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# 4<sup>TH</sup> EUROPE-IRAN FORUM

**3-4 October, 2017**

**Dolder Grand Hotel | Zurich, Switzerland**



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Dear Colleague,

It is my honor to welcome you to the 4th Europe-Iran Forum. We are proud to have gathered the highest-level group of business leaders and policymakers in the history of this event.

In 2017, enabled by a new partnership between Bourse & Bazaar and Adam Smith Conferences, the Europe-Iran Forum has grown to become something more than a simple business conference.

We expanded our programming and publishing activities to more fully support stakeholders active in Iran today. The EIF Global Round Table series saw us hold formal workshops with senior figures in Copenhagen, Stockholm, Moscow, Washington D.C., and Tokyo. The feedback from these sessions has directly informed the development of EIF4. For the first time, we undertook original survey research in partnership with IranPoll to deepen our analysis of post-sanctions Iran. The fascinating findings of this research will be presented by IranPoll CEO Amir Farmanesh during the conference. These activities reflect our commitment to providing better access to valuable information and strategic relationships for our stakeholder community.

EIF4 is taking place at a critical juncture in Iran's post-sanctions development.

On October 15<sup>th</sup>, the Trump administration faces a deadline to decide whether to re-certify Iran's compliance with the JCPOA. The international community is universal in its belief that Iran is upholding this agreement. To this end, European governments have presented a resolute front in defense

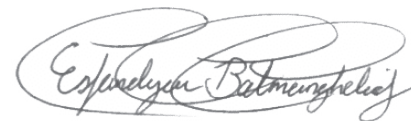
of the JCPOA. We are delighted that EIF4 will provide a platform for greater dialogue between policymakers and business leaders about how to safeguard compliant, responsible commerce with Iran.

Those of us gathered here today have come to know the new reality in Iran. Companies have been making steady and significant progress on the ground, signing landmark contracts across sectors and bringing new and exciting projects online. Many of the multinational and domestic companies gathered at the Forum today are beginning to write their own success stories in Iran.

I would like to thank all of our sponsors, supporting organizations, and speakers for their contributions to this event and its success. Ultimately, the Europe-Iran Forum is the name we give not just to an event, but to a network of ambitious, likeminded individuals making varied contributions to Iran's bright future.

I am proud to count you all among my colleagues, and I look forward to learning from you all over the next two days as we plan our collective next-steps.

Best Regards,

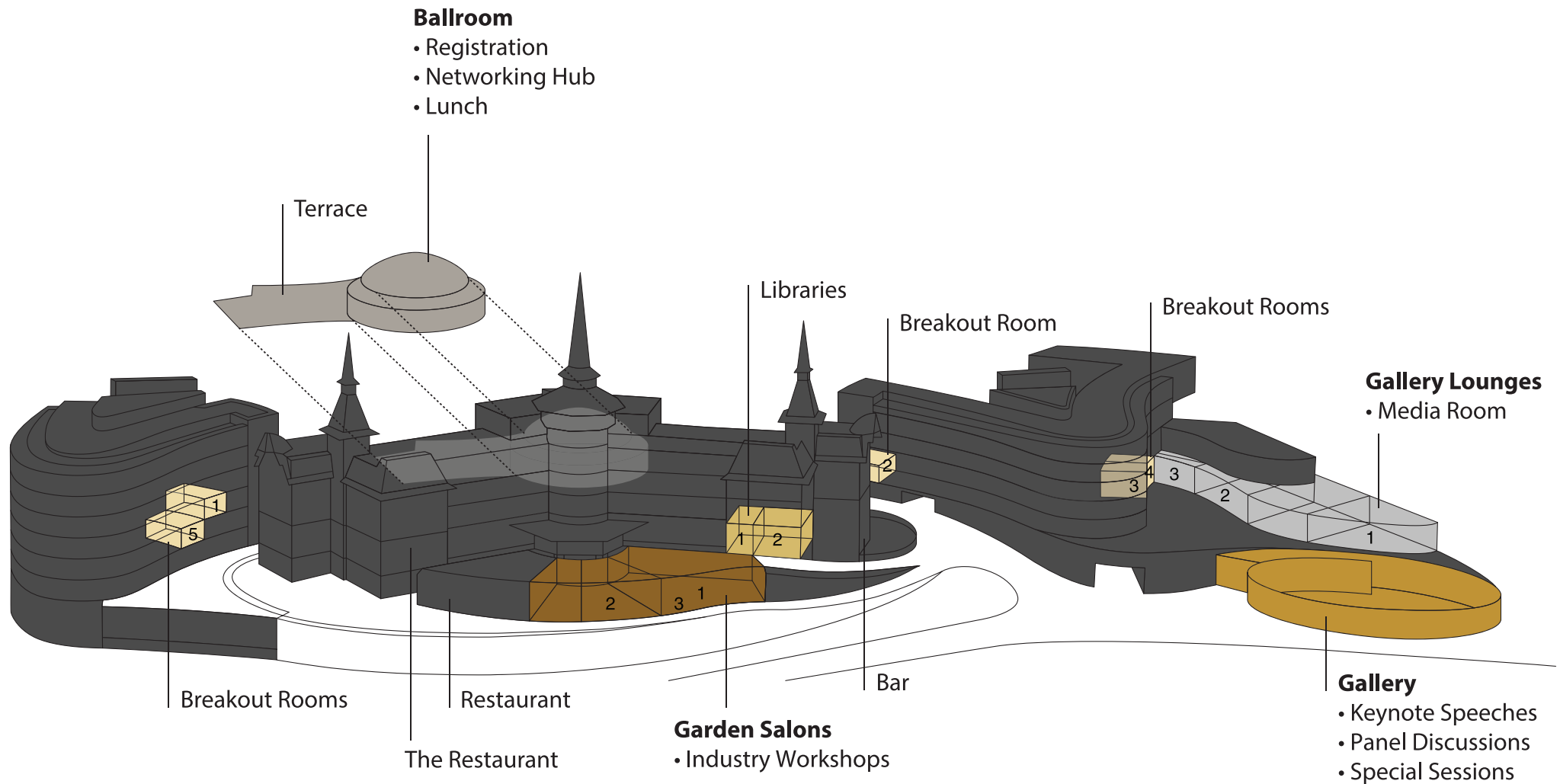
A handwritten signature in black ink, reading "Esfandiyar Batmanghelidj". The signature is fluid and cursive, with the first name and last name clearly distinguishable.

**Esfandiyar Batmanghelidj**

Founder

Europe-Iran Forum

# Venue Map



08:00 REGISTRATION & WELCOME BREAKFAST

09:05-09:15 Walk to Gallery

09:15 OPENING COMMENTS



**Esfandiyar Batmanghelidj**  
Founder  
Europe-Iran Forum



**John Andrews**  
Consultant Editor  
The Economist

09:25 KPMG KEYNOTE:  
REACHING GLOBAL STANDARDS IN BANKING



**Ulrich von Zanthier**  
Director, Financial Services  
KPMG

09:35 FINANCIAL KEYNOTE:  
A TECHNICAL AGENDA  
FOR FOREIGN INVESTMENT



**Mohammad Khazaee**  
Deputy Minister for International  
Affairs and President  
OIETAI, Ministry of Economic  
Affairs and Finance

09:45 PANEL: EXCELLENCE IN BANKING  
AND FINANCIAL SERVICES



**Parviz Aghili**  
CEO  
Middle East Bank



**Mostafa Beheshti Rouy**  
Executive Board Member  
for International Affairs  
Bank Pasargad



**Mahdi Seifollahi**  
CEO  
Pouya Finance



**Shahram Safai**  
Partner  
Afridi & Angell



**Jørn Fredsgaard Sørensen,**  
Director, Country, Bank & Sector Risk  
EKF- Danmarks Eksportkredit

10:25 PANEL:  
RETAIL & CONSUMER



**Mehdi Firouzan**  
Managing Director  
Book City



**Alireza Hagdoust**  
Development Director  
Rosh Retail



**Majid Lak**  
Managing Director  
Caspian Mode



**Dan Holland**  
Partner  
Stephenson Harwood

11:05 PHARMACEUTICAL KEYNOTE:  
INVESTING IN HEALTH  
FOR IRAN AND THE REGION



**Rassoul Dinarvard**  
Senior Advisor  
Ministry of Health and Medical Education

11:15-11:25 Walk to Garden Salons

BREAKOUT SESSIONS

11:25 PHARMACEUTICALS  
& HEALTHCARE



**Elahe Alavi**  
Iran Country  
Manger  
Janssen  
(Behestan  
Darou)



**Djordje Filipovic**  
Iran Country  
President  
Novartis



**Payam Dindoust**  
CEO  
Behestan  
Darou



**Ghobad Shahbazi**  
Vice President  
and General  
Manager Iran  
Novo Nordisk



**Haleh Hamedifar**  
CEO  
CinnaGen



**Saideh Yahyavi**  
Head of Middle  
East Group  
Magnusson

BREAKOUT SESSIONS

12:10 FOOD & BEVERAGE



**Søren Holm Jensen**  
President  
CO-RO



**Baha Sadat Tehrani**  
Founder and Managing  
Director  
Saziba Group



**Senior  
Speaker**  
TBA

### BREAKOUT SESSIONS

11:25

#### ENGINEERING, PROCUREMENT, CONSTRUCTION



**Parviz Akbaroff**  
International Business  
Development Director  
**Rah Shahr**



**Ferial Mostofi**  
Chairwoman  
**KDD Group**



**Mohammad Reza Nikousokhan**  
Commercial Deputy  
**IRITEC**



**Richard Parris**  
Partner  
**Clifford Chance**

### BREAKOUT SESSIONS

12:10

#### ENERGY



**Hans Nijkamp**  
Vice President  
for Iran,  
**Shell**



**Ramin Hariri**  
Partner,  
**Dentons**  
(Moderator)



**Sarim Sheikh**  
President & CEO,  
**GE Pakistan  
& Central Asia**



**Reza Shaybani,**  
Board Member,  
**Quercus Assets  
Selection**



**Koichiro Tanaka**  
Board Member  
**Institute for  
Energy  
Economics,  
Japan**

### 12:55 NETWORKING LUNCH

14:05-  
14:15

Walk to Gallery

14:15

#### INDUSTRY KEYNOTE: FORGING A STRONGER METALS AND MINING SECTOR



**Mehdi Karbasian**  
Deputy Minister and Chairman **IMIDRO**  
Ministry of Industry Mine, and Trade

14:25

#### INDUSTRY KEYNOTE: ENABLING INDUSTRIAL RENOVATION IN IRAN



**Mansour Moazami**  
Deputy Minister and Chairman  
**IDRO** Ministry of Industry, Mine,  
and Trade

14:35

#### PANEL: THE IMPORTANCE OF INDUSTRIAL JOINT-VENTURES



**Afroz Bahrami**  
Director General of Foreign Investment  
**Ministry of Industry, Mine and Trade**



**Philippe Delleur**  
Senior Vice President Public Affairs  
**Alstom**



**Pirouzan Parvine**  
Partner  
**Dentons**

15:15

#### PRIVATE SECTOR KEYNOTE: IMPLEMENTING AN AGENDA FOR GROWTH



**Masoud Khansari**  
President, **Tehran Chamber  
of Commerce, Industries,  
Mines, and Agriculture**

15:30

#### PANEL: CREATING A 21<sup>ST</sup> CENTURY ECONOMY



**Ali Fayazbakhsh,**  
Chief Strategy Officer  
**Sarava**



**Philippe Vogeleeer**  
Director of Advisory  
**Vodafone Group**



**Aseyeh Hatami**  
Founder and Managing Director  
**IranTalent.com**



**Sharif Nezam-Mafi**  
Chairman  
**Iran-Swiss Chamber  
of Commerce**



**Hossein Mokhtari**  
Director of Industrial Relations  
**Sharif University of Technology**

16:10

#### PANEL: THE IMPORTANCE OF CORPORATE CITIZENSHIP



**Gary Lewis**  
Iran Resident Coordinator  
**United Nations**

16:40-  
17:00

Walk to Ballroom

17:00

EVENING NETWORKING RECEPTION

08:00 REGISTRATION & WELCOME BREAKFAST

09:05-09:15 Walk to Gallery

09:15 **POLITICAL KEYNOTE:  
THE EUROPEAN COMMITMENT  
TO JCPOA**

 **Helga Schmid**  
Secretary General  
European External Action Service

09:35 **AMBASSADORS' PANEL**

 **Danny Annan**  
Ambassador  
of Denmark to Iran

 **François Delhaye**  
Ambassador  
of Belgium to Iran


 **Juliusz Gojto**  
Ambassador  
of Poland to Iran

 **Nicholas Hopton**  
Ambassador  
of the United Kingdom to Iran

 **Susanna Terstal**  
Ambassador  
of the Netherlands to Iran

 **Moderator:  
Ellie Geranmayeh**  
Senior Policy Fellow, **European  
Council on Foreign Relations**

10:20 **PANEL: THE VIEW FROM  
WASHINGTON**

 **Jarrett Blanc**  
Senior Fellow  
**Carnegie Endowment  
for International Peace**


 **Barbara Slavin**  
Director, Future of Iran Initiative  
**Atlantic Council**

10:40 **TRADE KEYNOTE: BUILDING IRAN'S  
LOGISTICS CAPACITY**

 **Mohammad Saeedi**  
Chairman and Managing Director  
**Islamic Republic of Iran Shipping Lines**

10:55 **PANEL: CREATING A SMART  
TRANSPORTATION  
AND LOGISTICS NETWORK**

 **Wim Dillen**  
Head of Business Development  
**Port of Antwerp**

 **Padideh Moini Gützkow**  
Vice President  
**Mobility Iran Siemens**

 **Carsten Leuters**  
Head of Solution Supply Chain  
Management  
**KPMG**


 **Maurice de Kok**  
Director Strategic Business  
Development  
**Van Oord**


11:40-11:50 Walk to Garden Salons


**BREAKOUT SESSIONS**


11:50 **INSURANCE**

 **Ehsan Hemmati**  
Director of Reinsurance  
& International Affairs  
**MA Insurance**

 **Parviz Khosroshahi**  
Deputy President  
**Bimeh Markazi**

 **Gholamreza Heydari Kord Zanganeh**  
Vice Chairman  
**Moallem Insurance**

 **Sean Higgins**  
Director of Assurance  
**EY**

 **Younes Mazlumi**  
CEO  
**Taavon Insurance Company**



### BREAKOUT SESSIONS

#### METALS & MINING



**Bahram Shakouri**  
Managing Director  
**Mobin Mining and Road Construction**



**Benjamin Fournier**  
Division Chief Operating Officer  
**Manoir Industries**



**Paul Lingard**  
Partner  
**Clifford Chance**



**Senior  
Speaker**  
TBA

#### 12:35 NETWORKING LUNCH

13:50-14:00 Walk to Gallery

#### 14:00 RESEARCH KEYNOTE: BUSINESS CONFIDENCE SURVEY RESULTS



**Amir Farmanesh**  
CEO  
**IranPoll**

#### 14:20 PANEL: TOURISM AS A KEY GROWTH SECTOR



**Farzaneh Sharafbafi**  
CEO  
**Iran Air**



**Murat Ersoy**  
President  
**Atlasglobal**



**Dirk Buitelaar**  
Country Manager Iran  
**Air France-KLM**



**Majid Hosseini Nejad**  
Founder and CEO  
**Safarhaye Alibaba**



**Majid Meshkini**  
Chairman  
**PPM (British Airways GSA Iran)**

15:00

#### PANEL: HOW PRIVATE EQUITY IS TRANSFORMING IRAN'S ECONOMY



**Omid Gholamifar**  
Founder and CEO  
**Serkland Invest**



**Majid Zamani**  
Founder and CEO  
**Kian Capital Management**



**Hamed Sadjedi**  
Vice-Chairman  
**Iranian Venture Capital Association**

15:45

#### POLITICAL KEYNOTE: IRANIAN COMMITMENT TO «BUSINESS DIPLOMACY»



**Seyed Kazem Sajjadpour**  
Deputy Minister  
and President  
**IPIS**  
**Ministry of Foreign Affairs**

16:00

#### CLOSING STATEMENT: THE EIF HORIZON



**Esfandiyar Batmanghelidj**  
Founder  
**Europe-Iran Forum**

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## Lead Partners



KPMG is a global network of independent member firms offering audit, tax and advisory services. KPMG member firms can be found in 152 countries. Collectively they employ more than 189,000 people across a range of disciplines. In December 2016 Iran based Bayat Rayan became a Correspondent Firm of KPMG International Cooperative, a Swiss entity. Bayat Rayan was a former member firm but departed the network in 2010. Bayat Rayan is a professional services firm advising national and international clients operating in Iran for more than 40 years. Bayat Rayan combines an in-depth knowledge of the local business environment, laws, regulations and markets.

[www.kpmg.com](http://www.kpmg.com)



Manoir Industries is an international group, based in France, active in the petrochem, nuclear, energy, oil & gas, and construction sectors. Manoir Industries established a joint venture in Iran dedicated to foundry parts for the petrochemical industry and the direct reduction of iron. This entity, named Manoir Akhgar, was officially registered in May 2017 and is based in Esfahan.

[www.manoir-industries.com](http://www.manoir-industries.com)

## Founding Partner

大成 DENTONS

Driven to provide clients a competitive edge, and connected to the communities where its clients want to do business, Dentons knows that understanding local cultures is crucial to successfully completing a deal, resolving a dispute or solving a business challenge. Now the world's largest law firm, Dentons' global team builds agile, tailored solutions to meet the local, national and global needs of private and public clients of any size in more than 140 locations serving 57 countries. The Iran Team is rapidly expanding in response to our clients' demand for advice in relation to their current business operations or commercial opportunities they are exploring in the country, and the associated legal and regulatory risks. As a global polycentric firm, and an emerging markets specialist, Dentons is committed to supporting clients wherever they do business. In Iran, we have entered into association with APP, an Iranian law firm based in Tehran, to better serve our international clients investing and doing business in Iran.

[www.dentons.com](http://www.dentons.com)

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Atlasglobal was established on March 14, 2001 in Turkey, licenced to carry out "Passenger and Cargo Transportation on Unscheduled Flights, Domestic and International" and operated its first flight on June 1, 2001. Atlasglobal began to operate domestic and international scheduled flights in 2004 with the aim of offering passengers international standards of quality and comfort on board. Atlasglobal became the first IATA member private airline in Turkey IOSA certified and increased its flights by 80% over a very short time period. Initially starting up with just two aircraft, Atlasglobal has expanded its global fleet to a total number of 27 aircraft, composed of Airbus A319, A320 and A321. Atlasglobal flies to more than 50 destinations in 35 different countries. It operates scheduled flights within Turkey and to Asia, Russia, CIS Region, Middle East and Europe. Atlasglobal, gives connecting flights to the capital of Iran, Tehran, via Istanbul from Zurich, Amsterdam, Milan, Paris, Hamburg, Düsseldorf, Copenhagen, Stockholm, Moscow, Belgrade and Sarajevo in Europe.

[www.atlasglobal.com](http://www.atlasglobal.com)

Knowledge Partners

## STEPHENSON HARWOOD

Stephenson Harwood has been active in Iran for over 40 years, advising Iranian and international entities across key sectors of the Iranian economy including banking, transport, energy, life sciences and commodities. More recently, our work has focused on steering our clients through complex international sanctions. Our dedicated Iran group is made up of representatives from our international offices, across all key practice areas and includes Farsi speakers. We have the local and international connections and in-depth knowledge to assist on all aspects of Iran related trade, particularly now that sanctions have been lifted.

[www.shlegal.com](http://www.shlegal.com)

## C L I F F O R D C H A N C E

Clifford Chance is one of the world's pre-eminent law firms, with significant depth and range of resources across five continents. As a single, fully integrated, global partnership, we pride ourselves on our approachable, collegial and team-based way of working. Recognising the significant opportunities and challenges presented when working on Iranian matters, we established a core team of seasoned specialists with direct Iran experience to help deliver the best value to our clients. There are over 55 lawyers globally who are involved in our Iran practice. Our team includes Iranian-law qualified lawyers and lawyers qualified under English law and other jurisdictions. We deliver invaluable and un-matched insights through a powerful combination of our practical on-the-ground transactional experience in Iran and our globally respected sanctions and export control practice.

[www.cliffordchance.com](http://www.cliffordchance.com)



## M A G N U S S O N

Magnusson is the natural choice for clients with presence outside of Iran doing business in Iran, combining presence on the ground, with strong understanding of the legal environment that the client operates in the home jurisdictions of the clients. Thanks to this combination, we are able to communicate foreign legal matters and business concepts, by presenting them in a manner understandable for businesses/general counsels. Our clients include, among others, large European corporations developing their Iran-related projects, including companies from such sectors as: energy, engineering, transport and logistics, industrial production, and industrial project development. Our work includes, among others, corporate and contract law, setting up possibilities and foreign investment rules in Iran, including also the sanctions regulations. Magnusson's Iran practice often involves advising clients with respect to investments, joint ventures, establishing affiliates, branch and representative offices, trade, as well as introduction to sector specific private and public entities in Iran. The Middle East Group consists of lawyers and partners from our offices around Europe, including team members of the Iranian origin. We have Arabic and Farsi speaking lawyers. The Magnusson Middle East team also includes a former Ambassador of Sweden to Iran.

[www.magnussonlaw.com](http://www.magnussonlaw.com)

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Knowledge Partners

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LEGAL CONSULTANTS

Since  
1975

Founded in 1975, Afridi & Angell is a full-service UAE law firm in its fifth decade at the forefront of the legal community. From the beginning, our hallmarks have been a commitment to quality, unsurpassed knowledge of the law and the legal environment, and crafting of innovative business solutions. Licensed in the three largest Emirates of Abu Dhabi, Dubai and Sharjah as well as the Dubai International Financial Centre, our practice areas include banking and finance; corporate and commercial law; arbitration and litigation; construction; real estate; infrastructure projects; energy; project finance; maritime (wet and dry); and employment. We advise local, regional and global clients ranging in size and sophistication from start-ups, sole proprietorships, family-owned businesses, entrepreneurs and investors to some of the world's largest public and private companies, governments and quasi-government institutions. We attract and retain clients with our dedication to practical guidance focused on their business needs supported by decades of experience in our home jurisdiction, the UAE. Afridi & Angell is the exclusive member firm in the UAE of top legal networks and associations, most notably Lex Mundi, the world's leading network of independent law firms, and World Services Group.

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**GIDE**  
GIDE LOYRETTE NOUËL

Gide is a premier international law firm with top-tier rankings in France and Greater Europe. The firm now operates from 15 offices worldwide, and has 600 lawyers and legal consultants, drawn from 35 different nationalities, including some of the most respected specialists in each of the various sectors of national and international business law. Our firm has been advising and assisting clients in Iran for many years on their investments, acquisitions, BOT (Build Operate Transfer) transactions, various commercial agreements, international arbitration and embargo regulations. Gide's Iran practice, the first and only branch of a foreign law firm operating in Iran under its own name, comprising Iranian and international lawyers and legal consultants, is headed by partner Mehrnoosh Aryanpour, an experienced international lawyer specialising in global trade and regulatory matters, Foreign Corrupt Practices Act, customs, WTO disputes, and multi-jurisdictional commercial matters in transport, energy, and infrastructure. Mehrnoosh has, most recently, advised and assisted aerospace firms and international oil companies entering the Iranian market, as well as the Central Bank of Iran, metals and mining entities, hydrocarbons trading firms and agricultural products and infrastructure projects on Iranian matters. Gide was once again recognized by Chambers as the Number One French Law Firm of the Year (2017).

[www.gide.com](http://www.gide.com)

Research Partner

**IRANPOLL**  
Unveiling Iran  
TEHRAN FIELD OFFICE  
TORONTO GLOBAL OFFICE

IranPoll is an independent full-service opinion research and consultancy company headquartered in Toronto, Canada, focusing exclusively on Iran. IranPoll relies on its vast survey capacity to conduct and collect polling data from Iran using various modes of data collection including face to face, telephone polling (including a monthly Omnibus), in-depth interviews, focus groups, and online panel (B2B and 46k-member B2C). IranPoll operates multiple call centers with 87 active calling stations, and conducts over 150,000 interviews per year in Iran. Complementing its extensive field capacity, IranPoll is the developer of VoxIran, which is to-date the single most comprehensive databank of Iranian opinion polls containing more than 3,000 diverse questions on 430 topics and subtopics from more than 350 probability sample surveys conducted from 2006 to 2017 in Iran. IranPoll is a member of ESOMAR, AAPOR, MRIA, and WAPOR and follows their industry standards. IranPoll has received an OFAC license from the U.S. Treasury Department's Office of Foreign Assets Control (OFAC) "to engage in all transactions necessary to facilitate and pay for public opinion polling in Iran.»

[www.iranpoll.com](http://www.iranpoll.com)

4TH  
EUROPE  
IRAN  
FORUM

The successful delivery of the 1st, 2nd and 3rd Europe-Iran Forums in October 2014, September 2015, and May 2016 respectively, serves as a proof of concept for the compliance of the conference model. Despite the achievement of Implementation Day, a significant program of US and EU sanctions persist. This compliant Iran business conference is dedicated to the open exchange of information derived from the personal experiences of expert speakers. The event organisers, Adam Smith Conferences and Bourse & Bazaar, take sanctions regulations seriously and have pursued all reasonable measures to ensure an environment of compliance for sponsors, speakers, and attendees. This includes the consultation of legal counsel in the United States and Europe and communication with the relevant authorities.

The US Treasury Office of Foreign Asset Control (OFAC) regulations that govern this event are reproduced below and include the following sections of the Iran Transactions and Sanctions Regulations (ITSR):

- 560.208 Prohibited facilitation by United States persons of transactions by foreign persons.
- 560.417 Facilitation; change of policies and procedures; referral of business opportunities offshore.
- 560.204 Prohibited exportation, reexportation, sale, or supply of goods, technology, or services to Iran.
- 560.410 Provision of services.
- 560.210 Exempt transactions.
- 560.554 Importation and exportation of services related to conferences in the US or third countries authorized.

## INFORMATION FOR U.S. PERSONS

*Do the US sanctions against Iran permit US persons to attend this conference?*

Yes, conference attendance does not implicate any US sanctions prohibitions.

*Do the US sanctions permit US persons to exchange information about economic conditions and the business environment in Iran while attending the conference, without negotiating a business deal or assisting non-US persons to negotiate or complete business deals in Iran?*

Yes, the US sanctions exempt the exchange of information and views about economic trends and conditions in Iran.

*Do the US sanctions permit US persons to discuss specific business deals in Iran while attending this conference?*

No, not unless the deal fits within a license or authorization issued by OFAC or is expressly contingent on an OFAC license or authorization, and will not proceed without OFAC authorizing it to proceed and permitting US persons to participate.

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# 4<sup>TH</sup> EUROPE-IRAN FORUM

[www.europeiranforum4.com](http://www.europeiranforum4.com)

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