



**Business programme**  
**of the 6<sup>th</sup> Moscow International Halal Exhibition**  
**Moscow Halal Expo 2015**  
**Crocus Expo Exhibition hall, Pavilion 2, hall 5**

May 21, 2015  
Conference Hall A (300 persons)

**VI ISLAMIC FINANCE AND INVESTMENT FORUM**  
**«Islamic Financial Market in Russia and Real Economy»**

**Goal:** to attract Islamic investments into the real economy of the Russian Federation; to discuss the schemes of developing trade and investment cooperation between Russia and OIC countries.

**Organizer:**



Halal Holding. LTD

**Co-organizers:**



**Supported by:**



**Partners:**



**Media partners**



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**Invited participants:**

- Regulators representatives
- Bank associations, banks and financial organizations
- Investment companies
- Halal products manufacturers
- Chamber of Commerce and Industry of the Russian Federation
- Members of the Russian Association of Experts in Islamic Finance

Welcoming speech time limit: 2-3 minutes

Speech time limit: 5-6 minutes

Presentation time limit: 7-8 minutes

**Forum Programme**

10:00	Registration, tea, coffee
10:30- 11:00	<p><b>Forum opening, welcoming speeches</b></p> <p><i>Moderator:</i> Mr. Alberto G Brugnoli, Managing Partner of ASSAIF</p> <p><i>Invited speakers:</i></p> <ul style="list-style-type: none"> <li>• Mr. Ilyas Umakhanov, Deputy Chairman of the Council of Federation of the Federal Assembly of Russia</li> <li>• Mr. Alexandr Torshin, Deputy Chairman of the Central Bank of Russia</li> <li>• Mr. Saud Ben Abdallah Al Mahmoud, Ambassador of the State of Qatar to the Russian Federation</li> <li>• Representatives of the organizers and partners of the Forum</li> <li>• Representatives of the diplomatic corps of foreign countries</li> </ul>
11:00 - 12:00	<p><b>Session 1. Islamic finance and private equity funds as means of promotion of international trade and attracting investment into Russian economy</b></p> <p><i>Moderators:</i> Ahmed Shiber, partner, White &amp; Case, Madina Kalimullina, Executive Secretary, Russian Association of Experts in Islamic Finance</p> <p><i>Invited speakers:</i></p> <ul style="list-style-type: none"> <li>• Mr. Aleksandr Tsybulsky, Deputy Minister of Economic Development of Russia</li> <li>• Mr. Ayhan Keser, Vice-Chairman, Al Baraka Turk</li> <li>• Mr. Alexander Murychev, Executive Vice-President, Russian Union of Industrialists and Entrepreneurs</li> <li>• Mr. Anatoly Gavrilenko, president of the Russian Burse Union</li> <li>• Rahul Diddi, CEO, Diddi Capital Advisors Inc.</li> <li>• Mr. Victor Chetverikov, General Director, National Rating Agency</li> <li>• Mr. Rustam Vakhitov, Managing Partner, International Tax Associates B.V., RAEIF member</li> <li>• Alexey Busev, Chairman of the Committee of the Russian Chamber of Commerce for cooperation with UAE, managing partner of INCONA</li> <li>• Roman Rybalkin, analytic, Standards and Poors</li> <li>• ICD representative</li> </ul>

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	<ul style="list-style-type: none"> <li>• Moscow City representative</li> </ul> <p><i>Speech topics:</i></p> <ul style="list-style-type: none"> <li>• Establishing investment climate for investors from OIC countries</li> <li>• Systems of cross-border mutual payments with OIC countries</li> <li>• Prospects of establishing Islamic banking industry in Russia amid a global change in foreign trade ties.</li> <li>• Prospects of sukuk issuance by the Russian sovereign bodies</li> <li>• Prospects of cooperation between Russian financial institutions and Islamic states.</li> <li>• Russian-UAE investment cooperation</li> <li>• Rating process of the Russian companies for Islamic Finance transactions</li> </ul>
12:00 – 12:20	Coffee break
12:20 – 13:20	<p><b>Welcoming speech on the occasion of the opening of 6<sup>th</sup> Moscow International Halal — Moscow Halal Expo 2015 and the event’s business programme</b></p> <p><b>Moderator:</b> Rushan Abbyasov, First Deputy Chairman of Russia Muftis Council, Chairman of the Organizing committee of Moscow Halal Expo</p> <ul style="list-style-type: none"> <li>• Mufti Sheikh Ravil Gaynutdin, Chairman of Russia Muftis Council</li> <li>• Mr. Alexander Tkachev, Minister of Agriculture of Russia</li> <li>• Mr. Vladimir Chernikov, head of the Department of the national policy, interregional cooperation and tourism of the Moscow City</li> <li>• Mr. Farhad Saidi, Chairman of the Board, Asia Bank</li> <li>• Mr. Hasan Khakimov, Vice-Premier of the Chechen Republic</li> <li>• Representatives of Industry and Trade Ministry of Russia</li> <li>• Exhibition partners representatives</li> </ul> <p>Formal ceremonies:</p> <ul style="list-style-type: none"> <li>- signing international agreements</li> <li>• The signing of the Memorandum of Understanding between Russia muftis Council, Centre for Islamic Economics and Finance Development (CIEFD) and The Accounting and Auditing Organization for Islamic Financial Institutions(AAOIFI)</li> <li>• The signing of the Memorandum of Cooperation between the International Centre for Standardization and Certification "Halal" Russian Muftis Council and the Center "Halal" of Montenegro</li> <li>- distributing award for contribution into halal business development</li> </ul>
13:20 – 14:20	<b>Break</b>
14:20 – 16:00	<p><b>Session 2. Practical aspects and problems of Islamic finance development in Russia</b></p> <p><i>Moderators:</i> Mr. Alberto G Brugnoli, Managing Partner of ASSAIF, Madina Kalimullina,</p>

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Executive Secretary, Russian Association of Experts in Islamic Finance

*Invited speakers:*

- Dr. Hamed Hassan Merah, Secretary General of the Accounting and Auditing Organization for Islamic Financial Institutions (AAOIFI)
- Mr. Farhad Saidi, Chairman, Asia Bank
- Mr. Anatoly Aksakov, President of the Association of regional banks of Russia
- Mr. Adalet Jabiyev, President, Badr-Finance
- Mr. Dmitry Savelyev, Deputy chairman of the Committee for Financial Market, State Duma of the Russian Federation
- Mr. Bulat Mulyukov, Chairman, Centre for Islamic Economics and Finance Development
- Mr. Murad Aliskerov, CEO, LyaRiba-Finance (Dagestan)
- Mr. Behnam Gurbanzade, Head of Islamic Banking Department, International Bank of Azerbaijan (Azerbaijan)
- Mr. Maxim Tafintsev, President, Arab European Lawyers Association (Luxemburg)
- Mr. Azer Safarov, PhD. In Economics, member of the international association of writers and publishers
- Alexander Kazakov, Adviser, Legal Capital Partners, RAEIF member
- IDB Representative
- Representative of the Association of banks of Russia
- Representatives of the Islamic financial companies in Russia
- Representatives of banks representing Islamic financial products

*Speech topics:*

- Diversifying banking business and gaining competitive advantages for financial institutions using Islamic finance facilities.
- Challenges of Islamic finance introduction:
  - ✓ Prospects for changes in legislation and regulatory system in order to provide favourable conditions for Islamic banking in Russia
  - ✓ facilitating property registration procedure in transactions
  - ✓ the formation of the accounting system of the Islamic banking operations, the organization of supplementary schemes subject to risks and provisioning
  - ✓ creating special "Islamic windows" in credit institutions
- Schemes of attracting population's financial resources into real economy sector by means of Islamic financial companies
- Eurasian Economic Union and prospects of Islamic banking in Russia

**Discussion. Closing remarks**

16:30 – **Session 3. Investment potential of the Russian regions. Perspective projects for investment attraction** (by invitations)  
17:30

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May 21, 2015

Conference hall G (90 persons)

## 2<sup>nd</sup> “Halal Tourism and Hospitality” International Forum

Forum goal: to discuss the opportunities for Russia in the international halal market; to create halal infrastructure in hospitality sector

### Organizer:



### Supported by:



### Co-organizer:



### Partners:



### Media Partners



MuslimEco



### Invited participants:

- Ministry of Sport of Russia
- Ministry of Culture
- Federal Tourism Agency
- Moscow Committee for Tourism
- Committee for Tourism and Hotel Industry under the Moscow Chamber of Commerce and Industry
- National Committee for Tourism of the Tatarstan Republic
- Committee for Tourism of St-Petersburg
- Russian and foreign tour operators
- Russian and foreign tourism information centres
- Museums
- University professors and students
- Hotel industry workers
- Caterers
- Halal products manufacturers

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## Forum Programme

10:00	Participants' arrival, registration
10:30 - 11:00	<p>Forum opening, welcoming speeches by representatives of organizers, partners, government institutions</p> <p><i>Invited speakers:</i></p> <ul style="list-style-type: none"> <li>• Mr. Rushan Abbyasov, First Deputy Chairman of Russia Muftis Council</li> <li>• Mr. Nikolay Korolev, Deputy head of the Federal Tourism Agency</li> <li>• Mr. Vladimir Chernikov, Head of the Department of national policy, inter-regional relations and tourism of the city of Moscow</li> <li>• Mr. Aydar Gazizov, CEO of International Centre for Halal Standardization and Certification</li> <li>• Ms. Inna Shalyto, Chairman of the Committee for Tourism of St. Petersburg.</li> <li>• Ildar Musin, deputy CEO, World without borders</li> </ul>
11:00 – 12:20	<p><b>Session 1. Halal standards in tourism and hospitality</b></p> <p><i>Invited speakers:</i></p> <ul style="list-style-type: none"> <li>• Mr. Ilyas Umakhanov, Deputy Chairman of the Council of Federation of the Federal Assembly of Russia</li> <li>• Mr. Sergey Shpilko, Deputy head of the Department of national policy, inter-regional relations and tourism of the City of Moscow</li> <li>• Mr. Aydar Gazizov, CEO of International Centre for Halal Standardization and Certification</li> <li>• Mr. Ildar Musin, representative of the Committee of the Moscow Chamber for hotels and tourism</li> <li>• Mr. Aldin Dugonjić, CEO of the Centre for Halal Quality Certification in Croatia</li> <li>• Mr. Marat Nizamov, the head of the Committee for the standard "Halal" of Religious Board of Muslims of the Republic of Tatarstan</li> <li>• Anna Sibirkina, Head of the Project "China Friendly"</li> <li>• The representative of the hotel "Aerostar", Moscow</li> <li>• The head of the hotel "Gulf Stream", Kazan</li> <li>• The representative of the hotel "Metropol", Moscow</li> </ul> <p><i>Speech topics:</i></p> <ul style="list-style-type: none"> <li>• Halal industry worldwide and in Russia <ul style="list-style-type: none"> <li>○ Halal as part of global Islamic economy</li> <li>○ Legal framework for developing halal industry in Russia</li> <li>○ Developing Halal standardization and certification systems in Russia</li> </ul> </li> <li>• Current modernization of global hospitality industry <ul style="list-style-type: none"> <li>○ Different standards and principles of hotel industry certification in Russia and worldwide</li> <li>○ Obligatory Star Certification</li> </ul> </li> </ul>

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	<ul style="list-style-type: none"> <li>○ Tourism market demands in the context of Halal tourism development as means of attracting more clients</li> <li>○ Presentations of Halal standards in tourism</li> <li>○ Presentation of China Friendly and Halal Friendly hospitality standards</li> <li>● Practical aspects of hotel industry certification</li> <li>● Performance of halal hotels in Moscow/Kazan and other cities</li> <li>● Related business. Services and leisure sector.</li> </ul>
12:20-14:20	Opening Ceremony of Moscow Halal Expo 2015 (Conference Hall A) Break
14:20 – 16:00	<p><b>Session 2. Promoting halal tourism in Russia</b></p> <p><i>Invited speakers:</i></p> <ul style="list-style-type: none"> <li>● The representative of Tourism Committee of the Republic of Tatarstan</li> <li>● Aliy Pilyarov, Director General of the Touristic-Recreational Complex “Mara”, Karachaevo-Cherkessia</li> <li>● Headship of Chechnya Tour, Chechen Republic</li> <li>● Prerepresentive of Argo company, Bashkortostan</li> <li>● Gusen Shakhpazov, Chairman of the executive committee of Federal Lezgin National Cultural Autonomy (Dagestan)</li> <li>● Mr. Damir Khairetdinov, d.h.s, rector of the Moscow Islamic Institute</li> <li>● Andrey Suleykov, CEO, Appreal</li> <li>● Ayrat Kasimov, CEO, HalalGuide</li> <li>● Suppliers of goods and services for the tourism and hospitality industry</li> </ul> <p><i>Speech topics:</i></p> <ul style="list-style-type: none"> <li>● Islam in Russia touristic and excursion programmes</li> <li>● Horde-era Moscow as a Russia’s unique historical heritage</li> <li>● HalalTripRus project as means of promotion</li> <li>● Presentation of navigation search systems and applications, products and services for tourism industry</li> </ul>
16:00 - 16:15	Break
16:15 – 18:00	<p><b>Session 3. Halal restaurants and catering</b></p> <p><i>Speech topics:</i></p> <ul style="list-style-type: none"> <li>● Halal standard in catering</li> <li>● Challenges of running halal restaurants in big cities</li> <li>● Performance of halal restaurants through the example of Singapore/China</li> <li>● Halal catering in passenger transport</li> </ul> <p><b>Discussion and closing remarks</b></p>

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Day 2  
May 22, 2015  
(audience – 60 persons)  
**II International Forum**  
**Moscow Islamic Fashion Forum**

**(Conference hall B)**

**Organizers**



**General Media partner**



**The Forum's goal** is to create a B2B platform to promote manufacturing companies of the halal fashion market, as well as to promote all designers' brands and the Islamic fashion segment at the domestic and foreign markets.

**The Forum's objectives:**

- providing information about consumers and manufacturers of halal goods and services in Textile&Fashion, Clothes&Accessories, Cosmetics&Perfumes, Jewellery, Fashion&Beauty services;
- introducing the best companies of the sectors to potential partners and investors;
- providing entrepreneurs and experts with the opportunity to discover modern business technologies.

### **II Moscow Islamic Fashion Forum Programme**

Workshop moderator - Xenia Lery, founder of Trendsquire, the first trend-watching agency in Russia.

- 1. Fashion business organization**
- 2. Package design: main trends for good sales**
  - Package design as a part of brand strategy

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- Design features — communication with target audience
- Graphic design for the package: colours and fonts
- Materials — primary trends
- Colours — primary trends
- Main key visuals for different groups of the target audience

### **3. Social trends for creating a successful product — design marketing**

- Main trends in Russia for 2016/17
- Specific features of trends in Russia
- Introduction to design marketing for the company's success
- Inspire the team — appeal to the customer: principles of working with trends in a company
- How to be a modern company? Consumer types
- Creating a product and establishing sales channels: design thinking

### **4. Modern shopping mall: introduction to merchandising and window dressing**

- Characteristics of modern consumers: shopping mall's role
- Shopping mall's brand
- Communication: shopping mall — consumer
- Environmental design as a part of brand strategy: engineering trends
- Shop window as the brand's picture, in the service of the shopping mall
- Modern merchandising: buyer experience, best examples, global trends

## **Round Table “Problems and Prospects of Confessional Fashion market in Russia**

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**Day 2, May 22, 2015**  
Conference-hall F

**VI Moscow Halal Congress**  
**Prospects of export and import development for Halal producers**  
**Development of the Eurasian Union of Halal Standardization and Certification**

**Goal:** to bring out Russian manufacturers of Halal products on new markets. Prospects of development of foreign economic relations in the field of Halal with the regions of the Eurasian Union.

**Organizer:**



**Supported by:**



Welcoming speech time limit: 2-3 minutes

Speech time limit: 5-6 minutes

Presentation time limit: 10 minutes

**Congress Programme**

10:00	Registration
10:30- 11:00	<p><b>Congress opening, welcoming speeches</b></p> <p><i>Presenter:</i> Gazizov A. G., Director General of the International Center of Halal Standardization and Certification of RMC</p> <p><i>Invited speakers:</i></p> <ul style="list-style-type: none"> <li>• Representatives of the organizers and partners of the Congress</li> <li>• Representatives of the diplomatic corps of foreign countries</li> </ul>
11:00 - 12:30	<p><b>Session 1. The development of export and import relations in the field of Halal</b></p> <p><i>Moderator:</i> Albert Davleev</p> <p><i>Invited speakers:</i></p> <ul style="list-style-type: none"> <li>• The representative of the Rosselkhoznadzor</li> <li>• The representative of the Transasia Logistics</li> </ul>

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	<ul style="list-style-type: none"> <li>• Anzor Boriev, GAP Resource</li> <li>• Representatives of the diplomatic corps of foreign countries (Turkey, Kuwait, UAE, Iran, Malaysia, Indonesia, Kingdom of Saudi Arabia etc.)</li> <li>• Halal products and services manufacturers</li> <li>• Representative of the Ministry of Economic Development of the Russian Federation</li> <li>• The representative of the Federal Customs Service</li> </ul> <p><i>Speech topics:</i></p> <ul style="list-style-type: none"> <li>• Prospects of creation trading platforms for exports in the CIS countries</li> <li>• The commercial interactions with OIC countries</li> <li>• Experience in the implementation of the Russian Halal products on foreign trading platforms</li> <li>• The Russian market of meat production on the modern stage</li> <li>• Experience in exports of halal products to OIC countries</li> <li>• Import, logistics and distribution of halal products</li> <li>• The status of halal markets in Russia and abroad</li> <li>• Halal trading houses "halal" and specialized sections in retail chains</li> </ul>
12:30 – 14:00	<b>Jumu'ah.</b> Lunch
14:00 – 18:00	<p><b>Session 2. Development and prospects of the Eurasian Halal Union</b></p> <p><i>Invitees, heads of Halal Standard Committees:</i></p> <ul style="list-style-type: none"> <li>• Marat Sarsenbaev, (Republic of Kazakhstan)</li> <li>• Rustam Hasinevich (Republic of Belarus)</li> <li>• Myktybek Arstanbek (Kyrgyz Republic)</li> <li>• Representatives of the Baltic states</li> <li>• The representative of the Embassy of Armenia to Russian Federation</li> <li>• Representatives of the Congress partners</li> </ul> <p>Formal ceremonies</p> <ul style="list-style-type: none"> <li>- signing international agreements (the acceptance of new members of the Union)</li> <li>- distributing awards</li> </ul>
19:00	Gala Dinner (by invitation only)

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**Day 3, May 23, 2015**

**10:00 – 15:30**

**(Conference hall A)**

**IV Muslim Youth Forum**

**Civil Position. Time for Deeds**

**The Purpose:** to encourage active youth to create projects that could solve the existing social problems and to stimulate youth businessmen to do business according to the halal standards.

**Program of Forum**

10:00 – 10:30	Registration of participants
10:30 – 10:45	Opening Session by organizers
10:45 – 12:15	Speeches of the speakers and discussion with guests - Unity and collaboration of Youth - Advocacy for human rights and active citizenship - Social entrepreneurship: Alibek Aliev - the founder of Sadaka Charity Fund – speaks about starting from scratch a large-scale blood donor movement
12:15 – 13:00	Break for prayer and lunch
13:00 – 14:30	- How to build a big company and maintain work-life balance? - How to find customers in unexpected places? A guidance for Halal companies by the application developer of Top Trip Tip Andrew Suleykov
14:35 – 15:35	Business Simulation from Oleg Panin: How to make money decently?
15:35 – 15:40	Closing speech by the organizers of the Forum

**Closing ceremony**

**15:50 – 18:00**

**(Conference hall A)**

**Award ceremony for the winners of the contests:**

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