

# 8th Annual Russian Nursery Stock Association (APPM) Conference

## “Nursery as a Successful Business”

February 12th – 13th, 2015

The Conference will **take place at the “Hotel Planerneye” by address:**

Himki Town District, Novogorsk Micro Borough, Russia

**Organized by** APPM (the Russian Nursery Stock Association)

### **Draft AGENDA:**

#### **Thursday 12<sup>th</sup> February 2015**

7:00-8:45. Registration

8:00-9:00. Visit of a profile exhibition in the foyer of the hotel

#### **I blok: "Nurseries and Garden Centers"**

1. "Formation Business Stages and Plans for Development of the Branch".  
Reporter: Vladimir Vasilyevich Stepanov, JSC Scientific and Production Association “Sady Rossii” (Gardens of Russia), Chelyabinsk Region.
2. "How Nurseries Ought to Start Working with Large Garden Centers".  
Reporter: Irina Lyubchenko, the head of wholesales of the Garden Center "Imperial Garden", Moscow.
3. "The Demanded Range of Plants for Garden Centers". *A reporter is specified.*
4. "Cooperation of the OBI Garden Centers with Russian Nurseries".  
Reporter: Maxim Egorovich Suravegin, the head of the purchase department of the OBI company.
5. "Features of Sales in the Regional Garden Centers". *A reporter is specified.*
6. "Garden Center at a Nursery: Interaction Lessons".  
Reporter: Natalya Nikolaevna Veselova, deputy head of CFH "Nikitenko S.S." (Nursery specialization. Work with the enterprises of Green Construction, designers and garden centers (sales percentage indicators upon seasons). Reorganization of nursery work after opening of its own garden center. The problems which can be arise at the initial stage (planting stock range, size of plants, markings). Nursery work on providing its garden center with necessary material. Planting stock range of a garden center in a percentage ratio: material from its own nursery, material bought in other nurseries. Analysis of sales on the range in a garden center. Cooperation with the regional garden centers).
7. "Features of Sales in the Large Wholesale Companies".  
*A reporter is specified.*
8. "Features of Sales for Small Dealers" (trade in small cities, markets, at exhibitions).  
*A reporter is specified.*
9. "Features of Sapling Turn Between Nurseries".  
*A reporter is specified.*
10. "Features of Plant Sales for City Gardening".  
*A reporter is specified.*

#### **II. Juridical (Legal) and Economic Blok**

1. "Changes in the Legislation on Plant Quarantine and the Law on Seed Farming. Nursery Control (Checks in a Nursery)".  
Reporter: Gennadiy Ivanovich Rezvyi, a lawyer
2. "Nursery Prime Cost and Economy". *A reporter is specified.*
3. "Economy of a Family Nursery". *A reporter is specified.*

#### **III. Round table "Nurseries and Garden Centers"**

Speaker: Evgeniy Oleynik

#### **Friday 13<sup>th</sup> February 2015**

8:00-9:45. Registration

8:30-8:45. Visit of a profile exhibition in the foyer of the hotel

#### **IV. Technological Blok – in the development stage.**

#### **V. Blok "Advertising and the Internet — Promotion" - in the development stage.**