

BUSINESS IN AND WITH IRAN: THE OPPORTUNITY OF THE DECADE

14 September 2017 | Berlin, Germany

New business with Iran was the hype in 2016, after the lifting of international sanctions. One year later, the topic is definitely worth revisiting, now based on real-life cases, not on assumptions or expectations. How shall an international business executive realistically approach Iran? Will the country make good on the promise to be the business opportunity of the decade? What are the key “to do’s” and the “not to do’s” on the market?

Skolkovo Institute for Emerging Market Studies (SIEMS), Moscow, and **Dialogue of Civilizations Research Institute (DOC)**, Berlin, present a workshop to advance executives’ understanding of the Iranian opportunity - how to trade and invest in the country. Participants will better understand Iranian business practices, grasp challenges and opportunities, and understand the approaches required to formulate safe and profitable business strategies.

BENEFITS FROM THE WORKSHOP:

- Thousands of years of history, a specific branch of Islam, the Revolution of 1979: how do they blend to form the mentality of Iranian customers and businessmen?
- Opportunities beyond oil and energy: What to trade and where to invest?
- How to navigate a business landscape evolving from socialism to free market?

WHO SHOULD ATTEND?

- Executives and strategists from international corporations seeking to expand their business in the Middle East
- Representatives of German “Mittelstand” companies searching for new, international opportunities
- Registration at event@doc-research.org or +49 (30) 2096 77900



- **Christopher de Bellaigue**, a leading Western scholar of modern Iranian culture and society, 15 years of experience in Iran, author of 5 books on Iran and the Middle East, regular contributor to key Western media on the region.



- **Vladimir Korovkin**, Senior Researcher at Skolkovo IEMS, scholar of emerging markets, author of the report “Iran: The Business Opportunity of the Decade”.

- **Prof. Abbas Maleki**, Vice Chancellor, Sharif University, Ex-Deputy at the Iranian Ministry of Foreign Affairs
- **Dr. Mohsen Pakparvar**, Economist and Director Central Asia and Caucasus Study Group of the Institute for Political and International Studies (IPIS), Iran
- **Mr. Koorosh Taherfar**, Senior Adviser of the President of Investment Organization of Iran (OIETAI)
- **Mr. Mohammad Reza Karbasi**, Deputy President for International Affairs-ICCMA & Secretary General, Iranian National Committee of Economic Cooperation Organization (ECO), Chamber of Commerce and Industry
- **Ms. Zahra Jazayeri**, General Director for International Affairs, Bank Hekmat

PROGRAM

8:30 – 9:00	Registration and welcoming coffee
9:00 – 9:15	Inaugural address
9:15 – 10:45	“Reading the Iranian Mindset. What should you know about Historic and Cultural Background of Iranian Officials, Businessmen and Consumers” Christopher de Bellaigue, international scholar of Iran
10:45 - 11:45	“Beyond Oil and Gas. Economic Opportunities and Business Cases in Modern Iran” Vladimir Korovkin, Head of Growth and Innovations Research at Skolkovo IEMS
11:45 – 12:15	Coffee Break
12:15 – 13:00	„Iran One Year After – Politics and Prospects“ Dr. Ali Fathollah-Nejad, Fellow at Harvard Kennedy School and DGAP, Berlin
13:00 – 13:45	„German-Iranian Business relations, latest developments “ Amir Alizadeh, German-Iranian Chamber of Commerce, Tehran
13:45 – 14:30	Lunch
14:30 – 15:00	„Remaining Bottlenecks“ Dr. Nader Malik, Malik Group, Frankfurt (tbc)
15:00 - 16:30	Panel Discussion „Business Opportunities in Energy, Finance, Trade, Investment, Auto Industry“ <ul style="list-style-type: none"> • Christopher de Bellaigue, Moderator • Prof. Abbas Maleki, Vice Chancellor, Sharif University, Ex-Deputy at the Iranian Ministry of Foreign Affairs • Dr. Mohsen Pakparvar, Economist and Director Central Asia and Caucasus Study Group, Institute for Political and International Studies (IPIS), Iran • Mr. Koorosh Taherfar, Senior Adviser of the President of Investment Organization of Iran (OIETAI) • Mr. Mohammad Reza Karbasi, Deputy President for International Affairs-ICCIMA & Secretary General, Iranian National Committee of Economic Cooperation Organization (ECO), Chamber of Commerce and Industry • Ms. Zahra Jazayeri, General Director for International Affairs, Bank Hekmat • Amir Alizadeh, German-Iranian Chamber of Commerce, Tehran
16:30	Coffee and networking