

# PROGRAM

## Tuesday, September 29

09:00 — 09:55	Registration and welcome coffee
09:55 — 10:00	Welcome by BankConference
10:00 — 10:20	Opening address by conference moderator  Moderator: <b>Alexei Gusev — Principal expert Russian Academy of Public Administration under the President of the Russian Federation (Russia)</b>
10:20 — 11:20	<b>Why be a wealth manager?</b> — The industry view. What happened in 2008/2009 — The business view. Where is the money? — The future view. Who wants to win (and how)?  Speaker: <b>Graham Harvey — Director, Scorpio Partnership Ltd. (United Kingdom)</b>
11:20 — 11:40	Coffee break
11:40 — 13:00	<b>Psychology of Influence and Persuasion and how HNW wealth managers may use this to raise more capital and gain more clients within this tough economic environment?</b>  Speaker: <b>Richard Wilson — Founder, Hedge Fund Consulting Group (USA)</b>
13:00 — 14:00	Lunch
14:00 — 15:00	<b>The results of Russian studies of PB/PWM segment</b>  Speaker: <b>Ekaterina Lazorina — Partner, PricewaterhouseCoopers (Russia)</b>
15:00 — 15:30	<b>Concierge service: luxury or necessity for the modern Private Banking industry</b>  Speaker: <b>Maria Gordienko — General Director, Y-club (Russia)</b>
15.30 — 16.10	<b>The results of the study of HNW segment in Russia and existing condition of the capital of HNW Russians.</b> New research by Citigroup and Russian Economic School  Speaker: <b>Veronika Zhukova — Vice-President, CitiGold Head, Citibank (Russia)</b>
16:10 — 16:30	Coffee break
16:30 — 17:15	<b>Structured Products in Private Banking</b>  Speaker: <b>Christoph Portmann — Partner &amp; Member of the Executive Board, Lakeshore International Management Inc. (Switzerland)</b>
17:15 — 18:00	<b>Private banking in a changing world</b> <b>Anti-crisis solutions for major private capital</b>  Speaker: <b>Alexey Aleksandrov — Ph.D. Head of Private Banking Department UkrSibbank BNP Paribas Group (Ukraine)</b>

## Wednesday, September 30

09:30 — 10:00	Morning coffee
10:00 — 11:40	<b>A workable tax and estate plan for the near, medium, and long term.</b> Minimizing liability through favorable tax jurisdictions. Protecting assets for future generations by limiting liability for heirs. Coordinating a tax and estate plan across multiple jurisdictions for international families.  Speaker: <b>Caroline Garnham — Partner, Lawrence Graham (United Kingdom)</b>
11:40 — 12:00	Coffee break
12:00 — 13:30	<b>Shariah compliant products for HNW customers</b>  Speaker: <b>Alberto Brugnoli — President and Founding Member, ASSAIF (Italy)</b>
13:30 — 14:00	<b>Russian and Kazakhstan examples of ethical products in Private Banking. Onshore vs. Offshore</b>  Speaker: <b>Irina Bykhovskaya — Partner Ernst &amp; Young (CIS) B.V. branch in Moscow (Russia)</b>
14:00 — 15:00	Lunch
15:00 — 16:10	<b>Client, strategy and brand identity in Private Banking</b>  Speaker: <b>Graham Harvey — Director, Scorpio Partnership Ltd. (United Kingdom)</b>
16:10 — 16:40	<b>VIP-branch — marketing, architecture and design point of view</b>  Speaker: <b>Mykola Chumak — Partner, Identity Group (Ukraine)</b>
16:40 — 17:10	<b>Private banking: investment strategies in times of economy downturn and after the crisis</b>  Speaker: <b>Andrei Shadrin — Managing Director, Gazprombank Private Banking (Russia)</b>
17:10 — 17:30	Conference close
17:30 — 18:30	Cocktail & networking