

Central and Eastern European Software Engineering Conference in Russia: Business (CEE-SECR 2010: Business)

October, 11

	Room A (550 persons)	Final of the Russian National BIT 2010 business plan competition
10.00	Registration & Light Breakfast	
10.30	Opening Ceremony	
11.00	Moderator: Eduard Shenderovich (Kite Ventures) Panel discussion: Copycat vs. Disruptive Business Models Experts: Will be announced later	
12.10	Coffee Break	
12.20	Moderator: Sergey Belousov (Parallels) Panel discussion: Successful model and stories of global expansion in software Experts: - Dmitry Devishev (Mail.ru) - Alexander Lupachev (Finam Capital Partners) - Alexander Lyskovsky (Alawar Entertainment) - Ivan Smolnikov (ABBYY Language Services)	
13.30	Lunch	
14.10	Keynote talk: Birger Steen (Parallels) Lessons from the Real Cloud Computing Leaders - the World's Top SMB Hosters	
14.40	Moderator: Vladimir Pavlov (rollApp) Panel discussion: SaaS and cloud computing business models Experts: - Anton Antich (VMWare) - Vladimir Gabriel (Microsoft) - Timofei Gorshkov (InSales) - Alexander Demidov (Bitrix) - Pavel Poitberg (MTC) - Michael Smolyanov (Megaplan)	

	- Birger Steen (Parallels)	
15.40	Coffee Break	
15.50	Moderator: Denis Dovgopoliy (GrowthUP) Panel discussion: Open Incubation - pros and cons of different models, cases Experts: <ul style="list-style-type: none"> - Renata Akhunina (Zvorykin Project) - Lewdmila Pavlova (HSE Business incubator) - Peter Tatischev (GreenfieldProject) 	
17.00	Coffee Break	
17.10	Moderator: Alexander Turkot (Skolkovo) Panel discussion: Skolkovo for software companies Experts: Will be announced later	
18.20	Conference Closing Ceremony	