Media Forum 2014

Date: Friday, February 7th, 2014
Time: 10.30 am to approx. 2.20 pm
Location: Room Estrel A/B (open to the public)
Moderator: Hans-Henning Göhrum, President World Money Fair AG

Time	Mint / National Bank	Title	Presenter	Function
Media Forum				
10.30 – 10.40	Opening			
10.40 – 11.00	Austrian Mint	The Austrian Mint: A Fantastic World of Coins	Mag. Gerhard Starsich Mag. Andrea Lang	General Director Head of Marketing and Sales
11.10 – 11.20	Bank of Russia	Sochi 2014 Coin Program	Vladimir Shesternin	Head of commemorative coins division of the cash currency circulation department of the Bank of Russia
11.20 – 11.30	Bank of Latvia	The Artist and His Muse	Jānis Blūms	Head of the Cash Department
11.30 – 11.40	Casa da Moeda do Brasil	The launch of the commemorative coins programs for FIFA World Cup 2014 and RIO 2016 Olympics	Lara Caracciolo Amorelli João Sidney Figueiredo Filho	Vice President of Market Relations of Casa da Moeda do Brasil Head of the Currency Management Department of Banco Central do Brasil
11.40 – 11.50	German Mints	The German Coin Programme 2014	Günther Waadt	Mintmaster Bayerisches Hauptmünzamt
11.50 – 12.00	Royal Canadian Mint	The Royal Canadian Mint in 2014	Ian E. Bennett	CEO and President
12.00 – 12.10	Japan Mint	Japan Mints Coin Program in 2014	Hakaru Hyakushima	Executive Director
12.10 – 12.20	China Gold Coin Corporation	Chinese Precious Metal Commemorative Coins Programme 2014	Sophia Sun	Deputy Manager, Marketing Department
12.20 – 12.30	Swissmint	The Swissmint Coin Programme 2014	Kurt Rohrer	Project Manager
12.30 – 12.40	South African Mint	Does a leopard change its spots?	Tumi Tsehlo	Managing Director
12.40 – 12.50	Spanish Royal Mint	Latest and Forthcoming Issues of the Spanish Royal Mint	José Miguel Fernández de Liencres	General Manager - Sales Department
12.50 – 13.00	Italian Mint	Coin Collection 2014	Amelia Travaglini	Sales Coordinator
13.00 – 13.10	Portuguese Mint	2014 Commemorative Coin Program	António Salgueiro Verdasca	Sales and Marketing Manager
13.10 – 13.20	The Royal Mint	Striking Stories	Shane Bissett	Director of Commemorative Coin & Bullion
13.20 – 13.30	Monnaie de Paris	1150 Years of French History	Claude Giffin Rémy Baillet	Marketing Director Commercial Director
13.30 – 13.40	Mint Directors' Conference 2014	Welcome to the MDC 2014	Eduardo Padrón	Commercial Subdirector Casa de Moneda de México, Member of the Organizing Committee of the XXVIII MDC
Marketing Forum				
13.40 – 13.50	Expo 2015	The EXPO 2015 Official Coin and Medal Program	Sandro Sassoli	Director Museo del Tempo
13.50 – 14.00	Leuchtturm Albenverlag	A revolution in coin storage: LEUCHTTURM introducing INTERCEPT	Max Stürken	Managing Partner
14.00 – 14.10	Prazska Mincovna	New Mint - New Product - Prague Mint	Zdeněk Vojtěch	Commercial Director

Followed by a reception hosted by Poongsan Hwadong & Austrian Mint

Date: January 10th, 2014 – Subject to alterations