



UNIVERSITY OF TARTU AND ESTONIAN EMBASSY INVITE YOU TO PARTICIPATE IN TWO ACADEMIC WORKSHOPS

Learn about business models in IT and global energy markets!

The workshops take place the 15th of February in the Estonian Embassy, Maly Kislovsky Pereulok 5, Moscow.

16.00–17.30 Workshop on „IT Entrepreneurship – from idea to business“ by Georg Singer, PhD (workshop in English)

18.00–19.30 Workshop „International energy markets: EU-Russia gas trade relations“ by prof Andrei V. Belyi, PhD (workshop in Russian)

19.30 discussions with bites & sips from Estonia

Content of the workshops

The aim of the first workshop is **to find and evaluate ideas for start-ups companies**. We will formulate and validate hypotheses about your product/service at the same time taking promising ideas, developing hypotheses and validating or invalidating them. This practical workshop will help to understand customers' problems and needs.

The objective of the second workshop consists in highlighting major trends in international energy markets and the effects on the EU-Russia gas trade relations in particular. Actual subjects of the impact of the **US shale gas development**, new environmental strategies, **oil market volatility** will be outlined. A discussion will address a number of hot topics, such as **EU-Russia gas trade**, the Energy Charter, Third Energy Package, diversification policies.

In addition, information about study possibilities and scholarships at the University of Tartu will be presented

Instructors

Georg Singer is the entrepreneurship manager at the Institute of Computer Science at the University of Tartu in Estonia. He covers topics like lean start-up methods, customer development, internet marketing and business case analysis. He frequently receives top feedback for his engaging teaching style from his students. On the business side he has been part of a number of start-ups in the areas of consulting, real estate and currently in health and IT.

Andrei V. Belyi is a Senior Researcher at the Institute of Government and Politics within the Centre for the EU-Russia studies at the University of Tartu. He coordinates Jean-Monet teaching modules on energy policies and leads a research cluster on energy and environment. His research interests are related to the EU's external energy policy, EU-Russia energy relations, Russia's energy policy dynamics and international energy governance, including the Energy Charter process.

Participants

No previous knowledge on the field is required. Suitable for students starting from third year. Please register by 13.02 by sending an email marge.taivere@ut.ee

University of Tartu

The University of Tartu, founded in 1632 is one of the oldest universities in Northern and Eastern Europe. We are ranked in the top 3% of world's universities (according to Times Higher Education World University Rankings 2011–2012). Belongs to the top 1% of the world's most-cited universities and research institutions in 9 research areas (Thomson Reuters Web of Knowledge 2012).

