

The 1st Europe-Iran forum

Preparing post-sanctions investment and trade

15-16 October 2014, Grosvenor Square Hotel, London

Top 3 reasons to attend:

- 1. MEET** senior business executives, policymakers and industry experts from Iran and Europe and broaden your network.
- 2. BENEFIT** from the insight and expertise of our expert speakers and the productive debates their remarks will initiate.
- 3. PREPARE** your strategy to take advantage of the unprecedented opportunities of a post-sanction Iran.

Expert speakers include:



Rt. Hon. Jack Straw
**MP Blackburn, Former
Foreign Secretary
United Kingdom**



Hubert Védrine
**Former Minister for
Foreign Affairs
France**



Thomas Schulz
*Chief Executive Officer
FLSmidth*



Michael Tockuss
*Managing Member
of the Board
German-Iranian Chamber
of Commerce Association*



Sir Martin Sorrell
*Chief Executive Officer
WPP*



Ramin Rabii
*Managing Director
Turquoise Partners*

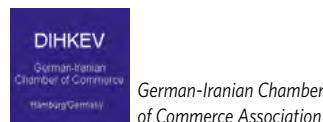
www.europeiranforum.com

#EulranForum

FOUNDING PARTNER:



SUPPORTING ORGANISATIONS:



**This event is compliant
with US OFAC regulations.**

Please refer to Annexe



Why a Europe-Iran Forum?

Following the historic Joint-Action Plan agreement reached by Iran and the P5+1 in November 2013, a series of economic sanctions were lifted, rekindling commercial interest in Iran throughout Europe. On July 18th in Vienna, Iran and the P5+1 announced the continuation of their negotiations regarding the Islamic Republic's nuclear programme, through to November 24th 2014. This decision **confirms the gathered parties' determination to come to a final agreement** and foreshadows an expected rollback of the current international sanctions against Iran.

To prepare and evaluate the **post-sanctions trade framework and investment opportunities**, *European Voice* has decided to organise **The 1st Europe-Iran Forum**, in London, on 15-16 October 2014.

The 1st Europe-Iran Forum is an incomparable occasion to **gain practical insights** from experts **across all industries**, providing the **most relevant, up-to-date information from Iran and Europe**. Through the **workshop discussions**, participants will have the unique opportunity to **debate and network with over 200 senior business executives and policy makers from Iran and Europe**, on the opportunities and challenges represented by Iran's valuable and largely untapped marketplace.

The ideal forum...

▪ Ideal Timing

Given the positive momentum in the P5+1 diplomatic negotiations, it is time for businesses to begin shaping the political and economic agenda for normalized relations and commercial engagement between Iran and Europe.

▪ Ideal Location

The forum is hosted in London, a center for European business and finance and the world's most global city. The venue, London's esteemed Grosvenor Square Hotel, will provide high quality facilities and hospitality for participants.

▪ Ideal Philosophy

By bringing together Iranian and European business leaders, the forum intends to provide participants the opportunity to gain expert knowledge about commercial opportunities in Iran, while enabling the private sector to more effectively advocate for free and fruitful commerce.

▪ Ideal Format

Our workshops will offer participants a unique opportunity to debate and network with over 200 policymakers and senior business executives from across sectors from Iran and Europe.

Letter of support from the Office of the President of the Islamic Republic of Iran addressed to *European Voice* :

Islamic Republic of Iran
Presidential Office

Chief of Staff



Date: 26 July, 2014

In the Name of God

Dear Madam, Dear Sir,

I have received your letter regarding the first Europe-Iran Forum, which aims to highlight the economic capacities of the Islamic Republic of Iran. Your initiative in arranging this meeting and providing foreign companies and investors the knowledge to better understand the present state of the Iranian economy is commendable.

I hope that this forum presents information and opportunities for active international investors and facilitates competitive investments in various sectors of the Iranian economy such as industry, mines, agriculture and trade. Moreover, it is anticipated that the forum participants would take constructive steps toward private sector collaboration on both sides, giving Iran the prospect of a competitive presence in the global economy and establishing regional and international interaction with a win-win approach.

I would like to wish you further success with your honorable endeavors for Iran.

Mohammad Nahavandian

SUPPORTING ORGANISATION:



This event is compliant with US OFAC regulations.








Please refer to Annex.








The 1st Europe-Iran Forum | Our expert speakers








Grosvenor Square Hotel, London, 15-16 October 2014

MODERATORS

	John Andrews Consultant Editor The Economist
	Georges Malbrunot Middle East Special Correspondent Le Figaro
	Rt. Hon. Jack Straw MP Blackburn, Former Foreign Secretary United Kingdom
	Hubert Védrine Former Minister for Foreign Affairs France
	Dr. Fereidoun Mahboudi Chairman Cinnagen
	Shahriar Besharat Founder, Former Chief Executive Officer Damavand Danone Group
	Ramin Hariri Partner Dentons

	Laurent Lavigne du Cadet Senior Advisor Dentons
	Toby Iles Regional Editor/Economist, Middle East and Africa Economist Intelligence Unit
	Ignazio Moncada Former Chairman Fata, Finmeccanica
	Thomas Schulz Chief Executive Officer FLSmidth
	Charles Hollis Managing Director, Global Risks and Investigations Practice FTI Consulting
	Michael Tockuss Managing Member of the Board German-Iranian Chamber of Commerce Association
	Marie-Claire Aoun Director of the Center for Energy Ifri

	Aseyeh Hatami Managing Director Iran Talent
	Majid Zamani Chief Executive Officer Kardan Investment Bank
	Mohammad Reza Ansari Chairman Kayson
	Arash Vafadari Chief Executive Officer Mana Payam
	Parviz Aghili Chief Executive Officer Middle East Bank
	Sifiso Dabengwa President and Chief Executive Officer MTN Group
	Amir Handjani Lead Director RAK Petroleum

	Charles Robertson Global Chief Economist and Head of Macro-Strategy Unit Renaissance Capital
	Emad Sharghi Member, Board of Directors SI Retail, Auchan Franchise, Iraq
	Roxanne Zand Deputy Chairman, Middle East and Gulf Region Sotheby's
	Fardin Alizad Chairman Sunich
	Ramin Rabii Managing Director Turquoise Partners
	Nadereh Chamlou Former Senior Advisor to the Chief Economist of MENA World Bank
	Sir Martin Sorrell Chief Executive Officer WPP

FURTHER SPEAKERS INCLUDE:

Alireza Kolahi-Samadi	Chairman Vice-President	Abhar Wire and Cable Company Iran Electrical Industry Syndicate
Ali Eslami Bidgoli	Chairman	Arman Ati Investment Advisory
Mohsen Malayeri	Co-Founder, Managing Director Co-Founder, Former Vice-President	Avatech Iran Entrepreneurship Association
Bernard Hourcade	Senior Research Fellow, Emeritus	CNRS
Rupesh Chatwani	Founder Former Senior Banker	Damavand Investment EBRD
Hamid Mohammadi	Chief Executive Officer	Digikala
Esfandyar Batmanghelidj	Founding Partner	Europe-Iran Forum
Moosa Khajooji	Chief Executive Officer	Hamrah VAR
Dorothee Schmid	Research Fellow, in charge of Turkey Programme	Ifri
Dina Esfandiary	Research Associate, Non-Proliferation and Disarmament Programme	International Institute For Strategic Studies (IISS)
Andreas Schweitzer	Managing Director	Investissements Mistral
Rouzbeh Pirouz	Chair, Board of Governors	Iranian Business School
Dr. Farbod Nasserabadi	Managing Director, Founder	MCG Mena
Elham Hassanzadeh	Research Fellow	Oxford Institute for Energy Research
Shahab Handjani	Chairman and Chief Executive Officer	PG International Commodity Trading
Maryam Kiaie	International Business Development Director	Rah-Shahr International Group
Cyrus Razzaghi	Director	Sarmayah Ara
Jawad Salehi	Professor, Electrical Engineering	Sharif University of Technology
Ali Shekofti	Board Observer	Shekofa
Shirin Partovi Tavakolian	Founder and Director	Shirin Gallery
Morad Montazami	Adjunct Research-Curator for the Middle East and Maghreb, Supported by Iran Heritage Foundation	Tate Modern
Dr. Pari Namazie	Co-Founder	The Simorgh Iran-EU Foundation
Raymond Saner	Professor, Organisation and International Management	University of Basel
Prof. Hadi Salehi Esfahani	Professor Member of the Board of Directors	University of Illinois Urbana-Champaign International Iranian Economic Association
Amir Nabi	Director for Iran	World Franchise Associates

This event is compliant with US OFAC regulations. Please refer to Annex.

The 1st Europe-Iran Forum | Agenda

Grosvenor Square Hotel, London, 15-16 October 2014



15 October 2014

8.30 Registration and welcome breakfast			
9.00	<p>Chairmen's opening remarks</p> <ul style="list-style-type: none"> ➤ John Andrews, <i>Consultant Editor, The Economist</i> ➤ Georges Malbrunot, <i>Middle East Special Correspondent, Le Figaro</i> 		
9.10	<p>EIU forecast — All eyes turned to Iran: a political and economic outlook</p> <p>The arrival of President Hassan Rouhani last August 2013 opens up many opportunities in a country which had until now a stifled economy and innumerable underexploited resources. Hear from an EIU expert who will share her deep knowledge about Iran and insights into the opening of the Iranian market.</p> <ul style="list-style-type: none"> ➤ Toby Iles, <i>Regional Editor/Economist, Middle East and Africa, Economist Intelligence Unit</i> 		
9.35	<p>Keynote speeches — The future of Iran's regional and global status</p> <ul style="list-style-type: none"> ▪ In what way will Iranian relations with world powers be impacted by the negotiations? How will the negotiations affect Iran's influence in the Middle East? After Iran has partially frozen its nuclear activities, is lasting regional stability plausible? ▪ How will Iran's trade relations evolve over the next few years on a global and regional level? <ul style="list-style-type: none"> ➤ Rt. Hon. Jack Straw, MP Blackburn, Former Foreign Secretary, United Kingdom ➤ Hubert Védrine, Former Minister for Foreign Affairs, France 		
10.25 Coffee break			
10.55	<p>Business Keynote Speech</p> <p>How does a business community, which sees the opportunity in a country long shunned, balance company reputation against country reputation. How can leading businesses help realistically ameliorate Iran's image- thereby opening an immense market- while avoiding putting their own image at risk?</p> <ul style="list-style-type: none"> ➤ Sir Martin Sorrell, <i>Chief Executive Officer, WPP</i> 		
11.25	<p>Panel 1 — Europe-Iran commercial relations: implementing a strategic and reliable post-sanction legal framework</p> <ul style="list-style-type: none"> ▪ Which sanctions are being lifted and which ones remain active? Is the lifting of sanctions enough to have a real impact on Europe-Iran trade and investment relations? What type of trade agreement can result from current negotiations? What will it entail? ▪ How is the US seeking to maintain its economic and strategic interests in the region and how will it impact Europe-Iran trade relations? ▪ What are the main challenges of working in Iran? What is being done now and can be done to facilitate day to day business in Iran? How to get a reliable market assessment in Iran? Is it feasible to do business without a long-term view of Iran's political outlook? Will Iran liberalise its market and reduce administrative burdens? <ul style="list-style-type: none"> ➤ Ramin Hariri, <i>Partner, Dentons</i> ➤ Charles Hollis, <i>Managing Director, Global Risks and Investigations Practice, FTI Consulting</i> ➤ Michael Tockuss, <i>Managing Member of the Board, German-Iranian Chamber of Commerce Association</i> 		
12.30 Lunch			
14.00	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>Workshop 1 - Oil & Gas: How will the opening up of Iran's economy impact the global energy market?</p> <p>Introductory remarks and chairmanship: Marie-Claire Aoun, <i>Director of the Center for Energy, Ifri</i></p> <ul style="list-style-type: none"> ➤ Laurent Lavigne du Cadet, <i>Senior Advisor, Dentons</i> ➤ Elham Hassanzadeh, <i>Research Fellow, Oxford Institute for Energy Research</i> ➤ Amir Handjani, <i>Lead Director, RAK Petroleum</i> </td> <td style="width: 50%; vertical-align: top;"> <p>Workshop 2 - Food & Beverage: How can F&B suppliers tap into Iran's consumer market through manufacturing, distribution and sales?</p> <ul style="list-style-type: none"> ➤ Shahriar Besharat, <i>Founder, Former Chief Executive Officer, Damavand, Danone Group</i> ➤ Fardin Alizad, <i>Chairman, Sunich</i> ➤ Amir Nabi, <i>Director for Iran, World Franchise Associates</i> </td> </tr> </table>	<p>Workshop 1 - Oil & Gas: How will the opening up of Iran's economy impact the global energy market?</p> <p>Introductory remarks and chairmanship: Marie-Claire Aoun, <i>Director of the Center for Energy, Ifri</i></p> <ul style="list-style-type: none"> ➤ Laurent Lavigne du Cadet, <i>Senior Advisor, Dentons</i> ➤ Elham Hassanzadeh, <i>Research Fellow, Oxford Institute for Energy Research</i> ➤ Amir Handjani, <i>Lead Director, RAK Petroleum</i> 	<p>Workshop 2 - Food & Beverage: How can F&B suppliers tap into Iran's consumer market through manufacturing, distribution and sales?</p> <ul style="list-style-type: none"> ➤ Shahriar Besharat, <i>Founder, Former Chief Executive Officer, Damavand, Danone Group</i> ➤ Fardin Alizad, <i>Chairman, Sunich</i> ➤ Amir Nabi, <i>Director for Iran, World Franchise Associates</i>
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15.00	<p>Panel 2 — How can Iran and Europe benefit from mutual cooperation and their respective qualified talent pools?</p> <ul style="list-style-type: none"> ▪ What characterises Iran's human capital infrastructure and talent pool? ▪ What is the role of Iran's diaspora, economically and culturally, in maintaining and promoting Iran as a trade destination? ▪ How ready and receptive is Iran for inward European industry joint ventures and technical cooperation? <ul style="list-style-type: none"> ➤ Aseyeh Hatami, <i>Managing Director, Iran Talent</i> ➤ Rouzbeh Pirouz, <i>Chair, Board of Governors, Iranian Business School</i> ➤ Dr. Pari Namazie, <i>Co-founder, The Simorgh Iran-EU Foundation</i> ➤ Nadereh Chamlou, <i>Former Senior Advisor to the Chief Economist of MENA, World Bank</i> 		
15.45 Coffee break			
16.15	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>Workshop 3 - Advertising & Communication: How to understand and navigate Iranian consumer and business cultures?</p> <ul style="list-style-type: none"> ➤ Arash Vafadari, <i>Chief Executive Officer, Mana Payam</i> ➤ Dr. Farbod Nasserabadi, <i>Managing Director, Founder, MCG Mena</i> </td> <td style="width: 50%; vertical-align: top;"> <p>Workshop 4 - Arts & Culture: How can companies tap into Iran's burgeoning art market? What are the opportunities for cultural outreach and corporate social responsibility?</p> <ul style="list-style-type: none"> ➤ Shirin Partovi Tavakolian, <i>Founder and Director, Shirin Gallery</i> ➤ Roxanne Zand, <i>Deputy Chairman, Middle East and Gulf Region, Sotheby's</i> ➤ Morad Montazami, <i>Adjunct Research-Curator for the Middle East and Maghreb, Supported by Iran Heritage Foundation, Tate Modern</i> </td> </tr> </table>	<p>Workshop 3 - Advertising & Communication: How to understand and navigate Iranian consumer and business cultures?</p> <ul style="list-style-type: none"> ➤ Arash Vafadari, <i>Chief Executive Officer, Mana Payam</i> ➤ Dr. Farbod Nasserabadi, <i>Managing Director, Founder, MCG Mena</i> 	<p>Workshop 4 - Arts & Culture: How can companies tap into Iran's burgeoning art market? What are the opportunities for cultural outreach and corporate social responsibility?</p> <ul style="list-style-type: none"> ➤ Shirin Partovi Tavakolian, <i>Founder and Director, Shirin Gallery</i> ➤ Roxanne Zand, <i>Deputy Chairman, Middle East and Gulf Region, Sotheby's</i> ➤ Morad Montazami, <i>Adjunct Research-Curator for the Middle East and Maghreb, Supported by Iran Heritage Foundation, Tate Modern</i>
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17.00 End of session and cocktail			

The 1st Europe-Iran Forum | Agenda

Grosvenor Square Hotel, London, 15-16 October 2014



16 October 2014

8.30	Registration and welcome breakfast	
9.00	Chairmen's opening remarks: A brief summary of DAY 1's discussions and upcoming topics for DAY 2 ▶ John Andrews, <i>Consultant Editor, The Economist</i> ▶ Georges Malbrunot, <i>Middle East Special Correspondent, Le Figaro</i>	
9.10	Panel 3 — «Business Diplomacy» and influencing the political agenda • How do businesses play an important role in achieving of stronger Europe-Iran relations? • What strategies can businesses adopt to actively influence Iran's opening? Chairman: Dorothee Schmid, <i>Research Fellow, in charge of Turkey Programme, Ifri</i> ▶ Esfandiyar Batmanghelidj, <i>Founding Partner, Europe-Iran Forum</i> ▶ Dina Esfandiary, <i>Research Associate, Non-Proliferation and Disarmament Programme, International Institute For Strategic Studies (IISS)</i> ▶ Raymond Saner, <i>Professor, Organisation and International Management, University of Basel</i>	
9.55	Workshop 5 - Transportation: How can designers, manufacturers and parts suppliers unlock the huge potential of Iran's market? What technology is needed to modernise the industry?*	Workshop 6 - Healthcare & Pharma: How do sanctions indirectly impact the healthcare and pharma sectors? What are the new opportunities? ▶ Dr. Fereidoun Mahboudi, <i>Chairman, Cinnagen</i>
10.40	Panel 4 — Outlook on Iran's growth momentum, consumer market opportunities and investment climate • In a context of intense international competition, how can companies position themselves in a market of 78 million people that have been facing years of deprivation? • After two years of recession, are the lifted sanctions enough to stimulate long-term growth in Iran? ▶ Ali Eslami Bidgoli, <i>Chairman, Arman Ati Investment Advisory</i> ▶ Charles Robertson, <i>Global Chief Economist and Head of Macro-Strategy Unit, Renaissance Capital</i> ▶ Prof. Hadi Salehi Esfahani, <i>Professor, University of Illinois Urbana-Champaign, Member of the Board of Directors, International Iranian Economic Association</i>	
11.30	Coffee break	
12.00	Workshop 7 - Infrastructure & Urban Development: A mapping of the key players; how can foreign companies help extract local resources to develop infrastructures? ▶ Ignazio Moncada, <i>Former Chairman, Fata, Finmeccanica</i> ▶ Thomas Schulz, <i>Chief Executive Officer, FLSmidth</i> ▶ Mohammad Reza Ansari, <i>Chairman, Kayson</i> ▶ Maryam Kiaie, <i>International Business Development Director, Rah-Shahr International Group</i>	Workshop 8 - New Internet Economy: How is Iran set to become a hotbed for tech innovation and entrepreneurship? ▶ Mohsen Malayeri, <i>Co-Founder, Managing Director, Avatech, Co-Founder, Former Vice-President, Iran Entrepreneurship Association</i> ▶ Rupesh Chatwani, <i>Founder, Damavand Investment, Former Senior Banker, EBRD</i> ▶ Hamid Mohammadi, <i>Chief Executive Officer, Digikala</i> ▶ Cyrus Razzaghi, <i>Director, Sarmayeh Ara</i>
12.40	Lunch	
14.00	Workshop 9 - Retail & Consumer Goods: How can retail concepts and consumer goods brands enter the Iranian market? What are the opportunities and challenges in supply chain dynamics, merchandising and sales generation? ▶ Ali Shekofi, <i>Board Observer, Shekofa</i> ▶ Emad Sharghi, <i>Member, Board of Directors, SI Retail, Auchan Franchise Iraq</i>	Workshop 10 - Renewable Energy & Electric Power Industry: How can Iran meet its rising energy needs without impacting its hydrocarbon exports? What does the investment roadmap look like? ▶ Alireza Kolahi-Samadi, <i>Chairman, Abhar Wire and Cable Company, Vice-President, Iran Electrical Industry Syndicate</i> ▶ Andreas Schweitzer, <i>Managing Director, Investissements Mistral</i>
14.45	Panel 5 — Financial sector development in Iran • Iran's investment potential: how can foreign investors benefit from Iran's economic assets? What is the forecast on foreign direct investments in Iran? How to secure investments in Iran? What are the operational issues and risks to look out for? • The key role of Iran's private sector in driving the country's economy out of its current stagflation: how can Iran's private banks make a difference? ▶ Majid Zamani, <i>Chief Executive Officer, Kardan Investment Bank</i> ▶ Parviz Aghili, <i>Chief Executive Officer, Middle East Bank</i> ▶ Ramin Rabii, <i>Managing Director, Turquoise Partners</i>	
15.30	Coffee break	
16.00	Workshop 11 - Information & Communication Technology: Iran, a connected country: a highly developed ICT market boosting growth and jobs. ▶ Sifiso Dabengwa, <i>President and Chief Executive Officer, MTN Group</i> ▶ Jawad Salehi, <i>Professor, Electrical Engineering, Sharif University of Technology</i> ▶ Moosa Khajoooyi, <i>Chief Executive Officer, Hamrah VAR</i>	Workshop 12 - Agribusiness: Forecast on agricultural production and challenges. ▶ Bernard Hourcade, <i>Senior Research Fellow, Emeritus, CNRS</i> ▶ Shahab Handjani, <i>Chairman and Chief Executive Officer, PG International Commodity Trading</i>
16.40	Chairmen's closing remarks and end of session	

*speakers pending confirmation

This event is compliant with US OFAC regulations. Please refer to Annexe.



The Europe-Iran Forum has been specifically designed to comply with all relevant OFAC regulations pertaining to Iran sanctions law. The event is a forum for the exchange of views and information gained through the personal experiences of our speakers. There is to be no negotiation, dealmaking, or commercial transactions conducted or completed at the conference. We invite our prospective attendees to review the below regulations.

OFAC (Office of Foreign Assets Control) regulations that apply to the event:

▪ **§560.208 Prohibited facilitation by United States persons of transactions by foreign persons.**

Except as otherwise authorized pursuant to this part, and notwithstanding any contract entered into or any license or permit granted prior to May 7, 1995, no United States person, wherever located, may approve, finance, facilitate, or guarantee any transaction by a foreign person where the transaction by that foreign person would be prohibited by this part if performed by a United States person or within the United States.

▪ **§560.417 Facilitation; change of policies and procedures; referral of business opportunities offshore.**

With respect to §560.208, a prohibited facilitation or approval of a transaction by a foreign person occurs, among other instances, when a United States person:

- (a) Alters its operating policies or procedures, or those of a foreign affiliate, to permit a foreign affiliate to accept or perform a specific contract, engagement or transaction involving Iran or the Government of Iran without the approval of the United States person, where such transaction previously required approval by the United States person and such transaction by the foreign affiliate would be prohibited by this part if performed directly by a United States person or from the United States;
- (b) Refers to a foreign person purchase orders, requests for bids, or similar business opportunities involving Iran or the Government of Iran to which the United States person could not directly respond as a result of the prohibitions contained in this part; or
- (c) Changes the operating policies and procedures of a particular affiliate with the specific purpose of facilitating transactions that would be prohibited by this part if performed by a United States person or from the United States.

▪ **§560.204 Prohibited exportation, reexportation, sale, or supply of goods, technology, or services to Iran.**

Except as otherwise authorized pursuant to this part, and notwithstanding any contract entered into or any license or permit granted prior to May 7, 1995, the exportation, reexportation, sale, or supply, directly or indirectly, from the United States, or by a United States person, wherever located, of any goods, technology, or services to Iran or the Government of Iran is prohibited, including the exportation, reexportation, sale, or supply of any goods technology, or services to a person in a third country undertaken with knowledge or reason to know that:

- (a) Such goods, technology, or services are intended specifically for supply, transshipment, or reexportation, directly or indirectly, to Iran or the Government of Iran; or
- (b) Such goods, technology, or services are intended specifically for use in the production of, for commingling with, or for incorporation into goods, technology, or services to be directly or indirectly supplied, transshipped, or reexported exclusively or predominantly to Iran or the Government of Iran.

▪ **§560.410 Provision of services.**

(a) The prohibition on the exportation, reexportation, sale or supply of services contained in §560.204 applies to services performed on behalf of a person in Iran or the Government of Iran or where the benefit of such services is otherwise received in Iran, if such services are performed:

- (1) In the United States, or
 - (2) Outside the United States by a United States person, including by an overseas branch of an entity located in the United States.
- (b) The benefit of services performed anywhere in the world on behalf of the Government of Iran is presumed to be received in Iran.
- (c) The prohibitions on transactions involving blocked property contained in §560.211 apply to services performed in the United States or by U.S. persons, wherever located, including by an overseas branch of an entity located in the United States:
- (1) On behalf of or for the benefit of the Government of Iran, an Iranian financial institution, or any other person whose property and interests in property are blocked pursuant to §560.211; or
 - (2) With respect to property interests of the Government of Iran, an Iranian financial institution, or any other person whose property and interests in property are blocked pursuant to §560.211.
- (d) Example. A United States person is engaged in a prohibited exportation of services to Iran when it extends credit to a third-country firm specifically to enable that firm to manufacture goods for sale to Iran or for an entity of the Government of Iran. See also §560.416.

▪ **§560.210 Exempt transactions.**

(a) Personal communications. The prohibitions contained in this part do not apply to any postal, telegraphic, telephonic, or other personal communication that does not involve the transfer of anything of value.



(b) Humanitarian donations. The prohibitions of §§560.204 and 560.206 do not apply to donations by United States persons of articles, such as food, clothing, and medicine, intended to be used to relieve human suffering.

(c) Information or informational materials. (1) The prohibitions contained in this part do not apply to the importation from any country and the exportation to any country of information or informational materials, as defined in §560.315, whether commercial or otherwise, regardless of format or medium of transmission.

(2) This section does not exempt from regulation or authorize transactions related to information or informational materials not fully created and in existence at the date of the transactions, or to the substantive or artistic alteration or enhancement of informational materials, or to the provision of marketing and business consulting services. Such prohibited transactions include, but are not limited to, payment of advances for information or informational materials not yet created and completed (with the exception of prepaid subscriptions for widely circulated magazines and other periodical publications); provision of services to market, produce or coproduce, create, or assist in the creation of information or informational materials; and payment of royalties with respect to income received for enhancements or alterations made by U.S. persons to such information or informational materials.

▪ **§560.554 Importation and exportation of services related to conferences in the United States or third countries authorized.**

(a) Subject to the restrictions in paragraph (c) of this section, the importation of Iranian-origin services into the United States or other dealing in such services and the exportation, reexportation, sale, or supply of services from the United States or by a U.S. person are authorized where such services are performed or provided in the United States by or for a person who is ordinarily resident in Iran, other than the Government of Iran, an Iranian financial institution, or any other person whose property and interests in property are blocked pursuant to §560.211, for the purpose of, or which directly relate to, participating in a public conference, performance, exhibition or similar event, and such services are consistent with that purpose.

(b) To the extent not otherwise exempt from the prohibitions of this part and subject to the restrictions in paragraph (c) of this section, the exportation, reexportation, sale, or supply of services directly related to the sponsorship by a U.S. person of a public conference or other similar public event in a third country that is attended by persons who are ordinarily resident in Iran, other than the Government of Iran, an Iranian financial institution, or any other person whose property and interests in property are blocked pursuant to §560.211, is authorized, provided that attendance and participation at the conference or other similar public event is open for the public and that the conference or other similar event is not tailored in whole or in part to or for Iran or persons who are ordinarily resident in Iran.

(c) This section does not authorize:

(1) Any release of technology or software to a person who is ordinarily resident in Iran; and

(2) The exportation, reexportation, sale or supply of services, or the importation of Iranian-origin services or other dealing in such services, related to the petroleum or petrochemical industries, energy development, crude oil or natural gas, pipelines, or the oil services industry.

Your registration* to the conference will give you full access to *European Voice* print & online for 3 months

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Grosvenor Square Hotel, London, 15-16 October 2014



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- YES, please register me and/or my colleagues
(Photocopy this form to register additional delegates)

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(b) I am entitled to sign this document in the name and on behalf of the above company

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1 Online
www.europeiranforum.com

2 E-Mail
Email your details to:
register@europeanvoice.com

3 Fax
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4 Telephone
Call +33 (0)1 43 12 85 55 and return the enclosed registration form to confirm

5 Postal Mail
Send the completed form with your payment to:
Dii agency - European Voice
164 bd Haussmann
75008 Paris - FRANCE

Note: delegate fee(s) must be paid in full prior to the event

Cancellation and substitution policy.
If you are unable to attend the conference for any reason, you may make substitutions at no extra charge but we would appreciate prior notice. If you wish to cancel your booking we require prior written notice. If you cancel 30-15 days prior to the conference an administration fee of 305€ will be payable. If your cancellation notice is NOT received at least 15 days prior to the day of the conference, you will be liable for payment of the full fee and will not be entitled to any refund (this applies as well to delegates unable to attend the day of the event). Conference papers will be sent to delegates unable to attend. Delegates based in the EU subject to VAT of 20% on registration and documentation fees.

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Date :

This event is compliant with US OFAC regulations.

Please refer to Annexe.