



CONFERENCE

26 February 2007, 10:00 to 14:30  
Conference Hall of the State Tretyakov Gallery  
Lavrushinsky Per. 12, Moscow

# Applying Public Private Partnership Mechanisms in the Sphere of Culture

## CONFERENCE PROGRAMME

### Administrative Mechanisms of Public Private Partnership

- 10:00 – 10:15** Public private partnership as a preferred direction in the preservation and utilization of historical and cultural monuments  
**Dmitry Amunts**, Deputy Minister of Culture and Mass Communications of the Russian Federation
- 10:15 – 10:30** Administrative functions, legal regulation and the responsibility of state authorities in public private partnerships in the sphere of culture  
**Kirill Androssov**, Deputy Minister of Economic Development and Trade of the Russian Federation
- 10:30 – 10:45** Practical experience of using existing legislation for the preservation of monuments and perspectives of administrative regulation of public private partnerships for the preservation duties of new tenants and owners  
**Boris Boyarskov**, Head of the Russian Heritage Site Preservation Agency
- 10:45 – 11:00** The Tver experience of using partnerships for the preservation and utilization of historical and cultural monuments  
**Dmitry Zelenin**, Governor of the Tver Region
- 11:00 – 11:15** Question and Answer Session
- 11:15 – 11:35** Coffee Break

### Legal and financial issues in the preparation of public private partnership projects for ensuring their attractiveness and successful completion

- 11:35 – 11:50** International experience and the particularities of Russian legislation in the attraction of "partner" investment in the sphere of culture  
**Igor Makarov**, Partner, PricewaterhouseCoopers Russia  
**Olga Poleschuk**, Lawyer, PricewaterhouseCoopers Russia



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- 11:50 – 12:05** Project financing as an effective instrument of securing the interests of all parties in a public private partnership  
**Valery Antonov**, Senior Manager, PricewaterhouseCoopers Russia
- 12:05 – 12:20** Public private partnership mechanisms in the sphere of culture: financial models and the allocation of risks among investors, cultural organisations and government authorities  
**Nitin Nagpal**, Director, PricewaterhouseCoopers India
- 12:20 – 12:35** The strategy of Vneshekonombank for the development of the investment sector of public private partnerships on the sphere of culture  
Vneshekonombank
- 12:35 – 12:50** Question and Answer Session
- 12:50 – 13:10** Coffee Break
- Practical examples of public private partnerships**
- 13:10 – 13:25** The European experience for preserving historical and cultural monuments on the basis of public private partnerships in Russia – the Twinning Programme  
**Rodiger Uve**, the German Society for Technical Cooperation
- 13:25 – 13:40** "The Yasnaya Polyana Agreement" – marketing through cooperation. Programme of partnership development  
**Vladimir Tolstoy**, Director, the State Memorial and Natural Preserve "Museum-Estate of Leo Tolstoy "Yasnaya Polyana"
- 13:40 – 13:55** "Serednikovo Estate" – ten years of partnership with the state  
**Mikhail Lermontov**, Director, the National Lermontov Centre in Serdnikovo
- 13:55 – 14:10** "National Trust" in Russia – remote perspective or current reality?  
**Vissarion Alyavdin**, President, the National Fund "Revival of the Russian Country Estate"
- 14:10 – 14:30** Question and Answer Session