

## **PRIVATE BANKING AND ART BANKING RUSSIA, BALTICS & CIS**

25-27 February, 2009 | Ararat Park Hyatt Moscow, Russia

The conference offers a platform to learn about and discuss state-of-the-art private banking services and the newest trends in art banking targeting HNW-clients in Russia, the Baltics and the CIS. Service providers as well as intermediaries will benefit from a wide range of presentations and workshops by leading experts in the field.

The Art Banking Day is chaired by Lord Mark Poltimore (Chairman, Sotheby's London). Manuel Gerber (CEO, Prime Art Management Ltd., London) will be presenting an in-depth view on the different economics driving primary and secondary art market investments. Within the boundaries of the primary art market – i.e. before artworks appear on the auction market – emerging art constitutes a distinct asset class with unique diversification characteristics. It exhibits asymmetric volatility/low downside risk, low correlation with and exceptionally high alpha relative to established asset classes but also to secondary market art.

Other speakers include: Sergey Skaterschikov, Founder and CEO, IndexAtlas Group, Moscow, New York, Vienna; Philip Hoffman, Chief Executive, Fine Art Fund Group, London; Neville Tuli, Founder & Chairman, Osian's Connoisseurs of Art Pvt Ltd, Mumbai; Anna Svizunova, Head Russia & Eastern Europe, Fine Art Wealth Management, London; Valery Chumachenko, Uralsib, Moscow; Brian Gimotty, Paul Capital Partners, London; Benjamin Gulua, Private Banker, Dresdner Bank Luxembourg S.A.; Alexis Rodzianko, Head of Private Banking, Credit Suisse, Moscow; Olga Seravkina, Vice-President, Marsh, Moscow; Natalia Solodovnikova, Head Private Banking, HSBC Russia, Moscow.

For more information or to register, go to <http://www.c5-online.com/PrivateBanking.htm>

### **About Prime Art Management Ltd:**

Prime Art Management Ltd. is an econometrics-driven asset management and art market information business specialising in the primary market for emerging art. The company is preparing the launch of Prime Art Funds, the only art fund investing exclusively in young artists with little or no track record. A proprietary econometric system allows the fund to forecast future price and liquidity developments in the absence of past market reactions to an artist's work. We also offer bespoke art market analytics and consulting services to art market professionals, collectors and the press.

PRIME aggregates and monitors first-hand primary market sales data across the globe. Having developed the first robust econometric framework for modelling pricing mechanisms in this market, we set new standards in the analysis and accurate anticipation of market developments in a field previously inaccessible to systematic investing. Operating in a market that is outside the reach of incumbent art funds with high barriers to entry for future competitors, we create exceptionally attractive opportunities for persistent arbitrage at reasonable risk.

XXX

For contact details, go to [www.primeartfunds.com](http://www.primeartfunds.com). If you would like more information about this topic, or to schedule an interview, please send an email to [estelle.currat@primeartfunds.com](mailto:estelle.currat@primeartfunds.com)