

## AGENDA

# “Roadmap for Development of Moscow as an International Financial Center”

## Strategic Session

Day 1. March 16

**08:30 – 10:00** Welcome Coffee

**10:00 – 15:05** Plenary session

**International and Russian experts on development trends and function principles of International Financial Centers**

**Moderator:** • *Yermolai Solzhenitsyn\**, Managing Partner, Moscow Office of McKinsey & Company

**10:00 – 10:10** Opening Remarks by the Moderator

**10:10 – 10:40** Reports

**International practice of International Financial Center development. Success factors and causes of failures**

Summarizing relevant international practice in evolution and development of regional and global financial centers. What are the key lessons for Moscow?

**Speaker:** • *Mark Yeandle\**, Senior Consultant, Z/Yen Group

**10:40 – 11:00** Outlook on global economy: long-term macro trends that will influence the development of the Moscow Financial Center

The global economy continues to develop rapidly, changing the roles of various sectors, creating a new balance in technology and comparative speed of economic development across continents. The Moscow Financial Center needs to find its role in the economy of the future.

**Speaker:** • *John and Doris Naisbitt\**, co-authors of four recent bestselling books on global development, including China's Megatrends

\* - confirmed participants

Organizer



Operator



If you have questions about participation and partnership please call:

**7(495)987-37-55**

**11:00 – 11:20**    **Global finance foresight: the tendencies, risks and perspectives of the global financial markets that will influence the development of the Moscow Financial Center**

The international financial center in Moscow is developing against the background of major changes in the global financial system, which can lead to the emergence of an entirely new world financial architecture. Which long-term megatrends must be taken into account when creating an international financial center in Moscow?

**Speaker:**    • *Odd Per Brekk\**, Senior Resident Representative, Russian Federation, European Department, IMF

**11:20 – 11:40**    **Urban environment of the IFC: modern standards and trends in urban studies and urban development**

The urban environment has undergone fundamental change over the last fifty years. Industrial "car cities" have transformed into post-industrial "people cities". There has been a dramatic change in standards for basic infrastructure, public spaces, the service sector and the socio-cultural landscape. How do successful cities compete for high quality human capital today?

**Speaker:**    • *Reinier de Graaf\**, Fellow Partner, OMA

**11:40 – 12:00**    **Outlook on the potential and long-term economic development of the CIS, the Baltic States, Central and Eastern Europe**

One of the most significant markets for the Moscow Financial Center is the emerging economies of the former Soviet Union. What were the development milestones of the CIS countries, the Baltic States and the countries of Central and Eastern Europe over the past two decades, what trends mark their economies today, and what is the outlook on their development in the context of the emerging Moscow International Financial Center?

**Speaker:**    • *Erik Berglof\**, Chief Economist, European Bank for Reconstruction and Development

**12:00 – 12:20**    **Global trends in financial market regulation: how do roles of states and supranational institutions change?**

The global financial crisis of 2008-2009 and the subsequent financial market turmoil have created new challenges for the state regulation of the world's leading financial centers as well as for supranational regulators. What changes have taken place in regulation since 2008, and how will the role of regulators evolve?

**Speaker:**    • *Charles Wyplosz\**, Professor of Economics, Graduate Institute of International and Development Studies

**12:20 – 12:35**    **The medium-term macroeconomic forecast for Russia**

**Speaker:**    • *Sergei Guriev\**, Rector, New Economic School

**12:35 – 12:55**    **Russian corporations' financial strategies. What demand for capital will they generate in the mid-term?**

Post-2008, the Russian business has considerably changed its financial market policy. Active investment strategies have been replaced with restructuring and hiatus. What are the development plans of the Russian corporate sector? What is the mid-term demand for cash in the Russian corporate sector?

**Speaker:**    • *German Gref*, President, Sberbank

**12:55 – 13:55**    **Lunch**

**13:55 – 14:20**    **Panel discussion. Factors influencing the attractiveness of financial centers for investors**

**Participants:**    • *Boris Mintz\**, Chairman of the Board of Directors, FK “Otkritie”  
• *Nicholas Jordan\**, CEO, UBS AG Russia  
• *Pavel Teplukhin\**, Member of the Supervisory Council, VTB  
• *Fawzi Kyriakos-Saad*, CEO EMEA, Credit Suisse

**14:20 – 14:50**    **Case study: International Financial Center development in San Paulo**

**Speaker:**    • *Carlos Bronzatto*, CEO, World Association of Investment Promotion Agencies (WAIPA)  
• *Domingos Pires de Oliveira Dias Neto\**, Deputy Secretary of Urban Development, San Paulo Prefecture

**14:50 – 15:05**    **Case study: Paris International Financial Center project analysis: lessons for Moscow**

**Speaker:**    • *Edouard de Lencquesaing\**, Special Advisor, Paris EUROPLACE; Managing Director, European Institute of Financial Regulation (EIFR)

**15:05 – 15:25**    **MIFC Taskforce Project Groups progress report**

**Speaker:**    • *Alexander Voloshin\**, Head of the MIFC Taskforce

**15:30 – 16:00**    **Coffee break**

**16:00 – 19:00**    **Group Brainstorming** of draft solutions and consolidated plans for:

**Working Group 1**    **Strategic marketing of the International Financial Center. Target markets and applicable products**

Moderator:    • *Gor Nakhapetyan\**, Managing Director, Troika Dialog  
Co-moderator:    • *Viatchelav Pivovarov\**, Managing Partner, Altera Capital

**Working Group 2**    **Mechanisms of the development of Moscow as an IFC. How to improve cooperation between project participants and increase efficiency?**

Moderator:    • *Kirill Androssov*, Managing Partner, Altera Capital

**Working Group 3**    **Legislation and enforcement issues in the Moscow IFC project.**

Moderator:    • *Albert Eganyan\**, Managing Partner, Vegas Lex

**Working Group 4**    **Urban infrastructure development for the International Financial Center. What is required by the IFC from the urban environment?**

Moderator:    • *Andrei Sharonov\**, Deputy Mayor of Moscow  
Co-moderator:    • *Bulat Stolyarov\**, General Director, IRP Group

**Working Group 5**    **Is it possible for the IFC project to become an instrument for improving the Russians' welfare? What can be done to stimulate private savings and defend private investor rights?**

Moderator:    • *Alexei Timofeev\**, Chairman of the Board, National Association of Securities Market Participants

**Working Group 6**    **The technological shape of the International Financial Center. Prospects for creation of an IT cluster geared towards the financial market.**

Moderator:    • *Vahan Vardanian\**, Vice President, MICEX

Day 2. March 17

08:30 – 10:00 Welcome Coffee

10:00 – 12:30 **Group Brainstorming** continues

12:30 – 13:00 Coffee break

13:00 – 15:30 Final plenary session

**Moderator:** • *Yermolai Solzhenitsyn\**, Managing Partner, Moscow Office of McKinsey & Company

**Presentation of Working Group Results, Summary**

13:00 – 14:00 Working Group Moderator Reports

14:00 – 15:00 Expert discussion and rating of key proposals

15:00 – 15:30 Closing remarks

- *Igor Shuvalov*, First Deputy Chairman of the Government of the Russian Federation
- *Alexander Voloshin\**, Head of the MIFC Taskforce

Organizer



Operator



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