

7th USACC Business and Investment Conference

BUSINESS OPPORTUNITIES FOR AMERICA AND AZERBAIJAN

FRIDAY, JUNE 3, 2011
BAKU, AZERBAIJAN



PLATINUM SPONSORS:



THE INTERNATIONAL BANK
OF AZERBAIJAN



Azercell

GOLD SPONSOR:



SILVER SPONSOR:





Event details:

The economy of Azerbaijan continues to grow vigorously and yet also continues to demonstrate great promise, as forecasts by international financial organizations point to substantial and sustained growth in the years to come. Moody's Investors Service and Fitch Ratings, for example, both recently raised their investment ratings for Azerbaijan. Growth and development throughout the country in areas such as infrastructure, transportation, construction, information technologies, banking, and alternative energy, all present unique opportunities for American and Azerbaijani companies alike.

The numbers illustrate Azerbaijan's rapid and exciting pace. Azerbaijan's non-oil sector grew 5.9 percent in 2010. The country's trade surplus reached more than \$12 billion. Exports rose to more than \$21 billion, an increase of 45.1% compared with 2009, while imports rose to \$6.6 billion. And in spite of the world financial crisis, Azerbaijan's GDP in 2009 grew 9.3%. The assets of the State Oil Fund of Azerbaijan now stand at over \$22 billion, well over the annual operating budgets of many U.S. states.

Never before has Azerbaijan been so primed for investment.





Event details:

The United States-Azerbaijan Chamber of Commerce (USACC) based in Washington D.C. aims to help strengthen business ties in both countries for the benefit of private companies, as well as for the benefit of for the general public. To that end, we are pleased to invite you to the 2011 USACC Business and Investment Conference, hosted for the first time in the chamber's 15 year history in Azerbaijan's beautiful and historic capital city of Baku.

Scheduled for June 3, 2011, this conference promises to bring together high-level business leaders and government officials from both countries. Participants will be able to hear firsthand of the myriad business and growth opportunities attendant to investment in Azerbaijan, as well as learn about the experience of industry peers through various panel discussions.

The goal of this conference is extremely specific: The USACC wants this meeting to connect those who seek business solutions and opportunities between entities doing business in either the U.S. or Azerbaijan or in both with those parties capable of enabling those objectives. Unlike almost any bilateral business conference ever held in Baku, this event will be singularly focused on actionable business intelligence and high-level contacts that can result in promising new partnerships.

The flow of goods and services between the two countries, while substantial, already remains susceptible to improvement in many different areas. Beyond energy, telecommunications and IT, for example, Azerbaijan's nine different climate zones and rich soil provide it with astonishing agricultural potential and diversity, and the legendary hospitality of its population can be tapped into by numerous economic sectors. Its highly educated workforce would be an asset to any company considering in-bound investment.

By the same token, American companies have products and services that are highly valued in Azerbaijan. There is tremendous demand for American-made machinery, as well as for food packaging and processing technologies. And American consumer technology producing companies could benefit tremendously from Azerbaijan's tech-savvy population.

While the two countries are hemispherically distant, trade has never been stronger or easier, and the desire among the business communities in both countries to forge new business opportunities has never been greater.

Azerbaijan is proud to be moving ahead quickly. In just a few short years, the country has gone from being a relatively unknown corner of the former Soviet Union to a major global energy producer and logistical conduit, open to the world of commerce and trade relations as in the days of the trading caravanserais transversing the Silk Road.

The culture of entrepreneurship is today embraced with equal zeal in Azerbaijan and America. Together, there is no limit to what the business sectors of these two countries can accomplish.

We hope to see you in Baku on June 3 for this special event.

Conference Program: ONE DAY, June 3, 2011



DRAFT

08:00 a.m. – 9:00 a.m.

REGISTRATION AND BREAKFAST

09:00 a.m. – 9:15 a.m.

OPENING REMARKS:

James A. Baker IV, USACC Co-Chairman

09:15 a.m. – 10:00 a.m.

KEYNOTE ADDRESS

H.E. Ilham Aliyev, President
Republic of Azerbaijan (Invited)

10:00 a.m. – 11:00 a.m.

SESSION 1: BEYOND OIL EXPORTS

What do American businesses and consumers want in terms of Azerbaijani goods? What does Azerbaijan want and/or need from America? For many years, the answer to this has largely centered around the global energy industry. Today, and in the future, numerous sectors face myriad opportunities for expanded avenues of trade. For example, a new petrochemical complex is expected to have regional significance, and with a price tag in the billions, the facility will create business opportunities for American companies in the areas of engineering, equipment, construction and technology. Meanwhile, Azerbaijan's strong agricultural industry seeks new markets while at the same time looking to American farm machinery and technology to help make it happen. So exactly what—and where—are the next opportunities? This session is moderated by **James A. Baker IV**, Partner, Baker Botts and USACC Co-Chairman.

Guest panelists include:

Shahin Mustafayev, Minister of Economic Development of Azerbaijan

Matthew Bryza, U.S. Ambassador to Azerbaijan

Martin Bentrrott, Vice President, Boeing

Joseph K. Hurd III, Senior Director, Export Promotion and Trade Policy, U.S. Department of Commerce

11:00 a.m. – 11:15 a.m.

COFFEE BREAK

11:15 a.m. – 12:15 p.m.

SESSION 2: A DREAM VACATION IN AZERBAIJAN?

Since the historic caravan stops of the Silk Route, Azerbaijan has always welcomed visitors. Today, major international hotel chains such as Hilton, Four Seasons, JW Marriot and Kempinski and others are investing in Azerbaijan at a rapid pace. The Government of Azerbaijan has declared 2011 the "Year of Tourism," and \$2 billion is being invested in the new Shahdag winter-summer mountain resort. But aside from the business traveler, the tourism market still has plenty of room to grow with the addition of services catering to foreign tourists. What services are needed (and where in the country are the newest opportunities), both from the perspective of Azerbaijan as it looks to diversify its revenue streams as well as from American travelers eager to explore the culturally multi-faceted "Land of Fire"? Moderator will lead this discussion, exploring for opportunities from the sandy beaches of the Caspian Sea to the majestic, snow-capped Caucasus Mountains.

Guest panelists include:

Abulfaz Garayev, Minister of Culture and Tourism (invited)

Mikail Jabbarov, Director of the Administration of State Historical-Architectural Reserve "Icheri sheher"

Hotel industry representative

Airline industry representative

12:15 p.m. – 12:30 p.m.

BREAK

12:30 p.m. – 2:00 p.m.

BUSINESS LUNCH

2:00 p.m. – 3:00 p.m.

SESSION 3: ADVANCED TECHNOLOGIES IN AZERBAIJAN: NEW ECONOMIC BOOM?

According to preliminary studies, Azerbaijan's ICT sector revenues may exceed its energy revenues by 2022, becoming the country's new and powerful economic engine. A new sector is literally being launched with Azerbaijan's first-ever communications satellite expected to go into orbit next year. Technology is embraced in Azerbaijan: its people are among the most tech-savvy in the world, with seven million mobile phones for its population of nine million, and Internet access and use is soaring across the country. Its youngest generation, with excellent English speaking skills, is typically far in front of IT products and innovation compared to their peers around the world. How can Azerbaijan tap into America's technology industry? What technologies, from e-government solutions to smart phones, could successfully be marketed to the Azerbaijani consumer?

Moderator **Reza Vaziri**, USACC Co-Chairman and CEO, Anglo Asian Mining will explore this possibility.

Guest panelists include:

Ali Abbasov, Minister of Communications and Information Technology

Ali Agan, CEO, Azercell Telecom

Microsoft

Oracle



Conference Program: ONE DAY, June 3, 2011

3:00 p.m. – 4:00 p.m.

SESSION 4: FINANCING AND INVESTING IN AZERBAIJAN'S FUTURE GROWTH

Key aspects to Azerbaijan's bright future include ensuring that financing is available for new ventures as well as protecting the country's energy revenues through wise investments that will help fund projects to drive further opportunities. This panel will look at how the State Oil Fund revenue is managed and what new investments are being eyed for the future. In addition, speakers will elaborate on the financial policies of Azerbaijan, what it will take to increase the flow of American capital into the country, and what opportunities for access to credit are available from banks within Azerbaijan. Find out more in this session moderated by **Afgan Isayev**, Executive Director of the Azerbaijan Investment Company and featuring guest panelists:

Samir Sharifov, Minister of Finance (invited)

Shahmar Movsumov, Executive Director, State Oil Fund of Azerbaijan

Hani Kablawi, Executive Vice President, Bank of New York Mellon

Jahangir Hajiyev, Chairman, International Bank of Azerbaijan

Murat Demirel, Managing Director, Citibank

4:00 p.m. – 4:15 p.m.

COFFEE BREAK sponsored by AVIS

4:15 p.m. – 5:15 p.m.

SESSION 5: NEW ENERGY REALITIES OF AZERBAIJAN

Azerbaijan is poised for a new energy boom, only this time, with more than oil. Natural gas has emerged as a major commodity for Azerbaijan, which has discovered massive new off shore fields. In addition, Azerbaijan is rich in two other commodities: wind and sun. While 20 years ago, alternative energy took a backseat to oil, more and more firms are looking at wind and solar farms in Azerbaijan. How plausible are plans for such development? Is the market for these domestic-based, or can it cross borders? From the capital whose very name means "City of Wind," this session, moderated by **Bob Dastmalchi**, Country Manager, Chevron, looks for all the electrons Azerbaijan can harness.

Guest panelists include:

Natig Aliyev, Minister of Industry and Energy of Azerbaijan Republic (invited)

Rovnaq Abdullayev, President State Oil Company of Azerbaijan (Invited)

Rashid Javanshir, President, BP Caspian (Invited)

5:15 p.m. – 6:00 p.m.

SESSION 6: AMERICAN FRANCHISING IN AZERBAIJAN

When McDonald's came to Azerbaijan, the country's franchise market officially opened. But that was a decade ago. With America the undisputed king of the franchise industry, why have other opportunities been slower to materialize? With Azerbaijan's growing middle class, there is a ready market for everything from delivery pizza to convenience stores to gyms. Which franchise products have the best chance of succeeding in Azerbaijan? Join this session to see what 9 million Azerbaijan and countries in the region are craving from the franchise industry. Moderated by **Mahir Iskender**, Executive Director, USACC with guest panelists:

Marc Mushkin, Senior Vice President, Pollo Tropical

Tom Deeb, Managing Director, T&M Associates

Daniel Matthews, Partner, Baker McKenzie and President, AMCHAM Azerbaijan

Benjamin Simon, Senior Int. Director, RadioShack

6:00 p.m. – 6:30 p.m.

BREAK

6:30 p.m. – 7:30 p.m.

RECEPTION FOR PARTICIPANTS

7:30 p.m. – 9:00 p.m.

GALA DINNER

Venue details:

Date: June 3, 2011
Venue: Hyatt Regency Baku
Address: 1 Bakikhanov, Baku, Azerbaijan Az1065
Email: baku.hotels@hyatt.com
Tel: +994 12 496 1234
Fax: +994 12 496 1235
Web: www.baku.regency.hyatt.com

Accommodation

Conference participants are responsible for the arrangement and payment of their own travel and accommodation. Please contact us at events@usacc.org for any questions.

Sponsorship opportunities

If you are interested in sponsoring this event, please contact Mahir Iskender at +1 (202) 333-8702 or events@usacc.org



Sponsors:

Platinum sponsors



THE INTERNATIONAL BANK OF AZERBAIJAN

The International Bank of Azerbaijan (IBA), the leading financial institution in the country, plays a key role in facilitating the country's integration into the global economy. As a National Development Bank, IBA contributes significantly to the stability and transparency and continuously strengthens Azerbaijan's banking system and fundamentally supports Azerbaijan's socio-economic development.

IBA offers a wide range of global banking services through its subsidiary banks in the Russian Federation (with branches in Moscow, Saint Petersburg and Yekaterinburg) and the Republic of Georgia, as well as international offices in Frankfurt, London, Luxembourg, Dubai and New York.

Company Website: www.ibar.az



Azercell Telecom is the largest mobile communications provider in Azerbaijan.

Established in 1996, Azercell Telecom LLC covers over 54.6 percent of the mobile communications market with a network covering 80 percent of Azerbaijan's territory (excluding occupied territories). With current subscribers exceeding 4 million, 99.8 percent of the population can access Azercell's coverage.

Since its inception, Azercell has invested nearly \$1 billion in Azerbaijan and has contributed an estimated \$800 million in taxes.

Azercell demonstrates strong, high-end indicators among the mobile operators in all former Soviet Union countries. The company pays special attention to development of international communication. Today,

Azercell's RoamCell service allows subscribers to make calls in the networks of 406 operators in 152 countries around the world.

In 2000, Azercell established its quality management system and on December 7, 2000, the company received the Certificate of Compliance with International ISO 9001 Standards. In 2003, Azercell updated its quality system according to the 2000 version of this Standard and on January 15, 2004, Azercell received the Certificate of Compliance with ISO 9001:2000 Standard.

In 2004, Azercell was the first to launch mobile internet and GPRS in Azerbaijan. Azercell Telecom was awarded the Investors In People (IIP) Standard Certificate in 2006.

In 2008, Azercell Telecom Government shares in Azercell Telecom Joint Venture were privatized. Since privatization shares in the amount of 35.7% of fixed capital of Azercell Telecom JV have been acquired by Azertell Telekomunikasyon Yatirim Dış Ticaret A.Ş. Company.

Azercell will continue its policy to introduce modern technology, expand its coverage, provide its rapidly growing subscriber base with quality, stable communication, care for people and the environment and implement community investment programs. The CEO of Azercell Telecom is Mr. Ali Agan.

Company website: www.azercell.com

Gold sponsors



Chevron has important pipeline and oil production investments in Azerbaijan and, therefore, strong ties to the nation's economy.

Chevron's participation in Azerbaijan began in 1994, when the company acquired an interest in the Azerbaijan International Operating Company (AIOC), which produces and develops offshore crude oil

reserves in the Caspian Sea from the Azeri-Chirag-Gunashli project.

With that, Chevron became a partner in the Baku-Tbilisi-Ceyhan Pipeline, which transports oil from Baku, Azerbaijan, through Georgia to deepwater port facilities at Ceyhan, Turkey, on the Mediterranean Sea. The pipeline delivered its first cargo of crude oil in 2006.

Chevron and the AIOC invest in the training and development of local staff. By 2010, about 75 percent of all Chevron employees, supervisors and managers were from Azerbaijan.

Company website: www.chevron.com

Silver sponsors



BP is the largest foreign investor in Azerbaijan and its proud partner in bringing new sources of hydrocarbons, technology, growth, and opportunity to this country. In Azerbaijan, BP is the operator of two offshore oil and gas exploration and production projects in the Caspian Sea, and operates three major oil and gas export pipelines. BP also has a license to develop the Alov offshore field. In 2009, BP signed the Memorandum of Understanding with the State Oil Company of the Azerbaijan Republic (SOCAR) to jointly explore and develop the Shafag and Asiman structures in the Azerbaijan sector of the Caspian Sea.

The world-class Shah Deniz gas condensate field was discovered in 1999 and production from it started in late 2006. The natural gas from the field already flows to Azerbaijan, Georgia and Turkey via the South Caucasus Pipeline (SCP).

Company website: www.bp.com/caspian



Registration Form

DRAFT

Pricing details

USACC Non-Member fee \$550 USD
The first 10 paying delegates to register can bring two complimentary corporate guests.

USACC Member fee \$300 USD
Early booking discount 15% discount
(I am booking before May 17, 2011 and would like to claim a 15% early booking discount)

Company information

Organisation: _____

Address: _____

Postcode/Zip: _____

Country: _____

Tel: _____

Facsimile: _____

Delegate information

Title (Please tick) Mr Mrs Ms Miss Dr

First Name: _____

Last Name: _____

Job Title: _____

Email: _____

Signature: _____

I can confirm that I have read and agree to the terms and conditions below.

Payment details

Please invoice me for this event:

Payment enclosed:

Booking code: _____

Card type:
Please tick credit card type
(We do not accept American Express credit cards)



Card Number:

□□□□ □□□□ □□□□ □□□□

V2N No: □□□

Exp Date: □□/□□ MM/YY

Cardholder's name: _____

Cardholders's signature: _____



Complete the form above and fax back to +1 (202) 333-8703



E-mail: events@usacc.org or register at:



Telephone: +1 (202) 333-8702



Mail: USACC
1212 Potomac NW
Washington DC 20007, US

Terms & conditions

1. Bookings can be submitted at any stage prior to the event, subject to availability.
2. Payment must be received in full prior to the conference.
3. All speakers are correct at the time of printing, but are subject to variation without notice.
4. If the delegate cancels after the booking has been accepted, the delegate will be liable for the following charges:

• Cancellations notified over 20 days prior to the event will incur an administration fee of 15% of the full amount

• For cancellations received less than 20 days prior to the event, the full delegate rate must be paid and no refunds will be available.

5. All bookings submitted by e-mail, fax, post or over the telephone are subject to these booking conditions.

6. All cancellations must be received in writing.

7. The United States-Azerbaijan Chamber of Commerce (USACC) will not be held liable for circumstances beyond its control which lead to the cancellation or variation of this conference.



Join USACC

Contacts and Networking
Business Opportunities

Exposure

Information and Knowledge

www.usacc.org