

Business Program Concept CEBIT Russia

25 - 27 June 2019, Moscow

CEBIT[®]
RUSSIA

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CEBIT Russia

Skolkovo Technopark to host first CEBIT Russia

Business Festival for Innovation and Digitization will be staged at the Skolkovo Technopark

Deutsche Messe AG

Deutsche Messe is one of the world's leading organizers of trade fairs staged in Hannover and around the globe



Deutsche Messe

Skolkovo Technopark

Skolkovo Technopark, the biggest technology park in Europe that holds largest technological events



CEBIT Russia

3 days
3300 m²
5000 participants
150 exhibitors
90 countries



CEBIT Russia Key Topic

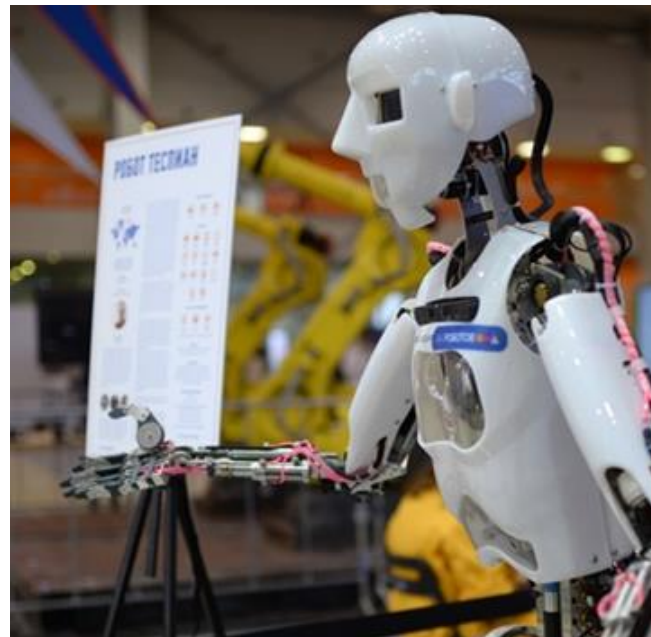
CEBIT Russia. Decoding Digital Leadership

It will be developed in the agenda through showing
the interconnection of 3 elements

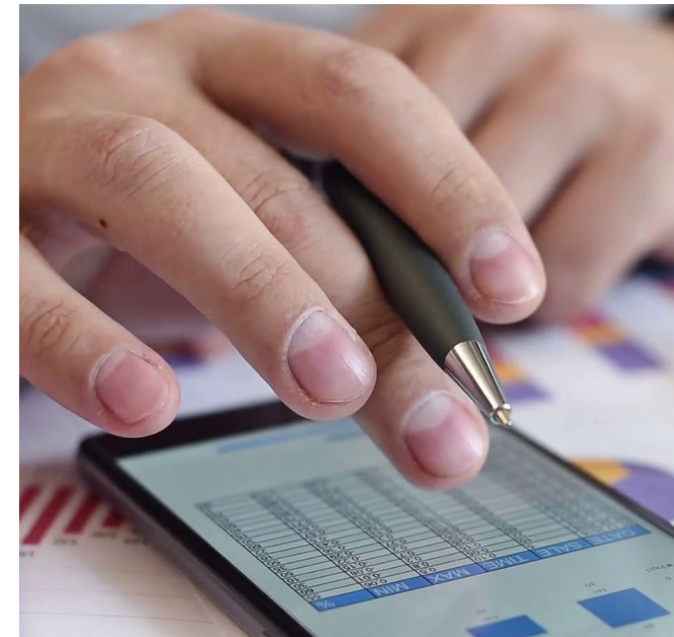
Humans



Tech Trends



Business



Humans Tech Trends Business

CEBIT Russia. Decoding Digital Leadership

Vast number of experts and analytical agencies consider humans to be in the very center of digital transformation and evolution, humans who develop and use technologies, humans who create the digital footprint making the new customer hyper-centricity world real.

Companies and tech entrepreneurs who are capable of capturing and converting hot tech trends into working businesses, they are the ones who boost digitalization and develop smart economy.

Smart area and ecosystem – either smart city or smart country – are created by humans and for humans by means of digital tools that are also influencing the material-based world.



Basic Concept Milestones

The agenda will be developed through showing the interconnection of three elements humans, tech trends and business – that has a strong positive impact on a quality of human life improvement, further technological development and creates a basis for digital economy and smart digital environment

Humans

- Human creating a digital footprint on vast digital expanses
- Human as a consumer of the new age
- Human as a creator of new businesses
- Human educating and being educated
- Human constantly interacting with digital environment and changing it online

Tech Trends

- Smart city and smart ecosystem for living
- B2Me consuming paradigm shift in retail, FMCG and DIY
- Artificial intelligence and machine learning
- Big data analytics tools and application
- VR, AR and mixed reality
- IoT and application of IoT data
- Self-driving smart cars and “car as a gadget” paradigm
- Infrastructure, cloud computing and digital platforms

Businesses

- High technologies commercialization by small and medium enterprises in focus
- New paradigms and business models in the digital environment
- B2C and B2Me – battle for the client with predictive analytics and digital footprint analysis
- Uberization and new opportunities for business built on digital platforms
- Digital transformation of traditional industries

Basic Concept Milestones

Program based on current cutting-edge world technology trends and national digital development initiative

Data Economy Russia 2024 key technologies

- Big Data
- Neuro-technologies and AI
- Blockchain based systems and solutions
- Quantum Technologies
- New Industrial Technologies
- Industrial IoT
- Robotic and Sensorics
- Wireless communication tech
- VR and AR technologies

Gartner Top 10 Strategic Technology Trends for 2018

- AI Foundation – the ability to use AI to enhance decision making, reinvent business models and ecosystems
- Intelligent Apps and Analytics
- Intelligent things – use AI and ML to interact with people and surroundings
- Digital Twins
- Cloud to the Edge
- Conversational Platforms
- Immersive Experience
- Augmented reality (AR), virtual reality (VR) and mixed reality
- Blockchain
- Event-Driven
- Continuous Adaptive Risk and Trust

10 Breakthrough Technologies MIT Technology Review (5 digital trends)

- Sensing City
- AI for Everybody
- Dueling Neural Networks
- Babel-Fish Earbuds – Near-real-time translation
- Perfect Online Privacy

Program Architecture

HUMANS + TECHNOLOGIES + BUSINESSES = ONE SUMMIT

Day 1 Summits	Day 2 Summits	Day 3 Summits
<ul style="list-style-type: none">• Smart Sensing City• Digital Transformers• Customer Centricity	<ul style="list-style-type: none">• Internet of Intelligent Things• Digital Health• Future Mobility	<ul style="list-style-type: none">• Digital Infrastructure and Cloud Solutions• AI and Data Driven Decision Making• Digital entertainment

Each summit has a unified structure:

- Opening one or two headliners' key-note visionary speakers
- Panel discussions and round table talks, charged with key-notes' insights; 3 speakers maximum in each panel

Summits' Structure

Day 1, June 25, 2019

Smart Sensing City

Intelligent City Infrastructure

Digitally Augmented Citizen

Open Data in the City

Sharing economy - urban style

Digital Transformers

Leading into the digital future. How to survive in the digital world

Epoch of digital media. Mega-impact of micro-influencers

Digital natives Vs Analogue dinosaurs

Women in Tech. No woman, No Tech

Customer Centricity

Transforming UX with AI

Offline Retail Digital Evolution

Behind the Black Mirror – Emerging Tech of Online Retail Disruption

Reaching Digital Natives via Mobile

Summits' Structure

Day 2, June 26, 2019

Internet of Intelligent Things

IoT New Era. Connected Human, Gadget and Location

Industrial IOT 4.0

Cybersecurity of IOT. Configuring Domain of Trust

Digital Twin in IoT ecosystem

Digital Health

Digital health. Technologies and solutions

MHealth. Gadgets safeguarding health

Healthcare AI Revolution. Diagnosis and Decision-Making

Superhumans. Breaking barriers with new technologies

Future Mobility

Smart urban mobility

Shipping and logistics hubs

Mobility as a service

Next future transportation

Summits' Structure

Day 3, June 27, 2019

Digital Infrastructure and Cloud Solutions

5G and Pillars of Supersmart Connectivity

Digital Platforms

Hyperconvergent VS Cloud Solutions

IOT infrastructure and platform solutions

AI and Data Driven Decision Making

Artificial Intelligence - new Era (DWIH session)

Humans and Artificial Intelligence - New Border
Between Areas of Influence?

Anatomy of Machine Learning for Business

AI-TO-HUMAN. Intelligent Conversational Interfaces

Digital Entertainment

Eyes wide open. VR, AR and MR-technologies

Mobile games. How to be in TOP-10 app store list

eSport. Cybersport economics

Digital language of contemporary art

Potential Headliners

Opinion leaders, well-known entrepreneurs and start-ups, experts and visionaries will share their stories of success and failure, talk about breakthrough technologies and key trends



OLIVER SCHABENBERGER
COO, CTO and EVP,
SAS



FEI-FEI LI
Chief Scientist, Google Cloud AI
and Machine Learning
Google



SAMY JANDALI,
Vice President BASF 4.0,
Digital Business Models
BASF



JUERGEN MUELLER
Chief Innovation Officer,
SAP



DANIEL WEIMER
Head of Artificial
Intelligence
Volkswagen



DIETER ZETSCHKE
Chairman of the Board
of Management
Daimler AG



HECTOR MEDINA
Vice President of Technology
Macy's



ALEXANDER NIX
Ex-CEO,
Cambridge Analytica



JEROEN TAS
Chief Innovation & Strategy Officer
Royal Philips



FRANCESCA ROSSI
Global Leader for AI Ethics
IBM



NATALIA KASPERSKAYA
CEO, InfoWatch



AMIR BANIFATEMI
AI Lead, XPRIZE



SVEN SCHRECKER,
Chief Architect,
IoT Security Solutions,
Intel



STEFAN STROH
Chief Digital Officer
Deutsche Bahn AG

Day 1

Smart urban environment – the most vivid case of digital solutions application and hyperconnectivity. Experts say, people will generate 163 zetabytes of data per year by 2025, and it is not a surprise that the data will be collected and applied in cities mostly. Digital technologies and sensors are already transforming life of every resident of the city, simplifying such routine processes as paying for housing and public utilities through automated monitoring and accounting systems, coming to customized advertising on the streets that react personally in accordance with the digital profile of the pedestrian.

Topics:

- Living inside digital – developing city online services
Security systems evolution, predictive analytics in emergency prevention
- Traffic-managing, surveillance and control. What data shall be collected, analyzed and how do cities use it?
- Converting “old not-smart” buildings shall be turned into the smart ones. How “smartability” influence the building design and infrastructure planning?
- Digital solutions for energy-efficiency and reducing city’s environmental impact
- Artificial intelligence’s role in city managing and planning – who is the first to make decisions now – AI or humans?

Smart Sensing City

Invited speakers:

1. Nils Stamm, Chief Digital Officer, Telekom Deutschland
2. Karine Dognin-Sauze, Vice President of Innovation, Smart City, Digital and New Mobility
3. Mara Balestrini, Human Computer Interaction (HCI) researcher, CEO, Ideas for Change
4. Richard Budel, Chief Innovation Officer and Director, Industry Solutions, Huawei
5. Roope Ritvos, Director of new initiatives at Forum Virium Helsinki - smart city unit of City of Helsinki
6. Engelbert Lütke Daldrup, CEO, Flughafen Berlin Brandenburg GmbH
7. Francesca Bria, Chief Technology and Digital Innovation Officer, City of Barcelona
8. Michael Waidner, Chief Digital Officer (CDO) of the City of Darmstadt (Germany's first digital city contest winner)
9. Edzard Overbeek, CEO, Here (mapping company owned by Volkswagen, BMW and Daimler)
10. Julie Alexander, Director, Urban Development, Smart Cities Lead, Global Cities Centre of Competence, Siemens

Day 1

Businesses are changing right before our eyes as the digital transformation is spreading around globe, dramatically changing the entire landscape across all sectors. It requires not only top to bottom organisational transformation but also leaders willing to accept changes to remain competitive. Digital transformers are forward-thinkers and agents of change pushing against the grain of archaic technologies toward the digital age, leaving “dinosaur” leaders who can’t adapt to this ever-changing environment far behind. What is the real state of digital transformation today? What do you need for surviving digital transformation? What opportunities and prospects does digitalization offer to corporates, startups, women entrepreneurs?

Topics:

- Leading into the digital future. How to survive in the digital world
- Epoch of digital media. Mega-impact of micro-influencers
- Digital natives Vs Analogue dinosaurs
- Women in Tech. No woman, no tech

Digital Transformers

Invited speakers:

1. Beatrix Natter, CEO Transformers, Siemens Energy Management
2. Jan de Groot, Head of Development, DHL
3. Hildegard Wortmann, Senior Vice President Brand BMW
4. Vuyiswa V. M’Cwabeni, Chief Product Strategist and Chief of Staff, Product & Innovation Board Office, SAP SE, Germany
5. Hala Zeine, President Digital Supply Chain & Manufacturing, SAP SE Germany
6. Michaella Rugwizangoga, CEO, Volkswagen Mobility Solutions, Rwanda
7. Tanja Kufner, Managing Director, Startupbootcamp accelerator, Berlin
8. Steffi Czerny, Managing Director, DLD Media
9. Anne Kjær Riechert, CEO and Co-founder, ReDI School of Digital Integration
10. Miriam Wohlfarth, Managing Director and Founder, RatePAY
11. Sandra Mamitzsch, member of non-profits European Digital Rights (EDRi) and Digital Gesellschaft
12. Elfi Klumpp, Head of Global Business Development Educational Services Festo Didactic, General Manager, WorldSkills Foundation, Germany
13. Vivien Dollinger, Co-Founder and CEO, ObjectBox

Day 1

An individual client profile compiled from an avalanche of digital tracks and other data, analyzed by means of neural network algorithms – all these allow not only to customize products and services personally for each client, but also anticipate expectations and identify person's preferences in music, food, travel locations etc. using predictive analytics. This digital disruption happens despite the fact that today 90% of sales in the world are still made offline, parallel with shopping malls losing 30% of their traffic annually. Are we standing on the edge of the next breakthroughs today? What Customer Centricity technologies will disrupt the market in the nearest future?

Topics:

- Analyzing and creating UX – the role of AI, big data analysis, face recognition systems, IoT and other
- Online and offline ecosystem – how will it look like and what digital tools create it?
- Anonymous or customized: how village shops may competes with retail chains by digital tools and personal approach
- Digital Natives go shopping – how social networks and smartphones transform the model Customer Centricity today and in the nearest future
- Direct-to-customer model and tools – can we see today real retail-killers?

Customer Centricity

Invited speakers:

1. Ashok Ramani Director, ML and AI Platforms eBay
2. Dave Treadwell Vice President eCommerce Foundation, Amazon.com
3. Melvin Lamberty, founder and owner, Born Originals
4. Michael Valdsgaard, the Leader of Digital Transformation, Inter IKEA Systems B.V.
5. Fabricio Granja, Chief Information Officer, X5 Retail Group
6. Rafael Abramyan, Chief Operating Officer, Rambler Holdings
7. Arti Zeighami, Advanced Analytics & AI, H&M GROUP
8. Neil Saunders, Managing Director and a Retail Analyst, GlobalData Retail
9. Robert Gentz, Founder, Zalando
10. Carsten Schmitz, Chief Digital Officer, INTERSPORT Deutschland
11. Oliver Samwer, CEO, Rocket Internet

Day 2

IoT might be easily considered the basis of a today hyper-connected world. It has opened brand new market of services, products and new partnerships. Internet of Things is the main source of big data and main consumer of these data analytics' results; it has become an ecosystem of the continuous information circulation. While its evolution IoT has shifted from connecting gadgets to connecting operations, services and clients together. The effectiveness of IoT ecosystem depends on the bandwidth and 5G can radically affect it. How will the new paradigm of the Internet of Things – comprising artificial intelligence and big data, connecting operations but not devices alone – affect business and humans?

Topics:

- 3 dimensions of IoT: “human – location – gadget”
- Context matters – not gadget alone, the role of the overall context in which the IoT connected device is located
- Industry 4.0 and IoT. Design, construction, digital twins role in manufacturing process
- Security of IoT – the questions of trust of IoT participants and service users
- Tensor flow and machine learning – most promising upcoming services
- Hardware matters as well – what chips and hardware make the future of IoT possible

Internet of Intelligent Things

Invited speakers:

1. Sam George, Partner, Director of Azure IoT, Microsoft
2. Oliver Schabenberger, COO, CTO and EVP, SAS
3. Jim Cathey, President, Asia Pacific & India, Qualcomm International
4. Klaus Schaaf, Digitalisation / Distributed Ledger Evangelist, Volkswagen AG
5. Jennifer Bennett, Technical Director, Office of the CTO, Google Cloud
6. Tony Shakib, General Manager, Internet of Things and Intelligent Cloud, Microsoft
7. Dipesh Patel, President, IoT Services Group, ARM
8. Matthias Roese Chief Technologist Global Manufacturing, Automotive and IoT, BOSCH
9. Markus Voss, Chief Information Officer & Chief Operating Officer, DHL Supply Chain
10. Tanja Rueckert, President IoT and Digital Supply Chain, SAP
11. Harriet Green, general manager, IBM Watson IoT

Day 2

The modern health care system is undergoing radical transformation due to global implementation of new technologies. In a recent “Healthcare in major global cities” survey PwC experts called patient-centricity, preventiveness, data centering, digitalization, and value-oriented health care as key trends in health care. Today, telemedicine makes it easier for patients to access medical services; with the help of modern gadgets, everyone can monitor their health status in real time without leaving their home; the introduction of an electronic health record system makes it possible to save and transmit information about patients, and the use of artificial intelligence and big data allow you to make the most accurate diagnosis and choose the most effective treatment algorithm, which minimizes medication errors and dramatically improves the quality of treatment.

Topics:

- Digital health. Technologies and solutions
- MHealth. Gadgets safeguarding health
- Healthcare AI Revolution. Diagnosis and decision-making
- Superhumans. Breaking barriers with new technologies

Digital Health

Invited speakers:

1. Julia Pietsch, Manager Digital Health, GTAI
2. Bent Johnsen, CEO, EMPERRA GmbH
3. David Schärf, CEO, OneLife Health GmbH
4. Jürgen Besser, Managing Director, MOIO GmbH
5. Florian Bontrup, Managing Director, DOCYET UG
6. Paul Brandenburg, Founder & CEO, DIPAT GmbH
7. Felix Franz, Shareholders, MediNet IT
8. Jens Grudno, Founder & CEO, Assistr Digital Health Systems GmbH
9. Veronika Schweighart, Co-Founder & COO, Climedo Health GmbH
10. Sophie Chung, CEO and founder, Quno Medical
11. Claire Novorol, Daniel Nathrath, Dr. Martin Hirsch, Co-founders, Ada Health
12. Magnus Kobel and Saqib Hanif, Co-founders, YAS.life

Day 2

The development of innovative technologies and global market trends set new directions for the evolution of mobility that requires rethinking of approaches to the transport ecosystem. Shift from personal car ownership to shared mobility, emergence of numerous services aimed at optimizing the time and cost of moving from point A to point B, development of multimodal transport systems and autonomous cars — all this is already a reality today. And this is just the beginning. Thus, according to Intel and Strategy Analytics, the total revenue of the market for self-driving cars will reach \$ 7 trillion by 2050. What factors will affect the pace of distribution of autonomous control technologies? What other changes in mobility will bring digitization of transport? How will traditional market leaders get along with pioneers of innovative technologies?

Topics:

- Smart urban mobility
- Shipping and logistics hubs
- Mobility as a service
- Next future transportation

Future Mobility

Invited speakers:

1. Ahmet Demircioglu, Futurologist and social researcher, future innovation, Daimler AG
2. Andreas Gissler, Managing director, Accenture
3. Ursula Mathar, Vice President of Sustainability and Environmental Protection, BMW
4. Susanne Marczyan, Manager sustainable mobility, Ford Motor Company
5. Christian Zamet, Partner and global automotive retail, dealers, distribution and aftersales leader, Ernst & Young GmbH
6. Karl Strang, Senior consultant, SCI Verkehr GmbH
7. Patrick Nathan, co-founder, head of calculation and design, Liliium GmbH
8. Michael Pietzsch, Business development manager, door2door
9. Thomas Pottebaum, Director automotive strategy, Deloitte Consulting
10. Dina Vickermann, Industry manager - automotive, Google Germany GmbH
11. Johannes Klühspies, President, The International Maglev Board
12. Thomas Tannheimer, Network planning and portfolio management, Deutsche Bahn Netz AG
13. Frank Meyer, Senior vice president B2C/B2SME solution management, e-mobility and innovation, E.ON SE

Day 3

Digital Infrastructure and Cloud Solutions

Companies, entrepreneurs all over the world face today zettabytes of information that they produce by themselves and collect from others. They all need fast access to data as well as to keep it secure in their storage. These factors breed constant challenges for infrastructure and IT departments. Infrastructure efficiency no longer depends only on the hardware issues like chips and servers, but on software as well that can boost the computing power by means of virtual tools. On the other hand, the infrastructure acts as basis for both the companies' performance and digital platforms that ensure smooth cooperation between various market players. The question is how current technology level meets the needs of the rapidly growing digital world and what new solutions can compete with them?

Topics:

- The battle between Hyper converged infrastructure (HCI) and cloud solutions
- Making it safe and reliable, resilient to failures and ensuring business continuity
- Smart Factory Optimization – Industry 4.0 Infrastructure Fundamentals
- Infrastructure for the ultra-fast Internet of things world
- Infrastructure Backbone of the Digital Platforms

Invited speakers:

1. James Hughes, Global Head of Infrastructure Technology, Schroders
2. Chris Kaddaras SVP & GM EMEA, Nutanix или Markus Pleier, Dr., Nutanix, Director Systems Engineering, Germany & Austria
3. Jay Snyder, Senior Vice President, Global Alliances, Industries & Service Providers, Dell EMC
4. Joe Baguley. VP & CTO EMEA, VMware
5. Mark Potter, Chief Technology Officer and Director, Hewlett Packard Labs
6. Paul Scanlan, CTO, Huawei
7. Hans Brender, Cloud Productivity Evangelist, Cloud Integrator Bright Skies.
8. Svetlana Balanova, CEO, IBS
9. Chris Hallenbeck, SAP, SVP, Database & Data Management Go-to-Market & Product Management
10. Gaby Kortum, items GmbH, Director, IT Operations
11. Mattias Sundling, A3, Head, Datacenter & Cloud Services

Day 3

In today's rapidly changing conditions, time for decision-making is inevitably shrinking. When managing a corporation or a small company, any step can throw business away back a few positions, or make it a market leader, securing this status permanently. For example, by introducing an intelligent platform, ABBYY might save one of its banking customers about 269 million rubles. Another process with AI is about descending level of decision making in companies from the top level to the middle one and lower. In this case, artificial intelligence may act as a good tool for quick selection of the most optimal choice of action.

Topics:

- Data security and accuracy relating to decision-making models and business processes
- Digital twins in production – accelerating prototype testing using AI
- Predictive analytics of market behavior and its use in forming a business strategy
- Scalability of automated decision-making processes for a company or industry using AI

AI and Data Driven Decision Making

Invited speakers:

1. Michael Berndorfer, Head of Analytics, Siemens MindSphere
2. Inger Paus, Managing Director, Vodafone Institute, Chairwoman of the Management Board of Vodafone Foundation Germany
3. Chema Alonso, Chief Data Officer, Telefónica
4. Martin Popilka, Co-founder, Heuro Labs
5. Sami Haddadin, Founding director, Munich School for Robotics and Machine Intelligence, TU Munich
6. Ralf Herbrich, Director of Machine Learning, Amazon
7. Ingo Bax, CTO & Founder, Twenty Billion Neurons
8. Peter Walde, CEO, Founder, mapegy GmbH
9. Christoph Schwienheer, Co-founder, 12K Research GmbH
10. Yasser Jadidi, Global Head of AI research, Bosch Center for Artificial Intelligence
11. Martin Stratmann, President, Max Planck Society

Day 3

The entertainment industry is entering a new phase of development. PwC experts in the Global Entertainment & Media Outlook note that today the distinctions between segments are blurring, such as the distinctions between print and digital; video games and sports; terrestrial, cable and online TV; and social and traditional media. According to their forecasts, the effect of the changes will be more and more significant: technologies such as artificial intelligence and machine learning, augmented and virtual reality will continue to change the face of the industry. These technologies transform not only the business, but also qualitatively change the user experience. How does technology affect the mobile gaming and e-sports market? How does digitalization transform the language of art? What tools do companies use to satisfy the demanding taste of modern consumers?

Topics:

- VR Today. Eyes wide open
- Mixed reality technology. Application experience
- Unlocking business potential through VR
- VR and the future of learning and development

Digital Entertainment

Invited speakers:

1. Eckart Uhlmann, Director, Fraunhofer Institute for Production Systems and Design Technology IPK
2. Michael Harboe, Strategic Advisor, CEO, Virsabi
3. Wolfgang Stelzle, CEO, RE'FLEKT
4. Morgan Mercer, Founder, Vantage Point
5. Jaroslav Beck, Co-founder and CEO, Beat Saber
6. Benny Arbel, CEO, Serial tech entrepreneur, Digital marketing expert, Former CEO of MyThings & Comverse mobile content division
7. Moritz Engler, CEO and Founder, Inflight VR
8. Nmd Parveez, Managing Director, Xenium Digital Pvt Ltd
9. Paweł Surgie, Head, BIVROST
10. Stefan Landvogt, Principal Software Engineer, Microsoft
11. Oliver Riedel, Head of the Institute for Control Engineering of Machine Tools and Manufacturing Units (ISW), University of Stuttgart

OFFERS FOR PARTNERSHIP

	7 mln	5 mln	2,5 mln	1 mln
Tickets for CEBIT Russia (quantity)	30	20	10	-
Space for an exhibition stand	50 m ²	35 m ²	25 m ²	10 m ²
Organization of Partner's summit (whole day)	+ (main stage)	+	-	-
Organization of Partner's track (1,5 hr)	3	3	1	-
Welcoming address during the opening ceremony	5 min	3 min	-	-
Participation of Partner's representatives as speakers in business program events (main stage)	+	+	-	-
Participation of Partner's representatives as speakers in business program events (quantity)	4	3	2	1
Tickets for Welcome Night (quantity)	15	10	5	2
Partner's logo and Company information on the official website	+	+	+	+
Partner's banner on the main page of the official website	+	+	-	-
Displaying welcoming videos on the official website	+	+	-	-
Mentioning in the social media posts about a Partner	3	3	2	2
Mentioning in press releases (quantity)	3	3	2	2
Branding of the main advertising banners	+	+	+	+
On screen branding during the sessions	+	+	+	+
Partner's logo on the Wi-Fi login page	+	+	-	-
Flags with Partner's logo	+	+	-	-
Partner's logo in printed matters for participants	+	+	+	-
Displaying promo videos on screens during the breaks between business program sessions	30 sec	30 sec	30 sec	30 sec
Tickets for CEBIT Russia (quantity)	+	+	+	+

STRATEGY PARTNER

GENERAL PARTNER

OFFICIAL PARTNER

PARTNER

Contact information

Sosin Maxim

**CEBIT Russia
Programme direction
Msosin@sk.ru
+7 (926) 898-75-76**

Mosyazh Oleg

**Deputy CEO
Omosyazh@sk.ru
+7 (916) 212-93-93**

Pershina Evgenia

**Partner Account Manager
Epershia@sk.ru
+7 (926) 873-36-77**

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RUSSIA

www.cebit-russia.ru