



**PROGRAMME
OF ONLINE BUSINESS MISSION
OF RUSSIAN AGRICULTURAL COMPANIES TO THE
KINGDOM OF SAUDI ARABIA
April 5-8, 2021**

Languages: Arabic, English and Russian, simultaneous interpreting

April, 5 09:30-10:40 PLENARY SESSION RUSSIA-SAUDI ARABIA: DEVELOPMENT PROSPECTS OF AGRICULTURAL PRODUCTS INTERTRADE* (public event)	
	Moderator: Dmitry KRASNOV , Director FEDERAL CENTER AGROEXPORT
09:30-09:35	Business mission opening. Moderator's welcome speech
09:35-09:42	MINISTRY OF AGRICULTURE OF THE RUSSIAN FEDERATION Sergey LEVIN , Deputy Minister <i>The state of agricultural products intertrade between Russia and Saudi Arabia: status and development prospects</i>
09:42-09:52	MINISTRY OF ENVIRONMENT, WATER AND AGRICULTURE OF THE KINGDOM OF SAUDI ARABIA Dr. Sulaiman Ali AL-KHATIB , Director of the General Department of Plant Wealth <i>The economic situation and business environment of Saudi Arabia</i>
09:52-10:05	ROSSELKHOZNADZOR (the Federal Service for Veterinary and Phytosanitary Surveillance) Artem DAUSHEV , Assistant Chief / Yulia KOROLEVA , Director of Federal Centre of Grain and Grain Products Safety and Quality Assurance <i>The admission of Russian agricultural products to the Saudi Arabian market</i>
10:05-10:15	THE SAUDI FOOD AND DRUG AUTHORITY (SFDA) Prof. Hisham Saad AL JADHEY , Executive President
10:15-10:25	SAUDI AGRICULTURAL AND LIVESTOCK INVESTMENT COMPANY (SALIC) Mr. Nasser ALISSA , Deputy Chief Investment Officer
10:25-10:32	MINISTRY OF AGRICULTURE OF THE RUSSIAN FEDERATION Maxim MARKOVICH , Director of the Department of International Cooperation and Agriexports Development <i>Agricultural cooperation development between Russia and Saudi Arabia</i>



	<p>AMONG INVITED REPRESENTATIVE FROM SAUDI ARABIA:</p> <ul style="list-style-type: none"> • RUSSIAN-SAUDI BUSINESS COUNCIL: Sheikh Tariq AL-QAHTANI, Chairman of the Saudi Part; • SAUDI GRAINS ORGANIZATION: Ahmad A. AL-FARES, Governor; • THE COUNCIL OF SAUDI CHAMBERS.
10:32-10:40	<p>VIDEO PRESENTATION</p> <p><i>Current state and export potential of the Russian agro-industrial complex</i></p>

April, 5
10:40-11:45
ROUND TABLE
POTENTIAL OF THE HORECA SECTOR IN SAUDI ARABIA*
(public event)

Modearator:
Thomas GUGLER, President
WORLD ASSOCIATION OF CHEFS' SOCIETIES (WACS)

- Speakers:
- RADISSON SAS HOTEL GROUP: **Firas MNEIMNEH**, General Manager, District Director - Western Province, SA;
 - SAUDI AIRLINES CATERING: **Wajdy M. AL-GHABBAN**, CEO;
 - NESTLE SAUDI ARABIA: **Zouheir BAADARANI**, Group Advisory Head;
 - TACT ENTERTAINMENT, EVENTS AND MANUFACTURING: **Hisham H. SALMAN**, General Manager Business Development;
 - 4J COMPANY LTD: **Mohammed JAN**, Founder and CEO;
 - UNIQUE FOODS COMPANY: **Mohammed S. ALZUGHAIBI**, CEO;
 - AL SADHAN GROUP: **Alexey ERMOLOV**, Group Marketing Director;
 - NIELSEN MEDIA RESEARCH (NIELSEN HOLDINGS): **Maqsood ALI**, Associate Director Retail Intelligence KSA & Kuwait;
 - REZA HYGIENE GLOBAL: **Abdul MAJEED**, Area Manager;
 - NATIONAL DAIRY PRODUCERS UNION: **Artem BELOV**, General Director;
 - THE ASSOCIATION OF CONFECTIONERY ENTERPRISES ASKOND: **Vyacheslav LASHMANKIN**, Executive Director
 - EFKO GROUP OF COMPANIES (to be approved): **Sergey IVANOV**, Executive Director, Member of the Board of Directors;
 - BELYOV PASTILA MANUFACTURE: **Natalia SHAVEL**, Deputy General Director.

April, 5
13:00-14:30
ROUND TABLE
HALAL PRODUCTS CERTIFICATION*
(public event)



Moderator: **Sergey LAKHTYUKHOV**, General Director
NATIONAL UNION OF POULTRY PRODUCERS

Panelists:

- FEDERAL CENTER AGROEXPORT: **Dmitry KRASNOV**, Director;
- GCC ACCREDITATION CENTER (GAC):
Mr. Brahim HOULA, Accreditation Services Director;
Mrs. Aicha FALLATAH, Head of Halal Division;
- THE SAUDI FOOD AND DRUG AUTHORITY (SFDA): **Dr. Yousif Salem AL HARBI**
(to be confirmed), Director of Halal Center, Operations sector;
- ROSSELKHOZNADZOR: **Artem DAUSHEV**, Assistant Chief;
- ICSC HALAL LLC: **GAZIZOV Aidar Gabdullovich**, General Director;
- NATIONAL DAIRY PRODUCERS UNION: **Artem BELOV**, General Director;
- TUV AUSTRIA PARTNER: **Mr. Rasheed ALRUMANI**, Business Development
Director;
- THE ASSOCIATION OF CONFECTIONERY ENTERPRISES ASKOND: **Vyacheslav
LASHMANKIN**, Executive Director.
- AGRIFOOD STRATEGIES: **Albert DAVLEEV**, President.

April, 5
14:30-18:00
B2B-meetings
(private event)

**PARALLEL PERSONALIZED MEETINGS BASED ON BILATERAL INTEREST (B2B
INDIVIDUAL SCHEDULE)**

April, 6
09:30-18:00
B2B-MEETINGS
(private event)

**PARALLEL PERSONALIZED MEETINGS BASED ON BILATERAL INTEREST (B2B
INDIVIDUAL SCHEDULE)**

April, 7
09:30-18:00
B2B-MEETINGS
(private event)

**PARALLEL PERSONALIZED MEETINGS BASED ON BILATERAL INTEREST (B2B
INDIVIDUAL SCHEDULE)**



Ministry of Agriculture of
the Russian Federation

 **AGROEXPORT**



وزارة البيئة والمياه والزراعة
Ministry of Environment Water & Agriculture
المملكة العربية السعودية Kingdom of Saudi Arabia



April, 8
09:30-18:00
B2B-MEETINGS
(private event)

**PARALLEL PERSONALIZED MEETINGS BASED ON BILATERAL INTEREST (B2B
INDIVIDUAL SCHEDULE)**

**agenda draft*