

Conference and exhibition proceedings



14 JUNE (THURSDAY)

- 15.00 – 17.00 Registration of conference and exhibition participants
In the foyer on the 2nd floor of the Conference Center
- 17.00 – 18.00 The Awarding Ceremony of the 6th International Commemorative Coins Contest “Coin Constellation-2012”.
Conference Hall on the 2nd floor of the Conference Center
(for the registered delegates only)
- 18.00 – 20.00 Welcome Reception in the foyer on the 2nd floor of the Conference Center
(for the registered delegates only)
Dress code: smart casual

15 JUNE (FRIDAY)

- 7.30 – 9.00 Registration of conference and exhibition participants
In the foyer on the 2nd floor of the Conference Center
- 10.00 – 18.00 Working hours of the exhibition**
- 9.00 – 10.50 **Session 1:** Prospects of the coin market development
- 10.50 – 11.10 Coffee break (for the conference delegates only)
- 11.10 – 12.45 **Session 2:** Coin production technologies
- 13.00 – 14.00 Lunch (for the conference delegates only)
- 14.00 – 15.35 **Session 3:** Legislation on circulation of coins: experience of different countries
- 15.35 – 16.00 Coffee break (for the conference delegates only)
- 16.00 – 17.45 **Seminar:** Investment coins: barometer of a national economy
- 19.00 Departure from the Radisson Slavyanskaya Hotel for the Gala Dinner
(The participants should meet in the foyer on the ground floor at the Reception of the hotel at 18.50)
- 20.00 – 22.30 Gala Dinner (for the conference delegates by invitations)
We draw your attention that for the participation in the Gala Dinner the invitation which you will get at the registration is required.
Dress code: smart

16 JUNE (SATURDAY)

- 10.00 – 18.00 Working hours of the exhibition**
- 10.00 – 11.45 **Session 4:** Coins promotion: advertising, PR, marketing
- 12.00 – 13.00 Lunch (for the conference delegates only)
- 13.00 – 14.40 **Numismatic seminar 1** (free entrance)
- 14.40 – 15.00 Coffee break (for the conference delegates only)
- 15.00 – 16.30 **Numismatic seminar 2** (free entrance)
- 19.00 Departure from the Radisson Slavyanskaya Hotel for the boat cruise
(The participants should meet in the foyer on the ground floor at the Reception of the hotel at 18.50)
- 20.00–22.00 Boat cruise along the Moscow River (by the preliminary registration)
Dress code: informal, suitable for the boat cruise

17 JUNE (SUNDAY)

- 10.00 – 15.00 Working hours of the exhibition**

Useful information

VENUE

The conference and exhibition will take place in the Radisson Slavyanskaya Congress Hotel.
Address: Moscow, 2, Europe Square. Kievskaya metro station, tel. +7-495-941-80-20

REGISTRATION OF THE PARTICIPANTS. NAME BADGES

- **14 June (Thursday) from 15.00 till 17.00**
- **15 June (Friday) from 7.30 till 9.00**

The registration takes place in the foyer on the 2nd floor of the Conference Center.

A business card is required to get your name badge.

All the registered delegates and exhibitors as well as their accompanying persons should wear name badges all the time including all social events.

We draw your attention that only registered delegates of the conference can attend conference sessions on 15 and 16 June.

The participation in the numismatic seminars on 16 June is open for all the delegates, exhibitors and visitors.

- Conference participants' badges are blue.
- Exhibitors' badges are red
- Accompanying persons' badges are red
- Organizing Committee members' badges are yellow.

WORKING LANGUAGE

The working languages of the conference are Russian and English. Simultaneous translation of the presentations during the sessions and seminars will be organized. Simultaneous translation receivers will be given at the entrance to the Conference Hall.

Your business card is required to get a receiver.

Please do not forget to return your receiver after the session.

CONFERENCE

The conference sessions and seminars will take place in the Conference Hall which is situated on the 2nd floor of the Radisson Slavyanskaya Conference Center.

Working hours of the conference:

- **15 June (Friday) – from 9.00 till 17.45**
- **16 June (Saturday) – from 10.00 till 16.30**

Please see the presentations programme in a separate section (page 46).

THE AWARDING CEREMONY OF THE COIN CONSTELLATION-2012

The Official Awarding Ceremony of the Sixth International Commemorative Coins Contest "Coin Constellation-2012" will be held on 14 June (Thursday) from 17.00 till 18.00 in the Conference Hall on the 2nd floor of the Radisson Slavyanskaya Conference Center.

The delegates of the conference are invited to attend the ceremony.

After the ceremony the **Welcome Cocktail Reception** for the delegates will be organized in the foyer of the Conference Hall.

EXHIBITION

Coin exhibition is open in the Composers Hall on the 2nd floor of the Conference Center.
Entrance is by name badges or tickets.

Working hours of the exhibition:

- 15 June (Friday) – from 10.00 till 18.00
- 16 June (Saturday) – from 10.00 till 18.00
- 17 June (Sunday) – from 10.00 till 15.00

Booths set-up:

- 14 June (Thursday) – from 18.00 till 23.00
- 15 June (Friday) – from 7.30 till 10.00

Booths dismantling:

- 17 June (Sunday) – from 15.00 till 20.00

The exhibition map is in a separate section (page 12).

REFRESHMENTS

On 15 and 16 June the lunches (buffet) and coffee breaks will be served in the Picture Gallery on the 2nd floor of the Conference Center, entrance from the Conference Hall.

We draw your attention that lunches and coffee breaks are served only for the conference delegates.

INFRASTRUCTURE OF THE RADISSON SLAVAYNSKAYA HOTEL

In the Slavaynskaya Hotel there is a fully equipped health club with a 25-meter pool, steam sauna, dry sauna, fitness trainers and professional massage service.

The hotel offers its guests the Talavera Restaurant, the Rusky Restaurant, the Sumpsan Restaurants, the Amadeus Cafe and the Lobby Bar.

If you have any questions about the hotel infrastructure please contact the reception service of the hotel.

LEISURE TIME

You may contact the Concierge service of the hotel to reserve excursions, a taxi or a table in one of the city restaurants.

IF YOU HAVE QUESTIONS

You are welcome to contact the organizing committee at any time – at the registration desk or call the organizing committee representative:

+7-962-369-74-08 – Galina Grigorieva

+7-962-369-74-68 – Radmila Mikhailova

+7-962-369-73-97 – Yelena Yegorova

Social events

14 JUNE. WELCOME COCKTAIL RECEPTION

Welcome cocktail reception will take place on **14 June (Thursday) from 18.00 till 20.00** in the foyer of the Conference Center on the 2nd floor of the Radisson Slavyanskaya Hotel.

Delegates of the conference are invited to take part in the Welcome Cocktail Reception.

Dress code: smart casual

15 JUNE. GALA DINNER

Delegates of the conference and their accompanying persons are invited to take part in the Gala Dinner which will take place in the Tropicana Restaurant.

The Gala Dinner will take place on **15 June (Friday) from 20.00 till 22.30**

Address of the Tropicana Restaurant: 21, Novyi Arbat Street, tel. +7-495-221-70-00

There will be an interesting entertaining programme during the Gala Dinner.

We draw your attention that for participation in the Gala Dinner the invitation which you will get at the registration is required.

Dress code: smart

- **19.00 – Departure from the Radisson Slavyanskaya Hotel for the Gala Dinner.**
(The participants should meet in the foyer on the ground floor at the Reception of the hotel at 18.50)
- **22.30 – Departure from the Tropicana Restaurant to the Radisson Slavyanskaya Hotel.**



16 JUNE. BOAT CRUISE ALONG THE MOSCOW RIVER

Delegates and exhibitors and their accompanying persons (who registered for the cruise in advance) are invited to take part in the boat cruise along the Moscow River.

During the cruise you will see the Gorky Park, the Krymskiy Bridge, Moscow Central House of Artist, Peter the Great Monument, Cathedral of Christ the Savior, the famous House on the Embankment, the Big Stone Bridge, The Kremlin, the Big Moskvoretskiy Bridge.

We draw your attention that the registration for the cruise was closed on 30 May 2012.

The cruise fee is 1800 roubles (or 50 Euro). Snacks and beverages will be served during the cruise.

You can pay the cruise fee at the registration desk on 15 June from 11.00 till 18.00.

The cruise will take place **in the evening on 16 June**. It lasts for 2 hours.

- **19.00 – Departure from the Radisson Slavyanskaya Hotel for the boat cruise**
(The participants should meet in the foyer on the ground floor at the Reception of the hotel at 18.50)
- **20.00 – 22.00 – Boat cruise along the Moscow River**
(The boat departs from the quay of the Frunzenskaya embankment in front of the building № 46)
Dress code: informal, suitable for the boat cruise
- **22.30 – Approximate arrival time at the Radisson Slavyanskaya Hotel.**



15 JUNE (FRIDAY)

9:00 – 10.50	Session 1. Prospects of the coin market development Coordinator: Mr. Suren Simonyan, Head of Currency Circulation Department, Central Bank of the Republic of Armenia
9.00 – 9.10	Conference opening. Welcome address
9.10 – 9.20	Development of the domestic market of precious metals coins Mr. Vladimir Shesternin Head of the Commemorative Coins Division Cash Circulation Department Bank of Russia
9.20 – 9.40	Coin programme “Sochi 2014”: innovations in coin design and production technologies Mr. Alexey Goncharov Deputy General Director for Production Goznak, Russia
9.40 – 10.00	Some aspects of Russian commemorative coins design Mr. Vasilij Gerasimov Consultant Cash Circulation Department Bank of Russia
10.00 – 10.20	Sales of investment and commemorative coins in Sberbank of Russia Mr. Vladimir Tarankov Head of Commission Operations Department Sberbank of Russia
10.20 – 10.40	Classical Numismatics – an Investment? A Critical Consideration Mr. Gernot Maier CEO Schoeller Muenzhandel GmbH, Austria
10.40 – 10.50	Questions and answers
10.50 – 11.10	Coffee break (for the conference delegates)
11.10 – 12.45	Session 2. Coin production technologies Coordinator: Mr. Remy Baillet, Sales Director, Monnaie de Paris
11.10 – 11.30	On the fields of gold. Innovations in gold coins design Mr. Andrey Ivantsov Deputy Director for Production Moscow Mint of Goznak, Russia
11.30 – 11.50	Innovative technologies illustrated by the EURO 2012 program at the Mint of Poland Mr. Siemowit Kalukiewicz Head of the Production Organization Department The Mint of Poland
11.50 – 12.10	Holographic images on coins Mr. Igor Tverdokhlebov Chief Specialist of Optical Department SP Holography, Ukraine

- 12.10 – 12.20 **The Royal Dutch Mint «A Striking Difference»***
Dr. Ing. J. H. (Joerg) Sassmannshausen
Commercial Manager/Legal Tender
Royal Dutch Mint
- 12.20 – 12.30 **Coin Blanks Plant GURT. 20 year experience of technologies development***
Mr. Anatoliy Kluban
General Director
GURT, Russia
- 12.30 – 12.40 **GRAEBENER Presses for Circulation Coins, Collector Coins and Medals***
Mr. Martin Stahlschmidt
Sales Director, Minting Equipment
GRAEBENER Pressensysteme GmbH & Co. KG, Germany
- 12.40 – 13.00 **Questions and answers**
- 13.00 – 14.00 **Lunch (for the conference delegates)**
- 14.00 – 15.35 Session 3. Legislation on circulation of coins: experience of different countries**
Coordinator: Mr. Jacek Jakobczak, Executive Director, International Coin House (Switzerland)
- 14.00 – 14.20 **How to build a strong collectors market – selling coins via subscription**
Mr. Christian Haus
Head of Wholesale
MDM Muenzhandelsgesellschaft mbH & Co KG Deutsche Muenze, Germany
- 14.20 – 14.40 **Free trade: A blessing for a local coin market?**
Mr. Fokko Knol
Managing Director
Modern Numismatics International, The Netherlands
- 14.40 – 15.00 **Coin market regulation in Ukraine**
Ms. Alla Ischenko
Director
Agency “Coins of the Planet”, Ukraine
- 15.00 – 15.20 **Characteristics of the Russian legislation on coin market regulation**
Mr. Oleg Khitalskiy
Editor-in-Chief
Numismatic portal Gold10.ru, Russia
- 15.20 – 15.35 **Questions and answers**
- 15.35 – 16.00 **Coffee break (for the conference delegates)**
- 16.00 – 17.45 Seminar. Investment coins: barometer of a national economy**
Coordinator: Mr. Valeriy Presnyakov, General Director, Water Mark Publishing House (Russia)
- Bullion coins and their markets**
Mr. Ron Currie
Sales and Marketing Director
The Perth Mint, Australia
- Modern Russian market of investment coins**
Mr. Valeriy Lebedev
Director of Precious Metals Sector
MDM Bank, Russia

Limping of investment coins in Russia

Mr. Pavel Lebedev

Partner

Derzhava – Investment Ltd., Russia

Practice of investment coins circulation in Russia

Mr. Viktor Lebedev

Senior Trader of Precious Metal Operations Division

Bank of Moscow, Russia

16 JUNE (SATURDAY)

10.00–11.45

Session 4. Coins promotion: advertising, PR, marketing

Coordinator: Mr. Ian Graham, International Sales Director, Royal Canadian Mint

10.00 – 10.20

Pistrucci's Sovereign

Mr. Shane Bissett

Director of the Commemorative Coin Division

The Royal Mint

10.20 – 10.40

Technologies of commemorative coins production and promotion in the Kyrgyz Republic

Mr. Muktar Sayakpaev

Chief Economist of the Expert Sector of Cash Management Division

National Bank of the Kyrgyz Republic

10.40 – 10.50

Grading applied to modern commemorative coins and PCGS innovative Secure Plus Service

Ms. Muriel Eymery

Vice President of International Business Development

Professional Coin Grading Service (PCGS), USA

10.50 – 11.10

The strategy of precious metal coins development in Bank VTB 24

Ms. Yulia Demenyuk

Vice President, Deputy Head of Retail Business Department

Bank VTB 24 (JSC), Russia

11.10 – 11.20

Specificity of selling coins in Internet*

Mr. Vitaliy Shlyaga

Technical Director

Global Coins, Russia

11.20 – 11.45

Questions and answers

12.00 – 13.00

Lunch (for the conference delegates)

13.00 – 14.40

Numismatic seminar 1.

Coordinator: Mr. Boris Yesenkin, President of Biblio-Globus Trading House, Doctor of Economics

13.00 – 13.20

Modern expertise of antique coins

Mr. Igor Shiryakov

Head of Numismatics Department, Candidate of Historical Sciences

The State Historical Museum of Russia

13.20 – 13.40

Problems of the expertise and competitiveness of Russian imperial coins market

Mr. Pavel Soloviyov

Numismatic Department

Gelos Auction House, Russia

13.40 – 14.00	Rare, beautiful and interesting coins of Russia till 1917 from famous collections Mr. Vadim Shiryayev Correspondent-Russia Swiss International Coin Auction Sincona AG
14.00 – 14.20	Emission of «Northern Roubles» in Arkhangelsk in 1918 and its ideologist Francis Lindley, the Counsellor of the British Embassy in Russia Mr. Alexander Bykov Director, Candidate of Historical Sciences The Museum of Diplomatic Corps in Vologda, Russia
14.20 – 14.40	Coin hoards of Kyrgyzstan Mr. Alexander Kamyshev Director, Candidate of Historical Sciences Antique and numismatic salon Fels, the Kyrgyz Republic
14.40 – 15.00	Coffee break (for the conference delegates)
15.00 – 16.30	Numismatic seminar 2. Coordinator: Mr. Oleg Khitalskiy, Editor-in-Chief, Numismatic portal Gold10.ru (Russia)
15.00 – 15.20	Exposition of the Museum of Money Circulation of the Conros Auction House Mr. Alexander Wall Editor of Conros-inform Publishing House Conros Auction House, Russia
15.20 – 15.40	Internet marketing of collectables: how successfully advertise and sell online Mr. Andrey Filatov Marketing Director Molotok.ru, Russia
15.40 – 16.00	Possibilities of selling coins in Internet Mr. Alexey Makeev Director Mr. Vitaliy Shlyaga Technical Director Global Coins, Russia
16.00–16.20	Why and how to invest in physical gold Mr. Dmitriy Balkovskiy Editor-in-Chief Portal Goldenfront.ru, Russia
16.20–16.30	Questions and answers
16.30	Conference closing

* *commercial presentation*

ATTENDING COMPANIES (according to the registration to 1 June 2012)

General Sponsor

Goznak (Russia)

Admiralteiskiy Bank (Russia)

Aisber (Russia)

Allcollect GmbH (Germany)

Allgemeine Gold-und Silberscheideanstalt
AG (Germany)

Alta Bank (Russia)

A-Mark Trading (Austria)

Amera International (Switzerland)

Andorra Mint – Servei d'Emissions

Antique and numismatic salon Fels,
the Kyrgyz Republic

Assosiation of the regional banks of Russia

B.H. Mayer's Kunstprageanstalt (Germany)

Banco de Mexico

Bank of Indonesia

Bank of Khanty-Mansiysk (Russia)

Bank of Moscow (Russia)

Bank of Russia

Bank of Development of Technologies
(Russia)

Bank VTB 24 (JSC) (Russia)

Banks and Business World Magazine
(Russia)

Beta Production (Russia)

Biblio-Globus Trading House (Russia)

BPS-Sberbank (Belarus)

Central Bank of Armenia

Coin Invest Trust (Liechtenstein)

Coins of the Planet Agency (Ukraine)

Comec (Italy)

Compania Europea de Cospesles S.A. (Spain)

Conros Auction House (Russia)

Courier Communication Central Board (Russia)

Currency News (UK)

Derzhava - Investment (Russia)

Dimet-M (Russia)

Dunker&Partner GBR (Germany)

European Central Mint (The Netherlands)

Emporium Hamburg (Germany)

Finance and Credit Bank (Ukraine)

Geiger Edelmatalle GmbH (Germany)

Gelos Auction House (Russia)

Global Coins (Russia)

Gold Chervonets Magazine (Russia)

Graebener Pressensysteme GmbH&Co.KG
(Germany)

GURT Ltd. (Russia)

HelveticMint/Gravura (Switzerland)

House of Coins (Germany)

InterCrim-press Publishing
and Printing House (Russia)

International Coin House (Switzerland)

Interprombank (Russia)

Israel Coins and Medals Corporation/
Holy Land Mint (Israel)

Kazakhstan Mint

Krainvestbank (Russia)

Kuban Credit Bank (Russia)	Resource Group of Companies (Russia, Ukraine)
Kuenker Auction House (Germany)	Rosselkhozbank (Russia)
Kunstwerk (Russia)	Royal Canadian Mint
Lanta Bank (Russia)	Royal Dutch Mint
Lithuanian Mint	Russian Souvenir (Russia)
MasterVision (Russia)	RUSSMINT (Russia)
MDM Bank (Russia)	Samlerhuset (The Netherlands)
MDM Muenzhandelsgesellschaft mbH & Co KG	Sberbank of Kazakhstan
Deutsche Muenze (Germany)	Sberbank of Russia
Mennica Polska (Poland)	Schoeller Muenzhandel GmbH (Austria)
Mint of Finland	SP Holography (Ukraine)
Mint of Norway	Spanish Royal Mint
Modern Numismatics International (The Netherlands)	Sviaz-Bank (Russia)
Molotok.ru (Russia)	Swiss Auction House Sincona AG
Moneda Nueva S. L. (Spain)	Tatfondbank (Russia)
Monnaie de Paris (France)	The Museum of Diplomatic Corps in Vologda, Russia
Monolit Bank (Russia)	The Numismatics Magazine (Russia)
Museum of Money (Russia)	The Perth Mint, Australia
National Bank of Poland	The Royal Mint
National Bank of the Kyrgyz Republic	The State Historical Museum of Russia
National Bank of the Republic of Belarus	TransCreditBank (Russia)
National Bank of the Republic of Kazakhstan	Trans-Dniester Republican Bank
National Bank of Ukraine	Transnational Bank (Russia)
NumisCollect (The Netherlands)	Transstroibank (Russia)
Numismatic portal Gold10.ru (Russia)	Treasures of Oz Pty Ltd (Australia)
Otkritie Bank (Russia)	Union of Collectors of Paper Money (Russia)
PAMP SA (Switzerland)	Universal Mint (Hong Kong)
Petrocommerce Bank (Russia)	Vitrinen-und Glasbau REIER GmbH (Germany)
Pobjoy Mint (Great Britain)	Water Mark Publishing House (Russia)
Portal Goldenfront.ru (Russia)	World of Book (Russia)
Professional Coin Grading Service (PCGS, USA)	
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