



ASSOCIATION
OF BANKS
OF RUSSIA

I International Women in Finance Forum

27 October 2026, Moscow

Lotte Hotel Moscow, Crystal Hall

Forum Program

9.00 – 10.00 **Forum registration. Welcome coffee**

10.00 – 11.30 **Plenary Session**

Female Leadership in a Multipolar World. International Cooperation and Networking. Women in Finance in a New Reality

An honest conversation among female executives about leadership trajectories, driving innovation, and rewriting the traditional rules of the game. The panel will explore how women in banking can not only climb the corporate ladder but also achieve real business impact and fulfill their personal ambitions at the highest level.

Today, women are shaping financial policy and bank strategy amid growing uncertainty. What new financial tools are they leveraging? Which operating models are proving most effective? And how are professional women's communities fueling career advancement and entrepreneurial initiatives? We will showcase the practical experience of female financiers in adapting to geopolitical and technological shifts, while also discussing emerging forms of leadership and risk management.

We will examine the state's role as a driver of economic development and innovation — how government policies create the conditions for growth and, in turn, unlock women's potential in business, science, and technology.

We will also discuss how women in finance can strategically leverage their unique strengths to build resilient business networks, what practical steps are needed to strengthen cross-border synergy, and share inspiring examples of successful international collaboration.

Finally, we will explore future vectors for women's cooperation within international associations and how to advance them in the face of new global challenges.

Welcome speech:

***Mr. Anatoly Aksakov**, Chairman of the State Duma Committee on Financial Market, Chairman of the Association of Banks of Russia Council

*** Ms. Galina Karelova**, Chairwoman of the Council of the Eurasian Women's Forum

Moderator: *Ms. Victoria Panova, Head of the BRICS Expert Council-Russia, Sherpa of the Russian Federation in W20

Invited speakers:

- ***Ms. Anna Nesterova**, Chair of the Russian Chapter of the BRICS Women's Business Alliance

- ***Ms. Svetlana Karetskaya**, Deputy Minister of Digital Development, Communications and Mass Media of the Russian Federation
- ***Ms. Yekaterina Guseva**, Director of the Department of International Financial Relations, Ministry of Finance of the Russian Federation
- ***Dr Amina Josetta Kayani**, Executive Director, The Association of Banks in Malaysia
- ***Ms. Marguerite Florence Effa Ngamba**, Minister Plenipotentiary, Embassy of Cameroon in Moscow in the Russian Federation

11.30 – 12.00 Coffee break

12.00 – 13.30 Session 2 **Women in Innovation: Digitalization, AI, Platform Economy**

Financial market experts must continuously adopt new tools to remain competitive and drive business growth. While AI has become essential for optimizing routine tasks, over-reliance on it poses significant risks — particularly in finance and banking, given data protection requirements and complex model training. Can a female perspective offer a more balanced approach?

Cryptocurrency regulation and the balance between flexibility and AML/CFT compliance present another major challenge. Currently, women account for only 5% of crypto investors — yet 50% enter the space to master new instruments, and 36.1% to join global financial innovation. In a multipolar world, cross-border settlements via non-standard instruments are increasingly vital, and women's leadership in crypto can bring valuable practices to the market.

Speakers will explore how AI and blockchain can accelerate female entrepreneurship and facilitate their integration into finance, supported by real-world case studies and process optimization tools.

The discussion will also cover how digital transformation and automation are reshaping the labor market — creating new opportunities for women, while raising critical questions about the competencies needed to ensure women's active involvement in developing, implementing, and regulating AI and blockchain technologies for a secure and equitable digital future.

Moderator: ***Ms. Olga Goncharova**, President of the NEXUS Association, Head of the Expert Center for Digital Financial Assets and Digital Currencies at the Association of Banks of Russia

Invited speakers:

- ***Ms. Elena Dyagileva**, Member of the Federation Council Committee on Budget and Financial Markets
- ***Ms. Ekaterina Butova**, Acting Head of the Bank of Russia Consumer Protection and Financial Inclusion Service
- ***Ms. Aiperi Kasymbekova**, Co-Founder & Director, “Kyrgyz TechnoWoman” Charity Fund
- ***Ms. Anastasia Pavlenko**, Deputy Director, Director for Strategic Partnerships, Innopraktika Foundation
- ***Ms. Cristiane de Oliveira Coelho Galvão**, CEO, Fin
- ***Mr. Denis Levin**, Head of the Digital Model Development Department of Corporate and Investment Banking, Alfa-Bank

- ***Ms. Elvira Chache**, Executive Director, Sberbank

13.30 – 14.15 Lunch

14.15 – 15.45 Session 3

Career Growth in Finance: Equal Opportunities and Social Impact Driven by Women Leaders. Emerging Career Tracks in Today's New Landscape

This session examines the current opportunities and barriers to women's career growth in the corporate environment. Participants will explore mechanisms for fostering women's leadership and best practices for promoting equal opportunities in business, with a special focus on charitable and social initiatives led by women in finance.

Speakers will share their vision of future professions where women leaders are set to play a pivotal role. The discussion will also address the enhancement of financial literacy among both the public and corporate employees, and the role of employers in cultivating financial culture as a driver of economic growth.

We will explore the tools that support women's careers at every professional stage, the rationale behind investing in employee support as a factor in business performance, and the ways in which social projects strengthen competitiveness and corporate visibility.

In the face of new economic challenges, corporate social programs are becoming a strategic asset for human capital development. Renewed emphasis is being placed on supporting women executives across all levels, developing their leadership skills, and ensuring their professional longevity. The session will examine how socially responsible corporate policies not only facilitate women's career advancement but also contribute to broader national development objectives.

This session will provide a platform for discussing how women, as they rise through the ranks, can become both leaders and creators of socially impactful projects.

Moderator: ***Dr. Lydia Kulik**, Ph.D. in History, Head of India Studies at the Moscow School of Management SKOLKOVO, Senior Research Fellow at RAS Institute of Oriental Studies

Invited speakers:

- ***Ms. Lydia Simonova**, Deputy Chairperson of the Board, Bank Center-invest
- ***Ms. Lola Salimova**, Deputy Chairperson of the Board, Tajikistan Banking Association
- ***Ms. Irina Goncharenko**, Deputy Chairman of the Board, TelePort Bank
- ***Dr. Rashmi Saluja**, President, ProGrow International
- ***Ms. Jyoti Vij**, Director General, FICCI
- ***HRH Lebogang Zulu**, National Chairperson of BRICS WBA South Africa; Business Development Executive – International Affairs at Fairsure Financial Services South Africa

15.45 – 16.15 Coffee break

16.15 – 17.45 Session 4

Personalization, New Technologies and Behavioral Economics: How to Build Customer Trust

In an era of information overload, trust is a bank's most valuable asset.

How can personalization and an understanding of behavioral patterns help build communication that does not annoy, but instead helps the female client make sense of complex financial products? Which technological tools can be adapted to new behavioral models?

We will discuss the female audience as clients and opinion leaders — their expectations, behavior, and the best communication strategies for engagement. How can messages be tailored to different segments, complex financial topics simplified, and effective content formats chosen? We will explore how to embed financial literacy into marketing in order to raise awareness and strengthen trust in services.

Moderator: ***Ekaterina Lukyanova**, Head of the Strategic Marketing Group, PSB Bank

Invited speakers:

- ***Ms. Maria Gagarina**, Doctor of Psychological Sciences, Associate Professor, Professor of the Department of Psychology and Human Capital Development, Financial University under the Government of the Russian Federation
- ***Ms. Oksana Baida**, Vice President – Director of the Department for Credit and Fee-Based Retail Business, Bank PSB
- ***Ms. Elena Zarubina**, Vice President - Head of Financial Resolution Process Management Division, Financial Resolution Department, VTB Bank
- ***Ms. Agnes Niyonkuru**, Director for Risk Management & Compliance, Youth Investment Bank

17.45 – 18.45 Closing reception

* - confirmed speakers

The Forum's Organizing Committee reserves the right to introduce changes into the Forum program to accommodate new circumstances, doing our best to make these changes as small as possible.