

19 September 2017, Tuesday

10.00 Start of the exhibitions

11.00

Stage
Hall No. 1

OFFICIAL OPENING

**GRAND EXPO-URAL 2017 INTERNATIONAL SPECIALIZED EXHIBITIONS:
LESPROM-URAL, EXPOMEBEL-URAL, AQUAPROM-URAL, UTILIZATION**

VIP-TOUR (around the exhibitions), media scrum (Russian and international media)

11.30

Stand No. 2502
(Lesprom-Ural)

**Opening of the technological exhibition «RENEWABLES – MADE IN GERMANY»
Renewable energy, technologies and areas of application of renewable sources**

Officials: **Consul General of Germany in Ekaterinburg Dr. Stefan Keil**

The exhibition is open on 19-22 September

Organizer:

German House for Research and Innovation (DWIH)

every day
during the
exhibitions

11.00 – 16.00

Stand No. 2512

EVENTS AT THE STAND OF THE SVERDLOVSK REGION

13.00 – 14.00 Presentations of investment projects of the Sverdlovsk Region.

Advisory for managers provided by relevant ministries

of the Government of the Sverdlovsk Region: Ministry of Industry and Science of the Sverdlovsk Region, Ministry of Investments and Development of the Sverdlovsk Region, Forestry Department of the Sverdlovsk Region

12.00 – 18.00

Championship
area
(Aquaprom-Ural)

RUSSIAN WATER CUP (first day of the competitions)

**All-RUSSIA CHAMPIONSHIP OF PROFESSIONAL SKILLS FOR WORKERS EMPLOYED IN THE SECTOR
OF WATER SUPPLY AND TREATMENT, HOUSING AND PUBLIC UTILITY, ENGINEERING
INGRASTRUCTURE**

(2nd stage of 2017/2018 season)

Main targets:

- ▶ to implement new technologies;
- ▶ to improve professional skills;
- ▶ to enhance the prestige of worker occupations in the housing and public utility sector.

Tasks for teams:

- Connection of new facilities to DN 150mm main pipeline including installation of DN 32mm threaded gate valve;
- Cutting of DN 100mm flanged gate valve into a pipeline.

Organizer:

GVK (Saint-Petersburg)

12.00 – 13.30

Conf. hall No. 4
(Utilization)

Round table:

WASTE MANAGEMENT WITH REGARD TO RUSSIAN LEGISLATION REFORM FROM 2018

Topics:

- Best waste management technologies available in Russia: status and forecast;
- New restrictions in the field of waste burial as of 1.01.2018 and relative amendments to regulations for enterprises and organizations;
- Assessment of industrial and household waste impact on the environment;
- Use of modern waste analysis methods ;
- Ekaterinburg experience in the field of waste management;
- Concession agreements implementation cases in Russia;
- Waste management sector development strategy 2030;

Invited:

Yuriy Afonin, State Duma Deputy, First Deputy Chairman of the Committee on natural resources, real estate and land;

Olga Tagilova, Deputy Director of the Department for the environment state policy and regulation;

Oksana Tolstokorova, Counselor of the solid municipal waste department and special projects of the Department for Utilities;

Natalya Sokolova, Head of the Agency for state ecological control;

Stepan Glazyrin, Head of the Department for the utilities infrastructure control and development and the solid municipal waste management;

Natalya Pichugina, Director of the Agency for industrial and environmental safety, Judicial expert for the environment, Russia State Duma Deputy's assistant;

Anastasia Golenko, Deputy Director for Science, Expert analytical center for the environment issues;

*Evgeniy Barzykin, First Deputy General Director of JSC "Waste management" (Moscow);
Olga Startseva, Chairwoman of the Regional public organization "Ural Ecological Initiative"*

Organizer: Agency for industrial and environmental safety

12.00 – 14.00
Stand No. 2621
(Lesprom-Ural)

International youth contest (World Skills program)

BEST FORESTRY MACHINE OPERATOR

First stage: DEMONSTRATION OF EXCELLENCES IN HARVESTER OPERATION

with Komatsu (Komek Machinery) and Ponsse simulators.

Student teams participating in the contest:

Ural State Forest Engineering University (Ekaterinburg, Russia) and South Savo Vocational College (Mikkeli, Finland)

Organizer: Ural State Forest Engineering University (USFEU)

12.30 – 15.30
Conf. hall No.2
(Lesprom-Ural)

Extended meeting of timber sector professionals in the Ural Federal District:

UNIFIED TIMBER RECORD-KEEPING AND TRACKING SYSTEM. CURRENT LEGAL REQUIREMENTS OF THE RUSSIAN FEDERATION

Speaker: Alexander Mariyev, Chief Analyst of Federal State Budgetary Institution "Roslesinfor" (Moscow)

Topics for discussions: "Record-keeping and tracking of timber sale contracts"

- Requirements of the Russian Federation forest legislation to timber purchase and sale to come into effect from July 1, 2017

- Types of timber subject to new requirements of forest legislation;

- Administrative liability for responsibility for breach of forestry legislation with regard to accounting and reporting for timber contracts;

- Declaration of timber contracts in LesEGAIS;

- Supporting document for timber transportation and handling;

- Timber retail and online sale;

- Timber export, new requirements of customs legislation;

Proposals from the meeting participants concerning development of the forestry legislation and LesEGAIS as far as recording and tracking of timber contracts is concerned

Organizers: Forestry Department for the Ural Federal District, supported by:
Federal Forestry Agency of the Russian Federation, FSBI Roslesinfor

16.00 – 17.30
Conf. hall №2
Lesprom-Ural

Seminar:

DEVELOPMENT PERSPECTIVES FOR FORESTRY WASTE MANAGEMENT TECHNOLOGIES

Moderator:

Vladimir Malinkin, Director of members of the non-commercial partnership "Ural Wooden House Construction"

19 and 20
September
(Expomebel-Ural)

**"RUSSIAN FURNITURE": DEMONSTRATION OF NATIONAL FURNITURE SAMPLES
QUALIFICATIONS FOR THE RUSSIAN CABRIOLE CONTEST
(national industrial furniture design award)**

Participants of qualifications: exhibitors presenting national samples of furniture and furniture components at the exhibition (exhibitors shall submit application for the contest on or before 19th September)

Organizers: Association of furniture and woodworking enterprises of Russia,
NP Furniture. Design. Russia. Specialized Arts and Technology Board

14.00 – 16.00
Conf. hall No.1
(Expomebel-Ural)

**INNOVATIVE TECHNOLOGIES IN FURNITURE DELIVERY SERVICES.
TRAINING SESSION FOR FURNISHERS**

Training session program:

- Training to operate the equipment which significantly shortens the processing period of the order, enables to make furniture production forecast of the enterprise and eases the burden for managers of an enterprise;
- Simplification of claim management;
- Independent management service for assortment and prices.

Speakers:

Anastasia Dmitrieva, Head of Supplier Management department

Nadezhda Osipenko, Head of Claim Management department

Olesya Fartygina, Head of Content Management department

Organizer: First Furniture Hypermarket (Chelyabinsk)

14.00 – 16.00

Round table from the leading Swiss industrial park developer

14:00-15:00

Features of exports and domestic sales in Russia:

- Export of products: distribution channels, bonded zones, trading houses;
- Finding a business partner in Russia: working with distributors and final customers;
- Product marketing: how to meet Russian and foreign customers' expectations and needs;
- Tax and customs issues of products realization

Futures of the establishment of manufacturing in Russia:

- Minimization of construction costs: real estate and equipment leases;
- Attraction of investment in the existing production;
- Finding foreign sales partners for export and domestic sales
- Presentation of attractive areas for production plant localization

15:00-16:00

BUSINESS NETWORKING: one hour for Business Card Exchange

Suppliers and customers in one place over coffee

Among the invited companies:

Consulting and audit company Rödl & Partner;

Chinese bonded zones, including:

- Suifenhe Comprehensive Bonded Zone
- Qingdao Bonded Port Zone
- Manchuria Comprehensive Bonded Zone
- Harbin Comprehensive Bonded Zone

DEGA Group, industrial park developer;

Sverdlovsk Regional Business Support Foundation

Speakers and experts:

Anna Bukrinskaya, Deputy General Director for Strategic Development, DEGA Development (Moscow);

Anatoliy Lobko, Director of ANCO "Agency of Investment Development of the Chelyabinsk Region" (Chelyabinsk);

Pavel Anisimov, Chairman of the Board of Directors of the industrial park in Divnogorsk (Krasnoyarsk);

Denis Remezov, Director of the industrial park "Probusinesspark";

Marina Yankovskaya, Rödl & Partner, Lawyer, Associate Partner, Head of Legal in Russia, Head of Corporate Legal Department M&A.

Organizer

DEGA Development (Moscow), Dega Group (Switzerland)

15.00 – 18.00

Outdoor area

in front
of the Hall No. 1
(Lesprom-Ural)

International youth contest (World Skills program)

BEST FORESTRY MACHINE OPERATOR

Second stage: DEMONSTRATION OF COMPETENCY IN FORWARDER OPERATION

with Ponsse and Komatsu timber harvesting machines.

Student teams participating in the contest:

Ural State Forest Engineering University (Ekaterinburg, Russia) and South Savo Vocational College (Mikkeli, Finland)

Organizer:

Ural State Forest Engineering University (USFEU)

15.00 – 16.00

Stand No. 2620
(Lesprom-Ural)

STAFF TRAINING FOR TIMBER PROCESSING INDUSTRY. JOINERY

Presentation of the Ural Technology and Business College

Organizer:

Ural Technology and Business College

18.00

End of the first day

20 September 2017, Wednesday

10.00

Beginning of the second day

10.00 – 17.00
Conf. hall No. 1

FURNITURE BUSINESS SCHOOL

Relevant business seminar "FURNITURE BUSINESS PROGRESS"

PROGRESSIVE SALES: How to create continuous sales?

Mistakes that progressive manager avoids

- New customer behavior pattern and how it changed sales approaches.
- What to you can get from “milking” your customer base (customer activation)
- Behavior strategy of furniture company under new market conditions and different consumption pattern (assortment development approach, new channels and format of sales, sales technology issues to take into account for effective customer attraction)
- Seven mistakes furniture companies make, that result in sales failure
- Three fundamental areas of sales technology to study this autumn, which stimulate customer interest and increase incremental sales

Organizer: REKANA, furniture marketing agency

*Speaker: Sergey Aleksandrov, IFSC director general
International Furniture Staff Center*

PROGRESSIVE MARKETING: What is the best possible way to present new furniture products and trends?

- Is it really that good? Finding strong USPs for a new product/trend and product positioning
- “Visual package”: the way to create proper product image
- Changes of the company external and internal business-processes required for a new project
- Examples of “wrecking package” - the ways you should never sell your product

Organizer: REKANA, furniture marketing agency

Speaker: Elena Bardina, REKANA commercial director

PROGRESSIVE DIGITAL: How to catch a customer in no time: new cost-efficient tools.

- Analytics and product trends in furniture segment
- Industry-specific issues and Internet, monitoring of search results associated with “furniture” term
- Profile of online furniture customer
- Effective integration of online and offline communications by means of Yandex tools
- New options of Yandex-Direct to get your advert cheaper

Organizer: REKANA, furniture marketing agency

Speaker: M.Gabov, Lead Manager for Yandex customer service

Organizer:

REKANA (Moscow), furniture marketing agency

10.00 – 18.00
Conf. hall No. 2
(Lesprom-Ural)

EURO-ASIAN TIMBER PROCESSING FORUM

Moderator: Andrey V. Mekhrentsev, Professor, Rector of the Ural State Forest Engineering University, President of the Ural union of timber manufacturers

Forum program:

10:00 – 11:30

Meeting with government bodies of the Russian Federation constituent territories authorized for forestry affairs

**EFFICIENCY OF IMPLEMENTATION OF DELEGATED AUTHORITIES
FOR FEDERAL STATE FORESTRY SUPERVISION AND
FEDERAL STATE FOREST FIRE INSPECTION**

Forestry department for the Ural Federal District

11:45 – 13:45

INTERNATIONAL TIMBER-PROCESSING FORUM

Plenary session

Scientific reports, educational programs, innovative solutions

Ural State Forest Engineering University (USFEU)

Welcome speech

Speaker: Andrey Mekhrentsev, Rector of USFEU

55 YEARS OF WOOD VACUUM DRYING TECHNOLOGY. WOOD VACUUM HEAT TREATMENT.

Speaker: Wieslaw Wladyslaw Blok, WDE MASPELL (Italy)

TRAINING OF HARVESTER OPERATORS: EXPERIENCE OF SOUTH SAVO ESEU COLLEGE

Speaker: Vesa Vainikainen, Rector of the Professional college of South Savo ESEU (Mikkeli, Finland)

RUSSIAN-GERMAN COOPERATION SUPPORT: ACTIVITIES OF THE GERMAN HOUSE FOR RESEARCH AND INNOVATION (DWIH) IN MOSCOW

Speaker: Anna Savostina, German House for Research and Innovation (DWIH)

PLASMA TREATMENT OF WOOD USED TO CREATE ANTIMICROBIAL COATINGS AND IMPROVE WATER ABSORPTION PROPERTIES OF WOOD

Speaker: Andreas Pfuch, Sven Gerullis (INNOVENT, Germany, Thuringia)

ACCESS TO THE FOREST

Speaker: Rüdiger Staib (KWF GmbH - Supervisory Board of Wood Industry and Equipment, Germany)

PARTNERSHIP OF PUBLIC AND PRIVATE SECTORS IN TIMBER-PROCESSING COMPLEX: PERSPECTIVES

Speakers: A.V.Mekhrentsev, E.N.Starikov, L.A.Ramenskaya (USFEU)

Closing speech

Speaker: V.G.Novosyolov

14:00 – 18:00

Overview discussion

BASHKORTOSTAN TIMBER-PROCESSING COMPLEX: DEVELOPMENT CHALLENGES AND PERSPECTIVES

14.15 - 15.00 REGIONAL DEVELOPMENT: GLOBAL TRENDS AND CHALLENGES

Speaker: D.V. Kotov, Doctor of Economics, Professor, Director of "Strategic Studies Institute of Republic of Bashkortostan" State Autonomous Research Institution

15.00-15.45 FOREST INDUSTRY OF REPUBLIC OF BASHKORTOSTAN: PROSPECTS FOR DEVELOPMENT

Speaker: A.V. Mekhrentsev, Candidate of Technical Sciences, Rector of the Ural State Forest Engineering University

15.45-16.00 *Coffee-break*

16.00-16.45 WOOD-BOARD INDUSTRY: PROSPECTS FOR DEVELOPMENT

Speaker: V.V.Glukhikh, Doctor of Engineering, Professor of the Ural State Forest Engineering University

O.F. Shishlov, Candidate of Technical Sciences, Professor, Research and Development Director of JSC "Uralhimplast"

16.45-17.45 ECOLOGICALLY SOUND CABLE-SYSTEM HARVESTING FROM THE PERSPECTIVE OF BEE-FARMING, RECREATION FACILITIES, STABLE FOREST ADMINISTRATION IN FOREST-BELT AREAS AND MOUNTAINOUS AREAS: PERSPECTIVES FOR USE

Speaker: Ya. Martinek, Candidate of Economic Sciences, Honorary professor of the Ural State Forest engineering University

Organizer:

*Ural State Forest Engineering University (USFEU)
Strategic Studies Institute of Republic of Bashkortostan,
Ministry of Forestry, Republic of Bashkortostan*

**10.00 – 16.00
Championship
area**

(Aquaprom-Ural)

RUSSIAN WATER CUP (the second day of competitions)

All-RUSSIA CHAMPIONSHIP OF PROFESSIONAL SKILLS FOR WORKERS EMPLOYED IN THE SECTOR OF WATER SUPPLY AND TREATMENT, HOUSING AND PUBLIC UTILITY, ENGINEERING INFRASTRUCTURE (2nd stage of 2017/2018 season).

Tasks for teams:

- Connection of new facilities to DN 150mm main pipeline with installation of DN 32mm threaded gate valve;
- Cutting of DN 100mm flanged gate valve into a pipeline.

17.00

Organizer

AWARDING CEREMONY FOR THE WINNERS OF THE SECOND STAGE OF RUSSIAN WATER CUP

GVK (Saint-Petersburg)

11.00 – 17.00

**Conf. hall No. 4
(Utilization)**

SEMINAR

NEW CHANGES IN ENVIRONMENTAL LEGISLATION INTRODUCED IN 2017

Amendments introduced to legal regulations and separation of jurisdiction of regulatory authorities; strategic changes in legislative regulation and organizational and legal regulation of waste treatment market.

Relevant information will be provided to managers and specialists to make timely decisions concerning business organization within new legal environment.

Seminar topics:

- Control and supervision reform introduced in the Russian Federation from 2017 onward.
- Environmental legislation reform in the Russian Federation concerning industrial ecology from 2017 onward.
- Solid municipal waste treatment (SMW): legal issues.
- On regulatory acts and amendments introduced to those currently in force to regulate producer's liability.

- Forensic examination with regard to ecological issues. Practical application.

Speakers:

Anastasia Gorlenko, Deputy Director General for research of Autonomous Non-Commercial organization "Ecoterra", Natalya Pichugina, Head of industrial and environmental safety administration, Environmental forensic expert, assistant of the RF State Duma deputy, expert of the Sverdlovsk region public chamber.

Organizer: Industrial and environmental safety Administration

18.00 – 21.00 **Sightseeing tour around Ekaterinburg**
(intended for foreign participants and non-residents)
Free of charge; prior booking required.

Organizer: Interregional exhibition company-Ural

18.00
End of the second day

21 September, Thursday

10.00
Beginning of the third day

10.30 – 15.00
Conf. hall No. 4
Matchmaking
INTERNATIONAL BUSINESS MATCHMAKING EVENT
between Ural businessmen and companies from Germany, Italy, Austria, Finland, Slovenia, Sweden, Denmark, Belarus, India, etc.

Business areas of the companies participating in the business contact exchange:

- Forest/ wood processing industry
- Climate control equipment and technologies/ heat and water supply systems
- Furniture production and technologies
- Industry innovations

MATCHMAKING EVENT PROGRAM

10:30-11:00

REGISTRATION OF THE MATCHMAKING EVENT PARTICIPANTS

11:00-11:10

MATCHMAKING EVENT OPENING CEREMONY

Evgeniy Kopelyan, Director of the Sverdlovsk Regional Business Support Foundation

11:10-11:45

PRESENTATION SESSION OF THE MATCHMAKING EVENT AND BUSINESS SUPPORTING ORGANIZATIONS

Invited for participation:

Mikhail Golubev, Deputy Minister of International and Foreign Economic Relations of the Sverdlovsk Region;
Svetlana Fedoseeva, General Director of OOO Deutsche Messe RUS;
Valentina Kulikova, Director of the Trade Promotion Agency (ICE) in Ekaterinburg;
Mikhail Kozlov, Head of the Agency for the foreign economic and interregional relations of the Ural chamber of commerce and industry;
Anastasia Kolpashchikova, Head of the Agency for the international and interregional relations of the Ural chamber of commerce and industry;
Vladimir Malinkin, Director of members of the non-commercial partnership "Ural Wooden House Construction"
Mikhail Plyshevskiy, President of the Ural Furniture Makers Association

Sverdlovsk Region **film demonstration** (7 min.)

Event moderator: Sofia Trofimova, chief specialist of the International Center, Sverdlovsk Regional Business Support Foundation

11:45-12:00

Coffee break, participant registration

12:00-13:00

MATCHMAKING EVENT FOR THE WOODWORKING INDUSTRY

Participating companies:

LEUCO Ledermann GmbH & Co. KG (Germany), AWUKO ABRASIVES (Germany), FOLLMANN (Germany), ICA (Italy), LEDINEK ENGINEERING (Slovenia), FELDER GROUP (Austria), VEISTO OY (Finland), KAMI, PONSSE (Finland), KVARNSTRANDS (Sweden).

13:00-13:15
Coffee break, participant registration

13:00-14:00

**MATCHMAKING EVENT FOR THE INDUSTRIES:
WOODWORKING / HEATING / WATER SUPPLY / CLIMATE CONTROL EQUIPMENT / FURNITURE
PRODUCTION / INNOVATION**

Participating companies:

TERMOLEGNO (Italy), WDE MASPELL SRL (Italy), ARDEX (Belarus), TADJ VINIL (India), EUROWATER (Denmark), KODO (South Korea), ANIS TEX (Syria), ANREX (Belarus), POLYTECHNIK LUFT- UND FEUERUNGSTECHNIK GMBH (Austria).

Organizers: Sverdlovsk Regional Business Support Foundation

10.30 – 12.00
Conf. hall No.1
(Expomebel-Ural)

**SEMINAR
INTELLECTUAL IMPORT SUBSTITUTION. DESIGN AS AN INSTRUMENT FOR SUCCESSFUL FURNITURE
BUSINESS DEVELOPMENT**

Various issues concerning development of furniture design in Europe and global trends shall be reviewed. Peculiarities of the Russian furniture market, faults and ways of furniture design development in the region.

Issues for discussion:

- Is there anyone to become a “prophet in his own country”?
- Russian furniture: the way it should look and how to get product awareness?
- Systemic approach to branding-style: well-balanced (systematic) “presence” of design activity in six elements of the marketing including:
 - product development (assortment strategy);
 - price-setting;
 - product (company) promotion;
 - development of sales points (including Retail-book);
 - human factor;
 - product positioning (trademark, brand name, company...)

Speakers: members of Specialized Arts and Technology Furniture Board, members of National award Expert board in the sphere of furniture industrial design “RUSSIAN CABRIOLE”.

Organizers: Association of furniture and woodworking enterprises of Russia, Non-profit organization “Furniture. Design. Russia”, Specialized Arts and Technology Furniture Board

13.00 – 16.00
Conf. hall No. 2
(Lesprom-Ural)

**SEMINAR
ENHANCEMENT OF FURNITURE PRODUCTIVITY AND MARKETING STRATEGIES: NEW IDEAS, TRENDS
AND REQUIREMENTS**

Key issues:

- Production of chairs, solid wood or convertible children’s beds: “available niche” of the Ural region
- Trends in the children furniture market in the light of product promotion issues.
- Furniture painting as European trend for 2017 and competitive strengths in the Ural market.
- Subsidy for Ekaterinburg companies for participation in exhibitions
Speaker: Elena Oleynikova, Ekaterinburg City Administration
- Selection criteria for furniture suppliers specified by trade companies. Furniture packing as essential issue for wholesale customer interaction: requirements, claims, solutions.

Organizer: LesPromInform (Saint-Petersburg)

13.00
Stage
(Expomebel-Ural)

**“RUSSIAN FURNITURE” SHOW. QUALIFICATIONS OF THE RUSSIAN CABRIOLE CONTEST.
Announcement of contest results.**
Awarding diplomas.

Organizers: Association of furniture and woodworking enterprises of Russia, NP “Furniture. Design. Russia” Specialized Arts and Technology Furniture Board

14.00 – 15.00
Stage
(Utilization)

HOUSEHOLD-WASTE FASHION SHOW
(outfits made of plastic, packing material, waste paper)
Art Director: Vera Davydova

Organizer: Ecological Fashion Theater “Blestyashchie”, school No. 125

15.00 – 17.30
Outdoor area
in front of Hall No.
1
(Lesprom-Ural)

**“LUMBERMAN/LESORUB” INTERNATIONAL YOUTH PROFESSIONAL EXCELLENCE CONTEST
with Husqvarna woodworking tools**

Student teams participating in the contest: USFEU (Ekaterinburg, Russia), South Savo Vocational College (Mikkeli, Finland), Brno University (Czech Republic)

Organizer: Ural State Forest Engineering University supported by: Husqvarna

18.00 End of the third day

22 September 2017, Friday

10.00 Beginning of the fourth day

15.00 OFFICIAL CLOSING OF THE GRAND EXPO-URAL SPECIALIZED EXHIBITIONS

16.00 End of the exhibitions

