Ventures LLC; ● Arkadiy Dvorkovich, Chairman of the Skolkovo Foundation;
Hall 12	12.00 - 13.30
Format: Key notes	Strength in small: honest stories of digitalization
Session description	<p>Real and honest, unadorned, stories about the difficult path of digitalization and cooperation between giants and startups. Bright paired performances by representatives of startups and big business. Honest stories of the implementation of a digital solution, experience of cooperation between small and large businesses from representatives of each of the parties. Speakers will present their experience of real-life cases implementation. The opportunity to ask any, even the most uncomfortable questions, express your opinion, discuss. The format of the event, which does not leave anyone indifferent, enriches with ideas and provokes the exchange of experience and contacts.</p>
Moderator	<ul style="list-style-type: none"> ● Andrey Kulinich, business coach, lecturer at Innopolis University
Speakers	<ul style="list-style-type: none"> ● Alexey Makin, CEO, Redmadrobot; ● Dmitry Karbasov, Head of Industrial Artificial Intelligence, ERG; ● Timur Berda, General Director of UNITERA Labs; ● Konstantin Mikhailenko, First Deputy General Director - Chief Engineer of Rosseti; ● Ivan Tarasov, SIBUR Industry 4.0 Implementation Program Manager; ● Konstantin Musatov, Head of StartupDrive Accelerator, Gazprom Neft PJSC; ● Valery Britaus, co-founder Road.Travel; ● Sergey Migalin, Deputy General Director, Rosenergoatom; ● Vladimir Mitin, Karfidov Lab; ● Alexey Kislov, Head of the department "Development of ERP practices" Firm "1C"; ● Konovalenkov Alexey Sergeevich, Head of Corporate Training Programs, Sberbank Corporate University; ● Konshina Natalia Evgenyevna, Chief Specialist of the Commercial Block, Sberbank Corporate University; ● Yuri Kardonov, CEO CommON;

	<ul style="list-style-type: none"> ● MedPoint Representative; Leus
Hall 3	11.30 - 12.30
Format: Key-notes	Digital services: services and super services
Session description	<p>Services generate more than half of Russia's GDP. The expansion of the “digital” allowed to fundamentally expand the range of services, changing their way of “delivery” to the consumer. In pursuit of a client, services become more convenient and high quality. The principle of operation of a "single window" allows you to aggregate different services on one platform, forming a single platform - a super service. Today superservices are in great demand, and for business it is a large-scale market.</p> <ul style="list-style-type: none"> ● What super services are peaking today? ● What is important to the consumer? ● What kind of service evolution does the business see? ● Digital socialism
Moderator	<ul style="list-style-type: none"> ● Timur Burunbaev, Head of the project office of the State Corporation "Rostec"
Participants proposal	<ul style="list-style-type: none"> ● Oleg Logvinov, Deputy Head of the Analytical Center for the Government of the Russian Federation; ● Alexey Makin, CEO Redmedoborot; ● Anton Toshakov, Head of Digital Economy Development, Strategic Marketing Department in the Eurasia Region, Huawei; ● Tatyana Lototskaya, First Deputy Chairman of the Social Insurance Fund; ● Loran Akopyan, Executive Director, Research Center of Shvabe JSC at MIPT;
Hall 4	11.30 - 13.00
Format: Expert session	Cyberwars of the digital world
Session description	<p>On the one hand, the digital transformation of the economy has multiplied the amount of data produced by the state, business and individuals. Information has become one of the most important assets of modern society.</p> <p>On the other hand, digitalization has made the economy vulnerable to cybercrime, and the urgency of this problem has grown significantly in the era of the pandemic.</p> <ul style="list-style-type: none"> ● What should be an effective firewall for a business?

	<ul style="list-style-type: none"> • Which business needs to think about cybersecurity? • How does big business improve its security system? • Why is it important to improve digital literacy?
Moderator	<ul style="list-style-type: none"> • Ruslan Yusufov, Managing partner, Mindsmith
Participants proposal	<ul style="list-style-type: none"> • Igor Lyapunov, Vice President for Information Security, PJSC Rostelecom; • Lev Matveev, Chairman of the Board of Directors of SearchInform; • Alexey Lukatsky, Business Security Consultant, Cisco; • Anatoly Konkin, Head of Development of Distributed Ledger Technology, Fintech Association; • Sergey Grebennikov, Director of ROCIT; • Rustem Khairtdinov, Chief Growth Officer BI.ZONE;
Hall 5	11.30 - 13.00
Format: Panel discussion	Digital transformation of control and supervision activity - how far can control be remote?
Session description	<p>The digital transformation of control and supervisory activities has shown its first fruits: today the state and business are building interaction processes in a single information environment, in tandem achieving the main goal - ensuring human security. The state creates new, more advanced tools for conducting control and supervisory activities and increasing the communication of participants in supervisory activities, developing the state information system "Typical cloud solution providing automation of control and supervision activities.</p> <p>For maximum digitalization of the activities of control and supervisory bodies and achievement of indicator 5.1 of the target model "Implementation of control and supervisory activities in the constituent entities of the Russian Federation", the regions are allocated appropriate subsidies. An important vector of development is the use of digital tools to detect violations using IoT and use Big data as a way to reduce the burden on business and prevent violations.</p>
Moderator	<ul style="list-style-type: none"> • Anton Lebedev, head of digital transformation projects, Uralchem JSC
Participants proposal	<ul style="list-style-type: none"> • Oleg Kachanov, Deputy Minister of Digital Development, Communications and Mass Media of the Russian Federation; • Sergee Tsvetkov, Director of the Department of Digital Public Administration of the Ministry of Telecom and Mass Communications of Russia;

	<ul style="list-style-type: none"> • Pavel Gontarev, Managing Director of Mail.ru Digital Technologies; • Dmitry Razumovsky, Deputy Governor of the Kaluga Region; • Alexey Khersontsev, State Secretary - Deputy Minister of Economic Development of the Russian Federation; • Vitaly Tushinov, Deputy Governor of the Vologda Region; • Evgeny Danchikov, Minister of the Government of Moscow, Head of the Main Control Department of the City of Moscow; <p>Front row experts</p> <ul style="list-style-type: none"> • Andrey Badalov, Director FSBI Research Institute "Voskhod"
Hall 6	12.00 - 13.30
Format: Round table Partner: EEC	EAEU digital platform - cooperation of countries
Session description	<p>Digitalization is a key trend in the transformation of public administration and the provision of public services around the world. A plan to improve public administration and public services for the population and business through the introduction of digital technologies exists in many countries. For example, the experience of the UAE, Germany and Singapore demonstrates the transition from digitalization of individual departments to improving the customer experience of citizens as a whole: public services are becoming "more ergonomic", combining in scenarios for various life situations.</p> <p>Topics for discussion</p> <ul style="list-style-type: none"> • Approaches to the implementation of digital platforms in the EAEU countries • Concept of the EAEU digital platform • Supranational services of the EAEU digital platform: how to take into account national digital sovereignty
Moderator	<ul style="list-style-type: none"> • Gegam Vardanyan, Minister for Internal Markets, Informatization, Information and Communication Technologies of the EEC
Participants proposal	<ul style="list-style-type: none"> • Maksut Shadaev, Minister of Digital Development, Communications and Mass Media of the Russian Federation;

	<ul style="list-style-type: none"> ● Konstantin Shulgan, Minister of Communications and Informatization of the Republic of Belarus; ● Bagdat Musin, Minister of Digital Development, Innovation and Aerospace Industry of the Republic of Kazakhstan; ● Altynbek Ismailov, Chairman of the State Committee for Information Technologies and Communications of the Kyrgyz Republic; ● Akop Arshakyan, Minister of High-Tech Industry of the Republic of Armenia;
Hall 12	14.00-15.30
Format: Panel discussion	On the threshold of the quantum era: how to support the development of one of the most high-tech technologies in Russia?
Session description	<p>Quantum technologies are recognized by many experts as one of the most promising areas of development. They are intended to transform the way data and critical infrastructure are protected, which is increasingly being digitalized.</p> <p>The participants in the discussion will discuss how to support the science-intensive area in practice, where there are still few startups. What measures will be implemented first? How to synchronize the work of three state corporations and development institutions? How to motivate investors to develop technology?</p>
Moderator	<ul style="list-style-type: none"> ● Ruslan Yunusov, Head of the ROSATOM project office for the creation of a quantum computer in Russia
Participants proposal	<ul style="list-style-type: none"> ● Ekaterina Solntseva, Digitalization Director, Rosatom; ● Alexander Fertman, Director of the Department for Science and Education, Skolkovo Foundation; ● Sergey Khanenkov, Project Director, Rostelecom; ● Тимур Бурунбаев, Head of the Project Office for Digital Economy, Rostec State Corporation; ● Артур Глейм, Head of the Department of Quantum Communications, Russian Railways; ● Алексей Ширяев, Federal Project Coordinator, Project Office for the Implementation of the Digital Economy National Program of the Analytical Center for the Government of the Russian Federation; <p>Front row experts</p> <ul style="list-style-type: none"> ● Alexey Fedorov, Head of the "Quantum Information Technologies" Group, Russian Quantum Center
Hall 3	13.30 - 15.00

Format: Show case	Digital education platforms: best practices during the pandemic
Session description	The session is an attempt at debriefing based on the results of six months of turmoil in the education system. Which platforms have been able to adapt quickly? Who lagged behind and then caught up? What lessons have teachers, students, EdTech businesses learned? What quarantine practices will we take with us into our "peaceful" life?
Moderator	<ul style="list-style-type: none"> • Andrey Sebrant, Services Marketing Director, Yandex
Participants proposal	<ul style="list-style-type: none"> • Alexey Tymchikov, technical director of Worldskills Russia. Worldskills Russia - online working professions, a demo exam and a national championship remotely: what happened, what could be done better? ; • Makar Goncharov, GR Director of Skyeng. Skyeng is an urgent online teaching program for regular teachers on the Skyeng platform. Is there a chance for an ordinary Russian teacher to master advanced pedagogical design? ; • Sergey Mardanov, Director of University Relations, Mail.ru Group; • Nadezhda Surova, Head of the project "Artificial Intelligence" NTI. Practice-oriented environment for personnel training on the NTI technological platform "- as an example of teaching of Artificial Intelligence;
Hall 4	13:20 – 14:20
Format: Lectoin Blitz with an expert Партнер: State Corporation Rosatom	Quantum computing: A path to practical problems
Session description	Quantum technologies today are one of the most promising and rapidly developing scientific and technological areas. Developments in the field of quantum technologies are ultra-powerful quantum computers, secure communications using quantum cryptography, and high-precision quantum sensors. Quantum computers are already beginning to solve problems that are beyond the power of classical supercomputers. We will discuss the main directions of quantum technologies, as well as discuss their issues of investment in this area, companies existing on the market and the first business applications of quantum technologies.
Moderator	

Participants proposal	
Hall 5	13:20 - 14:50
Format: Expert session	Biometrics for people and business
Session description	<p>Biometrics are used in most of the developed countries of the world for security and digital identification. The largest biometric system in the world is the Indian project Aadhaar, which contains the data of more than 1 billion people (the penetration rate is about 80%). This depth of technology penetration opens up tremendous opportunities for creating new public services that are convenient and safe.</p> <p>The catalyst for the development of the biometric system in Russia was the “Digital Economy” national program, one of the goals of which is to increase the availability and quality of services provided to citizens in electronic form.</p> <p>The first stage was the creation of the Unified Biometric System (UBS), which expanded the opportunities for citizens to receive financial services. However, this is not the limit.</p> <p>The increase in the amount of data in the EBS will subsequently allow it to be applied in different areas: the financial sector, education, healthcare, retail, e-commerce, and public services.</p> <ul style="list-style-type: none"> ● What are the areas of application of the EBS and what difficulties does business and the state face when applying it? ● How can I keep my biometric data secure? ● Technology mid to long term: where are we heading? ● Does technology threaten civil liberties? ● Conflicting two public interests: feelings of security and the right to privacy ● Import substitution of technologies
Moderator	<ul style="list-style-type: none"> ● Danila Nikolaev, Director of the Non-Profit Partnership "Russian Biometric Society"
Participants proposal	<ul style="list-style-type: none"> ● Ivan Berov, Director for Digital Identity, Rostelecom; ● Dmitry Markov, General Director, Visionlabs; ● Gleb Dyakonov, Business Development Director, NTechLab LLC; ● Andrey Khrulev, Business Development Director, Biometric Systems, MDG; ● Dmitry Burya, Director of the Department of Technical Support for Foreign Economic Activity, Avtomatika Concern;

	<ul style="list-style-type: none"> ● Petr Kalmykov, Head of the Department of the Institute of Forensic Science, TsST, FSB of Russia; ● Gleb Khabibullin, Deputy General Director of the Papiilon company; <p>Front row experts</p> <ul style="list-style-type: none"> ● Alexander Dremin, General Director of Prosoft Biometrics; ● Alexander Gorshkov, Business Development Director of Iris Devices;
Hall 6	13.40 - 15.10
Format: Round table Partner EEC	EAEU digital platform. Business perspective
Session description	<p>Topics for discussion:</p> <ul style="list-style-type: none"> ● EAEU digital platform. Main approaches and the role of vendors ● Which services can become the basis of the EAEU digital platform ● Which What changes in state regulation are necessary when creating a digital platform for the EAEU
Moderator	<ul style="list-style-type: none"> ● Gegam Vardanyan, Minister for Internal Markets, Informatization, Information and Communication Technologies of the EEC
Participants proposal	<ul style="list-style-type: none"> ● Mikhail Noginsky, Deputy General Director, Lanit; ● Vyatcheslav Solopov, Director of Consulting Department, Lanit; ● Oleg Groshev, Deputy Director for Public Relations, Research Institute "Voskhod"; ● Alexey Smirnov, Director for Innovation, CROC;
Hall Digital economy	14:00 - 15:30
Format: Round table	The role of digital economy companies in the digitalization of public administration
Session description	<p>If for business digital transformation is the key to survival in modern markets, a driver for increasing competitiveness and increasing profits, then for government agencies the role of digitalization is not yet obvious, moreover, it is not an equally natural process. The authorities do not fight for the recipients of public services with private companies, administrative costs do</p>

	<p>not affect their competitive advantages, and the inefficiency of the created IT services does not lead government agencies to bankruptcy.</p> <p>The focus of the Digital Government Working Group of the Digital Economy organization is the consideration of proposals for integrating commercial platforms and solutions from leading Russian digital economy companies into the provision of state and municipal services, as well as their participation in the digital transformation of public administration.</p> <p>The interaction of business and the state in terms of public administration creates points of growth for companies in the digital economy, for the state - reducing costs by reusing effective business solutions, for citizens and organizations - public services using familiar applications of commercial companies due to their integration with GIS.</p> <p>Do government agencies need to develop digital platforms in the government? Is the role of business limited to government contracts for GIS? Where is the state monopoly necessary in the digitalization of public administration, and where is the establishment of rules and the formation of a competitive market to attract private investors?</p>
Moderator:	<ul style="list-style-type: none"> • Kirill Emelyanov, Director for the direction of "Digital public administration" of the "Digital Economy" organization
Participants proposal	<ul style="list-style-type: none"> • Andrey Badalov, Director of Research Institute "Voskhod" • Rachik Petrosyan, Director for Digital Transformation, Rostec; • Pavel Gontarev, Managing Director Mail.ru Digital Technologies; • Ruslan Ibragimov, Vice President for Government Relations and Public Relations, MTS; • Timur Burunbaev, Head of the Project Office for the Digital Economy of the Rostec group of companies; • Alexey Trachuk, General Director of RTLabs; • Oleg Koverznev, Director of Yandex Cloud; • Edouard Lysenko, Minister of the Moscow Government, Head of the Moscow Department of Information Technologies; • Oleg Koverznev, Director of Yandex Cloud;
Hall 3	15.30 - 16.00

Format: Lecture blitz with an expert	How keep digitalization from turning into profanation
Section description	From within a company that has been digital since its birth, although it has been doing business in different parts of the material world for a long time, it is very clear: digitalization, like any serious transformation of a business is first of all about its essence and values, about corporate culture and work with staff. Therefore, the simplest way to turn digitalization into a profanation is to view it as a technology problem and entrust it to IT specialists.
Participants proposal	<ul style="list-style-type: none"> • Andrey Serbrant, Services Marketing Director, Yandex
Hall 4	14.40 - 16.10
Format: Panel Discussion	New points of innovative development of regions and improvement of the quality of life of citizens
Session description	To achieve the goals of innovative development in Russia, new instruments are being created to accelerate regional innovative activity. Some of them are world-class scientific and educational centers and innovation and scientific centers. Their task is to become the center of synergy between science and business and make a visible improvement in the quality of life in the region. What tasks, in this case, need to be solved? What are the constraints faced by regional management teams? What additional mechanisms for the commercialization of developments exist?
Moderator proposal	<ul style="list-style-type: none"> • Alexander Sinitsin, President of the CSR
Participants proposal	<ul style="list-style-type: none"> • Gleb Nikitin, Governor of the Nizhny Novgorod Region; • Andrey Sanosyan, Deputy Governor of the Nizhny Novgorod Region; • Olga Pavlova, Deputy Governor of the Belgorod Region; • Irina Ganieva, Director of the scientific and educational center "Kuzbass"; • Pavel Ilyushin, Director of the Scientific and Educational Center "Rational Subsoil Use"; • Ivan Romanchuk, Rector of Tyumen State University;
Hall 5	15.10 - 16.10
Format: Key-notes	Inclusive reality. Technology at the service of everyone
Section description	Digital technologies are changing absolutely all aspects of not only the economies of countries, but also the lives of ordinary people, and especially people with special development needs. In this case,

	<p>the noble mission of digitalization is to ensure that people with special needs have the opportunity to live harmoniously without constantly facing restrictions and barriers. Technology makes it possible to create a truly inclusive environment in which everyone has an equal opportunity.</p> <p>What projects and technologies are changing the lives of people with special needs? How is a truly inclusive environment created with the help of digitalization tools?</p>
Moderator	<ul style="list-style-type: none"> • Evgeniya Voskoboynikova, journalist of the Dozhd TV channel
Participants proposal	<ul style="list-style-type: none"> • Ilya Chekh, General Director, Motorika; • Olga Bsrabanova, General Director, KINESIS; • Damir Miller, founder Access Travel; • Egor Yakovlev, founder, izi.travel; • Valery Makovetsky, Financial Director NextTouch;
Hall 12	16.00-17.30
Format: Round table	How to build new generation communication networks?
Session description	<p>Due to the COVID-19 pandemic, the load on networks has increased dramatically, and the issue of implementing fifth generation (5G) wireless data transmission standards has become even more urgent. It is assumed that this will not only increase the volume of traffic, but also provide opportunities for the development of advanced digital technologies both in the consumer market and in industry, in particular, with regard to unmanned vehicles.</p> <p>Last year, the government signed two agreements with state corporations on the development of this technology - Rostec and Rostelecom will be responsible for supporting this area. At the round table, experts will discuss the most pressing issues related to the implementation of 5G in practice - from creating the necessary infrastructure to solving the problem of allocating frequencies. So far, the 3.4-3.8 GHz range, access to which is necessary for the development of new generation networks, is used for security purposes, and the transfer of space and military equipment devices to other frequencies is associated with high financial costs.</p> <p>Topics for discussion:</p> <ul style="list-style-type: none"> • Who is in the first wave of operators' focus in 5G - population or business?

	<ul style="list-style-type: none"> • Which 5G should be in Russia - SA or NSA? • With a lack of investment and the creation of a single infrastructure, how should telecom operators coordinate their efforts? • 5G network should be built only on domestic equipment, what are the advantages and disadvantages of this solution?
Moderator	<ul style="list-style-type: none"> • Oleg Salmanov, founder of the channel "Non-digital economy";
Participants invited	<ul style="list-style-type: none"> • Alesya Mamchur, Strategic Development Director, Rostelecom; • Vartan Khachaturov, General Director, NPK "Kryptonite"; • Alexander Pankov, Vice President for Government Relations, VypelCom; • Dmitry Lakontsev, Head of the NTI 5G & IoT Competence Center, Skoltech; • Timur Burunbaev, Head of the Project Office for Digital Economy, Rostec State Corporation; • Evgeny Novikov, Advisor to the Deputy Head of DIT; • Vladimir Freykman, Vice President, Scientific and Technical Center PROTEI;
Hall 3	16:30 – 18:00
Format: Panel discussion Partner: Gazprom oil	Prospects for digitalization of industrial platforms
Hall 4	16.40 - 18.00
Format: Show case	Digital consumer: technological approach
Session description	The digital age has not only changed the traditional approach to manufacturing, but also influenced the end consumer. Every year, international experts talk about key consumer trends in which the influence of digital technologies is growing. This influence is especially strongly felt on generation Y, who cannot imagine life without a smartphone, and generation Z, who live in omnichannel conditions, and are the first generation born with a digital.

	<p>The growing popularity of digital platforms and interactions makes it clear that in the near future, users will interact with content and technology in a different way:</p> <ul style="list-style-type: none"> • How can marketers keep the attention of the digital consumer? • What content will be attractive? • How to personalize content using machine learning, AI and other technologies? • Is it possible to influence consumer behavior, pushing him to a particular decision? • How does business now use opportunities to promote their products and brands online and to what extent does this correspond to the interests of economic development?
Moderator	<ul style="list-style-type: none"> • Evgeny Shamis, Founder and coordinator of the research center "RuGenerations - Theory of Generations in Russia", General Director of "Sherpa S Pro"
Participants proposal	<ul style="list-style-type: none"> • Sergey Lebedev, Marketing Director, Alibaba Group; • Maria Roschina, CX Leader INGKA Centers; • Evgeniya Cherkashina, CEO service design of humex; • Alexander Sysoev, Founder, shareholder and CEO of 2GIS; • Igor Naymushin, Executive Director of the IT coalition; • Kira Zhestkova, Director of Digital Communications Okko;
Hall 5	16:30 - 18:00
Format: Key-notes	FinTech Talk
Session description	<p>Financial technology dictates new rules: what was radical five years ago has now become a prerequisite for the functioning of the financial industry.</p> <p>Traditional financial institutions are moving to a new digital reality, now providing fintech versions of services: online currency exchange, online consulting services, online investment management, digital banking services. Personalized approach, accessibility and transparency distinguish financial services based on the latest technological developments.</p> <p>However, fintech representatives express their concerns about the slowdown in industry growth and the slow implementation of innovative banking technologies offered by fintech companies. Is it so? Has the coronavirus become a forced catalyst and a new engine for the digital transformation of the financial sector? Have trends in fintech development changed after the pandemic?</p>

Moderator:	<ul style="list-style-type: none"> ● Natalya Blokhina, Advisor to the director of RVC subsidiaries for project development;
Participants proposal	<ul style="list-style-type: none"> ● Nikolay Adeev, Founder and CEO, Abanking; ● Kirill Gurbanov, Director of Digital Banking Department, MTS Bank PJSC; ● Maria Schevchenko, Deputy General Director of QIWI Group; ● Sergey Shanaev, CIS Director, Copper; ● Andrey Maklin, Co-founder and CEO, Factorin; ● Fanny Modin, Head of Business Development, Norbloc;
Hall 6	15.40 – 17.10
Format: Panel discussion	Smart agriculture: from collective farm to digital
Session description	<p>Agriculture is a strategic industry for Russia with a high export potential. The state is facing an ambitious task to double the volume of exports of agricultural products in 6 years; Without digitalization of the industry and a sharp increase in efficiency, such growth is impossible. Russian agricultural producers are ready, using state support instruments, to invest in the integration of software and hardware solutions. Thus, the domestic agro-industrial complex is a potentially significant source of demand for the products of Russian IT companies and electronics manufacturers.</p> <ul style="list-style-type: none"> ● Are domestic IT solutions ready for the agro-industrial complex? ● Is there a place for artificial intelligence in agriculture ● "Digitalization" of applied research and development: industrial biotechnology and bioenergy
Moderator	<ul style="list-style-type: none"> ● Svetlana Legostaeva, General Director of ANO "Consortium" Computing Machinery "(ANO" VT ")
Participants proposal	<ul style="list-style-type: none"> ● Stanislav Loginov, Deputy Director for Information Strategy, EFKO Innovations; ● Dmitry Demyanyuk, Advisor to the Rector of Sevastopol State University for Research and Innovation; ● Sergey Kotik, Development Director, Forexis; ● Maria Pukalchik, Associate Professor, Center for Computational and Data-Intensive Science and Engineering, Skoltech; ● Maxim Chizhov, General Director, Aeromax (joint solution with SITRONICS); ● Andrey Fedyanin, Vice-Rector - Head of the Science Policy Department of Moscow State University; ● Konstantin Matrosov, Head of Agriculture, MTS;

	<ul style="list-style-type: none"> • Victor Kononov, Head of the AgroNTI direction, General Director, Centerprogrammssystem; • Gennady Karpachev, General Director, Phoenix • Valery Ermakov, Vice President for Corporate and Government Segments of PJSC Rostelecom/ Denis Zhukovsky, Director of the Direction of the Department for Dork with Corporate Customers of PJSC Rostelecom; • Lyubov Lyubaeva, Deputy Director of the Center for the Development of Financial Technologies, Rosselkhozbank;
Hall "Digital economy"	16:00 - 17:30
Format: Expert session	The vector of development of digital technologies in Russia after the coronavirus crisis
Session description	<p>The COVID-19 pandemic has acted as a driver for the development of the digital economy and the IT sector of the economy and, according to experts, brought the introduction of digital technologies closer by 6-8 years, especially with regard to the digitalization of the service sector in the consumer sector. According to the results of the annual global study of the digital economy and its impact on society, the Digital Society Index 2020, compared to last year, people began to use digital services 2 times more often to meet basic needs: ordering food, work, study, entertainment and even meeting with loved ones in conditions quarantines were forced to go online.</p> <p>Against the background of the development of the situation with the coronavirus, society is faced with many challenges to ensure daily life using digital services, as well as challenges to continue working and learning remotely without leaving home. In this regard, development institutions have adjusted the strategy for state support of projects in the field of "end-to-end" digital technologies aimed at overcoming the negative consequences of the COVID-19 pandemic and ensuring activities in conditions of social distancing, increasing the efficiency and availability of remote work and study, and developing communication services and platforms for the provision of online services, as well as the development of remote health care, including through telemedicine technologies.</p> <ul style="list-style-type: none"> • How to get government support this year to combat the consequences of the pandemic?

	<ul style="list-style-type: none"> • What is the role of business expertise in the FP competition “Digital Technologies” and why conditions have become more affordable? • In 2019, 306 projects worth more than 10 billion rubles were awarded grants, what conclusions have been drawn by the Government regarding the technological development of the country due to the coronavirus crisis, and should we expect the priorities to be adjusted?
Moderator	<ul style="list-style-type: none"> • Sergey Nakvasin, Director for Digital Technologies, Digital Economy Organization
Participants proposal	<ul style="list-style-type: none"> • Maxim Parshin, Deputy Minister of Digital Development, Communications and Mass Media of the Russian Federation; • Dmitry Kryukov, General Director, Russian Fund for the Development of Information Technologies; • Pavel Gudkov, Deputy General Director, Innovation Promotion Foundation; • Konstantin Parshin, Vice President, Executive Director of the Information Technology Cluster of the Skolkovo Foundation; • Valery Ermakov, Vice President, Rostelecom; • Ekaterina Solntseva, Digitalization Director, Rosatom; • Vasily Brovko, Director for special assignments of the State Corporation "Rostec"; • Pavel Gontarev, Managing Director Mail.ru Digital Technologies; • Pavel Dorozhkin, Deputy Head of the Department of Quantum Communications, Russian Railways;
	DAY 3.
	Main topic: Digital transformation of the social sphere
Hall 3	10.00 - 11.00
Format: Key-notes	Technologies for new media
Session description	Digital media platforms have gone from Livejournal to TikTok. And along the way, they almost killed paper newspapers, made FM radio a niche history and now competes on an equal footing with TV. News sites and apps, podcasts and video blogs are gradually replacing offline media. At the CIPR session dedicated to digital transformation of the media industry, we will talk about how the industry is changing, whether it is possible to monetize quality in

	the Copy-Paste era, and what other changes new technologies will bring.
Moderator	<ul style="list-style-type: none"> • Oleg Salmanov, Non-digital economy
Participants proposal	<ul style="list-style-type: none"> • Irina Chernukha, Chief Editor of Media Projects Mail.ru
Hall 5	11.00 - 11.40
Format: Lecture (online)	Democratization of Knowledge or Inflation of Knowledge?
Session description	The avalanche-like growth of the mass of various information in modern society was described back in 1975 and was called the "information explosion". Since then, the situation has only gotten worse: the problems are getting more complicated, the multifunctional "Renaissance people" no longer exist, and we increasingly have to rely on the opinions of others. How to distinguish a pseudoscientific bullshit without hurting yourself or looking like a fool? The criticality of perception becomes critical. Everyone is now his own fact checker, and with the development of AI technologies, it becomes easier to stamp fakes, and to recognize a fake is more difficult. How to be? Whom do we trust? How do we select influencers?
Lector	Ilya Ber , Lecturer at the ION RANEPa, author of the course "Information Search and Verification in the Modern Media Environment"
Hall 5	11:00 - 12:00
Format: Key-note	PhilTech Talks
Hall 3	12:30 - 14:00
Format: Panel discussion	Digitalization of the humanitarian sphere
Section description	The discussion, the participants of which will present the projects implemented during the pandemic in the field of art and culture, will share through which digital platforms and digital tools the creative industry can develop; Discuss the reputational value that public companies can gain from investing in products in the creative economy, as well as the topic of emotional intelligence in the digital age.
Moderator	<ul style="list-style-type: none"> • Katerina Schiner, International Art Dealer, Independent Expert in Art-Digital
Participants proposal	<ul style="list-style-type: none"> • Olga Piven, Coordinating Director of the CIPR Conference and the Biotechmed forum; Member of the Board of

	<p>Directors of the Octava Plant and the Octava Cluster; NIKS Director, Deputy NIKS Director;</p> <ul style="list-style-type: none"> • Victoria Golembiovskaya, Director of the International Gallery of Old Masters Colnaghi; • Alexey Afanasyev, Art Expert, Azerkal Avenue; • Nikola Melnikov, composer; • Mika Wisemann, cofounder of Trinity – AI Integrated Development Agency; • Tamara Volkova, Founder of a School for the Development of Emotional Entelligence in Children through Art Practice, an Expert Candidate in Emotional Intelligence;
Hall 4	12:00 - 13:30
Format: Debates state VS business	Just Digitalize It: Digitalizing Sports
Session description	<p>In mid-April 2020, the Ministry of Sports of Russia published a draft Strategy for the Development of Physical Culture and Sports of the Russian Federation until 2030 for general discussion. One of the significant tasks of the Strategy is to carry out the digital transformation of physical culture and sports.</p> <p>Personalization of services and their integration with the portal of public services can be singled out as important factors for the further development of digital technologies in the field of physical culture and sports.</p> <p>An ambitious goal has been set for 70% of the integration of subjects of physical culture and sports in the Russian Federation into a single digital platform by 2030.</p> <ul style="list-style-type: none"> • What measures will be taken by the government to achieve indicators of the industry's integration into the digital space? • Who will coordinate the digitalization of sports, manage and develop the ecosystem of digital platforms? • How can digital services transform the sports business industry? • What market potential is there for businesses to digitize the sports industry? • Will the coronavirus pandemic make adjustments to the timing of the 2030 Strategy? • How has generalized isolation affected the online sports industry?
Moderator	<ul style="list-style-type: none"> • Vladimir Voloshin, Managing Partner, Newman Sport;

Participants proposal	<ul style="list-style-type: none"> • Anastasia Romas, Director of the Department of Digital Transformation of the Ministry of Sports of Russia; • Vladimir Leonov, Minister of Sports of the Republic of Tatarstan; • Evgeniya Kostina, Director of Strategy and Marketing, World Class; • Ivan Ryndin, Managing Partner, Sportsoft; • Roman Dvoryankin, Executive Director of Accord Pitch (Doha, Qatar), Course Leader Management and Entrepreneurship in Esports, General Manager of Virtus.pro (2016 - 2020);
Hall 5	12.10 - 13.10
Format: Lecture blitz with an expert	Digital Trends and Digital Adaptability
Session description	Human existence is gradually moving from the analog world to an artificial environment - to the digital world of social and disembodied relations. And this world not only exploits traditional organs of perception, but also creates completely new ones. What will be the sensorium of a digital person? How will the inhabitants of the Internet feel?
Moderator	
Participants proposal	<ul style="list-style-type: none"> • Moona Ribas, Cyborg Artist, Cyborg Foundation; • George Held, Executive Vice President for Digital and New Business Development, VimpelCom PJSC.