

# TASHIR

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*External communications department*

*Press release*

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## **Tashir Group takes part in the Moscow Urban Forum**

The 2021 Moscow Urban Forum has completed its business program today. As in all the previous years, Tashir Group participated in the event as its general partner.

This year, the forum took place in a hybrid format – partly online, partly offline. Its theme was defined as “Superstar Cities: Transforming for Success.” International and domestic speakers discussed various aspects of Moscow’s development, as well as key urban development trends in the world today.

Moscow Mayor Sergei Sobyenin was the keynote speaker at the event. “Moscow will become an easy access city where everything you need for life is within walking distance from home. Our goal is not just to create a nice park or build a playground; we want to improve conditions for all the residents of Moscow in a short period of time by creating attractions in every neighborhood,” the mayor said in his report.

Experts emphasized the need to provide people with affordable and comfortable housing and appropriate infrastructure as one of the global challenges that cities face today. Speaking at the Housing for Billions session, Tashir Estate marketing director Maxim Samsonov said, “The primary criteria for the future-class housing include proactive society, well-developed internal infrastructure, eco-friendly architecture and advanced technology.” It will be the future residents of Tashir complexes who will be the primary source of ideas and recommendations for the company, he said, and Tashir will definitely take their preferences into account during the design and construction stages.

The issue of urban health was another highlight of the forum. International and domestic experts discussed how to create a health environment and promote a healthy lifestyle, which will directly improve the quality of life. “Taking care of your body will be good not only for your well-being; it will even have economic benefits. Our analysts expect that the healthy lifestyle brand will be monetized through the so-called ‘health indices’ or ‘health IDs,’ which

will affect the cost of health insurance,” said Arsen Galstyan, managing partner and CEO of Tashir MEDICA.

The forum used a hybrid format, which means that in addition to the traditional offline platform, there were international speakers joining discussions online from all over the world. In total, the forum included over 80 events in the course of two days, which brought together a large number of foreign and Russian cities, leaders of international organizations and leading experts in urban design, economics and technology despite the current travel restrictions.

### **About Tashir Group**

Tashir is Russia’s leading group of over 200 industrial and construction companies engaged in diverse activities across various sectors. Since its establishment in 1999, the group has consistently increased its share of Russia’s construction and development market for over two decades, while at the same time successfully expanding into other industries: finance, energy, manufacturing, retail, restaurant business, entertainment and others. The group is listed among Russia’s Top 100 companies. It employs over 45,000 workers and operates in 51 cities in Russia and neighboring countries. Samvel Karapetyan is the founder and President of Tashir. The company’s headquarters are in Moscow.

### **Contact Us**

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