

THE RUSSIAN PRIVATE BUSINESS OWNERS & ENTREPRENEURS FORUM

14 & 15 October 2009
Hotel Baltshug Kempinski • Moscow

TENTH ANNIVERSARY



Private meetings for the world's leading families

Preserving and managing wealth for the family and future generations

*The second private meeting exclusively for entrepreneurs,
private business owners & investors, their families & private investment offices*

Sponsored by

PROSPERITY CAPITAL MANAGEMENT

UBS

Supporting Partner

SVETLOVA, LLP

SITE VISITS – DISCOVER RUSSIAN INVESTMENT OPPORTUNITIES
FRIDAY 16 OCTOBER 2009 - MOSCOW

SEE THE PROGRAMME FOR FURTHER INFORMATION OR VISIT
WWW.CAMPDENCONFERENCES.COM/RUSSIA

Local organising partner



Organised by

Campden Conferences

A division of Campden Media

Preserving and managing wealth for the family and future generations

In the face of the global economic crisis, Russia has experienced unprecedented change over the last twelve months, a change that has been felt most keenly by the country's leading private business owners and entrepreneurs. As they look to conserve and preserve their wealth, there has never been a more important time to think about the future of their businesses and how to manage this wealth for the family and future generations.

This forum, our second event in Moscow, will bring together high net worth individuals from both Russian private businesses and families but also international family business owners. It will provide a unique opportunity for entrepreneurs and families to share their knowledge and experience of running successful organisations. As Russia's entrepreneurs build and develop their organisations and move from first to second generation ownership, this forum offers them the chance to discuss the challenges they face, such as the importance of corporate governance and transparency and how they can provide wealth protection for the family in an intimate and exclusive environment.

KEY THEMES AND HIGHLIGHTS OF THE CONFERENCE INCLUDE:

- **Entrepreneurs in business** - staying healthy and wealthy
- **Leadership issues** - the new Russian business style
- **Corporate governance and transparency** – the best route to business success
- **Investing in Russia** – the big picture
- **Philanthropy** – what value can it play?
- **Family business values** – case studies from international families
- **Safeguarding your empire** – arranging succession issues
- **Interactive workshop** - managing next generation transitions and dealing with the emotional issues
- **Exclusive new research** – the findings from the Campden/UBS research on Russian entrepreneurs

SITE VISITS: FRIDAY 16 OCTOBER 2009

In addition to the main conference, we will host a series of site visits and briefings by businesses seeking investments from both national and international investors.

For more information please visit: www.campdenconferences.com/russia

REGISTER NOW

As Russian entrepreneurs and private business owners seek to minimise exposure and preserve their wealth, this is also the time to think about the legacy they want to create and how they plan to manage their wealth for the future, be it for the family or through new investment opportunities. For international families this is an opportunity for them to hear from Russia's movers and shakers and better understand future investment prospects.

PROFILE OF SPEAKERS

PINA AMARELLI is a part of the Italian 'Amarelli' family enterprise which has produced liquorice since 1731. She is also chairwoman of Les Hénokiens, the association of family and bicentenary companies and an advisor to the Italian Association of family owned-companies (AIDAF).

IGOR ANDRYUSHCHENKO is deputy executive director of the National Council on Corporate Governance (NCCG), a non-profit partnership of leading business owners, investment companies, federal executive authorities and the relevant committees of the State Duma and Federation Council which aims to raise the professional and ethical standards of corporate governance in Russia.

ANTON DERLYATKA is the managing partner in charge of Russian, CIS and International operations for leadership development firm, Ward Howell. His particular managerial, consulting and entrepreneurial expertise is in consumer goods, sports and media and professional services in Russia and the UK.

OLEG KONEV developed a pharmaceutical company from scratch in Russia in the mid 1990s and grew it to become one of the leading pharmaceutical distributors in Russia today. He has since launched a number of new businesses across a range of industry sectors.

VLADIMIR KVINT is an economist and strategist and president of the International Academy of Emerging Markets. He holds a number of academic positions including chair of the financial strategy department, Moscow School of Economics at the Moscow State University.

MARCO NAUMAN is a senior advisor to the executive committee of wealth management and private equity firm Quilvest in Switzerland.

RYAN OFFUTT is a second generation member of US family-owned business, RDO Equipment Company which provides solutions to agricultural and construction firms.

IRINA PROKOPENKO is the executive director of the Mikhail Prokhorov foundation which supports and helps develop Norilsk's cultural initiatives, particularly those aimed at children and young people.

VASIL TSERETELI is executive director of the Moscow Museum of Modern Art, the first state museum in Russia that concentrates its activities exclusively on the art of the 20th and 21st centuries.

DR. DIMITRY B. ZIMIN is founder and honorary president of telecommunications company VimpelCom. He has led VimpelCom from its inception in 1992, to its history-making step of becoming the first Russian company to be listed on the New York Stock Exchange in 1996. He is also the founder of the Dynasty Foundation, one of Russia's first foundations.

SUPPORTING PARTNER

We are pleased to announce that Svetlova, LLP will be the supporting partner for this years forum. Svetlova, LLP have offices in Moscow and London and provide commercially viable and timely advice to their close network of clients globally.

TO REGISTER

- Register online at www.campdenconferences.com/russia and benefit from a 10% discount
- Fax back the Registration Form to: +44 (0) 207 214 0512
- Email us a request to attend at: julianjohnson@campden.com

THE VENUE

Hotel Baltschug Kempinski
Ul. Balchug 1
115035 Moscow
Russia

T: +7 (495) 287 2000
F: +7 (495) 287 2002

For more details about the venue and local accommodation options, please contact Rachel Harris at:

rachelharris@campden.com

TERMS AND CONDITIONS

For a full list of terms and conditions, please visit our website at:

www.campdenconferences.com/russia

CONFERENCE PROGRAMME

Wednesday 14 October 2009

- 08:15-09:00 Registration and refreshments
09:00-09:15 **CHAIRMAN'S WELCOME**
- ENTREPRENEURS IN BUSINESS**
- 09:15-10:00 **ENTREPRENEURS IN BUSINESS: STAYING HEALTHY AND WEALTHY!**
Oleg Konev will share not only the secrets of structuring and growing successful businesses and the key criteria for success but will also explain how to exit from projects by selling to the right buyer at the right time.
Moderated by: DR SERGEY KALENDJIAN • Dean, Graduate School of Management, Russia
OLEG KONEV • Former President & CEO and Co-founder, ROSTA Pharmaceutical Group Ltd., Russia
- 10:00-10:30 Morning coffee
10:30-12:00 **ENTREPRENEURIAL & LEADERSHIP ISSUES FOR PRIVATE BUSINESS OWNERS**
- Deciphering the new Russian business style
 - Creating leadership networks
 - Challenges for global Russian business leaders.
- DR VLADIMIR KVINT • Chair of Financial Strategy Department at Moscow School of Economics, Moscow State University**
DR. DMITRY B. ZIMIN • Dynasty Foundation & Founder, VimpelCom, Russia
- 12:00-13:00 **CORPORATE GOVERNANCE & TRANSPARENCY**
The single most important movement for Russian private businesses is to develop strong professional and ethical standards of corporate governance in their business practices. In an environment of instability, the best route to business successes and longevity is to ensure that businesses maintain an enhanced reputation and sound investment attractiveness.
IGOR ANDRYUSHCHENKO • Deputy Executive Director, National Council on Corporate Governance (NCCG), Russia
RUBEN VARDANIAN • Chairman and CEO, Troika Dialog Group, Russia (tbc)
- 13:00-14:00 Lunch
- ENTREPRENEURS AND WEALTH**
- 14:00-14:30 **TRANSFERRING POWER IN THE FAMILY BUSINESS**
- Passing the business on to the next generation
 - Securing and preserving the wealth for the next generation
 - Understanding the succession process in the family business
- ANNA BRUGNOLI • Executive Director, Key Client Wealth Structuring, UBS AG, Switzerland**
- 14:30-15:00 **INVESTING IN RUSSIA – THE BIG PICTURE**
The sub-prime crisis has shattered faith in Western Markets and institutions. This new reality will profoundly impact the pattern of global portfolio investments over the next 3-5 years. Given their strong growth, and low-leverage, the emerging markets are surely set to benefit. This session will discuss how Russia – with its proximity to Europe and China, world-class resource base and deep pool of human capital – could well benefit disproportionately.
LIAM HALLIGAN • Chief Economist, Prosperity Capital Management, UK
- 15:00-15:30 **SESSION TO BE CONFIRMED**
15:30-16:00 Afternoon coffee
- 16:00-16:45 **CASE STUDY: BUILDING AND DEVELOPING THE FAMILY ENTERPRISE**
- Succession planning and transferring power in the family business
 - Developing successful working relationships
 - Investing in new markets
- RONALD OFFUTT • Founder and Chairman, RDO Equipment Company, US**
RYAN OFFUTT • Director, Russian Office, RDO Equipment Company, US
- 16:45-18:00 **POSITIVELY DEVELOPING PHILANTHROPY IN RUSSIA**
- Setting up institutions and foundations with clear policies and procedures
 - With great wealth comes social responsibility
 - Being transparent and accountable
 - Art as a mechanism for philanthropy
- ANNA PIOTROVSKAYA • Executive Director, Dynasty Foundation, Russia**
IRINA PROKOPENKO • Executive Director, Mikhail Prokhorov Foundation, Russia
NATALIA SAMOILENKO • Deputy Director General, The Vladimir Potanin Foundation, Russia
VASILI TSERETELI • Executive Director, Moscow Museum of Modern Art, Russia
- 18:00-18:05 Close of conference
18:30-20:00 Cocktail reception at the **Tsereteli Gallery** with welcome from **Zurab Tsereteli, President of the Russian Academy of Art** sponsored by **UBS**.

Thursday 15 October 2009

- 08:15-09:00 Registration and refreshments
09:00-09:15 **CHAIRMAN'S OPENING REMARKS**
ENTREPRENEURS AND THE FAMILY
- 09:15-10:15 **FAMILY BUSINESS VALUES**
As Russian families grow and develop from the first to second generation, the fundamental point for continued success is to ensure a preservation of values – the essential core of the family. Pina Amarelli, President of the leading Italian liquorice producer, Amarelli will discuss her family story and will talk about how values help define the vision of families in order for them to achieve goals, sustain and flourish.
PINA AMARELLI • *President, Amarelli Sas, Italy*
MIKA MUSTAKALLIO • *Chief Executive Officer, MORS Software, Finland*
- 10:15-10:45 **RUSSIAN ENTREPRENEURS RESEARCH FINDINGS**
A presentation of the key preliminary findings from the Campden/ UBS research on Russian entrepreneurs.
MARCO NAUMAN • *Senior Advisor to the Executive Committee, Quilvest, Switzerland*
- 10:45-11:15 Morning coffee
11:15-11:45 **SETTING UP AND RUNNING OF FAMILY OFFICES AND TAX EFFICIENT STRUCTURING OF INTERNATIONAL ASSETS**
This session will consider the advantages of setting up a family office as a dedicated service provider for running tailored asset holding structures for high net worth individuals and their families. The session will also provide an overview of tax efficient structuring for Russian domiciliaries with international assets.
TATIANA SVETLOVA • *Partner, Svetlova LLP*
MARIA BABENKO • *Partner, Svetlova LLP*
- 11:45-12:15 **SAFEGUARDING YOUR EMPIRE AND ARRANGING SUCCESSION ISSUES**
A family business that wants to stay ahead of its game must put in place a well thought-out management development programme for the next generation. It is also essential to pass on the entrepreneurial spirit within the next generation to strengthen the company and family ties in perpetuity.
BORIS ZIMIN • *President, BMT Management Ltd., Russia*
LARISA DYDYKINA • *Founder, Board Solutions, Russia*
- 12:15-13:30 Lunch
13:30-16:30 **INTERACTIVE WORKSHOP - MANAGING NEXT GENERATION TRANSITIONS**
This half day workshop is designed to help first generation entrepreneurs develop and nurture their business for the next generation.
- The corrosive effects of wealth, how do you help your children avoid this?
 - Educating the next generation: how to create an effective path.
 - Succession and career planning: assessing the needs, wants and expectations of both generations and the best way forward for the future of the business.
 - Family values: Nurturing the next generation, and supporting them through their choices.
- ANTON DERLYATKA** • *Managing Partner, Ward Howell, Russia*
ALEXANDER NIKITICH • *Founder, Carfax Educational Consultants, UK*
- 16:30 Close of conference

*Friday 16 October 2009***SITE VISITS**

This day of site visits will provide an opportunity for conference delegates to visit four businesses and discover more about investment opportunities in Moscow.

Briefings at each of the four sites will include the following:

- A guided tour of the business premises and key operations
- A presentation of the current status of the business, its structure and ambitions
- Opportunities of national and international investment into each of the businesses

Transportation will be provided between each of the sites. At the conclusion of the final visit and reception, transportation will be provided either back to the Kempinski Hotel or to the Airport.

-
- 09:00-10:00 Registration and briefing with Prosperity Capital Management
10:00-11:30 Site visit to Dixy
11:30-13:00 Site visit to M.Video
13:00-14:00 Lunch
14:00-16:00 Site visit to Mall of Russia/ Moscow City by AFI Development
16:00-18:00 Site visit and drink at EFES Brewery
18:00 Transportation departs for Kempinski and airport

The fee for the day to include four briefings, transportation and lunch will be \$350 per person.

For an overview of each of the four companies participating in the briefings please go to our website:

www.campdenconferences.com/russia

Visit www.campdenconferences.com/russia to receive a 10% discount

Sponsored by



Prosperity Capital Management



Network Partners



Московский Бизнес Клуб
Присоединитесь к лидерам!



Swiss Russian Forum

FEEDBACK FROM PAST CAMPDEN CONFERENCES

“What a wonderful conference you created! I thought it was one of the best organized, most inspirational family business conferences I’ve ever attended”
Family Business Executive, Switzerland

“Excellent content, very relevant. Very good speakers”
Family Member, Russia

“Very impressed by the international mix of delegates and I had very interesting discussions with people that had similar experiences. I have learnt a lot and hope to increase my network”
Family Member, United States

“You have successfully created a professional, respectful and safe environment in which family members can share and learn from one another”
Family Business Owner, Singapore

“I met people who will be lifelong friends”
Private Investor, United Kingdom

Local organising partner



Organised by

Campden Conferences

A division of Campden Media

1 ST JOHN'S SQUARE, LONDON EC1M 4PN, UK

TEL: +44 (0) 20 7214 0544 FAX: +44 (0) 20 7214 0512

EMAIL: CONFERENCES@CAMPDEN.COM WWW.CAMPDENCONFERENCES.COM