



Realization of its significance for the national economy determines the attitude of Promsvyazbank to the status of present-day Russian society, the striving to assist in its spiritual, moral and cultural development.

Carrying on and developing the traditions that came into being during the 10 years of work, in 2005 Promsvyazbank has been participating as a sponsor in a number of all-Russian and international forums dedicated to the economic development of Russia and the situation of the national banking system. Promsvyazbank is the permanent sponsor of the annual North-Russian Banking Conference which has gained well-earned authority both in Russia and abroad. The 10th anniversary conference held in July 2005 was attended by more than 400 participants representing major financial structures from more than 30 CIS and non-CIS countries and 20 regions of Russia.

Promsvyazbank took part in the financing, and other important arrangements, of Moscow Retail Congress, Mobile Retail 2005 and Corporate Financing in Russia international conferences dedicated to vital economic matters.

Promsvyazbank is actively cooperating with the Russian Orthodox Church, assisting in its endeavors towards establishing relations in the society based on the principles of good and justice. The Bank is assisting in the realization of spiritual-educational programs of the Church carried out on federal and regional levels, donates funds for the construction and reparation of cathedrals and churches and provides specific help to the parishes throughout the country.

Promsvyazbank supports various cultural events directed at the harmonious development of all areas of life. The Bank is the member of the Hermitage Museum Friends Club, partner in the important socio-cultural project of restoring the unique Peterhof carillon, sponsor of the Musical Hermitage international festival.

On the threshold of the 250 Anniversary of the Russian Theatre the Bank has provided financial support to the Higher School of Drama named after M.S. Schepkin at the State Maly Dramatic Theater of Russia which in its two centuries of work has brought up quite a few actors who gained world fame.

Promsvyazbank participated in important social events. As examples, we can mention the sponsorship of the City Day in Volgograd, Teacher's Day in Izhevsk, V Local Olympics of the Ryazan region workers, Miners Day in Kemerovo, New Year festivities in Krasnoyarsk. When so doing, the Bank does not restrict itself to the projects with wide-spread fame. Specific material help has been given to the children suffering from oncological diseases, orphanage schools, veterans of the Great Patriotic War (WW2), as well as to the winners of regional art and sports contests, etc.

Adhering to the principle of social responsibility of the business community, Promsvyazbank has been constantly organizing partnership programs in the regions of its work with social institutions and public organizations that need the support of the business community.

"**Pokoi**" (peace) – tranquility, balanced stance, tenderness and sensibility, stability of will. It's not the idleness, but the peace of mind, the sensation of power and assuredness, top unity of faith and spirit, the well thought-out deed for

the benefit of the common cause. "P" is the beloved letter of the Russians as a quarter of words starts with "p", Dal' noted.

**П** (80)

