

## PROGRAMME

### International event «Business Days in Gomel»

<b>December 7, Thursday</b>	
10.00-11.30	<p>Seminar «Souvenir is a memorable gift» – About the features of making a tourist souvenir. Development and promotion of regional brands» <i>Venue: conference hall of the Gomel branch of the BelCCI, 21 Irininskaya Str., Gomel</i></p> <p>Moderator: Irina Bogdanets – Director of the private enterprise «Development area – XXI century»</p> <p>Speakers:</p> <ul style="list-style-type: none"><li>- Irina Bogdanets – Director of the private enterprise «Development area – XXI century»</li><li>- Alesya Metelskaya – Head of the Branch of the State Educational Institution «Center for Creativity of Children and Youth of Kalinkovichi»</li><li>- Galina Galaktionova – Director of «Matryoshki» LLC, Head of the Committee of the Bryansk Region Chamber of Commerce and Industry for Promotion of Tourism Development and Regional Branding, Regional Representative of OSIG in the Bryansk Region.</li><li>- Elena Kataeva – Executive Director of «Manaraga» LLC, Chairperson of the Committee for Tourism and Hospitality Development of the Chamber of Commerce and Industry of the Komi Republic.</li></ul> <p>Presentation of souvenirs from the participating teams of the project «By Catherine's Roads»</p> <p>Announcement of the Contest for the best tourist souvenir «Souvenirs from Catherine»</p> <p>Participants: craftsmen, masters of arts and crafts, heads/methodologists of craft centers</p>
12.00-13.30	<p>Round table «Project «By Catherine's Roads» (hybrid format) <i>Venue: conference hall of the Gomel branch of the BelCCI, 21 Irininskaya Str., Gomel</i></p> <p>Moderator: Irina Bogdanets – Director of the private enterprise «Development area – XXI century», Leader of the project «By Catherine's Roads»</p> <p>Welcoming speeches by:</p> <ul style="list-style-type: none"><li>- Olga Boronenko – First Secretary of the Embassy of the Russian Federation in the Republic of Belarus, Head of the Russian House in Gomel</li><li>- Inga Zavgorodnyaya – Head of the Main Department of Culture of the Gomel Regional Executive Committee</li></ul>

	<p>Speakers:</p> <ul style="list-style-type: none"> <li>- Irina Bogdanets – Head of the project «By Catherine's Roads»</li> <li>- Tatiana Matyushenko – Director of the State Educational Institution «Grabov Secondary School of Gomel district»</li> <li>- Natalia Sidorova – Deputy Chairman of the Kormyansk District Executive Committee.</li> <li>- Alena Boldyreva – Head of the Department of Local History Projects of «Rzhevskaya» Library (St. Petersburg)</li> <li>- Vera Flerko – Director of the State Educational Institution «Klimovsk Secondary School»</li> <li>- Galina Galaktionova – Director of «Matryoshki» LLC, Head of the Committee of the Bryansk Region Chamber of Commerce and Industry for Promotion of Tourism Development and Regional Branding, Regional Representative of OSIG in the Bryansk Region.</li> <li>- Inna Mastepanova – Head of the Uritsky Branch of the Russian Museum</li> <li>- Maria Gladkikh – Head of the «Virtual Russian Museum» service (St. Petersburg)</li> </ul> <p>Participants of the discussion (up to 2 min)</p> <ul style="list-style-type: none"> <li>- Tatiana Matyushenko – Director of the State Educational Institution «Grabov Secondary School of Gomel district»</li> <li>- Irina Vyshnyakova – Head Specialist of the Education Department of Kormyanskiy Rayon Executive Committee</li> </ul>
14.00-16.00	<p>Master class «How to enrich a tourist route. Catherine's gastronomic preferences»</p> <p><i>Venue: Educational institution «Gomel State College of Culinary Arts», 2 Fedyuninsky Str., Gomel</i></p> <p>Ivan Krashennikov – sous-chef of the restaurant «FaSol»</p> <p>Participants: representatives of the public catering enterprises of the regions – participants of the project project «By Catherine's Roads»</p>
<b>December 8, Friday</b>	
<p><i>Venue: Business center of JSC «Gomel Chemical Plant», 5 Khimzavodskaya Str., Gomel</i></p>	
11.00-11.30	<p><b>Plenary part</b></p> <p>Participants:</p> <ul style="list-style-type: none"> <li>• Andrey Konyushko – Deputy Chairman of the Gomel Regional Executive Committee (<i>to be specified</i>)</li> <li>• Aleynikov Dmitry – Deputy Chairman of the Gomel Regional Executive Committee (<i>to be specified</i>)</li> <li>• Vladimir Privalov – Chairman of the Gomel City Executive Committee</li> <li>• Dmitry Chernyakov – Chairman of the Gomel Regional Union of Employers, Director of JSC «Gomel Chemical Plant»</li> </ul>
11.30-12.45	<p><b>Session 1 «Transformation of business opportunities in new conditions: responses to the time challenges, points of growth»</b></p>
	<p>Topics for discussion:</p> <p>Effective forms of trade and economic cooperation between regions. Cooperation in the agro-industrial sector. Logistics and transport routes. Import substitution and cooperation chains. Current scenarios for the development of</p>

cross-border e-commerce. Cluster approach: effective directions for development. Interregional cooperation: successful experience for development of the socio-economic potential of the region. Business and industrial tourism: an important component of the regional image promotion.

Welcoming speech – Andrey Konyushko, Deputy Chairman of the Gomel Regional Executive Committee (*to be specified*)

Moderator:

Marina Filonova – General Director of the Gomel branch of the BelCCI

Speakers (*up to 7 minutes*):

- Rakhmatulla Nazarov – Charge d’Affaires of the Republic of Uzbekistan in the Republic of Belarus;
  - Olga Boronenko – First Secretary of the Embassy of the Russian Federation in the Republic of Belarus, Head of the Russian House in Gomel;
  - Vitaly Vabishchevich – Head of Legal Support and Digital Technologies Department of the Belarusian Chamber of Commerce and Industry, arbitrator, member of the Presidium of the International Arbitration Court at the BelCCI;
  - Representative of the Trade Mission of the Russian Federation in the Republic of Belarus (*to be specified*);
  - German Dementiev – General Director of the Union «Chamber of Commerce and Industry of the Republic of Mari El»;
  - Evgeny Matrosov – Deputy Head of Administration of Krasnogvardeysky District of St. Petersburg;
  - Georgy Barkovsky – representative of the Republican Confederation of Entrepreneurship in China;
- Participatants of the exchange of opinions (*up to 2 minutes*):
- Umar Kizatov – Economic Counselor of the Embassy of the Republic of Kazakhstan in the Republic of Belarus;
  - Farid Basharov – Director General of the Union «Chamber of Commerce and Industry of the City of Naberezhnye Chelny of the Republic of Tatarstan»;
  - Priyanshu Jha – Chairman of the Union of Trade and Industry Promotion Organizations of the Republic of India;
  - Sergey Gudovsky – Deputy Head of the Center for Entrepreneurship Development of the Union «Bryansk Region Chamber of Commerce and Industry»;
  - Representatives of the delegation of the Republic of Mari El (5 persons);
  - Andrey Usenko – President of the Vyatka Chamber of Commerce and Industry;
  - Natalya Leonova – Director of Gomel branch of RUE «Beltamozhservis»;
  - Andrei Sobko – First Deputy Head of Administration of FEZ «Gomel-Raton»;
  - Andrey Misyuchenko – Head of Gomel Customs;
  - Olesia Slizheva – representative of the BelCCI in Spain;
  - Sergey Shcherbakov – Head of Department, Krasnogvardeysky District Administration of St. Petersburg;
  - Natalia Pavlyuchenko – Chairperson of the Bryansk regional organization of the All-Russian Trade Union of Workers of State Institutions and Public Services of the Russian Federation;
  - Alexander Mataras – Chairman of the Gomel regional organization of the

	<p>Belarusian Trade Union of Workers of State and Other Institutions;  - Lilia Sorokina – Head of the Tourist Cluster of St. Petersburg and the North-West Federal District of the Russian Federation.</p> <p><b><u>Signing of:</u></b></p> <ul style="list-style-type: none"> <li>- The Roadmap of trade, economic and humanitarian cooperation for 2024 between the Administration of Krasnogvardeysky District of St. Petersburg, and Unitary enterprise «Gomel Branch of the BelCCI»;</li> <li>- The Agreement between the unitary enterprise «Gomel Branch of the BelCCI» and the Managing Company «Tourist Cluster of St. Petersburg and North-West Federal District LLC» «Baltic Alliance SPb»;</li> <li>- Cooperation Agreement between the Gomel Regional Organization of the Belarusian Trade Union of Workers of State and Other Institutions and the Bryansk Regional Organization of the All-Russian Trade Union of Workers of State Institutions and Public Services of the Russian Federation.</li> </ul>
12.45 – 13.30	Business Contacts Exchange <i>Venue: Hall of the business center of JSC «Gomel Chemical Plant»</i>
13.30- 14.45	<p><b>Session 2 «Tourism as a factor of the economic development of territories: experience, problems, trends and prospects»</b>  <i>Venue: conference hall of the business center of JSC «Gomel Chemical Plant»</i></p> <p>Topics for discussion:  Tourism as a significant component of the economy: from the economy of sightseeing to the economy of impressions. Modern trends in the tourism industry of the Republic of Belarus and the Russian Federation. The demands of a modern tourist are uniqueness and novelty. Development of small and medium-sized businesses on the map of tourist routes. Participation of trade unions in the development of regional tourism. Branding and rebranding as the basis for the formation and development of the tourism potential of small territories. Investments and attraction of resources in the regional tourism. New attractions and routes as a result of civil initiatives. Tourist souvenir as a component of a tourism product.</p> <p>Moderator:  - Igor Nazarchuk – Head of the Tourism Sector of the Sports and Tourism Department of the Gomel Oblast Executive Committee.</p> <p>Welcoming speech – Aleynikov Dmitry, Deputy Chairman of the Gomel Regional Executive Committee <i>(to be specified)</i></p> <p>Speakers <i>(presentations, up to 5 minutes)</i>:</p> <ul style="list-style-type: none"> <li>- Olga Boronenko – First Secretary of the Embassy of the Russian Federation in the Republic of Belarus, Head of the Russian House in Gomel;</li> <li>- Galina Galaktionova – Chairman of the Committee of the Bryansk Region Chamber of Commerce and Industry on Promotion of Tourism Development and Regional Branding (Bryansk Region, Russian Federation);</li> <li>- Irina Bogdanets – Director of the private enterprise «Development area – XXI century», the author of the idea and project «By Catherine's Roads»;</li> </ul>

	<ul style="list-style-type: none"> <li>- Natalia Sidorova – Deputy Chairperson of the Kormyan District Executive Committee</li> <li>- Aleksandr Soroko – General Director of «Black Sea Agency of Tourism, Medicine and Sports» LLC, Deputy of the Gelendzhik Duma of the 6th convocation, Head of the Black Sea Association of Tourism, Medicine and Sports, Commissioner for the Protection of Entrepreneurs' Rights in Krasnodar Region, Gelendzhik, member of the Council of the Krasnodar Regional Association of Agrotourism (Krasnodar Region, Russian Federation).</li> <li>- Svetlana Galler – Public Representative of the Agency for Strategic Initiatives in St. Petersburg in the direction of tourism, Head of Public Relations Department of the Tourism Cluster of St. Petersburg and North-West Federal District of the Russian Federation.</li> <li>- Aleksey Palchekh – Chairman of the Vologda Regional Public Organization «Historical and Patriotic Ethnographic Complex «Zastava of the Princes of Belozersky» (Vologda Oblast, Russian Federation)</li> </ul> <p>Participants of the exchange of opinions (up to 2 minutes):</p> <ul style="list-style-type: none"> <li>- Lilia Sorokina – Head of the Tourist Cluster of St. Petersburg and the North-West Federal District of the Russian Federation.</li> <li>- Natalia Pavlyuchenko – Chairperson of the Bryansk Regional Organization of the All-Russian Trade Union of Workers of State Institutions and Public Services of the Russian Federation;</li> <li>- Alexandr Mataras – Chairman of the Gomel Regional Organization of the Belarusian Trade Union of Workers of State and Other Institutions;</li> <li>- Natalya Tishkova – Chief Doctor of the «Gomel Regional Clinical Oncologic Dispensary»;</li> <li>- Artur Karchevsky – Director of the Institution «Gomel Regional Museum of Military Glory»;</li> <li>- representatives of tourist organizations from the regions of the Russian Federation: Moscow, St. Petersburg, Leningrad Region, Saratov, Izhevsk, Vologda, Taganrog, Orel, Gelendzhik.</li> <li>- Representatives of foreign authorities and CCIs;</li> <li>- heads of working groups of the expert-coordination council on tourism at the Gomel Regional Executive Committee, heads of expert-coordination councils on tourism at city executive committees, heads of tourist companies and sanatoriums of the Gomel region.</li> </ul>
13.30-17.00	<p><b>Discussion platform «Directors’ Club» of the Gomel Regional Union of Employers</b></p> <p>Topic: Foreign trade operations in modern conditions. Legal measures to counteract sanctions pressure in foreign trade. Problematic issues of import/export of goods. Consideration of economic disputes under foreign trade agreements</p> <p>Organizers – Executive Directorate of the Gomel Regional Union of Employers and Gomel Branch of the BelCCI</p> <p><i>Venue: conference hall of JSC «Gomel Chemical Plant» (2nd floor of the plant office)</i></p>
14.00-17.00	<p>Individual programs for foreign delegations include:</p> <ul style="list-style-type: none"> <li>- visiting enterprises of Gomel and the Gomel region;</li> <li>- meetings with the heads of enterprises and organizations, negotiations</li> </ul>

**For the participants of «Business Days in Gomel» are formed:**

December 6-8	Advertising tour for tourist companies of St. Petersburg
December 7-8	Individual programmes for foreign delegations

Contact persons for:

- organization of session 1, B2B negotiations – Svetlana Ivanova, tel. +375 232 221 874, mobile +375 44 5777504 (viber, whatsapp), e-mail: ves@ccigomel.by, Lidia Bazyl, tel. +375 232 237 222, mobile +375293456919 (viber, whatsapp), e-mail: vyd@ccigomel.by;
- organization of session 2, tourism events participation - Inna Gurskaya, tel. +375 232, 236 222, mobile +375 29 6693320 (viber, whatsapp), e-mail: rio@ccigomel.by;
- official partnership, seminar participation –Vitaly Shevchenko, tel. +375 232 221820, mobile +375 29 3714808 (viber, whatsapp), e-mail: rio@ccigomel.by.