MSM Russia

Moscow and Saint-Petersburg

Faculty Leader: Renée Dye
Trip dates: February 25th – March 7th, 2020
https://www.youtube.com/playlist?list=PLVb-YK1YB39DY9YItEbmMDsLs9XWeM9-0
This is Russia

https://www.youtube.com/watch?v=nAKA0leJcEY
Russia: Let’s get grounded

• 17 million square kilometers – twice the size of Canada – and covers 1/8 of the world’s inhabitable land mass
• Spans 11 time zones
• 90% of the 146 million inhabitants live in Eastern European – Russia is one of the most sparsely population countries on earth
• Russian Orthodox Christianity is the official state religion
• 185 ethnic minorities live in Russia, though most Russians identify as ethnic Russian
• The Russia alphabet is Cyrillic and includes 33 letters
Fun Facts

The Coldest place on planet Earth, Oymyakon is located in Russia. We are not going there 😊

The Trans-Siberian Railway crosses 8 time zones, goes through 87 cities and towns, and crosses 16 rivers including the Volga. Total length: 5772 miles, built in 25 years: 1891-1916

St. Petersburg has three times as many bridges as Venice

If you spent 2 minutes looking at each exhibit in the Hermitage, it would take you 6 years to see everything.

Moscow has the 3rd busiest metro in the world.

Russian women really do walk around in 6-inch heels …

even in winter
Agenda:

- Culture events overview
- Business events overview
- History
- Weather and Clothes
- Q&A session
Culture events overview
Moscow Guided Tour

Stalin’s Skyscrapers

The Red Square, GUM

Moscow State University

Cathedral of Christ the Savior

Novodevichy Convent
Tretyakov Gallery

• 1.5 hour guided tour
• The foremost depository of Russian fine art in the world.
• 100,000 + artifacts in one building

“Bogatiri” (Heroes) by V.M. Vasnetsov,
The painting was finished in the 1898,
It took almost 20 years to Vasnetsov to create it
Kremlin

• A guided tour in The Kremlin Armory, one of the oldest museums of Moscow, established in 1808 and located in the Kremlin.

Plan of Kremlin

Monomakh's Cap
A chief relic of Russian Tsars, made in XIII century
St. Petersburg

• City Tour

Peter and Paul Fortress

The Church on the Spilled Blood

Kazan Cathedral
Hermitage (Saint-Petersburg)

• 2,5 hour guided tour
• One of the largest and oldest museums in the world, it was founded in 1764
• The collections occupy a large complex of six historic buildings, including the Winter Palace, a former residence of Russian emperors
Ballet Performance in Saint-Petersburg

Swan Lake by Tchaikovsky

Mikhailovsky Theater in Saint-Petersburg
Business events overview

Our goal is to do 6-7 company business visits during the MSM Russia.

Examples are on the next slides
Corporate World: Russian VS International Co

- Corporate culture in International VS Russian companies?
- Russian Investment Bankers, Brand Managers, Sales Reps, and Venture Capitalists were “born” in 1991 with Capitalism. But these professions did not exist before 1991
  - How did international companies fill vacancies in 90s?
  - How does this legacy affect current job market?

Speaker: Tatiana Kozhevnikova
Deputy CEO – Organizing Committee 2018 FIFA World Cup,

Total Score:

<table>
<thead>
<tr>
<th>International - 4</th>
<th>Russian - 4</th>
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<tbody>
<tr>
<td>Coca-Cola</td>
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<td>Mars</td>
<td>State Nuclear Corp. “Rosatom”</td>
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<td>E&amp;Y</td>
<td>X5 retail group</td>
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Skolkovo

Skolkovo is an ecosystem for innovation and the largest Russian entrepreneurship incubator supported by the Government. GBS Students will meet with the Skolkovo Residents, Mentors and visit the R&D facility.

**Skolkovo Resident Clusters**

- Space
- Nuclear
- Biomed
- IT
- Energy

Skolkovo Foundation HQ
PEPSICO Case

• Speaker: Head of Marketing and Sales Transformation Project, PepsiCo International

• What we are going to do:
  • Learn about PEPSICO performance in Russia
  • See how cultural differences affect business
  • Do a case on PEPSICO M&A activity in Russia

Watch these three commercials to learn more about PEPSICO Juice product line in Russia
Between Moscow and Saint-Petersburg

Sapsan is a hi-speed electric express train connecting Moscow and Saint-Petersburg. It will take us 3 h 40 min to get to Saint-Petersburg.
Additional Materials

A book to help expatriates navigate Russian business. It will be available on Canvas.

There is a saying that foreigners cry twice – first when they arrive in Russia, and second when they leave it.
Russian History

• Brief History from 2000 BC till XIX century
  • Part 1: (link)
  • Part 2: (link)
  • Part 3: (link)

• Russian Revolutions of XIX century: (link)
• World War Two (statistics) (link)
• Cuban Missile Crisis (link)

And a few fun videos:
• 10 myths about Moscow (link)
• 10 thing Russians do better than Americans (link)
Potential topics we’ll explore before MSM

• Russian history, 19th and 20th, and 21st centuries
  • Feudalism and serfdom
  • The Russian Revolution and the creation of communism
  • The collapse of communism and rise of a market-based economy
• Russian arts: ballet and the novel in the 19th century
• Russia’s role in World War I and World War II
• The rise of Russian oligarchs and corruption in Russia since 1991
Fine Dining

Restaurant White Rabbit
#13 in The World’s 50 Best
Restaurants 2017
(link)

Restaurant “Dr. Zhivago”
Restaurant in the Hotel “National”
(link)

Café Pushkin
one of the most authentic Russian
Empire restaurants
(link)

Restaurants recommended by Local Expatriates (link)
# Weather during MSM

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<th>TEMPERATURE</th>
<th>HIGH TEMPERATURE</th>
<th>LOW TEMPERATURE</th>
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<tbody>
<tr>
<td>Moscow</td>
<td>-7°C 19°F</td>
<td>-4°C 25°F</td>
<td>-10°C 14°F</td>
</tr>
<tr>
<td>Saint-Petersburg</td>
<td>-6°C 22°F</td>
<td>-2°C 28°F</td>
<td>-9°C 16°F</td>
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<td>Aspen, Colorado</td>
<td>-6°C 21°F</td>
<td>1°C 34°F</td>
<td>-12°C 10°F</td>
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</tbody>
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Source: [https://www.holiday-weather.com](https://www.holiday-weather.com)
Weather tips

• Good article about winter clothes: [Russian Winter Fashion - What to Wear in Russia in the Winter](#)

• **Layers.** As in any cold climate, layers are essential for Russian winters. Bring with you warm sweaters as well as warm coats, and cotton shirts to wear underneath. Don't forget your scarves and hats, and most importantly warm socks and waterproof, slip-proof boots (My vote is for UGGs 😊).

• Boots. Use a lot of waterproofing sprays to protect the boots from de-icing agents.

• Women should cover their heads with a scarf in Orthodox churches, if it is an active church. It isn't necessary if the church has been turned into a museum.
  • Bring a good warm hat or buy one in Moscow.
Russian currency

- The only official currency is Russian Ruble. It is illegal to use other currencies as a payment method in Russia, although you can use international Visa and MasterCard Credit/Debit Cards without limits.
- The exchange rate is 1 dollar = 64 Rubles.
- We recommend you to change money only in a bank, you’ll need a passport to perform currency exchange operation.
- Tips of 10% are considered as good one. In most places tips are accepted only in cash.
Any questions, comrade?