

 **world** international
business forum
of opportunities
RUSSIA – ASEAN

 **26–27**
NOVEMBER 2024
KUALA LUMPUR | MALAYSIA



BUSINESS PROGRAMME OF THE 'WORLD OF OPPORTUNITIES: RUSSIA–ASEAN' INTERNATIONAL BUSINESS FORUM

26–27 November 2024, Mandarin Oriental Hotel, Kuala Lumpur, Malaysia

Information current as of 21 November 2024

26 November 2024

12:00–13:00

Registration stands,
foyer

Guests assemble, welcome coffee break

13:00–14:30

Sapphire Room

Plenary session entitled 'Russia and ASEAN: Towards a New Stage of Trade and Economic Cooperation'

For many years, cooperation between Russia and ASEAN countries has been of a strategic nature. The global economic transformation can offer them new opportunities. How do Russia and ASEAN countries perceive the present and future of the global economy? What new ideas are required to boost business relations between Russia and ASEAN countries? What factors will be key to their development? What are the opportunities for expanding the product range and diversifying the flow of goods between Russia and ASEAN? What specific support is available to exporters in Russia and ASEAN countries? What role do micro, small and medium-sized enterprises (MSMEs) play in changing global value chains, and what challenges are they facing now? What successful examples of trade and economic cooperation between Russia and Malaysia can be scaled to other ASEAN countries?

Moderator: Ivan Polyakov, Chairman, Russia–ASEAN Business Council

Speakers:

- **Alexey Gruzdev**, Deputy Minister of Industry and Trade of the Russian Federation
- **Airat Khairullin**, Minister of Digital Development of Public Administration, Information Technology and Communications of the Republic of Tatarstan
- **Tan Sri Nazir Razak**, Chairman and Founding Partner, Ikhlas Capital; Chairman, ASEAN Business Advisory Council Malaysia
- **Oudet Souvannavong**, President, Lao National Chamber of Commerce and Industry; Chair, ASEAN Business Advisory Council
- **Alexander Stuglev**, Chairman of the Management Board and CEO, Roscongress Foundation
- **Abu Bakar Yusof**, Deputy Chief Executive Officer, Malaysia External Trade Development Corporation (MATRADE)

14:30–15:00

Foyer

Coffee break

15:00–16:20

Topaz Room

Panel discussion entitled ‘The Energy Dimension of the Strategic Partnership between Russia and ASEAN Countries: Experience Gained and New Directions’

Cooperation between Russia and ASEAN countries in the energy sector has a long history, with the strongest interaction observed in the oil and gas sector. Promising future areas of interaction include nuclear energy, hydrogen power and renewable energy sources, which can contribute to achieving a zero carbon footprint. What are the barriers to joint oil and gas projects, and how can they be overcome? What are the features of the transition to alternative energy sources in Russia and ASEAN countries, and what are the specifics for particular regions and countries? What role can Russia play in promoting renewable energy in ASEAN countries?

Moderator: Sergei Vasiliev, Deputy Director, International Institute of Energy Policy and Diplomacy at MGIMO University

Speakers:

- **Ts. Syed Saggaf Syed Ahmad**, President, Malaysian Oil, Gas & Energy Services Council
- **Artem Goncharuk**, Director General, Rosatom East Asia
- **Datuk Wira Naina Mohamed Bin Sultan Abdul Kadir**, CEO, Growth Avenue Sdn. Bhd.
- **Igor Lozhnikov**, Chief Technology Officer, Kurchatov Institute National Research Center
- **S. Jai Shankar**, Senior Director & Sustainability Lead of Export Promotion & Market Access Division, Malaysia External Trade Development Corporation (MATRADE)

16:20–16:50

Foyer

Coffee break

16:50–18:00

Topaz Room

EAEU–ASEAN Business Dialogue

Cooperation between the EAEU and ASEAN serves as an example of a successful and intensively developing inter-integration dialogue, aimed at mutually strengthening the economies of their member states. This is largely facilitated by overlapping objectives in strategic planning, common challenges, and the complex nature of integration building. In the context of the transformation of the global economic architecture, the business circles of the EAEU and ASEAN are focusing on areas with the greatest integration potential, such as the digital economy, food security, sustainable development, infrastructure, finance, and tourism. What opportunities for the long-term sustainable development of EAEU and ASEAN countries does the combination of integration efforts of the two groups present? What formats of cooperation between the EAEU and ASEAN can promote the widest possible involvement of small and medium-sized enterprises in international trade and economic relations? What global trends can be observed in the development of dialogue between the EAEU and ASEAN business communities?

Moderator: Daniyar Akkaziev, Executive Director, Russia–ASEAN Business Council

Speakers:

- **Eldar Alisherov**, Member of the Board (Minister) for Integration and Macroeconomics, Eurasian Economic Commission
- **Zabedah Giw**, Head of Advisory and Research, Export-Import Bank of Malaysia Berhad
- **Sangar Kandasamy**, Co-Chairman, Malaysian International Chamber of Commerce and Industry
- **Datuk William Ng**, National President, Small and Medium Enterprises Association (SAMENTA) Malaysia
- **Satvinder Singh**, Deputy Secretary-General, ASEAN

Comments:

- **Vladislav Chernov**, Representative of the Ministry of Agriculture of the Russian Federation in Malaysia
- **Ekaterina Evgrafova**, Representative of the Ministry of Economic Development of the Russian Federation in Malaysia

18:00–18:30

Break

18:30–20:30

Sapphire Room

Gala Dinner & Cultural Programme

By invitation only

27 November 2024

08:30–09:00

Registration stands,
foyer

Guests assemble, welcome coffee break

09:00–10:20

Sapphire Room

Panel discussion entitled ‘Prospects for Cooperation between Russia and ASEAN Countries in the Field of Digital Transformation’

Progress in high-tech industries is an essential condition for ensuring the security and development of the state, business, and society. In recent years, Russia and ASEAN countries have accumulated experience of cooperation in the field of high-tech. Russia brings significant expertise to the table, offering ASEAN countries competencies in areas like digital transformation, financial technologies, software development, and cybersecurity. What innovations can the core high-tech industries in Russia and ASEAN countries have to offer? Can Russia and ASEAN countries act as complementary partners in software or in building a sovereign industry of cybersecurity? How is financial technology currently developing in Russia and ASEAN countries? How can digital innovations and technologies affect the banking sector and interaction of financial payment infrastructures? In what ways can high-tech cooperation between Russian and ASEAN countries evolve in the context of digital transformation?

Moderator: Andrey Kuznetsov, Trade Representative of the Russian Federation in Malaysia

Speakers:

- **Ir. Chang Yew Cheong**, President, Electrical and Electronics Association of Malaysia (TEEAM)
- **Datuk Wira Dr. Hj Rais Hussin**, CEO, MRANTI Corporation Sdn. Bhd.
- **Airat Khairullin**, Minister of Digital Development of Public Administration, Information Technology and Communications of the Republic of Tatarstan
- **Amor Maclang**, Founder and Secretary General, International Digital Economy Association (IDEA); Convenor, Digital Pilipinas
- **Alexey Poroshin**, CEO, First Group; Member of the General Council, Business Russia All-Russian Public Organization
- **Andrey Samchenko**, Director of International Business Strategy, Positive Technologies JSC
- **Mohd Zabri Adil bin Talib**, Head of Responsive Technology & Services Division, CyberSecurity Malaysia
- **Ong Kian Yiew**, CEO, National Tech Association of Malaysia (PIKOM)

09:00–10:20

Topaz Room

Panel discussion entitled ‘Russia–ASEAN: Strategic Cooperation for Health and Safety’

Medicine and healthcare represent one of the most important vectors of scientific and technological strategic partnership between Russia and ASEAN countries. The most promising areas of collaboration are the development of personalized medicine, high-tech healthcare, and health protection technologies. The exchange of scientific knowledge, the transfer of medical innovations and technologies, and joint research projects in these fields are essential to transforming modern medicine and developing more effective and sustainable healthcare systems in the future. A no less significant aspect of cooperation in the face of new challenges is ensuring drug security. Despite the fact that many countries are now adopting drug sovereignty strategies, it is crucial to build strategic alliances and interstate alliances for the mutual provision of medicines, creating a common pharmaceutical market as a robust response to changes in the political climate. What medical knowledge and technological innovations in personalized medicine and high-tech healthcare can become the basis for developing advanced healthcare in Russia and ASEAN countries? Which political decisions are needed to strengthen international cooperation in joint research and scientific and technical development, the sharing of best practices, and the implementation of the scientific and technical policies of partner countries? What innovative solutions that change the paradigm of healthcare are being proposed by the modern medical and pharmaceutical industries? What are the most pressing areas for investment partnerships in the pharmaceutical industry today?

Moderator: Evelina Zakamskaya, TV Presenter, Russia 24 TV Channel; Chief Editor, Doctor TV Channel

Speakers:

- **Dato Pahlawan Dr. Mohd Amin bin Muslan**, Chairman, MVP Life Sciences Sdn. Bhd.
- **Anna Shakhzadova**, Deputy Director for Clinical Affairs, Herzen Moscow Oncology Research Institute
- **Leonard Ariff Bin Abdul Shatar**, Group Managing Director, Executive Director, Duopharma Biotech Berhad

10:20–10:50

Coffee break

Foyer

10:50–12:10

Panel discussion entitled ‘The Intensification of Tourist Flows between Russia and ASEAN Countries: What Remains to be Done?’

Topaz Room

In 2023, the number of Russian tourists travelling to Malaysia, Thailand, and Vietnam increased. However, all sides recognize that the potential for cooperation in tourism has not been fully unlocked. What systemic issues still need to be addressed by Russia and ASEAN countries in order to develop tourism? Which cities in Russia and the ASEAN countries, in addition to capital cities, need direct air links? What role in the intensification of mutual tourist flows can regional authorities play, and what steps can be taken to strengthen ties at the municipal level? What new tourism destinations can Russia and ASEAN countries offer each other, and why is this important for regional development (halal tourism, ethnotourism, ecotourism, medical tourism, culinary diplomacy, etc.)?

Moderator: Evelina Zakamskaya, TV Presenter, Russia 24 TV Channel

Speakers:

- **Aidar Gazizov**, Head, International Centre for Halal Standardization and Certification under the Russian Council of Muftis
- **Dato' Sri Dr Irmohizam bin Ibrahim**, Group Managing Director, World Trade Centre Kuala Lumpur
- **Ekaterina Ivanova**, Director, Russian Design Industry Forum
- **Maya Lomidze**, Executive Director, Association of Tour Operators of Russia (ATOR)
- **Nizran Noordin**, Director General, Islamic Tourism Centre (ITC)
- **Alexey Volotskov**, Member of the Committee on Tourism and the Development of Tourism Infrastructure, State Duma of the Russian Federation
- **Ekaterina Evgrafova**, Representative of the Ministry of Economic Development of the Russian Federation in Malaysia

10:50–12:10

Panel discussion entitled ‘Education as a Bridge between Russia and ASEAN Countries: How do Universities and Alumni Communities Boost Business Ties?’

Sapphire Room

Russia and ASEAN countries actively work together on educational issues. Their universities host cross-campus days and youth summits, think tanks, educational programmes, and research internships. Russian universities are becoming a big draw for young people from ASEAN countries. Young Russian professionals, meanwhile, are showing a growing interest in studying in Southeast Asian countries. Why is Russian education so attractive for young people from ASEAN countries? Does the education system in our countries align with the demands of the modern era? What role do modern universities play in promoting business relations? How can the potential of alumni communities be effectively utilized in the interests of trade and economic cooperation? Should they be institutional in nature?

Moderator: Nikita Kuklin, Expert, ASEAN Centre, MGIMO University

Speakers:

- **Tan Sri Dato Prof. Joseph Adaikalam**, Founder and Executive Chairman, Binary University of Management and Entrepreneurship
- **Haslenda Hashim**, Professor, University of Technology Malaysia (UTM)
- **H.E. Teoh Seng Lee**, Honorary Consul of Russia in Penang State of Malaysia
- **Syed Marwan**, Associate Professor, Institute of Islamic Banking and Finance, International Islamic University Malaysia
- **Nazrul Hazizi bin Noordin**, Associate Professor, Institute of Islamic Banking and Finance, International Islamic University Malaysia
- **Mohd Hazmi Mohd Rusli**, Professor, Faculty of Law and Sharia, Islamic Scientific University Malaysia
- **Denis Stolyarov**, Vice-Rector for Student Affairs, Skolkovo Institute of Science and Technology
- **Kira Tabunova**, Expert, ASEAN Centre, MGIMO University
- **Artem Vasiliev**, Rector, Synergy University

12:10–13:00

Buffet lunch

Foyer

From 14:00

Excursion Programme

By appointment only. You can find out detailed information on the excursion programme by email: excursion@spncomms.com