

Saimaa University of Applied Sciences  
Business Administration Lappeenranta  
Degree Programme in International Business  
International Business Management

Anna Borodina

## **Marketing for exhibitions in Russia**

Master thesis 2016

## **Abstract**

Anna Borodina

Marketing for exhibitions in Russia, 70 pages, 2 appendices

Saimaa University of Applied Sciences

Business Administration Lappeenranta

Degree Programme in International Business Management

Master's thesis 2016

Instructors: Ms. Minna Ikävalko, Principal lecturer, Saimaa University of Applied Science

The purpose of the study is to determinate how the European companies may market the international trade fairs in order to attract and serve Russian business customers. The aim was to find out what kind of marketing are tools available for small companies perceiving new market opportunities with Russian business market.

The study was carried out by analysing the secondary sources and a massive corpus of publications related to marketing in Russia and exhibitions. The research method was content analysis for marketing texts.

Based on the findings of the study, relationships marketing, key accounts management, positioning and differentiation are suggested to be applied in the modern Russian market environment. The study investigated that European marketers utilize more sophisticated marketing tools for the mature European market than Russian companies do. With this expertize, European companies have an opportunity to stand out from the local competitors in the Russian market.

Keywords: exhibitions, marketing in Russia, marketing management

## Table of content

1	Introduction .....	4
1.1	Study background .....	4
1.2	Objectives and delimitations .....	9
1.3	Research questions .....	11
1.4	Theoretical framework .....	11
1.5	Research method.....	13
1.6	Structure of the thesis .....	15
2	International trade fairs (ITF) .....	17
2.1	Mice industry.....	17
2.2	International trade fairs .....	20
2.3.	Current trends and demand for exhibitions in Russia .....	25
2.4	Exhibiting in Russia.....	27
3	Marketing in Russia.....	28
3.1	Marketing opportunities and challenges in Russia.....	29
3.2	Marketing mistakes in Russia .....	30
4	Marketing of exhibition services .....	31
4.1	Conceptual aspects for the marketing of exhibitions.....	32
4.2	Types and added value of the exhibition.....	35
4.3	SWOT analysis .....	37
4.4	Prising for exhibition services .....	38
5	Marketing tools suggestions for the exhibitions services .....	42
5.1.	Marketing methods for exhibitions .....	42
5.2	Marketing Mix .....	44
5.3	Positioning and Differentiation .....	45
5.4	Relationship marketing .....	47
5.5	Key Accounting Management.....	49
5.6	Accessibility of the supposed tools .....	51
6	Empirical part .....	51
6.1	Content analysis .....	52
6.2	Industry real-life examples .....	57
6.3	Problems and discussions .....	58
7	Summary.....	62
	Figures .....	64
	Tables .....	64
	References:.....	65

# **1 Introduction**

This chapter describes the study background and also research objectives are presented.

## **1.1 Study background**

According to the Organization for Economic Co-operation and Development (OECD, 2008) the service sector makes an important contribution to the GDP in most countries. The exhibition services are part of Tourism, which is one of the biggest export services in the world. Mishra, Gable & Anand (2012) deem that export services are vital for economic growth and they confirm the notion with the example of rapid growth in China and India, where in China growth drivers are manufacturing, whereas in India the economy growth is oriented heavily on services. The traditional theory approach of the economy development in the form of transformation from agricultural to the industrial and production stage is not suitable for this interesting phenomenon.

Thereby, the services are possible to sell for export. Exporting of the services is an innovative path for the economy growth. The countries having advantage in the certain service sector shall benefit from exporting these services. The European countries are leaders in the exhibition sector having the largest number of exhibition space in the world according to The Global Association of the Exhibition Industry (UFI, 2011), i.e. 45% of the world total capacity. In figures, European exhibiting space according to the UFI World Map (2011) consists of 495 venues and 15.6 million sqm. For this reason, European companies shall benefit from their advantage and capabilities. In fact, they already do by organizing the majority of the world events in the last 50 years (ICCA, 2013) and they shall seize opportunities for growth by extending the markets or increasing the services.

Services are tradable and the OECD asserts (2008) that trade in services can improve economic performance and provide range of traditional and new export opportunities. This study aims at creation of the opportunity to extend the service export from Europe to Russia by providing the knowledge on how to market the exhibition services to the Russian business customers.

The topic of the study seems to be innovative, because it results in proposal of the customers' oriented approach, to the new market opportunities and tend to establish direct connections with the end-use business customers in Russia. Also the future development of the exhibition services benefit the level of women-employment, with reference to the results of the UFI educational survey (2013, p. 6). The majority of the employees within the exhibition industry (57.76%) are women, therefore the growth of the service industry in Europe will increase the number of women employed.

In the CENTREX International Exhibition Statistic Union report (2014, p. 3), Ms. Molnar deems that the current economic stage and technological development are reflected by the exhibitions very well, but it also has human preferences and the customer behaviour in the conditions of world continuous changes. Therefore, in this way exhibitions are presenting the stage of the development for the modern business world. The present time in the global economy is the time of economic crisis and globalization and with all respect to the digital revolution and IT technologies, at the end of the day people are doing business with people. Both above mentioned trends force business people to create new professional connections, to penetrate new markets and search suppliers and customers globally. That is why the exhibition sector is actual and important industry for the world economy.

The businesses are coming to the exhibitions to overcome current difficulties, to increase sales, to ensure the future, to make networking, partnership etc. There are several marketing tasks, which are achievable at some extend through the participation in the exhibition, but the exhibiting is not only important for the sales and marketing tasks. At the current stage of the economic development, where not only sole enterprises are competing with each other, but the whole supply chains are become the rivals the exhibitions presents the place for supply chains establishment and improvement. Antai & Olson (2013, p. 511) insist that in the supply management literature the concept of the competition between supplier chains already gained the acknowledgment and the current topic of scholar interest on how the competition will be executed. The exhibitions are the perfect place to create new partnership and improve the supplier chain, because it presents the micro market model with opportunities for informal communication.

Brennan, Canning and McDowell (2007, p. 185-187) insist that the exhibitions perform selling and non-selling tasks and can be used as a part of the company's overall communication strategy complementing with the other tools. Stratten & Kramer (2012, p. 212) deem that the trade show are a great opportunities for engagement and chance to connect with customers and promote a brand. Thus, in the international marketing literature, trade fairs are treated as the effective marketing tool for brand building, communication, sales generation, networking. Participation in ITF is expensive and significant for a company that is why recently many publications provide readers with recommendations about preparation, administration and performance of ITF. However, there are not enough publications how to engage companies to participate the international trade shows.

The main share of the world exhibitions are hold by North America and European countries. The aim of this study is to outline the marketing for the European companies, which are interested to attract and serve more Russian companies into the exhibition industry. Traditionally Russian companies in majority of cases search for the exhibiting service provider on the local market. This is a common approach, most probably originated from the methods of booking a business trip. For example, business people contact a local travel agency and a selected travel agent arranges the tour package including the chosen services: transportation, accommodation, nutrition and other services. When companies need an exhibition services, they utilize the same approach as for tour booking.

Definitely, the Russian companies are enable to fulfil a whole range of services required for the participation in the exhibition from the distance and solely, because of remote location and the nature of the exhibition services, which may include a large number of additional services. The Russian companies providing the exhibition services have a list of reliable partners in Europe, defined with specific features or service specialization, to whom they transfer customers' requests accordingly. In this case, the Russian companies are intermediaries between a Russian customer and the European company that is actually a service provider.

If we suppose that a company in the Europe approaches a Russian customer directly, there are mutual benefits. Most probably, they are the easiness of com-

munication and better understanding through the shortening of the communication chain and normally this is cost reduction. Each additional external business unit involved in the serving process has naturally the purpose of making profit, thus, eliminating of an unnecessary business unit shall procure the costs reduction. Certainly, a critical aspect in this case is that the European company will be able to provide the easiness of communication.

The common practises for the exhibition services and tourism apply due to closeness of industries or even interpenetration of these economy sectors. Meetings, Incentives, Conferences and Exhibitions are components of the Meeting Industry (MICE) or Business tourism. According to latest trend, business tourism is considered by the government as the main priority for majority of world-destinations, because MICE benefits into local economy sustainably. This study is aimed to generate the knowledge accessible for small and private-owned companies in order to open new or develop existing distribution channels and benefit the local economy. The study may be used as a preliminary research for the European organizations, which are involved or planning penetrate into the international trade fairs and exhibitions industry and interested in attracting specifically Russian business customers.

This study consists the short marketing overview of the Deutsche Messe, which is the daughter company of the German company Deutsche Messe Ag and ITE Russia, which is the part of ITE group originated from Great Britain. The companies are already operating on the Russian market and presented in this study as a real-life examples designed to confirm the viability of idea. In deep not any case company was involved in the study, for this reason also obviously that the study does not produce ultimate knowledge, because each company is unique set of capabilities and experience. The study could also be useful as a basic tool for a strategic marketing in terms of offering services to the Russian customers, as this study give a framework for any European company in the sector of marketing of the exhibitions to Russia.

Phenomenon for the study based on misbalance between the availability information about the exhibitions as the marketing tool and shortage of publications on the topic of the marketing for exhibitions. There are two main reasons for this

phenomenon. First, traditionally the exhibitions supported by regional government organizations and the chambers of commerce as the business facilitators, and the second is that the exhibitions are part of the Meeting industry (MICE), which is relatively new concept and not studied well enough.

The study is oriented on the Russia and Europe for the reason that international exhibitions often used in the context of export promotion. According to Rosson (1998), the exhibitions present a highly focused effort to enter foreign markets and help exporters develop the contact with the target market in tangible and experimental way. This study is important, because it may help align the shift of the exhibiting activity power to the East countries. For now, EU is a major world trading power (EU 2016), and the European countries are home for the majority of world events, not only exhibitions, but as well conferences and other professional events. Kotler Armstorn, Wong, Saunder (2008) presume the shift of the economic power to the East countries. In particular for the Meeting industry, including the exhibitions these trends also observable with statistics (ICCA, 2013). For this reason, the efforts to involve more Russian companies to participate the international exhibitions in Europe will assists to soften or slow the displacement.

Especially taking into account the geographical closeness and long history of co-operation. If to look deeper at the Medieval Fairs in Europe at the period of Hanseatic League or even earlier, the common market relationship between countries of Northern European countries and Russia existed and developed in form of the international trade for the mutual benefits. After the revolution in 1917 year in Russia and long time during the Soviet Union by the establishment of socialism philosophy, which originated from utopian ideas and proved the lack of viability, during that historic period many economic connections were destroyed. The modern Russian economy undergo quite severe economic recession. However, in order to overcome crisis businesses have to continue developing and opening new markets to look for new opportunities. Thus, the study devoted to motivate the European companies to approach the inexperienced internationally Russian business customer and to win them over before the Asian companies do.

Traditionally initiative to participate in exhibition originates from a participant. This study create the foundation for the direct approach to the potential participants.



The exhibitions are unique opportunity to present a product, an enterprise and make personal contacts with the customers. Digital technologies cannot replace the live exhibitions. Otherwise, the new sophisticated products are developing, which require more explanation and demonstration. The study offers practical guidelines regarding how service companies may approach exhibitors and benefit from chosen marketing tools. For the exhibitions' field particularly, the European companies have certain benefits due to modern facilities, long experience and advanced technologies. Therefore, this study inspires the European companies to take advantage with opportunities truly corresponding to their capabilities. Novelty, in the study is the proactive approach to the exhibitions' marketing. The results of the research useful for Finnish and other European companies, because the MICE industry is fast growing sector (UNWTO, 2014) of tourism and has high priority for national tourism organizations.

## **1.2 Objectives and delimitations**

This study is an attempt to generate a value-driven marketing approach and suggest marketing tools to attract Russian business customers to the European trade fairs. Taking into consideration the world economic crisis and limited marketing budgets for many businesses, the main idea is to generate tools with certain criteria: cost-effective, easy-to-use and accessible from distance. The study does not include the strategies for attracting the business travellers to the certain territorial area, which is the priority of the governmental tourism development programs of State Travel Committees.

With the development of IT technologies and modern means of communication the new opportunities for small niche companies appeared. This study is exploring how companies may market own services from the distance. The main objective of this thesis is to find out what marketing tools successfully to choose for marketing of the exhibitions to the Russian companies and to assess the availability of tools for the small and remote companies. The aim is to present the list of tools and make the justification of the choices. The study will include discussion

on relationship marketing, after sales technics, positioning, differentiation, strategic audit and planning and key account management. The focus given to feasibility to apply marketing tools within chosen market and industry.

Delimitations:

The idea of the study do not consider the international trade fairs as a product with the very complex components to sell, otherwise idea to consider how international trade fairs may benefit participants and how to market it effectively from the customers' point of view, which is reflected comprehensively in the modern state of the marketing development as a concept.

There is geographical and political delimitations for this study. For the country of customers or visitors, this study covers only Russian Federation, which referred as Russia in the text. For the destination area, only countries of European Union considered which referred as European countries in the text.

For the purpose of this study, only one part of the Meeting industry taken for the analysis, which is international trade fairs or exhibitions. Other parts of MICE industry: Meetings, Incentives, Conferences are left aside in order to produce concentrate knowledge on the topic.

From the overall scope of the exhibitions the study reviews only the international trade fairs, because it look for opportunities for Russian and European collaboration and business development. For the international trade fairs there is delimitation between business-to-business and business-to-customer or combined exhibition and trade fairs. This study considers solely the business industry exhibitions for the business participants, because the exhibitions for the ordinary customers related to the travel industry and more precisely to the industrial or event tourism, for this reason the applicability of delimitation seems to be justified.

The study do not have the objective to produce the certain marketing strategy or the marketing plan nether to mention all available marketing tools and techniques. However, the focus given to the listing of the marketing tools with certain criterion, namely the cost-effectiveness and availability at a distance. To summarize the main delimitation for the study is the analysing of applicable of the suggested

marketing tools within the exhibition sector of the meeting industry for the current stage of the marketing and exhibiting development in Russia in respect of the availability of the tools for the small European companies.

### **1.3 Research questions**

The results of the study provide the marketers and business practitioners with the guidelines of the marketing tools to apply in marketing of the exhibition services to Russia.

More specifically the research questions are:

- 1 What kind of marketing tools the European companies may use in their marketing strategies or marketing plans in order to attract Russian business customers to participate in the European exhibition industry as exhibitors and providing them supplementary services?
- 2 What are general marketing promotional tools for the exhibition industry?
- 3 What are common aspects accentuated for the Russian marketing texts in the exhibition industry?

Two sub-questions targeted to compliment the main research question by providing information on what kind of marketing tools are generally used for the exhibition industry, what aspects and at what extend Russian companies in particular apply in their marketing communication messages to the potential customers and partners.

The answer for the first research question is suggested marketing tools and the justification of the suggestions.

### **1.4 Theoretical framework**

The theoretical framework begins with basic marketing concept generally accepted in the current literature. By Kotler et al (2008, p.17) marketing concept – marketing management philosophy, which holds that an organization can achieve the competitive advantage if it determines and delivers the solution for customers' wants and needs better than competitors. After the termination of the main mar-

keting concept the study follows the identification of the stages of marketing development in the economic world irrespectively. Kotler, Kartajaya, Setiawan (2010) define three marketing eras: product-centric, customer-centric and values-driven. Nowadays, in the values-driven era, customers search for companies, which provide functional, emotional and human spirit fulfilment with products and services they choose.

Marketing is part of the organizational strategy with focus to sell exactly what customers want to buy. Kotler et al 2008 summarizes the marketing as the profitable relationship with customers by mutual exchanges of values. Theoretically, at the next stage the study considers theory on what elements are included into scope of the marketing. Historically marketing concept evolved from basic selling for commercial companies, to the ultimate marketing concept including people, ideas, commercial and non-commercial organizations, selling and advertising.

Marketing process includes the following principles:

1. Analysis of the customers for the product. Do the customers have the same or similar product at the market?
2. Product analysis. Does the product have potential and future from the consumer side? What kind of needs or solutions it offers to the users?
3. Market estimation. How many customers will buy the product and how often?
4. Price estimation. What price are customers ready to pay for the product and will the company make profit after all costs deductions?
5. Research where customers are and how they would receive the product
6. To plan promotional tools in order to attract customers
7. To analyse competitors in terms of products, price, promotion and etc

This structure was introduced in Principles of marketing by Hundekar, Appannaiah & Reddy 2009.

After the outlining of the marketing concept the study, continues to the understanding of the strategic planning, which brings the process logically from understanding to preparation of actions. Before any suggestion proposed the study look at the existing theories of the audit in marketing. After the understanding of

marketing audit theories the study aims to outline the specific of marketing for business customers and consider the theories related to Business-to-business marketing. After defining specific needs, sales techniques and decision-making process for business customers theories the study goes deeper into service marketing and considers the difference in theories devoted to marketing of products and services in order to outline specific differences.

After preliminary stages form the marketing concept, strategic planning and audit, business-to business marketing and the service marketing from point of view of existing theories the study continues by consideration of theories on exciting marketing tools. To summarize the theoretical framework the theories on marketing segmentation, differentiation, positioning, key account management, marketing mix, relationship marketing studied from the existing theories studied to provide the suggestions for the topic of this study.

### **1.5 Research method**

For the purpose of this study, the research problem is how to market European trade shows to the Russian business customers. It involves the external and internal factors. For the internal factors, the subject is interesting to the author, it reflects to the researcher's competence such as education and work experience. For the external factors, the research problem is researchable and feasible. In order to examine the feasibility of the study, the availability of accurate and reliable data was considered at the preliminary stage of research planning. The problem also has relative importance and novelty, which is proper justified in the background part. The study topic was acknowledged by the author as useful and having the social relevance, because it supports the development of international business relations between countries for the mutual benefits.

This study relay on two research methods with inter-disciplinary approach and qualitative nature. For the main research question, descriptive research approach for the fact-finding and their adequate interpretation is applied. According to intent, this is applied research, which is planned for immediate and practical results. This is problem-oriented research and action-directed research, and because

marketing tools suggestions given in the study for the implementation. The function of this research is to discover the facts about the opportunities for marketing of the exhibitions to Russia and interpret them. This research is starting from the gathering of descriptive information on the phenomenon.

In order to insure the critical investigation on phenomenon the study considered the state of the exhibition industry in Russia and the marketing. Describing, interpreting and explaining phenomenon. A qualitative research method chosen for the study is based on the content analysis within empirical social science. Seuring & Gold (2012) deem that a broad scope of content analysis can be translated into two level of analysis, where the first level analyses the manifest of the text from the statistics and the second level considers the latent content requiring the interpretation of underlying meaning.

The empirical part of the study includes the analysis of marketing materials of the Russian companies published in the brochure issued in 2015 by Russian Union of Exhibitions and Fairs (RUEF) "We welcome your cooperation". The explanation of the research methodology is given in chapter 8. In this part, the author only outlines the research approach, the reasons and practical value of the research.

According to Weathington, Cunningham & Pittenger (2012 p. 3) the researchers are looking for the behavior patterns and attempt to explain them with using the scientific methods. In this study search for behavior patterns is applied. This approach used for the marketing text research. Carson, Gilmore & Perry (2001) deem that most of the qualitative research use some form of content analysis and they code the groups of words in their transcripts. The similar research methods are used for this study. The idea of the research was to investigate what aspects the Russian companies involved in the exhibition industry highlight in their marketing texts and its intensity.

In addition, the RUEF brochure consists of important information related to the services, which companies listed in this brochure provide, but services were left aside for the purpose of this study, in order to keep it closer to marketing issues. Nevertheless, it may be useful for future research in order to investigate the full range of services on the exhibition market.

The results from the analysis are might useful for the creation of marketing materials, to investigate issues and evaluate the own competence accordingly, also they may help to develop strategy, understand competitors and environment in which a company is going to operate. Company managers may research findings in order to create favourable image for a company in reference with Russian business practises.

In addition, statistic data, related literature, articles and web sources analysed in order to answer the research question. Following an integrative review approach and drawing on thematic literature, a large corpus of research articles on trade fairs was reviews and integrated. The paper provide a background to marketing in its relation to ITS, and to the broader body of literature on marketing of events and their integration.

## **1.6 Structure of the thesis**

After the introductory part, the study explains in short the components of the meeting industry, which is a parental industry for the exhibitions and provides the core terms for the exhibitions defined by international organizations. After the brief introduction to the industry, the author explains the current state of the industry development with statistic data gathered from the international professional unions for the exhibition industry. From the world and European statistics and observation of the exhibition industry, the study continues and covers this sector of economy in Russia with statistic and the published interviews of the industry's key person.

Chapter 3 is devoted to the issues on marketing in Russia and outlines the main features and specific, which may affect the marketing of exhibition services to the potential stockholders. It identifies the difference between development of marketing in Russia and Europe and discuss the potential advantages and disadvantages from this misbalance.

Chapter 4 covers the marketing concepts adopted for the marketing of exhibitions specifically to the topic of the study. The marketing concepts derived from the basic marketing with criteria of their applicability for exhibition industry, marketing

of services and business-to-business market. In this chapter, the exhibition services considered from different sides as a combination of tangible and intangible features united under the complex solution and with possible variables. This section includes a SWOT analysis for the European exhibition services from the Russian business customers' point of view. It also includes the list of variables, which maybe included into exhibition package. The list created as a supposition on what services may be required for the exhibitors, also from observation of offered services on the industry web sites, personal experience from visiting and participation of the exhibitions and reading of the offerings of the exhibition facilities.

After identifying the product and its features the marketing tools are suggested in chapter 5. The chapter opens with the traditionally methods for the marketing of the exhibitions, which were collected through the observation of the exhibitions web-sources and reading of the articles, press releases and interviews. This referred to the phenomenon of the study, when there are quite many information about the integrated communication marketing though the participating in the exhibitions and the shortage of information on the subject related to marketing of the exhibition as an event, a tool, a solution etc.

Chapter 6 represents the empirical part of the thesis, which aimed to facilitate the creation of marketing materials for the European companies entering the exhibition industry of the Russian market. The research is aimed at only supplementing the marketing suggestions given in chapter 5. In addition, chapter 6 presents the real-life example of the European companies already operating in the Russian market in short to indicate that the idea of the thesis has life examples and the suggested business model is viable. In addition, some issues and problems related to the Russian situation in society, politics and economic are discussed.

Conclusion is given in section 7 and it presents the main findings and the most critical suggestions for the European exhibition industry companies and potential stockholders.



## 2 International trade fairs (ITF)

As for the history of trade shows, in general, it started very long time ago, with selling or bartered exchange. Exhibiting of things was an available method to market or sell goods. In the modern business world, people still indicate increased interest, according to statistics (ICCA, 2014) to the global events, networking and the exhibitions in particular.

### 2.1 Mice industry

Meetings, exhibitions, conventions and incentive programs complete the meeting industry. The meeting industry also called MICE industry, which is an acronym for Meetings, Incentives, Conventions and Exhibitions. The MICE industry in the other words is business tourism (Pizam, 2012 p. 452).



Figure 1. MICE industry. Abilitas 2013

As defined by the UNWTO, Reed Travel Exhibitions, ICCA and MPI, a meeting is a general term indicating the coming together of a number of people in one place, to confer or carry out a particular activity. The term “meeting” and its description above defined to refer to a gathering of 10 or more participants for a minimum of 4 hours in a contracted venue. These meetings include conventions, conferences, congresses, trade shows and exhibitions, incentive events, corporate/business meetings, and other meetings that meet the aforementioned criteria (Meetingsnet, 2011).

Detailed statistics table from ICCA (2013) with absolute number of meetings from 1963-2012 given in appendix 1 presents top 20 world meetings destinations, where 10 places are taken by European countries: Germany, Spain, United Kingdom, France, Italy, Netherland, Austria, Switzerland, Portugal, Sweden, Belgium.

International exhibitions and trade fairs are essential part of Meeting industry. According to ICCA (2013), statistics in the last 50 years highest rating of the number of meetings per region constantly belong to the Europe. As it seen on the Figure 2.

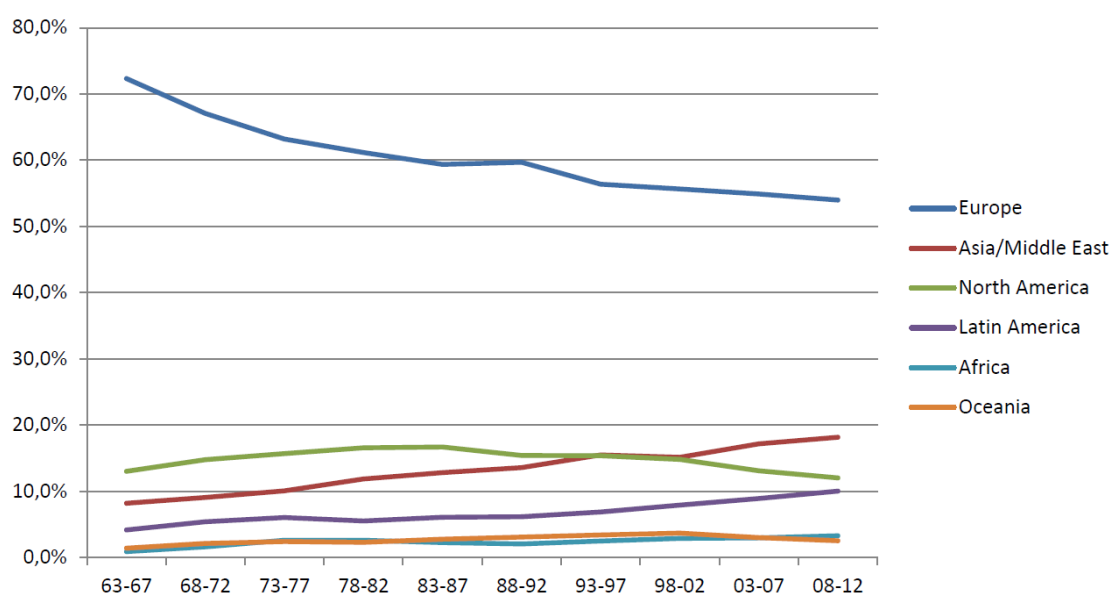


Figure 2. Market share per region by number of meetings. ICCA 2013

Continent	63-67	68-72	73-77	78-82	83-87	88-92	93-97	98-02	03-07	08-12
Europe	72.3%	67.1%	63.2%	61.2%	59.4%	59.7%	56.4%	55.6%	54.9%	54.0%
Asia/Middle East	8.2%	9.1%	10.1%	11.9%	12.8%	13.6%	15.5%	15.1%	17.2%	18.2%
North America	13.0%	14.8%	15.7%	16.5%	16.7%	15.4%	15.4%	14.8%	13.1%	12.0%
Latin America	4.2%	5.4%	6.0%	5.5%	6.1%	6.2%	6.9%	7.9%	8.9%	10.0%
Africa	0.9%	1.6%	2.6%	2.6%	2.2%	2.1%	2.5%	2.9%	3.0%	3.3%
Oceania	1.4%	2.1%	2.4%	2.3%	2.8%	3.1%	3.4%	3.7%	3.0%	2.5%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 1. Market share per region by number of meetings. ICCA 2013

According to the statistics presented by ICCA (2013) Europe's market share has shrunk from 72.3% in 1963-1967 to 54.0% in 2008-2012. However, the share of

meetings in Asia/Middle East has grown from 8.2% in 1963-1967 to 18.2% by the 2008-2012.

Worldwide destinations and tourism organizations understand the benefits from the development of the meeting industry. MICE brings more visitors to the destinations, because despite the historical, recreation or other motives for traditional travelling the business tourism is distinctive reason for the visiting the destination. Moreover, the highly positive effect that business travellers are visiting the places of destination at the generally low season. An illustrative example for this may serve the Spain, which is the popular destination for summer travellers and the same time Spain has the second number for the meetings in Europe and has made the remarkable rise over the last 50 years (ICCA, 2013).

The other benefits from the Meeting industry that business travellers are tends to spend more than an average tourist. Business travellers stay in the higher-level accommodation palaces, dining in the expensive restaurants and uses more other services as transportation, translation, laundry and other. Overwhelming research published in the US indicating that Meeting industry contributed \$106 billion to the GDP and directly supported 1.7 million full and part-time jobs in the USA. This figures rank the meeting industry higher than other high-profile industries including air transportation and automotive manufacturing both in terms of contribution to the GDP and the number of workers employed. Normally, meetings are associated with travelling, but the spending outside the travel and tourism commodores are so huge, than even higher than direct travel related costs. Thus, of the \$263 billion of direct spending that Meeting industry of the USA generated in 2009 57% went toward meeting-related commodores such as food, beverages, catering, audio-visual services, renting of venues and the other 43% went to the travel related costs, such as transportation and accommodation. (Meetingsnet, 2011).

To summarize the impact of the Meeting industry the meetings create value for individuals, businesses and the cities that hosts them. Large and famous events may support the infrastructural development. The host cities gain added brands exposure. Meeting industry considered as an early adopter of environmental stewardship (MPI, 2015).

## 2.2 International trade fairs

International trade fairs are huge industry for service providing. Table 1 presents the turnover statistics of exhibition companies from 2012 to 2014. An interesting fact is that in worldwide table European companies have a large proportion.

<b>Turnover of Exhibition Companies worldwide (more than Euro 100 million)</b> 			
	<b>2014</b>	<b>2013</b>	<b>2012</b>
Reed Exhibitions (GB)	1,104.0	1,017.0	1,051.0
GL events (F)	939.4	809.1	824.2
United Business Media (GB)	561.1	546.0	538.9
Messe Frankfurt (D)	554.2	544.8	536.9
Messe Düsseldorf (D)	411.5	322.9	380.5
MCH Group (CH)	373.6	385.5	323.1
VIPARIS (F)	316.0	297.4	327.6
Messe München (D)	309.4	353.0	298.4
Deutsche Messe (D)	280.6	312.0	251.3
Messe Berlin (D)	269.4	187.6	246.8
Informa (GB)	248.7	196.0	179.0
Fiera Milano (I)	245.5	245.1	253.0
Koelnmesse (D)	231.2	280.6	227.4
NürnbergMesse (D)	228.7	192.8	236.0
Emerald Expositions (USA)	225.4	132.9	138.4
HKTDC (HK)	225.2	163.4	155.7
ITE Group (GB)	223.7	229.4	216.5
i2i Events Group (GB)	180.8	145.3	124.3
Tokyo Big Sight (JP)	159.5	140.8	176.1
Fira Barcelona (E)	152.0	117.8	115.1
NEC Birmingham (GB)	n/a	148.6	133.0
SNIEC Shanghai (CN)	139.0	117.0	104.0
Landesmesse Stuttgart (D)	137.0	98.8	129.0
Jaarbeurs Utrecht (NL)	131.6	140.9	149.2
Comexposium (F)	129.3	117.5	145.8
dmg :: events (GB)	128.0	103.8	111.8
BolognaFiere (I)	120.0	109.9	114.0
Amsterdam RAI (NL)	119.7	116.6	134.7

Table 2. Turnover of Exhibition Companies worldwide (more than Euro 100 million) AUMA (2016)

The world leader is Germany, where according to AUMA (2016) the trade fair industry is one of the main service provider in the German economy and as it seen in table 1, Germany is the home country for the five leading exhibition companies of the world's top ten. Moreover, the industry shows growth from 2010 to 2014 with a slight decrease in 2011 presented on Table 2.

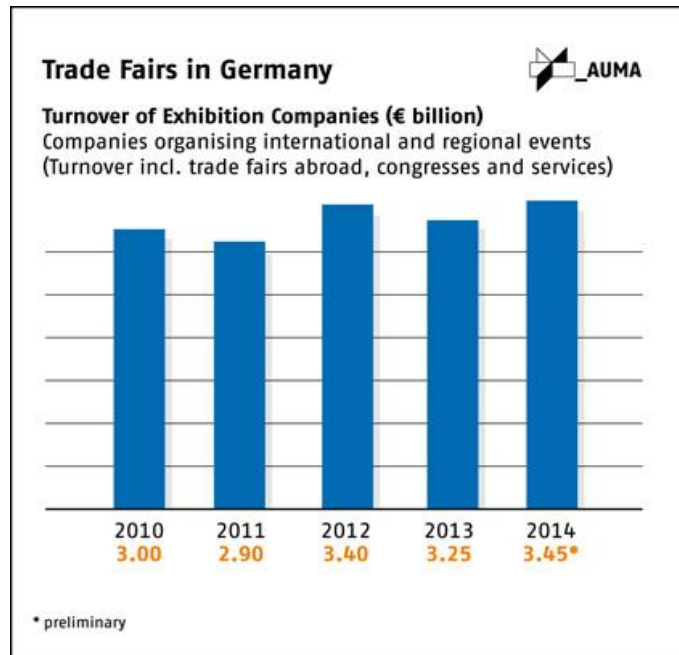


Figure 3. Trade Fairs in Germany. AUMA 2016

The development of the exhibiting world space capacity between 2016-2011 is shown on Figure 4. As it is seen in the chart, Europe increased exhibition space and took the first place in the world by the exhibiting space capacity.

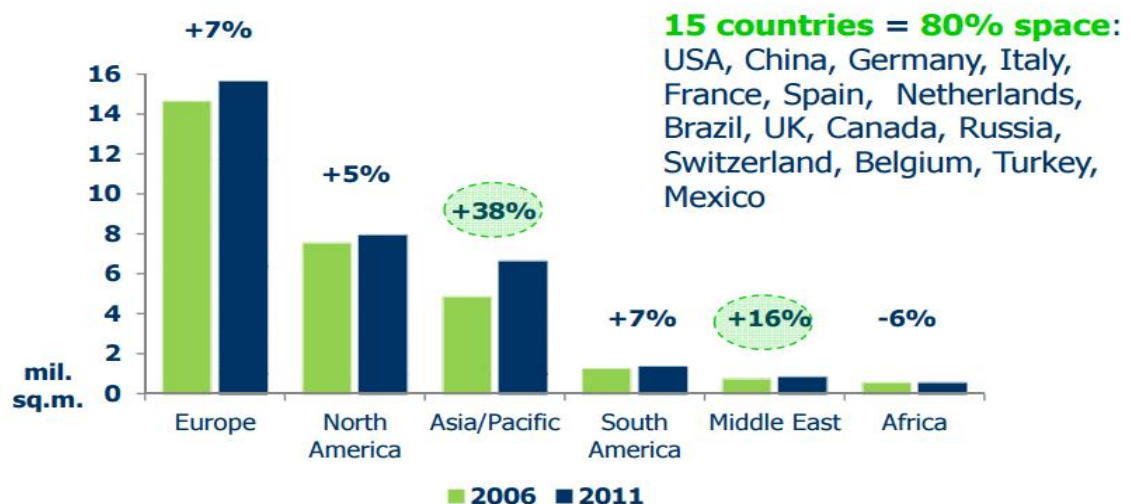


Figure 4. Exhibitions. Indoor exhibition capacity: regional trend. Antonioli 2013

Global exhibitions are held around the world and they provide businesses with the opportunity to present products, make contracts and negotiate. In other words, international trade fairs produce concentrated actual and potential economic value in a short period. According to the AEO (2016) web site, 86% of business directors agree that exhibitions are the second most effective means of generating sales after a company's own web site.

Exhibitions, trade fairs, expo are all the common expressions for an organized presentation and display of selected items. The concept of exhibitions is quite wide and includes many variables. This study considers the trade fairs as the exhibitions for specific industry business visitors and uses the abbreviation ITF – international trade fair.

According to the Center for Exhibition Industry Research (CEIR, 2015), the business-to-business exhibition industry ended 2015 with a big splash. The performance of the industry, as measured by the CEIR Total Index, posted a strong year-on-year gain of 3.7% in the fourth quarter (see Figure 5). This growth is the second highest rate since the second quarter of 2012 (CEIR 2016).

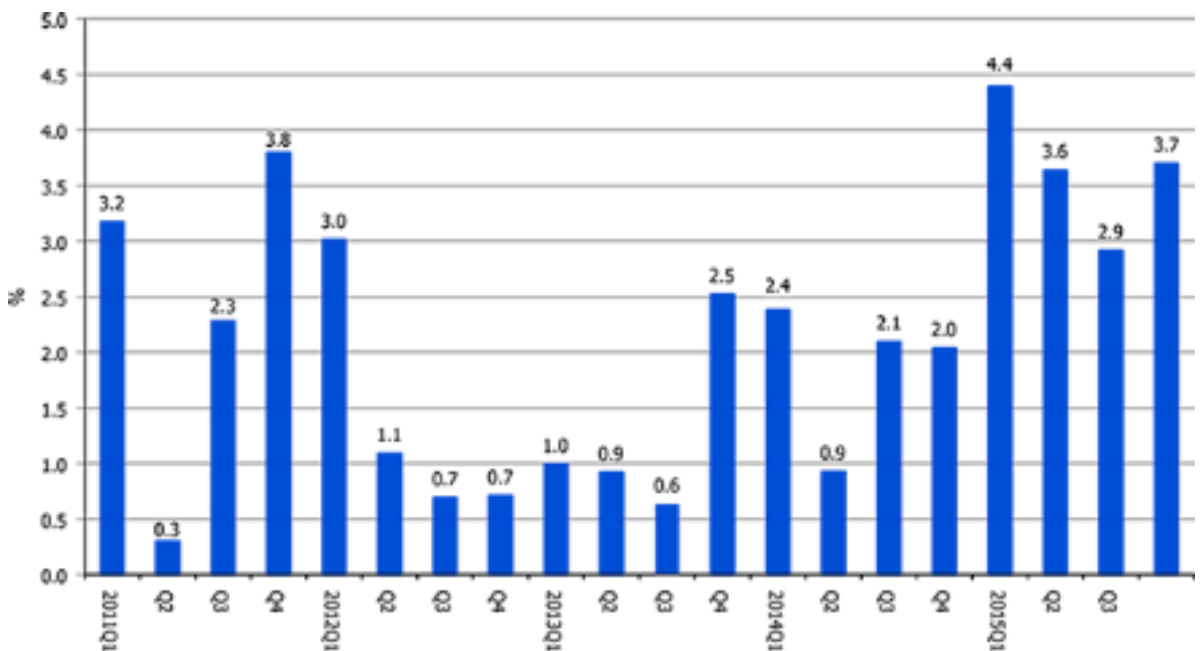


Figure 5. Exhibition Industry Performance Index. CEIR 2016

The Global Association of the Exhibition Industry (UFI) reported the data in the Euro Fair Statistics 2014 Report about 2 321 exhibitions in 23 European countries. At these events, organized by 735 organizers, a total of 659 335 exhibitors, 64.6 million visitors and 24.7 million square meters of rented space were registered (UFI 2015). With these figures the author indicates the scale of the development for the exhibition industry in Europe.

According to the Global Exhibition Statistic 2014 reported by UFI the major European national markets by number of exhibitions are Germany, France, Italy, Russia (European part) Spain and Turkey, where only Germany and France show growths in number since 2007 (UFI 2014).

Table 3 and Table 4 present the statistical data on the top ten international meeting cities and countries. As it is clearly seen, the European cities and countries have a large proportion of the meetings, which means that it is a well-developed sector of economy in the region.

Rank	City	# participants	# meetings
1	Paris	130 516	214
2	Barcelona	127 469	182
3	Madrid	91 452	200
4	London	89 969	166
5	Vienna	81 902	202
6	Amsterdam	79 356	133
7	Berlin	76 880	193
8	Istanbul	75 864	130
9	Copenhagen	57 551	105
10	Singapore	57 497	142

Table 3. Top ten international meeting cities in 2015. ICCA 2015

As it is seen in the Table 3, 8 of the ten top cities in the meeting industry are situated in Europe.



Rank	Country	# participants	# meetings
1	U.S.A.	365 338	831
2	Spain	289 039	578
3	Germany	264 156	659
4	France	233 075	533
5	United Kingdom	199 100	543
6	Italy	175 400	452
7	Australia	151 808	260
8	Japan	147 245	337
9	Canada	133 609	265
10	Netherlands	133 105	307

Table 4. Top ten international meeting countries in 2015. ICCA 2015

Figure 6 indicates that according to UNWTO the share of business travellers in the exhibition sector was 14% in 2014 for inbound tourism by purpose of visit from the world share.

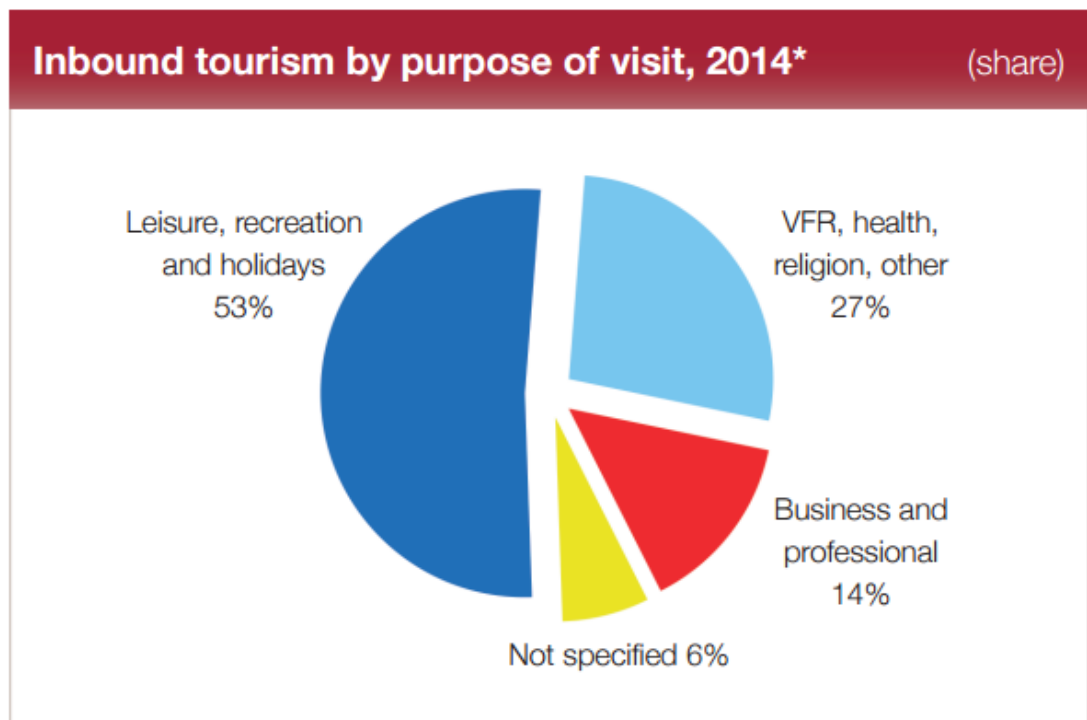


Figure 6. Inbound tourism by purpose of visit 2014. UNWTO 2015



For Europe, which accounts 41% from the worldwide international tourism receipts according to UNWTO (2015), the business sector is a significant part of the industry. According to Accor (2012) European business travellers make most of the trips inside the country and only 25% outside and most of these trips are made within Europe. For example, French travellers mostly go to Germany, the United Kingdom and Italy, whereas German travellers visit Austria, Switzerland and France (Accor, 2012). In order to provide a new growth factor European countries may attract Russian visitors, which is the topic of interest for this study.

### **2.3. Current trends and demand for exhibitions in Russia**

Russia was a command economy during the years of the Soviet Union. Now Russia is a part of the world economy and has demand for international partnerships because the participation in international exhibitions may create new business links. After the Soviet Union's collapse, when economic connections between suppliers and consumers felt apart the trade fairs and exhibitions became the places, where business people established new links and partnership connections. The exhibition is a small market model with suppliers, customers and other stakeholders.

In 1991 through the cooperation of the leading Russian exhibition industry enterprises The Russian Union of Exhibitions and Fairs (RUEF, 2016) was established with objectives to facilitate statistics handling and the industry's development. RUEF is the member of The Global Association of the Exhibition Industry (UFI) and celebrate the 25-year anniversary in 2016. According to RUEF (2006) the initiative of the organization is to create a civilized and transparent market of the exhibition services industry. The president of RUEF Mr Alexeev, elected in 2015, priorities the integration of the Russian exhibition industry into the world of international exhibitions and he proposed the establishment of the Global Exhibition Day (GED), which will be celebrated first time on 8 June 2016. Mr. Alexeev is current president of UFI.

UFI (2016) explains that the idea of GED is to:

- Raise awareness about the value of the exhibitions to various stakeholders (e.g. governments and local authorities, businesses, NGOs, etc)

- Celebrate the industry workers and inspire newcomers
- Highlight the exhibition industry's benefits for the economy

This celebration of GED seems as an innovative idea, which reflects the modern trends and explains the human needs for socializing and sharing of the information, because UFI created a positive campaign in the web in order to promote this new event, which received large response from the audience and social sharing. The facts explained below only support the notion about the importance of the global exhibition industry and high demand for Russian companies to join this community and establish effective and reliable partnerships with the global suppliers and customers from all over the world.

According to the Delovoy Peterburg (2015) in 2014 the exhibition industry in Russian reached \$ 800 million, with 500 exhibition organizations, 2 million m2 of exhibition spaces and with 140 000 exhibitors, where about 40 000 of them were foreign companies. However, now with the economic crisis the growth of the industry slowed. The large disproportion between the exhibiting market share, where Moscow and Sankt-Petersburg have 55 and 12% of the overall Russian exhibition market respectively. In Russia this disproportion of the exhibition industry development is interdependent with the shortage of availability of exhibition space in the other regional zones.

The overall difficult economic situation is interrelated with the exhibition industry in the country. The decrease of business activity at the exhibition sector on the local level makes an indirect indication of the decrease in the number of Russian participants at the international exhibitions. In the interview the manager of the exhibition center Expocentre in Moscow Russia, Sergey Bednov (2016) with reference to RUEF points that the first nine months of 2015 show the decrease of the major market indicators: the exhibition facilities decrease up to 17-19%, the number of participants decreased up to 14-15%, the number of the foreign participants decreased up to 21-23%.

Regarding to the year 2016 Sergey Bednov (2016a) added in his interview to the "Kommersant FM " that the state of the exhibition industry represents the direct reflection of the overall economic situation in Russia. He also reported that the

exhibition Neftegaz-expo 2016, organized for the specialists in oil and gas industry in Moscow in April 2016 has success to attract more than 650 companies from 26 countries. It indicates that interest of participants for collaboration is still has place.

## **2.4 Exhibiting in Russia**

The Russian exhibition market is also the great opportunity for European companies to apply their skills and experience in organization of international exhibitions. European companies such as the ITE group from Great Britain and Deutsche Messe from Germany already employ their expertise of the Russian market. According to CCI of Russia (2016), the annual turnover for the exhibition market in Russia is approximately 800 million American dollars, which gives the Russia the 7<sup>th</sup> place for this industry worldwide. In comparison with other leading world destinations the Russian exhibiting industry is suffering from the shortage of facilities it has only 780 000 m<sup>2</sup>, which consists 2% of the total exhibition space in the World. For example, USA has 20% and China has 15% for the exhibition facilities from the world's summarized exhibitions facilities area.

Regarding to the foreign participants Alexeev (2015) the president of UFI reports 23% decrease in international participation in the general from Europe and North America, 9% decrease of participants from Germany. The share from the participants from China as average 25,5% from foreign volume of participants, the next countries by the number of participations is Turkey, Italy and Belarus. The number of foreign participants from Latin America, Southeast Asia and Africa increased and there is plans to attract more exhibitors from Asia-Pacific region. The indicators of space sold are equal to the situation 2008-2009 global financial crisis.

Potentially European companies providing the exhibition services for Russian businesses may also propose the exhibiting in Russia services to European companies. Possibly in collaboration with RUEF members, which are professionals from the Russian exhibiting industry located in the major cities as Belgorod, Chel-

yabinsk, Ekaterinburg, Izhevsk, Irkutsk, Kaliningrad, Kazan, Krasnodar, Krasnoyarsk, Kursk, Moscow, Murmansk, Nizhny Novgorod, Novokuznetsk, Novosibirsk, Omsk, Orenburg, Perm, Saint Petersburg, Samara, Saransk, Saratov, Simferopol, Sochi, Stavropol, Surgut, Tyumen, Ufa, Vladivostok, Voronezh, Yuzhno-Sakhalinsk and other countries Moldova, Ukraine.

The RUEF (2015) functions to promote coordination of exhibiting activities, legislations development, promotion of local products and services, education, processes industry database, issue literature and develop international links. So, it would be foreseeing for the interested European companies to become the member or work in collaboration. The several foreign companies has already joined RUEF as members and provide exhibition services on the Russian market.

Now Russian exhibition industry is experiencing the new period with changing business environment since Russia became the member of the WTO, where the exhibitions receive the strategic objective to protect the national producers (Kudryashova, 2011).

### **3 Marketing in Russia**

This chapter goes through the current state of marketing in Russia.

Russia is a transition economy, which is a very complex way of development from centralized planned economy to the market economy.

There are three main periods of development at marketing in Russia

- In 1880-1917 during fast industrial growth, some elements of marketing were involved in entrepreneurship, such as out-of-home advertising, printing materials, PR in forms of exhibition and etc.
- In the Soviet Union period, marketing was criticized and not studied widely. According to the findings of Karen, Fox, Skorobogatykh and Saginova (2008) during the period from 1970 to 1990, that Marketing Management by Kotler was widely read by Soviet foreign trade experts and guided training for foreign trade enterprise managers was organized.

- Actively mass marketing started development since the beginning of the 90-tees, when the Property law came into force

Marketing in Russia is a quite new science and the concept is often misunderstood. Most of managers do not understand the overall marketing and limit it to the sales and distribution, the same time there are not enough specialist in these field due to lack of experience and outdated education. In addition, there is a lack of relevant literature in Russia. Many specialists cannot read marketing literature in English language and when it translated it becomes not enough up-to-date.

There are not many professional marketing companies, which are able to conduct marketing analysis or campaign in Russia now. The problem also those professional marketing services are expensive and when management fail to understand the importance and the value of the marketing, companies try to cut the cost for the marketing related expenses. As the outcomes, the companies receive the limited results from marketing endeavors, delivered in these cases results only support the managerial perception that marketing is not enough effective.

### **3.1 Marketing opportunities and challenges in Russia**

Wagner (2005) with reference to McCarthy and Puffer (2002) points out three main challenges for B2B marketing in Russia, circumventing laws and directives, low trust and personal networks. This means that the law and regulations are often neglected at any level. Due to the novelty of the market economy and absence of the companies with long history and experience in the field there is a low trust between business people. The most common way to gain trust between businesses is the personal meeting. In other cases, business people rely more on personal networks or the recommendations of the people from the personal networks. Existing personal networks for the promotion of the exhibition services will be one of the key difficulties to overcome, because Russians are not tend to risk tacking and not willing to change the providers easily. If they currents state of things is satisfactory Russians will stick with the service provider. The Russians has high level of sufferance.

However, from the point of view of the Russian researches Tsybina & Rebiyazina (2013) the customer relation marketing strategies in Russia under influence of the following distinctive factors: instability of relationship, lack of reliable information about the partners and higher readiness for opportunistic behavior and higher time pressure.

Wagner 2005 deems that Russia as an emerging market has not mature at all, but the paradigm seems to have value to the relationship marketing for some companies. Foreign companies at the Russian market meet with issue of marketing adaptation for services or products, which is usually expensive and time tacking. For the topic of this study mentioned expenses possible to avoid, because international trade fairs normally not adopted for particular market visitors specifically. There might be some exceptions, but in the traditional way, the international trade fairs present itself unified service for business customers from all over the world.

According to Fallon & Jones 2004 problematic economic periods tends Russian customer to the specific value-consciousness and demand for low-price product, which is possible to overcome by offering different size packages for services. Thus, special attention given to the value-perception, especially for this study, which reflect the needs of intangible nature of the services.

### **3.2 Marketing mistakes in Russia**

This section describes common mistakes in the marketing of Russian enterprises from the point of view of the Russian business practitioners. Thus, Birulin (2015) deems that the main problem is the absence of marketing as a system. There is no advertisement, promotion and complex analysis of the customers, building of the relationship with customers and managing them. Birulin (2015) acknowledged that some advanced companies monitor of the competitors and market changes, which are included into the marketing concept, but the focus on the customer is neglected. There are not enough efforts devoted to the understanding of customers with their needs and preferences. The products launching or development based on assumptions or managerial personal experience rather than on customer analysis. There are also difficulties with applying the pricing strategy, which

often based on the market, but not on the value of the product. Some businesses are lack understanding of the product value and benchmark competitors widely, without modification or adaptation for a specific of the company. These problems arise from the common lack for the understanding of the importance of the marketing for the overall company success in the business sector and lack of experienced specialists, in addition to that a marketer often considered as non-prestigious profession.

According to Wagner (2005), overall low marketing intensity in Russia and the scant resources invested in marketing considered as promising for marketers. The relationship marketing compensated with the balance of prices with the spending power of the customers. Koro (2015) also points the low understanding of the customers and low trust to the marketing as the discipline are drawbacks for the Russian marketing.

Thus, the main problems of the marketing in Russia is the lack of the system approach, where marketing not implemented as a complex, but random element utilized. The elements of marketing are not synchronize between each other, so the marketing does not work as a system and for this reason, it does not receive profound results, which does not grow out into the positive attitude to from the managerial part of the businesses. Overall marketing expenses are tend to be minimizing.

Mentioning of these mistakes given in this section in order to create the awareness of Russian marketing mistakes, which will help to avoid them and stand out among competitors. Thus, weak marketing oriented Russian companies are more vulnerable in the face of European marketing professionals.

#### **4 Marketing of exhibition services**

As discussed in the theoretical framework, common marketing theory approaches are forming the basis of this study starting from strategic planning.

#### **4.1 Conceptual aspects for the marketing of exhibitions**

Strategic planning creates the basis for a marketing plan. Kotler et al (2008, pp. 128-134) recommend starting strategic planning with questions, which every business should answer. This is a kind of a self - identification procedure for a business-unit.

Kotler et al (2008, pp. 131-132) deem that asking these questions in order to understand the mission and organizational objectives are to be made regularly:

- What business we are in?
- Who are our customers?
- What are we in business for?
- What sort of business we are?

The answers to the questions will create a basic for the business unit mission statements or lower level setting objectives and goals.

This study does not have a case company and it is made as a proposal for European companies, for this reason the author suggests the following general answers:

- European marketing, advertisement event agency
- Target customers are Russian companies
- To facilitate B2B communication
- Cost leadership / customer-service / tailored services

Kotler at al (2008, p.131) suggests five principles for mission: realistic, specific, based on distinctive competencies, motivating

Based on proposed answers and recommended principles author suggests the mission, which state that business made with personal connections and it helps to make real introduction.

«Service to introduce B2B with real people»

The main idea of suggested mission is to point out the field and main advantage of the service, which is physical introduction of the business to the real business



people, not virtually. An outdated mission shall be updated to in order to fit the current objectives of the company.

After the strategic planning the marketing process moves to the strategic audit. Any business operates in environment, which is combination of internal and external factors. These factors, such as economic, social, political, legal, demographic, technological and other influence the company operations.

Business environment is dynamic by nature and in order to create a strategy, to define objectives companies shall make the strategic audit regularly. It consist of two parts: internal and external. Kotler et al (2008, p.134) includes into external audit examination of markets, competition, business and economic environments and defines internal audit as firm's entire value chain.

Thus, companies are interested in Russian market, as a supplier for ITF participants shall consider main aspects:

External audit:

- Economic situation in Russia

The economic situation in the country making great impact on the ability of the companies to participate in the international trade fair. The positive changes will increase the opportunities to attract customers and negative changes will make negative impact, for this reason, the monitoring of the economic situation is an essential part of the marketing audit. Now, the time of Russian economy recession for some businesses might considered as time of opportunities to win the customers, when they are more price sensitive and etc.

- Political relations with EU

Political relation of Russia, EU and US are quite tense now and the countries proclaim the economic sanction against each other. For this reason the companies entering to the Russian exhibition market shall be aware of this particularity and availability for free movement of goods, for example, monitor the actual restrictions for bringing the exhibits to the exhibitions. In addition, they should check

the ability of free entrance of some persons in Russian Federation to European countries, which can be invited as the delegates to the industry exhibitions.

For a company's internal audit the most critical issues are qualified personal, due to the intangibility of the services, language knowledge, discussed in details in chapter 6 section problems and discussions and well-developed partnerships with suppliers: constructors, designers, polygraphy, translators, press and etc in order to full-fill the customer's needs, which may vary significantly. For the purpose of this study, only specific aspects of the internal and external audit mentioned, because other aspects are general for many business initiations.

Taking into account that the study is oriented for business customers, the business-to-business marketing specifics considered accordingly. Every company operates on the one or several markets. The companies serving the business customers are operating at the business market. There are several distinction between consumer and business market customers. Quite often sellers suppose that the buying decisions of the business customers based on the total price and the defined criteria. This opinion may be superficial, Kotler et al (2008) insists that business customer are social human being and they favour well-proposed and visualized offers as consumer-customers.

According to Kotler et al (2008 pp. 300-303) while, making the proposal for the business-customers is wise to remember that it may has the several influence makers within the company and that companies would prefer to receive the package - solution rather than the list of offerings. Nature of the buying process may vary from the new task, modified rebuy and straight rebuy.

For the exhibitions, it is also important to consider the existing sponsorship model. Rosson (1998) insists that national organization support ITF participation, companies invited to exhibit on a government stand benefit from the organizational, logistical, and financial perspective as well as the unified image umbrella of the integrated ITF stand. For this reason, the decision-making process in ITF participation will be different and the sponsor will have high influence of the buying process.

Special consideration given to the difference between product and service marketing. For this study, the concept of service marketing is more appropriate, because if to study the exhibitions - this is experience, which is intangible and delivered via service provider. Intangibility, inseparability of consumption, perishability or inability to store or re-use and variability are the main distinguishing characteristic for services (Gilmore, 2003). The main difference in selling the services is complexity to conduct adequate comparison due to the intangible nature of the offerings. That is why the service offering shall be well visualised with tangible pictures of experience, solution or other benefits from the usage.

Each company has certain capabilities and with these set of capabilities a company may serve in the best way the certain customers. The best serving here means the service at the highest mutual benefits as for a company and a customer. Marketing segmentation is making the segments from the total number of customers actual and potential based on their needs, size, industry, location and etc. The main relevant factor to find enough large and profitable segments with less intensive competitive forces and reachability. For this study, industry segmentation is the most applicable because the trade fairs are hold devoted to a particular industry.

#### **4.2 Types and added value of the exhibition**

In order to understand how to market the exhibitions to the end-use customers, for this study, to the Russian companies the author suggests observing the exhibitions as the product. Every exhibition is an individual unique product. Even annual trade fairs are unique all the time: the list of participants, the number and the nature of visitors may vary.

The exhibition industry is characterized by different types of products delivered on a similar platform, i.e. an exhibition can be held showcasing products from the computer, aerospace, defence, publishing, health, household goods, medical, education and car industries but similar activities are performed to deliver the overall product to the visiting public (Butler, Bassiouni, El-Adly &Widjaja 2007).

Each exhibition possible to specify, this differentiation help to find an appropriate participant for an exhibition

- By geographical area of exhibitors (regional/international)
- By industry or theme
- By size of visitors and exhibitors
- By continuance
- By orientation B2B, B2C, mixed
- By purpose image / sales /communication and etc

The participation in trade fairs has specific value for the company. The seller has to attempt to investigate what a customer prioritizes more and approach a customer in the responsive way.

The companies may benefit from the participation in the exhibition in different way depending on the customers' needs or their combination. More obvious the exhibitions considered as the opportunity to meet new customers and present them products, taking into account the fact that the visitors for the exhibitions are often decision-makers or influencers for the future buying decisions.

From the other side the exhibitions it is a chance for direct contact with customers, opportunity for businesses to have face-to-face dialog, which benefits a company with understanding of customer, might be in form of feedback related to such important issues as brand awareness, pricing strategy, the product or service, marketing materials and other. For, mentioned reasons the exhibitions called as a part of direct marketing. Butlet et al. 2007 stress that average company's spends 20% of its marketing communication budget on event marketing.

In a manner, and exhibition is a live research session for a business, where it is possible to study customers, competitors, new products or technology and increase the sustainability of own supply chain. Despite the mentioned benefits, the exhibitions often used as a tool for business image building and branding strengthening.

Awareness of ultimate objectives for the participation in the exhibitions will help to create the strategy together with a customer for a company and create a balanced product package aimed to one or the several objectives:

- Sales generation
- Product launches
- Customer relationships
- Market research

- Brand building
- Media and PR
- Distribution channels building and support

### **4.3 SWOT analysis**

Business environment is changing all the time. Most of the changes are forces that a company often has no power to effects. It only possible to consider them as threats or opportunities and prepare operations for coming changes. Kotler et al (2008) defines SWOT analysis as a distillation of the findings of the internal and external audits, which draws attention to the critical organizational strengths and weaknesses and the opportunities and threats facing the company.

The study proposes SWOT analysis for European trade fairs as a product from point of view Russian business customers. The exhibiting services have certain strengths form the Russian business customer point of view. As discussed in the background, the exhibitions is proven marketing tool, which propose the solution for variety of customers' needs. Europe as a travel destination is safe place to visit, which reliable reputation and widespread popularity having the first place of favourite in the world among the other destinations (UNWTO, 2014), especially, taking into account the global trend for developing of professional networking connections.

All mentioned strengths accompanied by the weaknesses; such is difficult economic situation and enormous inflation of the national currency. Thus, before the economic crisis started in 2014 the business could more easily to participate in the international exhibitions, nowadays the decisions shall be well justified. In addition to this the exhibiting itself is expensive endeavour for a company. Thereby, the Russian businesses in the situation of having low international experience are more conscious with the political aggravation happening between US, EU and Russia presently.

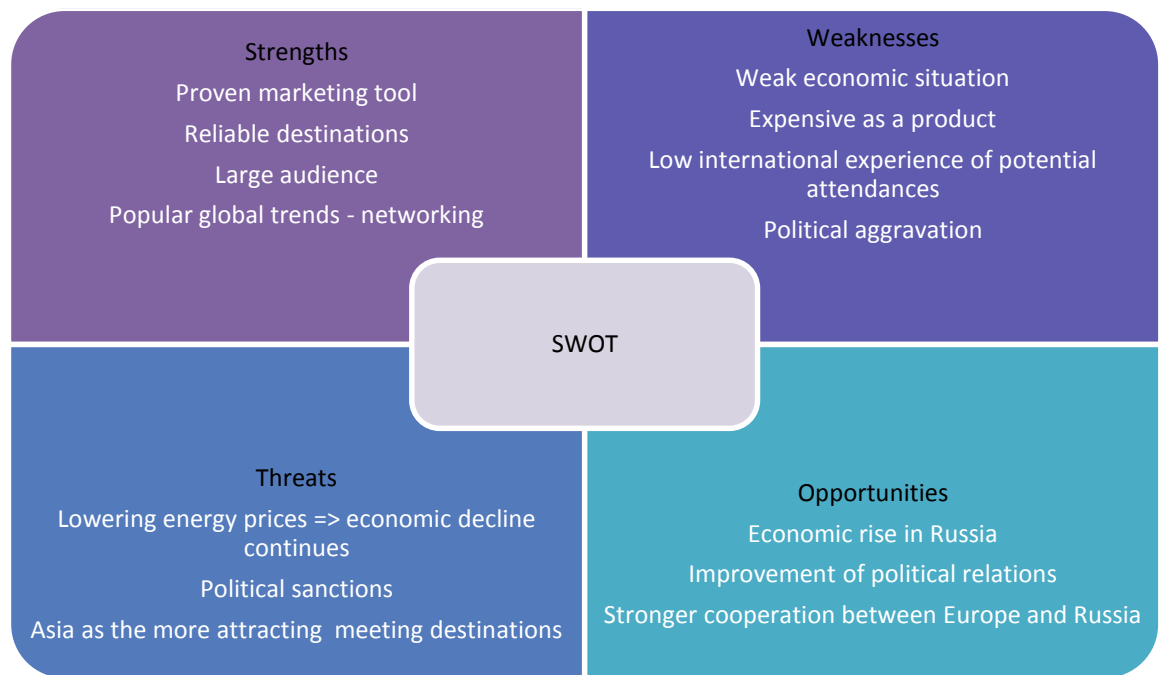


Figure 7. SWOT analysis for the international trade fairs

The continues decline in the price of the Russian exporting resources and prolongation of the politic and economic sanction from EU and The USA are potential threats for the promotion of the exhibition services to Russia. Increase in the popularity and exhibiting business connections with Asian countries reduce the attractiveness of European exhibitions.

The main opportunities for an interested company is an improvement of economic climate in Russia. Russia is the energy dependent economy, which suffering currently from the lowering of the global energy prices. The economists propose different scenarios for Russian market and the world economy. However, the fact is that scenarios are only suggestions, based on assumptions. Some authors call the current economic situation as a turbulence time. In the time of turbulence crisis are almost unpredictable as tsunami due to the information technology spread and interdependence of global economy. For mentioned reasons, tacking the SWOT analysis only indicate critical aspects for proposed service.

#### 4.4 Pricing for exhibition services

When the companies decided to participate in the exhibition, they suppose that it will be costly endeavour. In fact it is, but the costs of participation is depend much

on extend of services company demands. Definitely, the very limited budget may limit outcomes from the exhibition. However, high expenses for the exhibition are not always well justified. The best option for the company is to find the balance between costs and return of investments.

The costs of exhibiting at international shows are high. They are also associated with costs such as insurance premiums and exhibitors' costs for travel, accommodation and subsistence (Butler at all 2007). The modern economic world characterized by a variety of different problems and solution possibilities, including a vast number of different customer requirements, products and variations of products, as well as ideas, meanings, opinions, and arguments. Each product and service involves a multitude of different arguments for a solution, and respectively against it (Masuch, 2012).

Depending on participations' objectives, proposed solutions and customer requirements the author of the study suggests the lists of variables created from the personal experience, the observation of the exhibitions companies' web pages and conjecture. The list created from both side perspective on what customers may need in order to participate an exhibition, and what service companies may offer to the participants in order to implement cross-selling techniques.

The pricing for the exhibitions may include variables:

1. Stand space (place, design, building)  
Standard booth size 3x3, 4x3, 6x3, 6x4, 6x6 m<sup>2</sup>

A stand place often considered as the main cost or the starting point for the formation of the exhibition packages. An exhibition booth have different size and type in order to correspond a company's budgets and objectives. The right selection of the booth is effect on returns of investments for the exhibition significantly. In order to make a right choice the specialists observe the exhibition plan and consider the entrances, cafes, an industry groups, an industry leaders' locations and potential neighbours. For this reason, the failing to book a booth beforehand and plan the exhibition may be costly mistake.

2. Additional design and graphics: posters, broadsheets, photos, diagrams

As additional service for the exhibition booths often required some design work including posters, graphics, photos in order to show the brand, attract visitors, to send the marketing message and etc. The exhibition is the special occasion, when company may express its values or image through the visualization of a booth.

### 3. Logistic & custom clearance of equipment, exhibits

In order to demonstrate the product, showpieces or equipment, companies may need to undergo the custom import/export formalities and need for logistic services.

### 4. Informational promotion about the company before event

A company may order the promotion services in order to attract the targeted visitors to the booth as a pre-campaign marketing service. This approach help to attract right visitors, from the random stream of visitors.

### 5. Handouts: newspapers, catalogues, leaflets, booklets, testers, promotional items etc

Quite often companies need handouts in any form, depending on the objectives and budget. It is often more simple to order the printing materials and business souvenirs from a local provider, than to bring them. For example, printing materials might be very heavy. A good choice for mass attraction to use balloons with logo, they are clearly visible and spread a company logo around the exhibition and even on the street.

### 6. Interpreters, models if necessary

Sometimes businesses hire translators to improve opportunities for communication. Translation services are quite common service for Russian business representatives travelling abroad. Some companies hire models to distribute some printing materials, or invite visitors to see a booth.

### 7. Catering

In order to attract more visitors to a stand companies may order catering services. For example, it might be the national food samples, especially often used on the food production or tourism exhibitions. In any case, any free food offerings attract more visitors. Especially this approach is useful when a company have quite big



team of employees, who may negotiate while having informal conversation with drink and snack.

8. Promotional tools: animation, shows, lottery, jackpot machines, games etc.

There are many entertainment and promotional tools to attract the visitors from the singing, dancing shows to the lottery and competitions. Usage of promotional tools are very effective, they attract the walking visitors and with announcement made by loudspeaker they attract the visitors from the other sectors of an exhibition.

9. Meetings planning services & pre-book appointments

As were discussed the exhibitions is special occasion to meet industry key people at one place. For this reason, a company may order business meeting planning service, including contact for potential prospects and creating the meeting schedule, including the meeting room reservation.

10. Public speaking

During the exhibition arranged the public speaking, related to the industry development and problem. This is good opportunity to introduce briefly own company and demonstrate the expertise in a field.

11. Direct invitation mails

Before an exhibition, it is possible to arrange direct email campaign to invite the targeted stakeholders in order to increase booth traffic.

12. E-mail marketing (discount for 10 first visitors, launch of new feature/colour and etc)

In addition, it is possible to arrange mass email campaign, announcing the new product launch and its modification. Addition stimuli maybe gifts for first ten visitors and etc.

13. PR campaigns

Depending on the customers' needs, it is possible to arrange preliminary PR campaign. Publications in the news, newsletter, magazines and electronic publications may be involved.

#### 14. Social Media promotion Facebook, LinkedIn

Nowadays every event accomplished by extensive social media campaign. Thus, it is possible to arrange a company appearance in the social media in respect to the upcoming event

#### 15. After event press release

The exhibitions are expensive marketing endeavour, which supports image of a company. Not every company is able to financially to take a part in an exhibition. This is important to collect the marketing material from the exhibition in form of photo or video material and press release.

Understanding of the value and objectives for the customers is the key for pricing strategy. Normally, the pricing offers shall be flexible in terms of included services in order to fit customers' demand and financial abilities.

## **5 Marketing tools suggestions for the exhibitions services**

Every international trade fair is a unique marketing offering promoted to the specific customers. As any event, the exhibitions have needs for marketing techniques in order to attract the exhibitors, visitors and advertisers. This chapter represent the list of marketing tools suggested to use for the marketing of European exhibition services expansion to the Russian market. The suggestions given based on analysis of the exhibitions as the product and taking into account marketing specifics in Russia.

### **5.1. Marketing methods for exhibitions**

The classic marketing concepts based on different views of the macro and micro-environment of companies. These views include the requirements of internal and external stakeholders, represented in different forms of marketing, like relationship marketing and integrated marketing (Masuch 2012). Many exhibitions' organizers hold the same exhibition for several years as a vertical market. They have the customers' database and the contact list of the main industry companies and the exhibitors from the previous years. Usually, centralized approach to marketing communication adopted.

The organizers of an exhibition carry out direct mail campaigns, where they send paper and personalized letters to the key industry enterprises. This personalized approach is appealing promotional tool, which help to create the sensation of uniqueness for the recipients. Engaging of the key industry enterprises is the marketing methods itself, because it influence on the future decision-making process for some other industry enterprises.

To contact mass customer groups the exhibition organizers use the mass email marketing, though, the effectiveness of this method might be questioned and much depend on the campaign features. It may be attendee-focused email, campaign offering the early-birds savings or discount coupons and codes, or email to the targeted groups with elements of content marketing including embedded videos, podcasts and landing pages as well as invitation for the online webinar, where the details about an exhibition will be mentioned.

As well, the organizers may publish industry related materials for an upcoming exhibition on the external and internal platforms, in partnership with press, news web-resources and media platforms. In addition, the method to invite the specialists and issue the series of publications, which can be interested for potential participants is available, especially successful it might be in a form of publications in the industry papers, magazines and newspapers.

Promotion of the exhibition also might be in the form of barter exchange with the professional event organizers and organizations or in form of distribution of marketing materials on the similar events. Promotion of the exhibitions might be supported in form of memberships' benefits from the variety of professional unions. As the local tool for engaging the enterprises or visitors from certain location, the organizers might use local community newspapers, web sites and boards.

Now social media marketing utilized through the marketing tool of exciting social media platforms, such as Facebook, Instagram, Twitter and LinkedIn. With these tools possible to create the community of participants and visitors beforehand an exhibition and engage the bigger audience through the social sharing and word of mouth among the professional community. The organizers of an event apply

the unique #hashtag in order consolidate all the spread of the publications, opinions and happening on the different platforms under one distinguish indicator. For, the social media marketing it is crucial to create the sharable contents, which people will be willing to share with others. This way the organizers will benefit from promotion of an exhibition.

## 5.2 Marketing Mix

Kotler et al (2008, pp. 49-51) defines the marketing mix as the set of controllable tactical marketing tools – product, price, place and promotion – that the firm blends to produce the response it wants in the target market.

The marketing mix starts with the product definition. In this case, the **product** is facilitation in the participation in the European trade fairs offered in the flexible variety of services for Russian business customers. The experienced European companies are able to prove high quality exhibition services adjusted upon the customers' needs and in form of the different size of packages according to the customers' size of budget.



Figure 8. Marketing mix

For the **pricing** strategy the author suggests to use a very flexible offering approach. The initial price begins from an exhibition stand rent as a starting point and extends farther in accordance with customers' need and financial abilities with possible price discrimination by region, because in Russia there is a huge difference in income levels between main cities as Moscow and Saint-Petersburg and other parts of the country. For the sales stimulation an early sale discounts and loyal customer programs are suggested to be used.

The **place and promotion** aspect of the suggested marketing mix are very inter-related to each other due to the delimitation of the study, because the initial idea of the topic is to offer opportunities for small companies with limited budget to reach Russian customers from the distance. In respect with the mentioned delimitations the study proposes to use web sites, email contacts and cold calls for marketing promotion. Deeper conceptual marketing tools are suggested later in this chapter. As for **place**, it is suggested to take advantage of IT technology and utilize online channels. The second option is to begin with a making strategic partnership with industries sponsoring organizations, business travel, marketing and business research organizations in Russia, some of them may become the agents for moderate remuneration.

### **5.3 Positioning and Differentiation**

What is exhibition services? There are many features and components that may be included as discussed previously, but in short form it is possible to call exhibitions as a marketing tool. For this reason, a company, which offers exhibition services should also position itself as a professional in the marketing field. This way the seller is not selling place at the exhibition or printing materials, but the seller is selling the solution for marketing purposes, which include sales and advertisement, but is not limited to them.

Depending on the specific features and needs of a particular company, the author suggests implement well-planned positioning strategy. Position means how customers or other stockholders will think or feel about the company for this topic positioning is explained in details further.

An European company providing exhibition services to Russian customers may choose the following positioning strategies:

- Good customer service, this is a critical issue in this case, because Russians must be ensured that they will receive the support abroad while exhibiting.
- Professional services, this is also critical for intangible products.
- Fair prices, because despite the fact that the Russian market is very price sensitive and as studied earlier many companies tend to save on marketing expenses, most of the business people understand that at a cheap price they will receive poor quality.

If the company will achieve this perception – professional customer service at a fair price it will receive positive response from the market, because currently there is a lack of offerings with moderate pricing strategy.

Of course, the positioning strategy is to be adjusted to the real company in order to insure the compliance with the real situation within the company and perception, because false perceptions cannot last long.

As well as positioning, the European companies are suggested to use differentiation and to differentiate themselves from local competitors in the following way:

- a company originates from the place where services are produced
- a company has direct connections with its supplier chain, meaning better prices for customers and delivery of customers' requirements
- a company may offer secure and reliable customer service from the home market.

All these features are to be mentioned in the service proposition, because it will create the unique set of values for a customer and differentiate the product on the market.

## **5.4 Relationship marketing**

In order to increase customer retention the companies should utilize relationship marketing and develop and maintain successful relationships with customers. Relationship marketing means partnership with customers. Using this approach will help customers to feel that the services are developing together with them in order to deliver higher value. For the marketing of services, the relationships with customers play a significant role, especially in order to make the customer use the service again. As for the annual industry exhibitions, this is important to create relationships with customers, so they can rebuy services each year.

According to Kotler et al (2008, pp. 390-395), the extent of the customer relationship has direct correlation with profit margin of the product. In this case, it would be practical to assign the personal manager to the companies and divide the customers by the industry. Therefore, sales people will be understand better the needs and specific of particular customers.

Participation in the trade show is costly for the exhibitor. Effectiveness of exhibition in other words the return of investments may be observed only after the event. A company shall make the great efforts to keep the current customers and made them returning customers. Loss of several customers cannot be compensated with several new customers, because the costs of retaining of existing customer is lower than costs of new customer acquisition.

As a part of relationship marketing, the author deems that the service company should make a consulting meeting, for example, virtually and control the preparation to the exhibitions with checklist. Taking into consideration that exhibitions are vertical market, with regular events it becomes important to make efforts to insure higher productivity form the exhibition in order to receive the loyal customer for the next event. In order to attract Russian customers author suggests to use customer-oriented approach in order to promote solution for the needs of a prosper exhibitor and, which be solved or improved by the participation in an trade fair.

Accessibility of the customers depend much on the customer's organizational structure. Cheverton (2004) deems that in relationship marketing any contact with

the customer is the opportunity for collaboration not to be considered as the selling or promotion. With the topic of the study, it is possible to develop relationship marketing in several ways by sales people:

- pre-sale process

At the first contact, a sales person should not offer any ready solution, but to listen what current situation of the company and what problems or improvements in sales and marketing it needs. After the preliminary research, a seller shall create appropriate package of services within the marketing budget. As it discussed earlier the offer shall be quite flexible and discussible with a prosper in the form of co-creation.

- after-sale process

After service consumption, the sales person shall contact the buyer and evaluate the result together or help to measure the results and return of investments from the endeavour. As it was discussed quite often even the CEO of Russian companies are far from the understanding the marketing concept and for this reason the marketers shall justify the spending for the exhibition. For example, if after the exhibition there is not direct correlation with sales, the marketers shall be able to explain that the main objective for this exhibition was brand strengthening.

After analysing of the current results, the lists of lesson learned produced and the next objectives outlined. What are the next needs or demand for a customer? With this information, a sales person shall propose the next exhibition for the industry and help or plan the preparation process. As discussed earlier, first, a sales person shall investigate the needs of the customer, to find out what customer would like to receive from the participating in the exhibition, and after the gathering of the relevant information, an appropriate commercial proposal and advising may be given.

The return of investment from the trade shows is dependent on how a company can extract value from interaction on a crowded floor (Butler et al 2007). For this reason, the customers' satisfaction from the venture may vary significantly. Thus, an assumption may have place that more experienced exhibitors will receive the



higher return on investments. Thus, after the exhibitions it will be useful to get the feedback and continue the communication with a customer. It is important to discuss together positive and negative issues and in this way to create the platform for future sales or modified rebuy.

With help of technologies, the sales person may take the notes about customers' feedback in the customer relationship management (CRM) software system in order to propose the better offer to the customer at the time of next purchase.

The power of the social media will help to support and continue the distance relationship with customers. In particular, newsletters with blogging and sharing of the publications via Facebook will work as the remainder about the company.

The author suggests that the content of the publications shall be professional and create the real value for the readers. It may be some professional tips and advises for the preparation to the exhibitions, to the planning process of participation, preparation of the printing materials, technological enhancements available for the exhibiting, some cases and other publications related to the marketing, advertising and exhibiting . All the content for publication shall be interconnected. For example, while a company publish the video on YouTube about an exhibition, almost simultaneously it shall be linked with a company's own web site or blog, Facebook and Linked In social profiles. In this case, the publication get more sharing and will be noticed by the target audience.

Customer relations are part of the relationship management. Customer relations are vital tool for wining Russian customer. Customer management indicate the unique approach to the customer in the unified word also secure retention of the customers.

## **5.5 Key Accounting Management**

Key Account Management (KAM) is the part of marketing and segmentation. KAM, which is, the must be approach at the mature markets also suggest to be used at some extend with the filed of this study. Taking into account the fact that cost of a new customer is quite high for the topic of this study, because a com-

pany shall spend much time, professional expertise for the new customers' acquisition KAM must be utilized properly with several companies, otherwise it will be too complicated to carry on (Kotler 2008 et al, p.785).

This study suggests applying KAM to the customer's group such as marketing and event agencies, companies involved in business tourism, because they market the international exhibitions, but cannot service them ultimately and order the services from the international providers in Europe. The company should define the key customers; these do not have to be the leading industry companies. The rewarding of the customers with key status shall be made on the mutual trust, the level of the information share and the access to the people of an organization.

In order to ensure the competitive advantage using of KAM with open and trusted relationships, with focus on the customers' improvements in required areas. An interested companies shall always focus on the providing of the solutions for the customers, it will put them in the better light in comparison with the local companies, whereas was discussed customers are not treaded enough respectfully.

Here it is important to understand that the concept of KAM with its different stages of development cannot be utilized at the full extends as it goes with key suppliers due to the occasional nature of the exhibitions as the product. Especially taking into account that the customer may be threatened with by the large number of contacts and limited resources of the company, because this study is aimed to create the preposition for smaller companies, which is not presented at the Russian market so far.

Processing trough the KAM stages will be challenging tasks for the key account management, but it will develop optimal reasons to keep the current customer, and create the basis for further marketing. Thus, key customers may provide a company with references, also the case studies with careful focus for confidentiality may be posted on the company web-site. References and case studies are effective tools to increase the level of a company's reliability for potential customers.

The customers quite often will not help to develop KAM, this is more interest of a company, for this reason making many contacts to a customers may seems as a

pushy selling techniques. Only the key accounts managers with the vision that the objective is to find solution be welcomed. Especially in Russia, where the employees at the marketing departments are frustrated with the lack of education, up-to-date literature and experience. Of course, here shall be made focus on patronage and ability to avoid it. The manager of the marketing department quite often will be the mature and experienced employee, who may be easily offended with any kinds of patronage due to specifics of Russian mentality.

### **5.6 Accessibility of the supposed tools**

As the study planned to support the interest of European small companies all suggested tools are available for the chosen target in order to develop and maintain marketing.

Initial steps may be taken from the strategic partnership with Russian event companies, marketing agencies and business tourism operators. Named companies now consolidate the most inquiries from the prosper exhibitors and usually they act as the mediator between Russian customers and European providers. These strategic partnerships will be beneficial in the beginning in order to get the understanding of common requirements and procedures.

The modern stage of development in the digital technologies open opportunities for the companies of any size. Thus, European small companies may access Russian companies at low cost and develop marketing relationships, supported with customer service and collaborated with Key Accounting Management.

## **6 Empirical part**

This chapter starts with the content analysis of the marketing text report. The objective of the research it to investigate what kind of information the companies highlight in their marketing texts and with what intensity.

The second part of the chapter presents a brief description gathered from the corporate web resources of the foreign exhibition companies or the real-life examples of businesses which operate in the Russian market in the exhibition industry. The third part is discussion on some problems related to the topic.

## **6.1 Content analysis**

The purpose of the research is to conduct a content analysis and extract the marketing messages companies already operating in the exhibition industry on the Russian market use. The research has deductive and qualitative nature. The source of the information is the RUEF brochure “We welcome your cooperation” 2015 which introduces the members of this organization. The brochure consists of information about Russian federal districts, economical and industrial development, some information on investments and short proposals from the companies involved in the exhibition industry for partnership.

The hypothesis suggested that marketing texts of different companies should have common features. The objective is to analyse these features as variables and calculate them. While sample reading the first 20 marketing texts, the main variables were defined and divided into code groups. Finding the most often and less often used variables is the goal of the research. RUEF is the biggest exhibition organization of Russia and the current member of UFI, thus its brochure dated 2015 was considered as a reliable and up-to-date source of information.

There is no information available regarding to the process of the brochure preparation for publication. The author assumes that the information was obtained in one of the following ways or in their combination

- Companies provided RUEF with the information about themselves for the purpose of brochure
- RUEF obtained the information about the members from its database

Even it is assumed that information about the members was taken exclusively from the RUEF database, the question arise how the information was entered into database initially. There is again two same primary ways to obtain the information as for the brochure, that a company provided this information when the

application for the RUEF membership was submitted or the RUEF gathered the information itself from other sources such as statistics, web-sites or other marketing materials. President of RUEF Mr Alexeev (2015) defines the purpose of the RUEF's brochure "We welcome your cooperation" to support Russian activity participants in order to develop mutual trade and partnership. So, it is obvious that the brochure consists of the marketing information in order to create opportunities for partnership or the information, which arose due to marketing activities and is utilized now for promotion.

The interest of this study is to distract the marketing information from the brochure in order to understand how potential partners or competitors market themselves. What do they emphasize in their marketing messages? When an European company enters the Russian market it may start from indirect sales through Russian companies and they become partners, or the company may start direct sales to Russia in which case they become competitors.

The only body of the advertising was taken for the analysis, because other parts were made in a standardized order and include the date of foundation, the contacts, activity list and the statement related to the sphere of priority for partnership. All text of the body was analysed in order to find main indicators, which were chosen while sample reading, as the most often appeared indicators in the text. These indicators were divided into thematic notion groups in accordance with *proximity of concepts*.

Code	Group	Similar concepts
F	Date of foundation	Date of establishment, Start of operations, in business since
P	Professionalism	Experience, reputation, quality
D	Differentiation	Specialization, main activity, priority
T	Tech	Technology, equipment, machinery, media, IT

E	Big event	Exhibition, event, fair
M	Membership	FUEF, Chamber of commerce
G	Connections	Government, ministries, authorities
R	Standard	Regulations, compliance, legislation, ISO, standards
S	Statistics	Only counted if mentioned two or more numbers in the text

Table 5. The code groups for the content analysis

Regarding these code groups of concepts and the reason of mentioning them the author made the following assumptions

- Date of foundation – some companies include it and some not. Usually, companies with longer history mentioned the date of foundation. The assumption is that companies with longer operation history on the market want to emphasize this fact and consider it as an advantage
- Professionalism – this group of notions aimed to appeal to the trust of customers, to show that a company has experience in a field, it is a professional employer for an industry. This is an appeal to indicate reliability.
- Differentiation - this group is applied when the company mentions that it has a certain experience or it serves a certain segment of customers. This method may highlight a particular company among the others, but only for its particular customer group. This method is wise to use, when the company has definitely achieved certain superiority in the field, but at the same time the market share for a segment is wide enough to insure the existence and development for the company.
- Tech – this group indicates that the company is equipped with certain technologies, equipment, machinery. In the modern world, when devices and technologies are replaced quicker than ever before, this marketing message seems to be quite important for certain customers. It may be a critical issue for the IT exhibitions and conferences or other events, which require

visualization, demonstration, computer translating and connection. This group will continue to play an important role and the companies that have embraced new technologies earlier or at cheaper costs will benefit from the competitive advantage.

- Big event – this group is related to the mentioning of some exhibitions and events in the proposal. The reason for mentioning them is to outline the relation to the big event. Obviously, the majority of the organizers and involved organizations for the event, excluding very famous sponsors, are less known than the event itself. This is a normal situation because many companies such as Mass Media, advertising and PR agencies, participants and visitors at some extent promote the event. For this reason, a company involved in the event pronounces it actively in order to be associated with something bigger and better known than itself and creates the better image from doing it.
- Membership – this group includes the companies, which mentioned its membership in the exhibition unions or The Chamber of Commerce. In general, the membership indicates exclusivity, because it refers to the members not everyone. Additionally, the membership in professional organizations increases the credibility because normally the members shall comply the certain requirements, they may get support if needed and they have connections and benefit. A company, which is a customer of one association member at some extent a customer of whole association and receives benefits from shared expertise and professional connections.
- Connection – some companies mentioned that they served authorities or certain ministries or that there is certain governmental protection or support. Their aim is to indicate that they are trusted partners by the highest customers and enough professional to provide services at the highest level. In case with the Russian market it may be also a kind of hint that they have special connections or are able to become a mediator etc.
- Standard – this group consists of all who mention compliance with standards, certification or legislation. These marketing messages are addressed also to the foreign customers who have higher awareness about legal and physical security. Especially these messages are important to the first entries to Russia, when newcomers are very concerned with safety and they

have little knowledge about the environment in Russia and at the same time they might have many controversial cultural stereotypes.

- Statistics – most of the proposals consist of the statistical data. It seems to be a proven way to provide the company related information in a reliable form and at the same time it seems industry specific as a part of the tourism industry, where much statistical data is used in reporting.

Company	F	P	D	T	E	M	G	R	S
ASIZ	1		1			1			1
BIZON	1	1					1		1
BUSINESS DIALOGUE				1					
CONCORDBUSINESSSERVICE	1	1			1	1			1
CROCUS INTERNATIONAL									1
EUROEXPO, LTD	1	1	1		1	1			1
VDNH									1
EXPOCENTRE		1		1		1	1		1
EXPO-PARK EXHIBITION PROJECTS	1				1	1	1		1
GREENEXPO		1	1		1				
ICE, LTD	1	1	1	1				1	
MVK, ZAO	1				1	1			1
ITE MOSCOW					1	1			1
MESSE DÜSSELDORF									1
MESSE FRANKFURT RUS						1			
RLP-YARMARKA					1	1			
EXPODESIGN						1			
SOKOLNIKI						1		1	
TEXTILEXPO			1		1	1			
Total	7	6	5	3	8	12	3	2	11

Table 6. The summary table for a content analysis

The results of the content research indicated that most often companies mentioned their membership (M) and statistical (S) data in their marketing texts. The second most often referred information is the year of business foundation (F) and relation to a famous event (E). Less mentioned are the professionalism (P) and differentiation (D) code groups. In addition, the minor groups are related to the technology (T), governmental connections (G) and standards and regulations (R).

It is interesting fact that professionalism, history and significance of the companies do not have direct correlation with the text. Even younger and smaller companies might have a better-written proposal than the oldest leading companies



do. There are several reasons, most probably the smaller companies might be willing to utilize each opportunity to market themselves, when bigger companies are already well known on the market and have many devoted customers. However, this makes a controversial impression. While reading the marketing material of the leading company, there are higher expectations for its quality and value.

The analysed brochure consists of the proposals from the exhibition facilities and service organizations, which may be use different approaches in their overall marketing strategies understanding of the generic approaches for marketing messages utilized in industry seems to be useful. It provides insight into diversified exhibition industry. For the exhibition industry there is no pure product or service, both components may dominate depending on the unique combination of the customer's choice package. Moreover many companies tend to offer full services to a customer even through the outsourcing of some not main activities, because as it was discussed earlier businesses' customers would prefer to order full services needed from one supplier. For this reason most of the companies in the industry have the same product portfolio and may be considered as competitors, even though they have their own specialisation and strengths.

The brochure is the marketing material indicating the way companies are marketing themselves through RUEF patronizing. The results from the analysis may be used to create the company's own marketing materials depending on the company's own specification and strengths. The results may be used in two ways, to follow the common practises or differentiate with the company's own proposal. In any case, the awareness of the current state of factors in the industry is highly useful.

## **6.2 Industry real-life examples**

There are several foreign companies operating on the Russian exhibition market, they use their professional expertise in the sphere of event organizing in Russia and also service the Russian companies visiting the international exhibitions. This section provides the short description of two of them based on the information published on their corporate web sites.

**Messe Deutsche** (2016) is the daughter company for the Deutsche Messe AG (Germany) operating in Russia since 2011 and it has offices in Moscow, Ekaterinburg, Novosibirsk and CIS countries Belorussia, Georgia and Ukraine. The main specialization of the company is b2b exhibitions. The company has organized on the Russian market several major projects, such as DOMOTEX Russia, CeMAT Russia, ExpoDrev Russia, ClimatAqua Russia. In addition to the main specialization, as an event organizer Messe Deutsche provides services for participants and visitors of the exhibitions abroad. The company operates with the high-level customers such as divisions of the Russian Government and provide services for the Russian delegations abroad. From the other side, the Messe Deutsche provides very large range of services despite the described above services, the company provides also the visa support and accommodation in the public sector in Germany. From the mother company Deutsche Messe AG, Deutsche Messe Russia has benefits such as high reliability, experience and partnership around the world. That might be the answer, why foreign company operating the Russian market for about five years honoured to serve the Russian government customers.

The other real-example of the European company operation in Russia is the **ITE** (2016), which is originally, from Great Britain and has operated on the Russian market since 1991. At the beginning of 1990, global internet technologies almost did not exist and personal meetings were essential parts of business interactions. According to the company's web site, the ITE is ranked number one as an exhibition organizer in Russia with 20% of the market share operating through the offices in 5 cities: Moscow, St. Petersburg, Krasnodar, Novosibirsk, Ekaterinburg. The ITE insists that the operation of the company covers the Russia's key economic sectors: energy, oil and gas, transportation and logistics, agriculture, construction and property, food industry, service and education sectors.

### **6.3 Problems and discussions**

The economic and political situation in Russia is changing, one of the most often cited slogan of the Russian president Vladimir Putin is the call for import substitution. At the period of the difficult economic situation in Russia, with political

tension from the many world leaders toward Russia and active mass media patriotic propaganda, the Russian consumers have become more interested in local producers, especially in order to match the balance between incomes and expenses.

The importance of the exhibition industry for the import substitution was discussed at the media conference in Moscow “Russian exhibition industry in new economic conditions” on February 2, 2016 (Chamber of Commerce and Industry of the Russian Federation, 2016). For the Russian producers the exhibitions continue to be an effective tool for promotion and communication. The members of the conference emphasize that exhibitions are places for demonstration of products suitable to substitute some imported goods (Moskovskie Torgi 2016).

If we keep the scenario that Russian businesses are developing production in Russia instead of importing goods for consumer markets, most probably some of them will be interested in exporting goods and participation in the exhibitions in Europe. Thus, even at the present moment Russian consumer products have more than attractive prices for European customers and the quality may even be better than that of the goods imported to Europe from the other developing countries. Moreover, logistics from Russia to Europe are often more cost effective due to the geographical contiguity.

Some foreign enterprises have implemented and some of them are adopting production localization in Russia, for instance noted Finnish producers such as Nokia and Valio. With reference to the Made in Russia (2016) communication project for export facilitation the trend for many producers of non-commodities during the year 2015 is export. Especially in Russian and foreign automobile production, now cheaper labour costs create a positive sign to enlarge export production. For this reason, the exhibition services for Russian companies seem to be prospective from both sides as import and export opportunities

This study inspires European exhibition companies to direct marketing to Russia. One of the main reason why Russian business customers are looking for these service suppliers on the local market is the language barrier. According to the EF English Proficiency Index (2015), Russia has a low level and it is situated in the

list between Ecuador and Mexico. The first problem to solve for European company is make communication easy to its potential companies. This approach is already utilized widely by the European companies doing business with Russia, for example online retailer Asos.com from Great Britain or the accommodation booking system Booking.com from the Netherlands. This task is achievable through the large Russian speaking population of the Baltic countries, which are members of the European Union and exempt from work permission and movements formalities. According to The Washington Post (2015) the number of Russians living in the Baltic countries is 26% for Latvia, 24% for Estonia and 6% for Lithuania. These workforce assets are already engaged in the service and travel industry in the Nordic countries, especially as immigrant workers in Finland from Estonia and in Sweden from Latvia. Thus, there are available opportunities to provide Russian customers with communication in the common language.

For a company offering exhibition services it is critical to be ready to work with objections. As a marketing tool for the companies, trade shows may meet controversial attitude from marketers. Bonoma deems (1983) that trade fairs have lack of effectiveness if compared with other methods of marketing communication, such as selling and participation (Butler et al. 2007, p. 423).

Nowadays participation in the trade fairs in Europe by Russian business customers has met very problematic attitudes. The political situation between the EU and Russia is quite constrained. There is a perception in the Russian public sector that European leaders tend to follow the directives of USA political leaders, for this reason, many businesses seek partnership with Asia taking into consideration that Russia has two parts European and Asian.

In any way, the author believes that the political situation is going to change, but the main trends in international business will continue the development of networking and collaboration and international trade fairs will continue to facilitate the creation of new successful business opportunities. Especially the younger generation of the Russian entrepreneurs are seeking global markets. The difference between younger and older business managers in Russia is the level of acceptance of political propaganda. For older business leaders political propaganda is the way of thinking. On the contrary, the younger business people in

Russia, who are living in more open society, they used to consider the news and propaganda distributed via media channels more critically.

A very important issue related to the Russian business participation in the exhibitions is sponsorship. First of all the Russian enterprises are much depended on the sponsoring organizations and if the government sponsors the businesses at least in some sectors more extensively then more Russian companies will be able to participate in European exhibitions.

The other potential obstacles for the participation in European exhibitions are on the deeper level. For Russian companies these obstacles are standardizations and certifications. There is serious uncertainty among local Russian producers that products produced in Russia may not receive European certificates in order to obtain permission to sell goods to in Europe. These concerns are not questioning the quality of the Russian products, but business people concerns about the measures European businesses may impose in order to protect the local producers. This issue is possible overcome through the foreign investments. In this case European companies will create production lines in Russia, but the intensity of foreign investments currently much affected by political instability and economic crisis.

The trade fairs are a common way to show new products to big audience or specialists and receive feedback. Nowadays due to technological changes the product life cycle has become shorter. For this reasons companies will utilize trade fairs for the demonstration of launching new products. Moreover, the products and their features, which are innovative in the nature or unknown to the public, may require public demonstrations as a promotion tool, which cannot be substituted with social media campaigns, for instance. Even taking into account that in the near future some exhibitions will be held as a fully virtual events, the life exhibitions still have place for development at least as a place for creation of partnership and new products demonstration.

## 7 Summary

The study started from the development of the theoretical framework for the marketing of European companies' exhibition services to Russia. The study considered existing theories and analysed the current market situation in the exhibition sector in Europe and Russia. In addition, insight into Russian marketing realities was provided. The study was supplemented by the real-life industry examples and the content analyses of the industry marketing texts.

Marketing tools to use for small companies were suggested as the answer to the main research question within the research delimitation. The most appropriate marketing tools were provided with a focus to the relationship marketing, key account management, positioning and segmentation.

With reference to Fallon and Jones (2004) newcomers to the Russian market create the opportunities for success by searching for the preliminary information similar to this study and by creating well-structured but flexible strategies. Trade fairs are a dynamic industry that changes due to technological advancement. Trade shows remain one of the key trade facilitating factors, for this reason, the development of a straight market connection between European and Russian companies will create positive environment for cooperation.

European companies entering the Russian market and offering exhibition services may benefit from their own marketing expertise and approach the Russian companies with sophisticated marketing tools. Additionally European companies may receive higher creditability for exhibition services, as they operate at their mother market. Taking into account that for exhibition services there is no need for product adoption, entering markets will be painless for smaller companies. Therefore, the study confirms the hypothesis that there is demand for the exhibition services in Europe. This is going to continue and for this reason, the trade facilitation through the exhibition service provided by European companies will have the advantage for direct marketing to Russian business customers.

For the future study author suggests to deeper consider the opportunities for the exhibition in Russia to European companies, which seems to be a very cost effective endeavour due to the low ruble currency rate and the market penetration

strategies for European exhibiting companies to the Russian market as qualified event organizers. Also the study may be extended to the CIS countries, where businesses are also interested to act internationally, have certain similarities with Russia and even greater lack for international experience and connections, which force them to act internationally indirectly through the Russian facilitation.

## **Figures**

Figure 1. MICE industry. Abilitas 2013

Figure 2. Market share per region by number of meetings. ICCA 2013

Figure 3. Trade Fairs in Germany. AUMA 2016

Figure 4. Exhibitions. Indoor exhibition capacity: regional trend. Antonioli 2013

Figure 5. Exhibition Industry Performance Index. CEIR 2016

Figure 6. Inbound tourism by purpose of visit 2014. UNWTO 2015

Figure 7. SWOT analysis for the international trade fairs

Figure 8. Marketing mix

## **Tables**

Table 1. Market share per region by number of meetings. ICCA 2013

Table 2. Turnover of Exhibition Companies worldwide (more than Euro 100 million) AUMA (2016)

Table 3. Top ten international meeting cities in 2015. ICCA 2015

Table 4. Top ten international meeting countries in 2015. ICCA 2015

Table 5. The code groups for the content analysis

Table 6. The summary table for a content analysis

Table 7. The number of meetings per country 1963-2012. ICCA 2013



## References

- Abilitas Hospitality. 2013. Press release [http://www.abilitashospitality.com/english/press/pdf/MICE\\_E\\_130130.pdf](http://www.abilitashospitality.com/english/press/pdf/MICE_E_130130.pdf). Accessed 11.05.2016.
- ACCOR. 2012. First ACCOR. European business Traveller Research. Looking R.E.W.A.R.D. [http://www.tendancehotellerie.fr/IMG/pdf/etude\\_accor\\_voyageurs\\_d\\_affaires\\_novembre\\_2012.pdf](http://www.tendancehotellerie.fr/IMG/pdf/etude_accor_voyageurs_d_affaires_novembre_2012.pdf). Accessed 11.05.2016.
- AEO Association of Event Organizer. 2016. [http://www.aeo.org.uk/Content/Partnership/9\\_41/](http://www.aeo.org.uk/Content/Partnership/9_41/). Accessed 07.03.2016.
- Alexeev, S.2015. Hail to the Chief - Exhibition World magazine. UFI's new president Sergey Alexeev interview. Exhibition World, Issue 4, 2015 <http://www.joomag.com/magazine/mag/0456101001446639973?page=30>. Accessed 05.05.2016.
- Antai, I. & Olson, H. 2013. Interaction: a new focus for supply chain vs supply chain competition", International Journal of Physical Distribution & Logistics Management, Vol. 43 Iss: 7, pp.511 – 528
- Antonioli, M. 2013. Meeting Industry in the EU – the role played by destinations. [http://ukmin.lrv.lt/uploads/ukmin/documents/files/Turizmas/2013/12\\_turizmo\\_forumas/17d.%2015.40pm%20Mrs.%20Antonioli.pdf](http://ukmin.lrv.lt/uploads/ukmin/documents/files/Turizmas/2013/12_turizmo_forumas/17d.%2015.40pm%20Mrs.%20Antonioli.pdf). Accessed 12.05.2016.
- AUMA 2016. Key Statistics of the German trade fair Market. <http://www.auma.de/en/TradeFairMarket/KeyFigures/Seiten/Default.aspx>. Accessed 05.05.2016.
- Birulin, S. 2016. Business management in Russia. Notes of the practitioner. Izdatelskie resheniya. Russia.
- Butler, C., Bassiouni Y., El-Adly, M. & Widjaja A. 2007. "Revamping the value chain in exhibition facilities: the case of the Dubai exhibition industry", Facilities, Vol. 25 Iss 11/12 pp. 419 – 436 Permanent link to this document: <http://dx.doi.org/10.1108/02632770710822544>. Accessed 15.03.2016.
- Brennan, R., Canning, L., & McDowell, R. 2007. Business-to-Business Marketing. London, GB: Sage Publications, 2007. ProQuest ebrary. Web. 11 May 2016., pp. 185-187
- Bednov, S. 2016. The interview of the CEO of The Expocentre "Exhibition is the sector's barometer" <http://www.expoclub.ru/press/29443/>. Accessed 07.05.2016.
- Bednov, S. 2016a. The interview of the CEO of The Expocentre to the Kommersant-FM <http://www.ruef.ru/?id=78319>. Accessed 07.05.2016.
- Carson, D., Gilmore, A. & Perry, C. Qualitative Marketing Research. London, GB: SAGE Publications Ltd, 2001. ProQuest ebrary. Web. 12 May 2016.

Chamber of Commerce and Industry of the Russian Federation. 2016. Press conference. Russian exhibition industry in the new economy. <http://tpprf.ru/ru/news/v-mia-rossiya-segodnya-prokhodit-press-konferentsiya-rossiyskaya-vystavochnaya-otrasl-v-novyykh-ekono-i120117/>. Accessed 05.05.2016.

CEIR. Centre of Exhibition Industry research.2016. <http://www.ceir.org/>. Accessed 20.03.2016 2016.

CEIR. Centre of Exhibition Industry research. 2015. CEIR Index Results Reflects Strong Finish in 2015. <http://www.ceir.org/ceir-index-results-reflect-strong-finish-2015>. Accessed 20.03.2016 2016.

Centrex International Exhibition Statistics Union. 2014. Central Eastern European Exhibition Statistics 2014 [http://www.ufi.org/wp-content/uploads/2016/01/2014\\_centrex\\_brochure.pdf](http://www.ufi.org/wp-content/uploads/2016/01/2014_centrex_brochure.pdf) pp. 3. Accessed 08.05.2016.

Cheverton, P. 2004. Key Marketing Skills : Strategies, Tools & Techniques for Marketing Success. London, GBR: Kogan Page Ltd., 2004. ProQuest ebrary. Web. 29 April 2016.

Deloveoy Peterburg. 2015. The volume of the exhibition business in Russia in 2014 has reached \$ 800 million. [http://www.dp.ru/a/2015/11/25/Vstrecha\\_na\\_mirovom\\_urovne/](http://www.dp.ru/a/2015/11/25/Vstrecha_na_mirovom_urovne/). Accessed 08.05.2016.

EF EPI English Proficiency Index. 2015. <http://www.ef.com/epi/?mc=we>. Accessed 08.05.2016.

European Union. 2016. The Economy. [http://europa.eu/about-eu/facts-figures/economy/index\\_en.htm](http://europa.eu/about-eu/facts-figures/economy/index_en.htm). Accessed 13.04.2016.

Fallon, G. & Jones, A. 2004. "Marketing in Russia by UK businesses: lessons from a survey of trade missioners to Moscow", Journal of Small Business and Enterprise Development, Vol. 11 Iss 2 pp. 174 – 185 Permanent link to this document: <http://dx.doi.org/10.1108/14626000410537119>. Accessed 30.04.2016.

Fox, K. Skorobogatykh, I. & Saginova, O. 2008. "Philip Kotler's influence in the Soviet Union and Russia", European Business Review, Vol. 20 Iss 2 pp. 152 – 176 Permanent link to this document: <http://dx.doi.org/10.1108/09555340810858298>. Accessed 28.04.2016.

Gilmore, A. 2003. Services, Marketing and Management. London, GBR: SAGE Publications Ltd. (UK), 2003. ProQuest ebrary. Web. 18 April 2016.

ICCA. The International Congress and Convention Association. 2013. A modern history of international association meetings. <http://www.icca-world.com/dcps/doc.cfm?docid=1626>. Accessed 05.05.2016.

Hundekar, S., Appannaiah, H. & Reddy, P. 2009. Principles of Marketing. Mumbai, IN: Himalaya Publishing House.

ICCA. The International Congress and Convention Association. 2015. ICCA releases most popular cities and countries for association meetings by participant numbers 2014. <http://www.iccaworld.com/newsarchives/archive-details.cfm?id=4923>. Accessed 05.03.2016.

ITC. 2016. <http://www.ite-russia.ru/>. Accessed 12.05.2016.

Made in Russia – the project for export from Russia facilitation. 2015. Article. Export of cars from Russia becomes a profitable venture. <http://madeinrussia.ru/ru/news/300>. Accessed 05.05.2016.

Masuch, M. 2012. Reason-Oriented Marketing. Hamburg, DE: Diplomica Verlag, 2012. ProQuest ebrary. Web. 22 March 2016.

Messe Deutsche. 2015. <http://www.messe-russia.ru/ru/> Accessed 12.05.2016

MPI. Meeting Professionals International. 2015. Move forward. Industry facts. Meetingsnet. 2011. [http://www.mpiweb.org/docs/default-source/move-forward/moveforward\\_industryfacts-2015.pdf](http://www.mpiweb.org/docs/default-source/move-forward/moveforward_industryfacts-2015.pdf). Accessed 12.05.2016.

Meetingsnet. 2011. The big news about meetings. [http://meetingsnet.com/site-files/meetingsnet.com/files/archive/meetingsnet.com/associationmeetings/mag/AMApril11\\_BigNewsAboutMeetings.pdf](http://meetingsnet.com/site-files/meetingsnet.com/files/archive/meetingsnet.com/associationmeetings/mag/AMApril11_BigNewsAboutMeetings.pdf). Accessed 05.05.2016.

Mishra, S., Lundstrom Gable S., & Anand, R. 2012. Service export sophistication and economic growth. VoxEU - The Center of Economic Policy Research (CEPR) portal <http://voxeu.org/article/service-export-sophistication-and-economic-growth>. Accessed 11.05.2016.

Moskovskie Torgy. Operational Information Bulletin. 2016. "Expocentre" project - for the exhibition without counterfeit "will develop. <http://e-torgi.ru/index.php/novosti2/8955-proekt-ekspotsentr-za-vystavki-bez-kontrafakta-budet-razvivatsya>. Accessed 05.05.2016.

Koro, N. 2015. Three main mistakes of the Russian marketers. Interview. <http://www.e-xecutive.ru/management/marketing/1984414-tri-glavnye-oshibki-rossiiskih-marketologov>. Accessed 05.05.2016.

Kotler, P., Armstrong, G., Wong, V. & Saunders J. 2008. Principles of Marketing. Prentice Hall, Pearson Education, Essex, England.

Kotler, P., Kartajaya, H. & Setiawan, I. 2010. Marketing 3.0. Hoboken, US: Wiley, 2010.

OECD Organisation for Economic Co-operation and Development. 2008. The contribution of services to development and the role of trade liberalisation and regulation <http://www.oecd.org/investment/globalforum/40302909.pdf>. Accessed 07.05.2016.

Kudryashova, O. 2011. The problems of the exhibition business in Russia. <http://www.mavriz.ru/articles/2011/3/5906.html>. Accessed 12.05.2016.

Pizam, A. 2012. International Encyclopedia of Hospitality Management 2nd Edition. Great Britain. Routledge pp. 452.

RUEF Russian Union of Exhibitions and Fairs. 2015. We welcome your cooperation. <http://ruef.ru/userfiles/welcome2015.pdf> Accessed 07.05.2016

RUEF Russian Union of Exhibitions and Fairs. 2016. <http://www.uefexpo.ru/?id=78332>. Accessed 05.05.2016.

Seringhaus, R. & Rosson, P. 1998. "Management and performance of international trade fair exhibitors: government stands vs independent stands", International Marketing Review, Vol. 15 Iss: 5, pp.398 – 412. Accessed 11.03.2016.

Stratten, S. & Kramer, A. 2012. UnMarketing : Stop Marketing. Start Engaging . Hoboken, US: Wiley, 2012. ProQuest ebrary. Web. 11 May 2016. pp.212

Seuring, S. & Gold, S. 2012. Conducting content-analysis based literature reviews in supply chain management. Supply Chain Management: An International Journal, Vol. 17 Iss 5 pp. 544 – 555 Permanent link to this document: <http://dx.doi.org/10.1108/13598541211258609>. Accessed 12.05.2016.

Tsybina, E. & Rebiyazina V. 2013. "Managing portfolios of interconnected customers: evidence from Russian B2B market", Journal of Business & Industrial Marketing, Vol. 28 Iss 3 pp. 229 - 239 Permanent link to this document: <http://dx.doi.org/10.1108/08858621311302886>. Accessed 30.04.2016.

UNWTO. World Tourism Organization. 2014. Global Report on the Meeting Industry. [http://www.imexexhibitions.com/media/350548/UNWTO\\_meetingsindustry\\_am\\_report%20\(2\).pdf](http://www.imexexhibitions.com/media/350548/UNWTO_meetingsindustry_am_report%20(2).pdf). Accessed 10.04.2016.

UNWTO. World Tourism Organization. 2015. Tourism highlights. <http://www.e-unwto.org/doi/pdf/10.18111/9789284416899>. Accessed 12.05.2016.

UFI The Global Association of the Exhibition Industry. 2013. Results UFI Education Survey "Core competencies in a competitive environment" 2013. [http://www.ufi.org/wp-content/uploads/2016/01/2013\\_education\\_survey.pdf](http://www.ufi.org/wp-content/uploads/2016/01/2013_education_survey.pdf). Accessed 11.05.2016.

UFI The Global Association of the Exhibition Industry. 2016. Global Exhibitions Day. <http://www.ufi.org/industry-resources/global-exhibitions-day/> Accessed 05.05.2016.

UFI The Global Association of the Exhibition Industry. 2014. Euro Fair statistics 2014. [http://www.ufi.org/wp-content/uploads/2016/05/2014\\_euro\\_fair\\_statistics\\_b.pdf](http://www.ufi.org/wp-content/uploads/2016/05/2014_euro_fair_statistics_b.pdf). Accessed 05.03.2016.

UFI The Global Association of the Exhibition Industry. 2014. Global Exhibition Industry Statistics. March 2014. [http://www.ufi.org/wp-content/uploads/2016/01/2014\\_exhibitor\\_industry\\_statistics\\_b.pdf](http://www.ufi.org/wp-content/uploads/2016/01/2014_exhibitor_industry_statistics_b.pdf). Accessed 05.03.2016.

The Washington Post. 2015. Article. 6 reasons not to worry about Russia invading the Baltics <https://www.washingtonpost.com/news/monkey-cage/wp/2015/11/12/6-reasons-not-to-worry-about-russia-invading-the-baltics/>. Accessed 08.05.2016.

Wagner, R. 2005. "Contemporary marketing practices in Russia", European Journal of Marketing, Vol. 39 Iss 1/2 pp. 199 – 215 Permanent link to this document: <http://dx.doi.org/10.1108/03090560510572089>. Accessed 30.03.2016.

Weathington, B., Cunningham, L. & Pittenger, D. Understanding Business Research. Somerset, US: Wiley, 2012. ProQuest ebrary. Web. 05 May 2016.

## Appendices

### Appendix 1 The number of meetings per country 1963-2012 ICCA (2013).

Rank	Country	63-67	68-72	73-77	78-82	83-87	88-92	93-97	98-02	03-07	08-12
1	U.S.A.	173	278	422	663	984	1,320	1,784	2,560	3,519	<b>4,277</b>
2	Germany	146	220	318	485	693	816	959	1,478	2,299	<b>3,091</b>
3	Spain	51	79	125	165	283	501	635	1,080	1,820	<b>2,523</b>
4	United Kingdom	169	238	342	509	596	798	1,028	1,430	1,958	<b>2,381</b>
5	France	153	209	307	388	531	833	971	1,333	1,897	<b>2,338</b>
6	Italy	108	132	178	252	437	588	771	1,227	1,814	<b>2,199</b>
7	China-P.R.	-	-	1	5	52	146	232	440	1,159	<b>1,685</b>
8	Japan	61	82	130	197	309	528	710	932	1,297	<b>1,591</b>
9	Brazil	14	15	60	85	135	203	267	530	972	<b>1,534</b>
10	Netherlands	92	122	169	244	336	540	651	843	1,159	<b>1,489</b>
11	Canada	32	63	145	218	354	439	571	815	1,100	<b>1,405</b>
12	Austria	79	68	126	159	209	317	404	505	1,015	<b>1,305</b>
13	Switzerland	76	108	154	216	270	341	366	558	944	<b>1,245</b>
14	Australia	19	45	72	98	176	304	488	791	995	<b>1,140</b>
15	Portugal	12	22	18	50	99	169	271	457	817	<b>1,117</b>
16	Rep, of Korea	4	10	18	35	66	122	219	410	762	<b>1,103</b>
17	Sweden	68	75	108	157	259	367	411	658	834	<b>1,102</b>
18	Belgium	52	77	100	176	229	278	373	478	708	<b>1,004</b>
19	Argentina	14	33	42	47	92	132	182	309	532	<b>938</b>
20	Mexico	28	56	66	102	86	120	227	386	703	<b>873</b>
	Other	444	763	1,156	1,726	2,389	3,398	5,341	8,315	14,519	<b>20,504</b>
	Totals	1,795	2,695	4,057	5,977	8,585	12,260	16,861	25,535	40,823	<b>54,844</b>

Table 7. The number of meetings per country 1963-2012 ICCA (2013)

### Appendix 2. REUF 2015 We welcome your cooperation



RUSSIAN UNION  
OF EXHIBITIONS  
& FAIRS



SibExpoCentre Euroexpo Expodesign Russian  
Exhibition Company Expoforma-Service SOUD -  
Sochi Exhibitions Rate North Western Kuzbass Fair  
Sokolniki Sivel International Exhibition Company -  
MVK Progress Petralum Expo-Park Exhibition  
Projects RussCom IT Systems ASIZ Tyumen  
Fair RLP-Yarmarka A-TENT Bashkir Exhibition  
Company Expodonbass Kazanskaya Yarmarka  
KrasnodarEXPO Krasnoyarsk Fair Crimea Expo Roder  
Murmanshopping Fair Farexpo Bizon Exbn.Co.Group  
Agency for Advertising and Exhibition Activities  
BTG Exhibition Logistics Business Dialogue  
Sochi-Expo Kursk Korenskaya Fair Kolesov Y.V.  
The Exhibition of Achievements of National Economy  
Multiexpo International Congresses and Exhibitions  
Montazhnik Art & Design Company Neonavigation  
Sakhalin International Expocentre Spasinvest  
Uralexpocenter – Euroasian Exhibition Holding  
Metal-Expo MEDI Expo ExpoWesTrans ExpoForum-  
Design Expoprofi Orgtechcentre Interoptlorg Mir Expo  
Permskaya Yarmarka ITE Siberia Crocus International  
Informexpo Dalexpocenter Exhibition Materials  
Company ConcordBusinessService UDMURTIA EC  
PAN-BALTService Mordovexpocentre Hansa-  
Messe-Speed Yugorskiye Kontrakty YuzhUralExpo  
Octanorm Uzoroche UralExpo Baltic-Expo Messe  
Duesseldorf Moscow VETA Exhibition Center  
NEGUS EXPO International Primexpo Expo-Volga  
Kuban Expocentre MCIIST MOSKVA Mordovia State  
University ExpoForum - International Greenexpo  
RESTEC R&C Market Research Company Messe  
Frankfurt RUS Textilexpo Moldexpo ExpoConsta  
World Trade Center Moscow Novosibirsk Expo Centre  
Ural Exhibition Center Belgorod CCI ITE Moscow  
Sofit-Expo Nizhegorodskaya Yarmarka Expocentre

We Welcome  
Your Cooperation

# RUEF MEMBER LOCATIONS



## Russia \*

Belgorod	1
Chelyabinsk	1
Ekaterinburg	2
Izhevsk	1
Irkutsk	1
Kaliningrad	1
Kazan	1
Krasnodar	2
Krasnoyarsk	1
Kursk	1
Moscow	41
Murmansk	1
Nizhny Novgorod	1
Novokuznetsk	1
Novosibirsk	2
Omsk	1
Orenburg	1
Perm	1
Saint Petersburg	13
Samara	1
Saransk	2
Saratov	1
Simferopol	1
Sochi	2
Stavropol	1
Surgut	1
Tyumen	1
Ufa	1
Vladivostok	1
Voronezh	1
Yuzhno-Sakhalinsk	1

## Other Countries

Moldova	1
Ukraine	1

\* The RUEF Member quantity





**RUSSIAN UNION  
OF EXHIBITIONS & FAIRS**



We Welcome  
Your Cooperation



**International  
Exhibitions  
and Conventions**

[www.expocentr.ru](http://www.expocentr.ru)

# YOUR EXHIBITIONS IN MOSCOW

## Exhibition Subjects

- Chemical industry
- Fashion industry, consumer goods
- Construction, architecture, design
- Food industry
- High technologies,  
telecommunications
- Services
- Advertising and printing equipment
- Fuel and energy
- Machinery manufacturing
- Health care



advertising

Expocentre Fairgrounds  
Krasnopresnenskaya naberezhnaya, 14  
Moscow, Russia  
Tel.: +7 (499) 795-37-99  
[www.expocentr.ru](http://www.expocentr.ru)



Dear readers,

We are pleased to present to you the newly published edition of Russian Union of Exhibitions and Fairs “We welcome your cooperation”. This brochure contains information on RUEF members – exhibition companies of Russia as well as companies from Moldova and Ukraine.

Each year these companies hold more than 900 exhibition projects which include almost all industry branches and economy sectors. This brochure has been published with the aim to help you in choosing a region, organizers and exhibitions you would like to take part in.

It contains economic characteristics of Russian regions which include the analysis of their investments appeal, key industry branches, and international relations. You can learn about regions’ exhibitions trends. For each region themes and branches have been reviewed which have the most potential for cooperation and external economic links broadening.

To plan your exhibition participation, first of all, you can focus your attention on trade shows approved by UFI – the Global Association of the Exhibition Industry, the ones awarded with the RUEF Logo and of course on the events with the audited and thus reliable figures.

The brochure “We welcome your cooperation” is published for support of Russian and foreign business activity participants in order to strengthen direct partner links, further development of mutual trade and partnership in economics.

This brochure provides you with valuable information for optimal scheduling and successful participation in trade show events in Russia. I hope it will be helpful in your work.

Sergey Alexeev  
President  
Russian Union  
of Exhibitions and Fairs

# EXPERIENCE MOMENTUM



## EXHIBITIONS

UP TO **50 000**  
SQ. M  
GROSS

## CONVENTIONS

UP TO **8 000**  
PAX

## CONCERTS

UP TO **10 000**  
PAX

## BANQUETS

UP TO **6 500**  
PAX

## SPORT EVENTS

UP TO **5 000**  
PAX

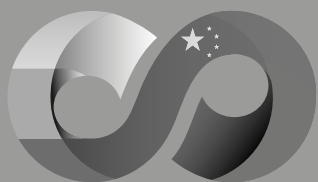
**EXPOFORUM**  
CONVENTION  
& EXHIBITION  
CENTRE

# EXPOFORUM



PETERBURGSKOYE SHOSSE 64/1

+7 812 240 40 40  
INFO@EXPOFORUM.RU  
WWW.EXPOFORUM-CENTER.RU/EN



# CHINESE BUSINESS CENTRE

BECOME  
OUR  
PARTNERS

- BUSINESS EVENTS OF INTERSTATE AND INTERREGIONAL STATUS
- DISPLAY OF PRODUCTS OF CHINESE AND RUSSIAN PRODUCERS AND SUPPLIERS
- EXHIBITIONS OF CHINESE PROVINCES AND RUSSIAN REGIONS



ORGANISER

**EXPOFORUM**

STRATEGIC PARTNERS



俄罗斯圣彼得堡华人华侨联合会  
Russian Chinese Chamber of Commerce and Industry



SAINT-PETERSBURG  
STATE UNIVERSITY  
OF ECONOMICS



**VECTOREXPO**  
SMART SOLUTIONS

LENEXPO, Pavilion 6  
Bolshoy Prospekt V.O. 103  
St. Petersburg, Russia  
+7 (812) 240 40 40, +7 (812) 321 26 61  
cbc@expoforum.ru  
www.cbc-spb.ru

---

## CONTENT

<b>EXHIBITION ORGANIZERS . . . . .</b>	<b>15</b>
<b>CENTRAL FEDERAL DISTRICT . . . . .</b>	<b>15</b>
<b>Moscow</b>	<b>17</b>
ASIZ (ASSOCIATION OF DESIGNERS, MANUFACTURERS AND SUPPLIERS OF PERSONAL PROTECTIVE EQUIPMENT). . . . .	18
BIZON, EXHIBITION COMPANIES GROUP . . . . .	19
BUSINESS DIALOGUE, LLC . . . . .	20
CONCORDBUSINESSSERVICE, LLC . . . . .	21
CROCUS INTERNATIONAL, AO. . . . .	22
EUROEXPO, LTD. . . . .	23
THE EXHIBITION OF ACHIEVEMENTS OF NATIONAL ECONOMY, JSC (VDNH, JSC) . . . . .	24
EXPOCENTRE, ZAO . . . . .	26
EXPO-PARK EXHIBITION PROJECTS, LTD . . . . .	28
GREENEXPO EXHIBITION COMPANY, LTD . . . . .	29
INTERNATIONAL CONGRESSES AND EXHIBITIONS, LTD. (ICE, LTD) . . . . .	30
INTERNATIONAL EXHIBITION COMPANY (MVK, ZAO) THE PART OF THE ITE GROUP . . . . .	31
ITE MOSCOW . . . . .	32
MEDI EXPO, LLC . . . . .	34
MESSE DÜSSELDORF MOSCOW, OOO . . . . .	35
MESSE FRANKFURT RUS, LTD . . . . .	36
METAL-EXPO, JSC. . . . .	37
ORGTECHCENTRE INTEROPTTORG, JSC. . . . .	38
RLP-YARMARKA, LTD. . . . .	39
RUSSIAN EXHIBITION COMPANY EXPODESIGN, LTD . . . . .	40
SOKOLNIKI EXHIBITION AND CONVENTION CENTRE (SOKOLNIKI ECOCENTRE, LLC) . . . . .	41
TEXTILEXPO, JSC . . . . .	42
UZOROCHE, OOO . . . . .	43
<b>Belgorod</b>	<b>44</b>
BELGOROD CCI (BELEXPOCENTER EXHIBITION AND CONGRESS CENTER) . . . . .	45
<b>Kursk</b>	<b>46</b>
KURSK KORENSKAYA FAIR EXHIBITION CENTER, REGIONAL BUDGET DEPARTMENT. . . . .	47
<b>Voronezh</b>	<b>49</b>
VETA EXHIBITION CENTER, LTD VORONEZH REGION CCI . . . . .	50
<b>NORTHWESTERN FEDERAL DISTRICT . . . . .</b>	<b>51</b>
<b>Saint Petersburg</b>	<b>53</b>
EXPOFORUM-INTERNATIONAL, JSC . . . . .	54
FAREXPO, LTD. . . . .	56
PRIMEXPO, LTD. . . . .	57
RESTEC® EXHIBITION COMPANY . . . . .	58
SIVEL, LLC . . . . .	60
<b>Kaliningrad</b>	<b>61</b>
BALTIC-EXPO, JSC . . . . .	62
<b>Murmansk</b>	<b>63</b>
MURMANEXPOCENTRE, ANO . . . . .	64
<b>SOUTHERN FEDERAL DISTRICT . . . . .</b>	<b>65</b>
<b>Krasnodar</b>	<b>67</b>
KRASNODAREXPO, LTD . . . . .	68
<b>Sochi</b>	<b>69</b>
SOCHI-EXPO OF SOCHI CCI, LTD . . . . .	69
SOUD – SOCHI EXHIBITIONS, JSC . . . . .	70

<b>NORTH CAUCASIAN FEDERAL DISTRICT. . . . .</b>	<b>72</b>
<b>Stavropol</b>	<b>73</b>
PROGRESS, LTD . . . . .	74
<b>VOLGA FEDERAL DISTRICT . . . . .</b>	<b>75</b>
<b>Nizhny Novgorod</b>	<b>77</b>
NIZHEGORODSKAYA YARMARKA, ALL-RUSSIA JSC . . . . .	78
<b>Izhevsk</b>	<b>80</b>
UDMURTIA EXHIBITION CENTRE, LLC . . . . .	81
<b>Kazan</b>	<b>83</b>
KAZANSKAYA YARMARKA, JSC . . . . .	84
<b>Orenburg</b>	<b>85</b>
URALEXPO, LTD. . . . .	86
<b>Perm</b>	<b>87</b>
PERMSKAYA YARMARKA EXHIBITION CENTRE, LTD (PERM EXPO). . . . .	88
<b>Samara</b>	<b>89</b>
EXPO-VOLGA, LTD . . . . .	90
<b>Saransk</b>	<b>92</b>
MORDOVEXPOCENTRE, LTD . . . . .	93
<b>Saratov</b>	<b>95</b>
SOFIT-EXPO, JSC . . . . .	96
<b>Ufa</b>	<b>97</b>
BASHKIR EXHIBITION COMPANY, LTD . . . . .	98
<b>URAL FEDERAL DISTRICT . . . . .</b>	<b>99</b>
<b>Ekaterinburg</b>	<b>101</b>
URALEXPOCENTER – EUROASIAN EXHIBITION HOLDING, LTD. . . . .	102
<b>Chelyabinsk</b>	<b>103</b>
YUZHURALEXPO, LLC . . . . .	104
<b>Surgut</b>	<b>105</b>
YUGORSKIYE KONTRAKTY REGIONAL EXBN. CENTER, JSC. . . . .	106
<b>Tyumen</b>	<b>107</b>
TYUMEN FAIR, JSC . . . . .	108
<b>SIBERIAN FEDERAL DISTRICT. . . . .</b>	<b>109</b>
<b>Novosibirsk</b>	<b>111</b>
ITE SIBERIA, LLC . . . . .	112
<b>Irkutsk</b>	<b>114</b>
SIBEXPOCENTRE, OJSC . . . . .	115
<b>Krasnoyarsk</b>	<b>116</b>
KRASNOYARSK FAIR EXHIBITION COMPANY, JSC . . . . .	117
<b>Novokuznetsk</b>	<b>119</b>
KUZBASS FAIR, JSC . . . . .	120
<b>Omsk</b>	<b>121</b>
AGENCY FOR ADVERTISING AND EXHIBITION ACTIVITIES, JSC. . . . .	122
<b>FAR EASTERN FEDERAL DISTRICT . . . . .</b>	<b>124</b>
<b>Vladivostok</b>	<b>126</b>
DALEXPOCENTER, LTD. . . . .	127
<b>MOLDOVA . . . . .</b>	<b>129</b>
<b>Chisinau</b>	<b>130</b>
MOLDEXPO INTERNATIONAL EXHIBITION CENTRE, JSC. . . . .	130
<b>EXHIBITION &amp; CONVENTION VENUES . . . . .</b>	<b>133</b>
<b>Moscow</b>	<b>135</b>
CONGRESS CENTER WORLD TRADE CENTER MOSCOW . . . . .	135

---

<b>Ekaterinburg</b>	<b>136</b>
EKATERINBURG-EXPO IEC (URAL EXHIBITION CENTER, OJSC) . . . . .	136
<b>Krasnodar</b>	<b>137</b>
KRASNODAREXPO EXHIBITION CENTRE, LTD (KUBAN EXPOCENTRE) . . . . .	137
<b>Novosibirsk</b>	<b>138</b>
NOVOSIBIRSK EXPO CENTRE (SIBIR EXPOCENTR, LTD) . . . . .	138
<b>TRADE SHOW RELATED COMPANIES. . . . .</b>	<b>139</b>
<b>Moscow</b>	<b>141</b>
A-TENT, LTD . . . . .	141
BESTLY (EXHIBITION MATERIALS COMPANY, LLC) . . . . .	142
BTG EXHIBITION LOGISTICS, OOO . . . . .	143
EXPOCONSTA, OOO . . . . .	144
EXPOPROFI, LTD . . . . .	145
EXPOWESTRANS, LLC . . . . .	146
HANSA-MESSE-SPEED GMBH, LLC . . . . .	147
INFORMEXPO AGENCY. . . . .	148
NEGUS EXPO INTERNATIONAL, LLC . . . . .	149
OCTANORM RUS, OOO . . . . .	150
RÖDER, OOO . . . . .	151
RUSSCOM IT SYSTEMS, LLC . . . . .	152
<b>Saint Petersburg</b>	<b>153</b>
EXPOFORMA-SERVICE, LTD . . . . .	153
EXPOFORUM-DESIGN, LLC . . . . .	154
MULTIEXPO, LLC . . . . .	155
PAN-BALTSERVICE, LTD . . . . .	156
PETRALUM, LTD. . . . .	157
RATE NORTH WESTERN, LLC . . . . .	158
R & C MARKET RESEARCH COMPANY . . . . .	159
<b>Saransk</b>	<b>160</b>
NATIONAL RESEARCH MORDOVIAN STATE UNIVERSITY NAMED AFTER N. P. OGAREV (INSTITUTE OF NATIONAL CULTURE) . . . . .	160





**RUSSIAN UNION OF EXHIBITIONS AND FAIRS (RUEF)** is an association of the leading exhibition centers, exhibition organizations and companies contributing to the exhibition activities development of Russia. Representatives from Moldova and Ukraine also join the Union. Founded in 1991 the Union became a member of UFI – the Global Association of the Exhibition Industry in 1994.

- Promotes exhibition and fair activities coordination
- Delivers legislative initiatives in the sphere of exhibition business
- Contributes to the promotion of domestic products and services both to domestic and external markets
- Develops international links
- Holds educational seminars
- Possesses world exhibition industry database
- Annually issues information and methodical literature



Granting the RUEF Logo to a trade show event means professional estimation of its organization level, prime significance for the region economy and external economic links broadening. The RUEF Logo is granted to an exhibition/fair if it has been staged at least 2 times and each of the events has met the following criteria:

- an exhibition/fair owns a unique name
- at least 1000 sq. m. of exhibition space net
- at least 10% of direct foreign exhibitors provided the exhibition space rented by them is at least 100 sq. m.
- at least 5000 of visitors
- exhibits conformity with an exhibition/fair theme, adherence to time constraints and periodicity of the event
- stand equipment is in accordance with international standards
- permanent services rendering (commercial, marketing, advertising etc.)

The RUEF Logo may be granted to any other trade show event in case it has not met the above mentioned requirement for a number of direct foreign exhibitors.

The audit of exhibition key figures is obligatory for exhibitions both applied for the RUEF Logo granting and for ones that have already been granted the RUEF Logo.





## RUEF Logo Granted Events

### Russia

#### **Association of Designers, Manufacturers and Suppliers of Personal Protective Equipment (ASIZ), Moscow**

- Safety and Protection of Labour

#### **Bashkir Exhibition Company, Ufa**

- Gas. Oil. Technology

#### **Bizon Exhibition Companies Group, Moscow**

- Interpolitex

#### **Bizon Exhibition Companies Group and International Congresses and Exhibitions, Moscow**

- Integrated Safety and Security Exhibition – ISSE

#### **The Exhibition of Achievements of National Economy, Moscow**

- Agrotech Russia
- Flowers
- Golden Autumn

#### **Euroexpo, Moscow**

- Domestic Construction Materials
- Otdykh / Leisure

#### **Expocentre, Moscow**

- 5pEXPO
- Agropromdash
- CJF – Child and Junior Fashion
- Consumexpo
- Elektro
- Healthy Lifestyle
- Inlegmash
- Interlakokraska
- International Chemical Assembly – ICA
- Khimia
- Lesdrevmash
- Mebel
- Metalloobrabotka
- Mir Detstva
- Mir Stekla
- Neftegaz
- Obuv. Mir Kozhi
- Photonics. Lasers, Optics and Application
- Plastics Industry Show
- Prodexpo
- Reklama
- Sklad. Transport. Logistika
- Sviaz-Expocomm

- Tires and Rubber
- Zdravookhraneniye

#### **Expodesign Russian Exbn. Co., Moscow**

- CranExpo
- Domexpo
- Hunting and Fishing in Russia

#### **ExpoForum-International, St. Petersburg**

- AgroRus
- Baltic Marine Festival
- Childhood Planet
- Ecology of Big City
- Hipposphere
- Russian Industrialist
- Senior Generation
- St. Petersburg International Gas Forum
- Welding St. Petersburg
- Zoosphere

#### **ExpoForum-International and RESTEC Exbn. Co., St. Petersburg**

- Energetika & Electrotechnika

#### **Expo-Park. Exhibition Projects, Moscow**

- Arch Moscow
- Christmas Time / 100 Days Before New Year
- Design & Reklama
- non/fiction
- Russian Antique Salon

#### **Expo-Volga, Samara**

- Building Volga Week
- Industrial Show
- Power Engineering

#### **Farexpo, St. Petersburg**

- Auto World
- Expohoreca
- Fashion Industry
- New Year's Gift
- Radio Electronics. Instrumentation. Automation
- Ros-Gas-Expo
- Spring-Summer Fair

#### **International Congresses and Exhibitions, Moscow**

- Army

#### **Kazanskaya Yarmarka, Kazan**

- Agrocomplex: Interagro. Animed. Farmer of the Volga Region

- 
- Art-Gallery. Kazan
  - Dortransexpo
  - Energy. Resource-Saving
  - Fashion & Style. Kazan-Autumn
  - Intermebel
  - JewelryExpo. Kazan
  - Mechanical Engineering. Metalworking. Kazan
  - Oil, Gas. Petrochemistry
  - VolgaStroyExpo

#### **Kuzbass Fair, Novokuznetsk**

- Ugol Rossii and Mining

#### **MEDI Expo, Moscow**

- Mother and Child Healthcare

#### **Metal-Expo, Moscow**

- Metal-Expo

#### **MVK – International Exhibition Company, Moscow**

- Analitika Expo
- Cabex
- Mashex
- PCVEXPO
- Rosupack
- Weldex
- WOODDEX Moscow

#### **Nizhegorodskaya Yarmarka, Nizhny Novgorod**

- Great Rivers / ICEF
- International Business Summit
- Russian Architecture and Construction Forum

#### **Orgtechcentre Interopptorg, Moscow**

- Dacha. Garden. Landscape. Small Mechanization

#### **PRIMEXPO, St. Petersburg**

- CleanExpo Moscow
- CleanExpo St. Petersburg
- Expoelectronica
- NDT Russia

#### **RESTEC Exbn. Co., St. Petersburg**

- BLECH RUSSIA
- Easter Festival
- Holy Russia (St. Petersburg)
- JUNWEX Moscow
- JUNWEX New Russian Style

- JUNWEX St. Petersburg
- Oil Refining and Petrochemical Industry
- RAO / CIS Offshore
- St. Petersburg Technical Fair

#### **RLP-Yarmarka, Moscow**

- Leather. Footwear. Fur. Technology

#### **RLP-Yarmarka and Textilexpo, Moscow**

- Textillegprom

#### **SOUD – Sochi Exhibitions, Sochi**

- Beer
- Drinks
- InterJeweller
- Resorts and Tourism

#### **Textilexpo, Moscow**

- Apparel Textile Salon
- Home Textile Salon

#### **Yugorskiye Kontrakty Regional Exbn. Center, Surgut**

- Products of Ugra Land
- Surgut. Oil and Gas

#### **YuzhUralExpo, Chelyabinsk**

- Ural Industrial and Economic Week

## Russia

### Bashkir Exhibition Company, Ufa

- Gas. Oil. Technology

### Bizon Exhibition Companies Group, Moscow

- Interpolitex

### Bizon Exhibition Companies Group and International Congresses And Exhibitions, Moscow

- Integrated Safety & Security Exhibition – ISSE

### Crocus International, Moscow

- Moscow Boat Show

### Euroexpo, Moscow

- Apteka
- Climate World
- Domestic Construction Materials
- Gardentool
- Mitex
- Otdykh / Leisure

### The Exhibition of Achievements of National Economy, Moscow

- Flowers
- Golden Autumn

### Expocentre, Moscow

- 5pEXPO
- Agropromash
- CJF – Child and Junior Fashion
- Consumexpo
- Elektro
- Healthy Lifestyle
- Inlegmash
- Interlakokraska
- Khimia
- Lesdrevmash
- Mebel
- Metalloobrabotka
- Mir Detstva
- Mir Stekla
- Navitech
- Neftegaz
- Obuv. Mir Kozhi
- Photonics. Lasers, Optics and Application
- Prodexpo
- Reklama
- Sklad. Transport. Logistika
- Sviaz-Expocomm
- Tires and Rubber
- Zdravookhraneniye

### Expodesign Russian Exbn. Co., Moscow

- Domexpo
- Hunting and Fishing In Russia

### ExpoForum-International, St. Petersburg

- Baltic Marine Festival
- Russian Industrialist
- St. Petersburg International Gas Forum
- Welding. St. Petersburg
- Zoosphere

### ExpoForum-International and RESTEC Exbn. Co., St. Petersburg

- Energetika & Electrotechnika

### Farexpo, St. Petersburg

- Auto World
- Boilers & Burners
- Expohoreca
- Fashion Industry
- Ros-Gas-Expo

### ITE, Moscow

- Aqua-Therm Moscow
- Ingredients Russia

- MIMS
- MIOGE
- MIPS / Securika
- MITT
- Mosbuild
- Pharmtech & Ingredients
- TransRussia
- Worldfood Moscow

### ITE Siberia, Novosibirsk

- Medima Siberia
- SibBuild
- SITT

### Kazanskaya Yarmarka, Kazan

- Intermebel
- Mechanical Engineering. Metalworking. Kazan
- Oil, Gas. Petrochemistry
- VolgaStroyExpo

### KrasnodarEXPO, Krasnodar

- YugAgro

### Kuzbass Fair, Novokuznetsk

- Ugol Rossii & Mining

### MEDI Expo, Moscow

- Mother and Child Healthcare

### Metal-Expo, Moscow

- Metal-Expo

### Mir Expo, Moscow

- Composite Expo – Polyurethanex
- Heat Treatment

### MVK, Moscow

- Analitika Expo
- Cabex
- Fasttec
- Mashex
- PCVEXPO
- Rosupack
- Weldex
- Woodex Moscow

### Nizhegorodskaya Yarmarka, Nizhny Novgorod

- Great Rivers /ICEF
- International Business Summit

### Orgtechcentre Interoptorg, Moscow

- Dacha. Garden. Landscape. Small Mechanization

### PRIMEXPO, St. Petersburg

- CleanExpo Moscow
- CleanExpo St. Petersburg
- Expoelectronica
- Interfood St. Petersburg
- MiningWorld Russia
- NDT Russia
- Power Electronics
- SFITEX / Securika

### RESTEC Exbn. Co., St. Petersburg

- Fidexpo
- Junwex
- RAO / CIS Offshore

### RLP-Yarmarka, Moscow

- Leather. Footwear. Fur. Technology

### SOUD – Sochi Exhibitions, Sochi

- Beer

### Textilexpo, Moscow

- Apparel Textile Salon
- Home Textile Salon

## Moldova

### Moldexpo, Chisinau

- Moldagrotech



## Exhibitions audited in 2014

### **Association of Designers, Manufacturers and Suppliers of Personal Protective Equipment (ASIZ), Moscow**

- Safety and Protection of Labour

### **Bashkir Exhibition Company, Ufa**

- Gas. Oil. Technology

### **Bizon Exhibition Companies Group, Moscow**

- Interpolitex

### **Bizon Exhibition Companies Group and International Congresses and Exhibitions, Moscow**

- Integrated Safety and Security Exhibition – ISSE

### **ConcordBusinessService, Moscow**

- Global Education

### **Euroexpo, Moscow**

- Apteka
- Climate World
- Domestic Construction Materials
- Otdykh / Leisure

### **The Exhibition of Achievements of National Economy, Moscow**

- Agrofarm

### **Expocentre, Moscow**

- Inlegmash
- Lesdrevmash
- Mebel
- Metalloobrabotka
- Mir Stekla
- Navitech
- Prodexpo
- Reklama
- Technoforum
- Tires and Rubber

### **Expodesign Russian Exhibition Company, Moscow**

- CranExpo
- Hunting and Fishing in Russia (spring)

### **ExpoForum-International, St. Petersburg**

- AgroRus
- Ecology of Big City
- Hipposphere
- Senior Generation
- St. Petersburg International Gas Forum
- Welding St. Petersburg
- Zoosphere

### **ExpoForum-International and RESTEC Exhibition Company, St. Petersburg**

- Energetika & Electrotechnika

### **Expo-Volga, Samara**

- Industrial Show

### **Farexpo, St. Petersburg**

- Spring-Summer Fair
- Radio Electronics. Instrumentation. Automation

### **ITE, Moscow**

- Dairy and Meat Industry
- Ingredients Russia
- MIPS / Securika
- MITT
- Mosbuild. Building & Interiors
- Mosbuild. Cersanex
- Mosbuild. Fenestration
- Pharmtech & Ingredients
- TransRussia
- WorldFood Moscow

### **ITE Siberia, Novosibirsk**

- Medima Siberia
- SITT

### **Kazanskaya Yarmarka, Kazan**

- Agrocomplex: Interagro. Animed. Farmer of the Volga Region
- Energy. Resource-Saving

### **KrasnodarEXPO, Krasnodar**

- YugBuild

### **Metal-Expo, Moscow**

- Metal-Expo

### **Mir-Expo Exhibition Company, Moscow**

- Composite-Expo – Polyurethanex
- Heat Treatment

### **MVK, Moscow**

- Analitika Expo
- PCVEXPO
- Rosupak
- Weldex

### **Nizhegorodskaya Yarmarka, Nizhny Novgorod**

- Great Rivers / ICEF
- International Business Summit
- Russian Architecture and Construction Forum

### **PRIMEXPO, St. Petersburg**

- ExpoElectronica (Moscow)
- NDT Russia

### **RESTEC Exhibition Company, St. Petersburg**

- JUNWEX St. Petersburg
- St. Petersburg Technical Fair

### **RLP-Yarmarka, Moscow**

- Leather. Footwear. Fur. Technology (autumn)

### **RLP-Yarmarka and Textilexpo, Moscow**

- Textillegprom (autumn)

### **SOUD – Sochi Exhibitions, Sochi**

- Resorts and Tourism

### **Textilexpo, Moscow**

- Apparel Textile Salon (autumn)
- Home Textile Salon (autumn)

Exhibition  
Organizers



## CENTRAL FEDERAL DISTRICT

### General Information

#### Geography

The district spans an area of 650.2 thousand sq. km and is situated in the extreme west of the country. The district comprises the Central and Central Black Earth economic regions which makes in total eighteen federal subjects. The administrative center is Moscow.

#### Other District's subjects are:

Belgorod Region • Bryansk Region • Ivanovo Region • Kaluga Region • Kostroma Region • Kursk Region • Lipetsk Region • Moscow Region • Orel Region • Ryazan Region • Smolensk Region • Tambov Region • Tula Region • Tver Region • Vladimir Region • Voronezh Region • Yaroslavl Region

#### Population

As of January 2015, the total population of the District was 39.0 million people (26.7% of the total Russian population), 81.8% – urban residents. As of January 2014, the share of working-age population was 59.3%. In 2013 the economically active population amounted to 18.9 million people.

The major urban center is Moscow and Moscow region with more than 19 million inhabitants in total.



### Economic Development

#### Gross Regional Product

According to Federal State Statistics Service data the Central Federal District GRP amounted to 16,062.1 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 17,432.3 bln. RUB and 2013 GRP reached 18,975.9 bln. RUB.

#### Foreign Trade Turnover

2014 was marked with positive trade balance. Export – 254.6 billion US dollars, import – 173.3 billion US dollars. The Central Federal District foreign trade turnover makes 54.6% of total Russian foreign trade turnover.

## Investments

In 2014 the amount of fixed investment into the Central Federal District economy was 3,436.0 bln. RUB (25.4% of all investments into Russian economy). Foreign direct investment – 84,919 million US dollars.

## Industrial Sector

In 2014 industrial production index reached 101.3%, shipment of own production goods, works and services in the district was: for mining and quarrying – 1,489 bln. RUB, manufacturing – 9,220 bln. RUB, electricity, gas and water supply – 1,325 bln. RUB.

The factors that contribute to the Central Federal District economy development are favorable economic-geographical position, created industrial scientific and technical potential and well-developed infrastructure.

Specialization of the District's economy depends highly on the territory. The Central Black Earth Region (in the South) focuses on ore mining, metallurgic and food industry, some branches of engineering industry and chemical industry, and also in intensive agricultural industry. The Central economic area (in the north and in the central areas of the district) is characterized by highly-developed diversified engineering industry and metalworking production, chemical industry, military-industrial complex, and light industry branches.

## Branches

- engineering industry
- metalworking production
- rocket and space industry
- aircraft industry
- electronics and radio manufacturing industry
- railway engineering industry
- computer production
- building and construction
- chemical industry
- light industry, especially textile
- food production industry
- printing industry
- agriculture
- knowledge-intensive industries
- iron and steel industry

## Agriculture

Volume of agricultural production in 2014 was 1056.9 bln. RUB, agricultural production index – 104.4%.

## Exhibition Activity

There are 30 exhibition organizers – RUEF members that carry out exhibition activity in the Central Federal District, 28 of them are legal entities-residents of the District, 2 have their residence in other Federal Districts but hold some of their exhibitions in the Central Federal District.

In 2014, 253 exhibition events were organized in the Central Federal District with total net space of 1,239,495 sq. m. 59,698 exhibitors from 124 countries took part in these exhibitions. More than 3.3 million people visited the events.

### The largest exhibitions' themes (based on net space)

- Textiles, clothes, footwear, and leather – 13.1%
- Cars, bikes, and motorbikes – 10.5%
- Construction, finishing materials, and procurement – 10.4%
- Food processing, beverages, tobacco, commercial, refrigeration, and exhibition equipment – 8.6%

### The largest exhibitions' themes (based on number of exhibitors)

- Textiles, clothes, footwear, and leather – 14.8%
- Food processing, beverages, tobacco, commercial, refrigeration, and exhibition equipment – 9.5%
- Tourism, sports, leisure, and hobby – 9.2%
- Construction, finishing materials, and procurement – 8.5%



## **MOSCOW**

Federal City

### **General Information**

Moscow is the capital of the Russian Federation and its major political, economic, cultural, religious, financial, educational, and transportation centre.

#### **Geography**

It is located by the Moskva River in the Central Federal District, in the European part of Russia. Moscow's total area is 2.6 thousand sq. km. The system of territorial division of Moscow includes 12 administrative communities and 125 districts.

#### **Population**

Moscow's Population – 12,108 thousand people (as of January 1st, 2014).

Economically active population – 6,879 thousand people.

### **Economic Development**

The Region ranks among the leading regions of Russia and the Central Federal District for many social and economic development indexes including gross regional product, industrial output, commercial public services, budget revenues, foreign investment inflow, and retail trade turnover.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Moscow GRP amounted to 9,948.8 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 10,666.9 bln. RUB and 2013 GRP was 11,632.5 bln. RUB.

#### **Investments**

In 2014 the amount of fixed investment into Moscow economy was 1,477.4 bln. RUB (10.9% of all investments into Russian economy).

Foreign direct investment – 73,745 million US dollars.

#### **Foreign Trade**

The foreign trade turnover amounted to 355.3 bln. US dollars in 2014.

Export – 230.0 bln. US dollars. Import – 125.3 bln. US dollars.

In 2014 Moscow's major foreign trade partner countries were China, Germany, the Netherlands, Italy, and Turkey.

The region's main exports were mineral products, machinery, equipment and vehicles, chemical products.

As for imports the main products were machinery, equipment and vehicles, chemical products, foodstuffs and agricultural raw materials.

#### **Industry**

Primary industries in Moscow are chemical, metallurgy, food, textile, furniture, and energy production as well as software development and machinery industries.

### **Exhibition Activity**

There are 27 exhibition organizers – RUEF members that carry out exhibition activity in Moscow, 25 of them are Moscow operators, 2 have their residence in other cities but hold a number of exhibitions in Moscow.

In 2014, 190 exhibition events were organized in Moscow with total net space of 1,195,264 sq. m. 53,396 exhibitors took part in these exhibitions. More than 3 million people visited the events.



## **ASIZ (ASSOCIATION OF DESIGNERS, MANUFACTURERS AND SUPPLIERS OF PERSONAL PROTECTIVE EQUIPMENT)**

**RUEF Member since 2011**

Association of designers, manufacturers and suppliers of personal protective equipment of the Russian Federation (ASIZ) was founded in November 2001. Since 2010 ASIZ is a self-regulated organization.

The members of the Association are enterprises-producers of personal protective equipment, trade and commercial organisations, regional centres of labour protection, industrial institutes, representatives of big, medium and small business. ASIZ coordinates all the activities of 85 members and participates in drawing up and examination of laws, standards, regulations and documents on social policy in the sphere of design, production and marketing of personal protective equipment. One of the main activities of ASIZ is the organization of the yearly International specialized exhibition "Safety and Labour Protection". The 19-th exhibition will take place in December 2015.

**Address:** 52 Elektrozavodskaya St., Moscow, 107023, Russia

**Tel.:** +7 (495) 287-48-91

**Fax:** +7 (495) 933-21-90

**E-mail:** assiz@inbox.ru

[www.asiz.ru](http://www.asiz.ru)

**President:** Dr. Yury Sorokin

### **RUEF Logo Granted Event**

SAFETY AND LABOUR PROTECTION (BIOT)

### **Additional Services**

Exhibition stands rent

Exhibition stands design

Exhibition and conferences equipment

### **Priority themes for international partnership and cooperation**

Personal protective equipment, safety and labour protection



## **BIZON, EXHIBITION COMPANIES GROUP**

**RUEF Member since 2011**

**UFI Member since 2012**

Exhibition Companies Group BIZON is well known in Russia and abroad as professional organizer and operator of congress and exhibition events in the field of security and armaments.

Efficiently working on the exhibition industry market since 1995 the company annually organizes and holds International Exhibition of Means of State Security Provision INTERPOLITEX and International Integrated Safety and Security Exhibition ISSE.

Professional reputation and high status of the company is confirmed by its strong links with Russian power-wielding ministries and law enforcement bodies: the Russian Federation Ministry of the Interior, Ministry of Defence, Federal Security Service, Ministry for Civil Defense, Emergencies and Elimination of Consequences of Natural Disasters.

INTERPOLITEX is traditionally held in October in Moscow in the territory of VDNH. In 2014 more than 470 domestic and foreign companies and organizations from 21 countries of the world took part in the event. This number included 69 foreign companies, from 20 foreign countries. Exposition was located in all three halls of the exhibition pavilion with a total exhibition space of 25,500 sq. m and was attended by 16,500 visitors from 63 countries. ISSE is also traditionally held in the end of May on the same exhibition ground. 551 exhibiting companies, including 40 foreign exhibitors from 14 countries took part in the 7th ISSE 2014. Total net ISSE 2014 exhibition space was equal to 16,429 sq. m and was attended by 15,000 visitors.

**Address:** Pavilion 69, VDNH, 119 Prospect Mira, Moscow, 129223, Russia

**Tel./Fax:** +7 (495) 937-40-81

**E-mail:** bizon@b95.ru

[www.b95.ru](http://www.b95.ru)

**General Director:** Mr. Sergey Marichev

### **UFI Approved and RUEF Logo Granted Events**

INTERPOLITEX

ISSE – INTEGRATED SAFETY AND SECURITY EXHIBITION (together with ICE, LTD)

### **Additional Services**

Organization of conferences and workshops

Organization of contests and competitions

Organization of live demonstrations of special police, military technical equipment, and hardware, rescue and recovery facilities and equipment on special demonstration grounds

Exhibition personnel

Advertising agencies

Catering

Hotel reservations

Railway and airline ticket reservations

Forwarding services

### **Priority themes for international partnership and cooperation**

Security and protection of human person and state, rescue of people in emergencies



## **BUSINESS DIALOGUE, LLC**

**RUEF Member since 2014**

As we seek to create a genuinely substantive and modern event, we concentrate on every single aspect of an international forum or exhibition – from a logo to PR and logistics support.

Each of our events is fairly exclusive. It features an effective business product with due account of our clients' needs and preferences – from an overall concept to souvenirs.

The venues we offer to our clients are well equipped to host high-quality events, while their delegates are assisted with accommodation, transfer, catering and visa.

Bringing on board the right line-up of speakers and moderators is at the heart of our work. We do our best to balance the business and entertainment programmes to make sure there is always enough time for discussions and networking as well as to encourage decent media coverage.

Multimedia and interactive tools are what we really love and embrace using at our forums and exhibitions, with a few custom-made apps recently launched to help track the discussions and navigate smoothly across the venues.

We communicate with the speakers and delegates according to the norms of state and diplomatic protocol reflected in our formal invitations, seating arrangements and signing ceremonies.

**Address:** 38/2, bld. 3, Staraya Basmannaya St., Moscow, 105066, Russia

**Tel./Fax:** +7 (495) 988-28-01

**E-mail:** info@bd-event.ru

www.bd-event.ru

**CEO:** Anatoly Kitsura

### **Leading Fairs/Exhibitions**

EXPO 1520

RUSSIA ARMS EXPO

TRANSPORT OF RUSSIA

### **Additional Services**

Full spectrum services of event organising

Exhibition stands design

Exhibitions and conferences equipment

Printing services

Advertising agencies

### **Priority themes for international partnership and cooperation**

Transport, railway, arms, military equipment and ammunition



## **CONCORDBUSINESSSERVICE, LLC**

**RUEF Member since 2012**

ConcordBusinessService is a professional conference organizer specializing in organizing international congresses, conferences, exhibitions, presentations and other events in Russia and abroad.

The company has passed various development stages since founding in 1992, when we started with a team of only 7 people, to become a group of companies with four divisions: Congress Management (PCO), Destination Management (DMC), Exhibition Management and Corporate Events & Incentives. ConcordBusinessService's portfolio includes more than 1,200 projects in 60 countries, also in Russia, for 4600 enterprises, organizations and agencies.

Since 2007 the company has been organizing annual International Congress and Exhibition "Global Education".

**Address:** 11/2 Tikhvinsky Per., Moscow, 127055, Russia

**Tel./Fax:** +7 (495) 961-11-99

**E-mail:** reception@concordgroup.ru

[www.concordgroup.ru](http://www.concordgroup.ru)

**Director:** Natalia Evnevich

### **Leading Fairs/Exhibitions**

GLOBAL EDUCATION

### **Additional Services**

Congress management (PCO)

Destination management (DMC)

Exhibition management and corporate events & incentives

### **Priority themes for international partnership and cooperation**

Conferences and exhibitions on education, investment, energy, industry and other sectors



## **CROCUS INTERNATIONAL, AO**

**RUEF Member since 2004**

**UFI Member since 2012**

Today Crocus Expo is one of the biggest, modern and most prestigious expo venues in the world offering unprecedented space of 911,300 sq. m. It is ranked in the top ten of the most famous fairgrounds worldwide. Unprecedented exhibit space and engineering facilitation allows holding events of different profile and scale including industrial trade fairs and international salons.

Crocus Expo today is: 3 exhibition pavilions; 19 spacious exhibition halls; 49 conference halls; VIP meeting rooms; a press centre; a multifunctional concert and congress Crocus City Hall; Aquarium hotel (225 rooms); food courts, cafes and restaurants; bank and money exchange offices; cloak rooms; taxi counters; service centres; Wi-Fi; free parking for 35,000 car slots; Myakinino metro station with exit doors directly to the pavilions.

### **Own Exhibition Space:**

overall exhibit space – 585,100 sq. m

**Address:** 16 Mezhdunarodnaya St., Krasnogorsk Area, Moscow Region, 143402, Russia

**Tel.:** +7 (495) 727-27-54

**Fax:** +7 (495) 727-26-27

**E-mail:** melikov@crocus-off.ru

[www.eng.crocus-expo.ru](http://www.eng.crocus-expo.ru)

**Crocus Expo IEC Director:** Andrey Bortsov

**Deputy Director for Foreign and Economic Activities:** Mustafa Melikov

### **UFI Approved Event**

MOSCOW BOAT SHOW

### **Other Leading Fairs/Exhibitions**

SAFARI EXPO

INTERAUTO

MOSCOW INTERNATIONAL AUTOMOBILE SALON (MIAS)

MOSCOW TUNING SHOW

WINE CARD

GARDEN BUILD

MOSCOW INTERNATIONAL OPTICAL FAIR (MIOF)

PROMEDIATECH

IMPORT SUBSTITUTION

MOSCOW OFF-ROAD SHOW

### **Additional Services**

Exhibition space rent

Conference halls rent

Exhibition stands design and build up

Technical and engineering services

Exhibition and conference equipment rent

IT and communication services

Handling services  
Customs clearance  
Advertising services  
Exhibition personnel  
Catering  
Accommodation and traveling support

**Priority themes for international partnership and cooperation**

Holding of exhibitions, business and entertainment events of any scale and format, a wide range of services for organizers, exhibitors and visitors



**EUROEXPO**

**EUROEXPO, LTD**

**RUEF Member since 2001**

**UFI Member since 2010**

Euroexpo, LTD was founded in 1992. Our exhibitions cover a wide scale of industries and are aimed at professionals (B2B). Euroexpo is a member of Moscow Chamber of Commerce and Industry since 2000, Russian Union of Exhibitions and Fairs since 2001, International Congress and Convention Association ICCA, full member of UFI since 2010.

A partnership company Euroexpo Exhibitions and Congress Development GmbH was founded in Austria in 2006. The offices in Vienna and Moscow hold 11 international specialized exhibitions annually, among them Domestic Construction Materials, Ceramatex, Climate World, "Welcome to the school", Garden Fest (Gardentool, Barbecue Expo, Garden Comfort), OTDYKH Leisure, OTDYKH MICE, OTDYKH Luxury, MITEX (tools, equipment), APTEKA (pharmaceutics). Euroexpo exhibition and conference organization services are certified and meet ISO 9001:2000 requirements.

Other activities of Euroexpo that have been developing very dynamically through last years are the design and construction of individual stands and expositions (EuroexpoStand Company) and events' organization (EuroexpoEvent Company).

**Address:** 423 office, 35 Arbat St., Moscow, 119002, Russia

**Tel.:** +7 (495) 925-65-61

**Fax:** +7 (499) 248-07-34

**E-mail:** info@euroexpo.ru

www.euroexpo.ru

**Director General:** Kirill Anisimov

**UFI Approved and RUEF Logo Granted Events**

OTDYKH / LEISURE

DOMESTIC CONSTRUCTION MATERIALS

**UFI Approved Events**

APTEKA

CLIMATE WORLD

GARDENTOOL

MITEX

### **Additional Services**

- Exhibitions' organizing
- Exhibition stands design
- Exhibitions and conferences equipment
- Exhibition personnel
- Catering

### **Priority themes for international partnership and cooperation**

Construction, travel & tourism, pharmaceutical industry, HVAC & R, tools and equipment



## **THE EXHIBITION OF ACHIEVEMENTS OF NATIONAL ECONOMY, JSC (VDNH, JSC)**

**RUEF Member since 1991**

**UFI Member since 1997**

The Exhibition of Achievements of National Economy (VDNH, JSC) is one of the world's largest exhibition, museum and recreation complexes, one of the most popular public places of Moscow, the capital of Russia, more than 19 million visitors annually.

VDNH holds more than 100 exhibitions yearly, which involve over 25,000 exhibitors from 70 countries. Multifunctional halls of the exhibition pavilions of VDNH are suitable for hosting the events of any level and format. VDNH assists in organizing guest events and implements its own exhibition and congress projects as well, which demonstrate innovative techniques in agriculture, children and adults health, city utilities, energy and resources saving.

VDNH provides comprehensive preparation and maintenance services for organizing conferences, exhibitions, congresses and other business events in Moscow and abroad. Russian and foreign projects, which are implemented by the top level experts, deservedly earn high ratings from the major government customers.

The exhibition and trade centers of CIS countries, which are very important for promotion and straightening of business and cultural relations, networking and tourism development, are located here as well – The Republic of Armenia, The Republic of Belarus, the Kyrgyz Republic and also the Republic of Abkhazia. Currently the work on organization of exhibition and trade centers of The Republic of Azerbaijan, the Republic of Kazakhstan and the Republic of Moldova is in progress.

### **Own Exhibition Space:**

- hall space – 39,290 sq.m
- open air space – 65,000 sq.m

**Address:** 119 Prospect Mira, Moscow, 129223, Russia

**Tel.:** +7 (495) 544-34-00

**Fax:** +7 (495) 748-34-80

**E-mail:** info@vdmh.ru

www.vdmh.ru



**Chief Executive Officer:** Ekaterina Pronicheva

**UFI Approved and RUEF Logo Granted Events**

FLOWERS  
GOLDEN AUTUMN

**RUEF Logo Granted Event**

AGROTHECH RUSSIA

**Other Leading Fairs/ Exhibitions**

AGROFARM  
RUSSIAN ELEVATOR WEEK  
PROTOCOL SERVICE INTERNATIONAL FORUM-EXHIBITION  
EXPOCITYTRANS BUSINESS FORUM

**Additional Services**

Exhibitions/tradeshows exposition design  
Companies and regions presentations organization  
Advertising and information, design, customs and logistic services  
Visa arrangement and hotel reservation  
Office and retail space for rent



## **EXPOCENTRE, ZAO**

**RUEF Member since 1991**

**UFI Member since 1975**

**EMECA Member since 2012**

**ICCA Member since 2006**

**AIPC Member since 2005**

**IFES Member since 2011**

**IAEE Member since 2014**

EXPOCENTRE, ZAO organizes the largest in Russia and Eastern Europe exhibitions and conventions which provide great opportunities for business cooperation, product presentations, introduction of innovations. We offer the latest exhibition technologies, solutions, services, communication means, efficient marketing, professionalism. Expocentre Fairgrounds has 165,000 sq. m of exposition space, halls for conventions. Annually, it hosts about 100 exhibitions, over 800 conventions with about 30,000 companies participating and about 2 million professionals from over 100 countries visiting. Expocentre is a member of international exhibition associations; 24 events have the 'UFI Approved Event' label; 25 events carry the RUEF label. Our success rests upon cooperation with federal authorities, sectoral ministries, departments, the Russian Chamber of Commerce and Industry, Moscow City Government, largest international exhibition organizers, professional international associations, leading foreign manufacturers.

### **Own Exhibition Space:**

hall space – 105,000 sq. m

open air space – 60,000 sq. m

**Address:** 14 Krasnopresnenskaya Nab., Moscow, 123100, Russia

**Tel.:** +7 (499) 795-27-11

**Fax:** +7 (499) 795-25-32

**E-mail:** centr@expocentr.ru

[www.expocentr.ru](http://www.expocentr.ru)

**Director General:** Sergey Bednov

### **UFI Approved and RUEF Logo Granted Events**

5PEXPO

AGROPRODMASH

CJF

CONSUMEXPO

ELEKTRO

HEALTHY LIFESTYLE

INLEGMASH

INTERLAKOKRASKA

KHIMIA

LESDREVMASH

MEBEL

METALLOOBRABOTKA

MIR DETSTVA

MIR STEKLA

NEFTEGAZ  
OBUV. MIR KOZHI  
PHOTONICS. LASERS, OPTICS AND APPLICATION  
PRODEXPO  
REKLAMA  
SKLAD. TRANSPORT. LOGISTIKA  
SVIAZ-EXPOCOMM  
TIRES AND RUBBER  
ZDRAVOOKHRANENIYE

**UFI Approved Event**

NAVITECH

**RUEF Logo Granted Events**

INTERNATIONAL CHEMICAL ASSEMBLY – ICA  
PLASTICS INDUSTRY SHOW

**Additional Services**

Exhibition halls rent  
Exhibition stands design  
Exhibitions and conferences equipment  
Printing services  
Exhibition personnel  
Advertising agencies  
Catering  
Hotel reservations  
Railway and airline ticket reservations  
Visa support for exhibitors

**Priority themes for international partnership and cooperation**

Cooperation with national and foreign associations and companies in holding national and international trade fairs, conventions, congresses, seminars, etc. MICE industry



## **EXPO-PARK EXHIBITION PROJECTS, LTD**

**RUEF Member since 2001**

EXPO-PARK EXHIBITION PROJECTS is one of the oldest and the most relevant independent exhibition companies on the Russian exhibition market.

The company has been making exhibition concepts and providing a full range of exhibitions services since 1995. At present holds 12 annual specialized exhibitions and fairs.

The company actively cooperates with Russian and foreign trade unions and associations. Being a part of the International Confederation of Antiquaries and Art Dealers ICAAD and the Global Association for marketing at Retail POPAI Russia, it organizes jointly international conferences and special programs of the exhibitions.

The company is a member of the Moscow Chamber of Commerce and Industry, who patronizes EXPO-PARK industrial exhibitions and trade fairs, whereas the Ministry of Culture of the Russian Federation and the Moscow Government cultural department support EXPO-PARK art exhibitions.

The major venue of EXPO-PARK exhibitions is the Central House of Artists in Moscow – the famous cultural centre and fairground (built late 70's by the well known Russian architect Nikolay Sukoyan's, about 10,000 sq. m). Annual attendance is about 1 million persons per year.

**Address:** 10 Krymsky Val St., Moscow, 119049, Russia

**Tel.:** +7 (495) 657-99-22

**Fax:** +7 (495) 238-45-16

**E-mail:** info@expopark.ru

www.expopark.ru

**Director General, Founder and Owner of the Company:** Vasiliy Bychkov

### **RUEF Logo Granted Events**

ARCH MOSCOW

CHRISTMAS TIME / 100 DAYS BEFORE NEW YEAR

DESIGN & REKLAMA

NON / FICTION

RUSSIAN ANTIQUE SALON

### **Additional Services**

Exhibition booths rent

Providing events

Exhibitions and conferences equipment

Printing services

Exhibition personnel

Advertising agencies

Electronic tickets for the exhibitions available on the web-sites

Catering

Hotel reservations

Railway and airline ticket reservations

### **Priority themes for international partnership and cooperation**

Antiques, design and advertisement, architecture, souvenir production, New Year and holiday industry, contemporary art, literature

## **GREENEXPO EXHIBITION COMPANY, LTD**

**RUEF Member since 2014**

The company is specializing in organization of exhibitions and congresses in the field of floriculture, landscaping, ecology and the environment.

The company employees are highly professional experts who have successful experience in holding exhibitions on flowers and landscape design in Russia and abroad.

The company specialists come from the exhibition sphere with years of experience in preparation and holding of the largest flower forum in Russia the International exhibition "FlowersExpo".

We are open for business contacts with our participants and partners.

**Address:** P.O.B. 92, 16 Mezhdunarodnaya St., Krasnogorsk, Moscow Region, 143402, Russia

**Tel./Fax:** +7 (495) 221-12-51

**E-mail:** mail@flowers-expo.ru

www.flowers-expo.ru

**General Director:** Nadezhda Grigoreva

### **Leading Fairs/ Exhibitions**

FLOWERSEXPO

ASTANA FLORA EXPO

### **Additional Services**

Exhibition halls rent

Exhibition stands design

Exhibitions and conferences equipment

Printing services

Exhibition personnel

Advertising agencies

Catering

Hotel reservations

Railway and airline ticket reservations

### **Priority themes for international partnership and cooperation**

Conference and exhibition activities in the field of floriculture and nursery



## **INTERNATIONAL CONGRESSES AND EXHIBITIONS, LTD. (ICE, LTD)**

**RUEF Member since 2014**

ICE Ltd is a professional team in exhibition business operating in domestic and international B2B events since 2007. ICE Ltd is a professional exhibition operator and is ready to provide the implementation of the selected exhibition strategy of the Customer. We work to high professional and ethical level, using advanced technology and effective equipment, machinery, materials and methods. Our organized events have the highest level of international standards. One of the priorities of our company – to assist the Russian authorities in the successful implementation of priority economic and social-oriented state programs. The ultimate goal of any of the many congress and exhibition events organized by ICE Ltd – to help companies develop their business, promote their products to the markets and generate profits.

**Address:** 8/2 Furmanniy St., Moscow, 105062, Russia

**Tel./Fax:** +7 (495) 640-55-00, 607-88-05, 607-06-72

**E-mail:** ruleva@expo-m.ru

[www.icecompany.org](http://www.icecompany.org)

**General Director:** Elena Ruleva

### **UFI Approved and RUEF Logo Granted Event**

ISSE – INTEGRATED SAFETY AND SECURITY EXHIBITION (together with BIZON  
EXHIBITION COMPANIES GROUP)

### **RUEF Logo Granted Event**

ARMY

### **Leading Fairs/Exhibitions**

SPORTS

INNOVATION DAYS OF THE MINISTRY OF DEFENCE OF THE RUSSIAN FEDERATION

### **Additional Services**

Exhibition halls rent  
Exhibition stands design  
Exhibitions and conferences equipment  
Printing services  
Exhibition personnel  
Advertising agencies  
Catering  
Hotel reservations  
Railway and airline ticket reservations  
Forwarding services  
Cultural-guest program

### **Priority themes for international partnership and cooperation**

Cooperation in the field of organizing of international exhibitions and conferences.  
Organization of collective expositions on international exhibitions



The part of the ITE Group

## **INTERNATIONAL EXHIBITION COMPANY (MVK, ZAO) THE PART OF THE ITE GROUP**

**RUEF Member since 1997**

**UFI Member since 2000**

MVK is part of the ITE Group.

MVK was formed in 1990 when the Russo-German Moscow Fair was organised. In 2002, MVK JSC was formed, and in 2003 a Yekaterinburg office was opened, ITE Ural. In 2010, MVK became part of the ITE Group.

MVK organises such long-standing events like RosUpack and Woodex Moscow. Also its portfolio of events includes well-known industrial exhibitions: Mashex Moscow, PCVExpo, Cabex, Weldex, Analitika Expo, Wasma and VacuumTechExpo.

Every year more than 2,500 exhibitors participate in events held by MVK which are attended by more than 83,000 people.

**Address:** 15, bld. 1, Zubarev Lane, Moscow, 129164, Russia

**Tel.:** +7 (495) 935-81-00

**Fax:** +7 (495) 935-81-01

**E-mail:** info@mvk.ru

[www.mvk.ru](http://www.mvk.ru)

[www.ite-russia.ru](http://www.ite-russia.ru)

**General Director:** Mikhail Basheleishvili

### **UFI Approved and RUEF Logo Granted Events**

ANALITIKA EXPO  
CABEX  
FASTTEC  
MASHEX  
PCVEXPO  
ROSUPACK  
WELDEX  
WOODEX MOSCOW

### **Other Leading Fairs/Exhibitions**

GASSUF  
VACUUMTECHEXPO  
WASMA

### **Additional Services**

- Exhibition halls rent
- Exhibition stands design
- Exhibitions and conferences equipment
- Exhibition personnel
- Catering
- Hotel reservations
- Railway and airline ticket reservations

### **Priority themes for international partnership and cooperation**

Packaging, printing, machinery, woodworking machinery, cable, pumps, compressors, technology for city building and infrastructure projects



## **ITE MOSCOW**

**RUEF Member since 2012**

**UFI Member since 2007**

ITE Moscow is an office of the ITE Group.

The company annually organises over 15 top-quality exhibitions and conferences. The portfolio of events of the office includes such large-scaled and well-known exhibitions as International building and interiors exhibition MosBuild which is the largest building exhibition in Russia and Eastern Europe; MITT, Moscow International Travel and Tourism Exhibition – one of the 5 top travel exhibitions in the world; as well as Oil and Gas / MIOGE, WorldFood Moscow, and other international exhibitions. Every year more than 10,200 exhibitors participate in events held by ITE Moscow which are attended by more than 269,000 people.

**Address:** 15, bld. 1, Zubarev lane, Moscow, 129164, Russia

**Tel.:** +7 (495) 935-73-50, 788-55-85

**E-mail:** info@ite-expo.ru

[www.ite-expo.ru](http://www.ite-expo.ru)

[www.ite-russia.ru](http://www.ite-russia.ru)

**General Director:** Alexander Shtalenkov

### **UFI Approved Events**

- AQUA-THERM MOSCOW
- INGREDIENTS RUSSIA
- MIMS
- MIOGE
- MIPS / SECURIKA
- MITT
- MOSBUILD
- PHARMTECH & INGREDIENTS
- TRANSRUSSIA
- WORLDFOOD MOSCOW



**Other Leading Fairs/Exhibitions**

DAIRY AND MEAT INDUSTRY  
IFFF MOSCOW  
INGREDIENTS RUSSIA

**Additional Services**

Exhibition halls rent  
Exhibition stands design  
Exhibitions and conferences equipment  
Exhibition personnel  
Catering  
Hotel reservations  
Railway and airline ticket reservations

**Priority themes for international partnership and cooperation**

Building, construction, engineering; agriculture, food-processing; prospecting, extracting and refining natural resources; machine-building, industrial automation; tourism; transport and logistics; the pharmaceutical industry



## **MEDI EXPO, LLC**

**RUEF Member since 2003**

**UFI Member since 2006**

**Address:** 1-5 office, 37, bld. 2, Pr. Vernadskogo, Moscow, 119415, Russia

**Tel./Fax:** +7 (495) 721-88-66

**E-mail:** expo@mediexpo.ru

www.mediexpo.ru/en

**Director General:** Olga Tsokolaeva

### **UFI Approved and RUEF Logo Granted Event**

MOTHER AND CHILD HEALTHCARE

### **Other Leading Fairs/ Exhibitions**

MEDICAL DIAGNOSTICS

LABDIAGNOSTICS

ANESTHESIA AND REANIMATION IN OBSTETRICS AND GYNECOLOGY

### **Additional Services**

Exhibition stands design

Exhibitions and conferences equipment

Advertising agencies

Catering

Hotel reservations

Railway and airline ticket reservations

Professional congress operator (PCO)

Destination management company (DMC)

Direct mail

### **Priority themes for international partnership and cooperation**

Organization of international exhibitions and congresses on actual problems of public health services & medicine in common



## **MESSE DÜSSELDORF MOSCOW, OOO**

**RUEF Member since 2010**

**UFI Member since 2007**

During the years of successful activities on the Russian market Messe Düsseldorf Moscow OOO in close cooperation with Expocentre ZAO managed to organize the participation in trade exhibitions for approximately 60,000 Russian and international companies. The exhibitions organized by Messe Düsseldorf Moscow OOO attract thousands of experts from all over the world, which creates a perfect base for establishing new and strengthening the existing business contacts.

The main activity of Messe Düsseldorf Moscow OOO is to organize and hold fairs, exhibitions and other similar events, as well as to participate in such events. The company also offers consulting services, works out projects and orders for international fairs and exhibitions.

The services provided by the company include working out the design of exhibition booths and constructing exhibition booths according to specific customer wishes, advertising, holding PR-events, organizing press conferences, various workshops and other events related to the exhibition, support in obtaining a visa, help in providing accommodations for exhibitors and visitors.

**Address:** 3, bld. 1, Timura Frunze St., Moscow, 119021, Russia

**Tel.:** +7 (495) 955-91-99

**Fax:** +7 (499) 246-92-77

**E-mail:** [info@messe-duesseldorf.ru](mailto:info@messe-duesseldorf.ru)

[www.messe-duesseldorf.ru](http://www.messe-duesseldorf.ru)

**General Director:** Thomas Stenzel

### **Leading Fairs/ Exhibitions**

INTERPLASTICA  
UPAKOVKA / UPAK ITALIA  
CPM – COLLECTION PREMIERE MOSCOW  
HEAT RUSSIA  
INTEGRATION. LIFE. SOCIETY  
METALLURGY – LITMASH  
TUBE RUSSIA  
ALUMINIUM / NON-FERROUS  
WIRE RUSSIA  
WELDING. CUTTING. FACING

### **Additional Services**

Exhibition halls rent  
Exhibition stands design  
Advertising  
PR-events  
Press conferences organization  
Support in obtaining a visa  
Help in providing accommodations for exhibitors and visitors

### **Priority themes for international partnership and cooperation**

Plastics and rubber, processes and packaging, fashion industry, water supply, heating, air conditioning, rehabilitation, adaptation of people with disabilities, metallurgical technologies, precision castings, thermo process technology, foundry, wire and cable industry, tube industry, retail industry, healthcare, medicine



**messe frankfurt**

## **MESSE FRANKFURT RUS, LTD**

**RUEF Member since 2012**

**UFI Member since 2007**

Messe Frankfurt Rus fairs are effective communicative and marketing platforms, giving an opportunity to promote products, services and projects, signing contracts. Our fairs are organized as large business-forums attracting representatives of Russian and foreign enterprises, governmental structures, expert communities, associations, mass media.

One of our main tasks is to stimulate development of economy and market relations in Russia, attraction of foreign enterprises – high-quality goods manufacturers to the Russian market.

Messe Frankfurt events in Russia and worldwide give exhibitors and visitors an excellent opportunity to learn the latest innovations, to enrich their potential and to practice the newest instruments of effective business development.

Messe Frankfurt GmbH is one of the founders of the World association of the exhibition industry - UFI. The company continuously adjusts the basic fairs to the needs and expectations of each market, improves them and generates new ideas.

**Address:** 39, bld. 80, Leningradsky Prosp., Moscow, 125167, Russia

**Tel.:** +7 (495) 649-87-75

**Fax:** +7 (495) 649-87-85

**E-mail:** [Eugen.Alles@Russia.MesseFrankfurt.com](mailto:Eugen.Alles@Russia.MesseFrankfurt.com)

[www.messefrankfurt.ru](http://www.messefrankfurt.ru)

**Director General:** Eugen Alles

### **Leading Fairs/Exhibitions**

INTERLIGHT MOSCOW POWERED BY LIGHT + BUILDING  
MIMS AUTOMECHANIKA MOSCOW  
NAMM MUSIKMESSE RUSSIA  
PROLIGHT + SOUND NAMM RUSSIA  
HEIMTEXTIL RUSSIA  
MODERN BAKERY MOSCOW  
COMTRANS  
AUTOTRANS

### **Additional Services**

Exhibition halls rent  
Exhibitions and conferences equipment  
Arrival, stay and visa support

### **Priority themes for international partnership and cooperation**

Attraction of foreign speakers, sponsoring companies, exhibition participants



## **METAL-EXPO, JSC**

**RUEF Member since 1999**

**UFI Member since 2002**

**Address:** 9, bld. 1, B.Marinskaya St., Moscow, 129085, Russia

**Tel./Fax:** +7 (495) 734-99-66

**E-mail:** info@metal-expo.ru

www.metal-expo.com

**Director General:** Alexey Alexandrovich Efimov (Mr)

### **UFI Approved and RUEF Logo Granted Event**

METAL-EXPO

### **Other Leading Fairs/Exhibitions**

METALLURGY-LITMASH

TUBE. RUSSIA

ALUMINIUM/NON-FERROUS

### **Additional Services**

Exhibition halls rent

Exhibition stands design

Printing services

Catering

Hotel reservations

### **Priority themes for international partnership and cooperation**

Ferrous and non-ferrous rolled products, metalworking, equipment manufacturing, steel service centers, steel products handling



## **ORGTECHCENTRE INTEROPTTORG, JSC**

**RUEF Member since 2002**

**UFI Member since 2013**

**Address:** 1/2 Timiryazevskaya St., Moscow, 127422, Russia

**Tel.:** +7 (495) 611-46-29

**Fax:** +7 (495) 611-90-87

**E-mail:** interopttorg@rcnet.ru

www.interopttorg.ru

**Director General:** Evgenie I. Katkov

### **UFI Approved and RUEF Logo Granted Event**

DACHA. GARDEN. LANDSCAPE. SMALL MECHANIZATION

### **Other Leading Fairs/Exhibitions**

RUSSIAN GARDENER AND FARMER

RENEW YOUR GARDEN

### **Additional Services**

Exhibitions and conferences equipment

Catering

Hotel reservations

### **Priority themes for international partnership and cooperation**

Machinery, tools, equipment for individual constructions, country houses, landscape design, seeds, seedlings, fertilizers, plant protection products, greenhouses, garden furniture, swimming pools, spas, saunas, leather, footwear, textile, goods and services for children, garment, home textile, fashion, personal protection means, measuring and testing devices



## **RLP-YARMARKA, LTD**

**RUEF Member since 2000**

**UFI Member since 2006**

Expocompany RLP-Yarmarka Ltd. is a co-organizer of the largest in Russia Federal Trade Fairs for Textile and Light Industry “Textillegprom” and an organizer of international fairs “Leather – Footwear – Fur – Technology” which take place in Moscow at the Exhibition of Achievements of National Economy (VDNH).

RLP-Yarmarka Ltd. is not only a member of Russian Union of Exhibitions & Fairs (RUEF), but also a member of Moscow Chamber of Commerce and industry, of MCCI exhibition companies' Guild and since 2006 is the valid member of UFI in expomanagement category and the International fair “Leather – Footwear – Fur – Technology” was awarded with “UFI Approved” status.

In frames of Federal program “Russian Fashion” RLP-Yarmarka Ltd holds shows in Nizhny Novgorod, Krasnodar, Ufa, Minsk and Omsk in cooperation with regional exhibition companies.

**Address:** 22/39 Zubovsky Blvd., Moscow, 119021, Russia

**Tel./Fax:** +7 (499) 255-78-29

**E-mail:** yarmarka@legpromexpo.ru

[www.legpromexpo.ru/eng](http://www.legpromexpo.ru/eng)

**Director General:** Alexander A. Kruglik

### **UFI Approved and RUEF Logo Granted Event**

LEATHER, FOOTWEAR, FUR, TECHNOLOGY

### **RUEF Logo Granted Event**

TEXTILLEGPROM (together with TEXTILEXPO, JSC)

### **Additional Services**

Exhibition stands design  
Exhibitions and conferences equipment  
Printing services  
Exhibition personnel  
Advertising agencies  
Hotel reservations  
Railway and airline ticket reservations

### **Priority themes for international partnership and cooperation**

Our fairs promotion



## **RUSSIAN EXHIBITION COMPANY EXPODESIGN, LTD**

**RUEF Member since 2002**

**UFI Member since 2004**

The Russian exhibition company EXPODESIGN is one of the largest exhibition operators of Moscow. REC EXPODESIGN is a member of the Global Association of the Exhibition Industry (UFI), Russian Union of Exhibitions and Fairs (RUEF), the Chamber of Commerce and Industry of the Russian Federation, the Guild of exhibitions and fairs operators of Moscow Chamber of commerce and industry. Each year, the company organizes up-to 20 events. Our events take place in the best venues of Moscow – The Exhibition of Achievements of National Economy (VDNH), Expocentre and Gostiny Dvor.

**Address:** 4, bld. 16, Selskohozyaistvennaya St., Moscow, 129226, Russia

**Tel./Fax:** +7 (495) 783-06-22

**E-mail:** [inform@expo-design.ru](mailto:inform@expo-design.ru)

[www.expo-design.ru](http://www.expo-design.ru)

**President:** Stanislav Povazhniy

**Director General:** Tatiana A. Rubcova

### **UFI Approved and RUEF Logo Granted Events**

DOMEXPO

HUNTING AND FISHING IN RUSSIA

### **RUEF Logo Granted Event**

CRANEXPO

### **Other Leading Fairs/ Exhibitions**

FAZENDA

STONE INDUSTRY

SUGAR FORUM (SACHARNY FORUM)

### **Additional Services**

Exhibition stands design

Exhibitions and conferences equipment

Printing services

Exhibition personnel

Advertising agencies

Catering

Hotel reservations

Railway and airline ticket reservations

### **Priority themes for international partnership and cooperation**

Organizing of fairs and exhibitions in Russia and abroad. Organizing of conferences and seminars





## **SOKOLNIKI EXHIBITION AND CONVENTION CENTRE (SOKOLNIKI ECOCENTRE, LLC)**

**RUEF Member since 2011**

**UFI Member since 2011**

Sokolniki Exhibition and Convention Centre is a world-class multifunctional space for business and leisure. The centre's infrastructure meets highest international standards, which can be proved by a UFI (the Global Association of the Exhibition Industry) certificate, AIPC (the International Association of Congress Centres) and RUEF (the Russian Union of Exhibitions and Fairs) membership. Sokolniki ECC hosts over one hundred large-scale events on an annual basis, including exhibitions, conferences, forums, political meetings, etc. Prominent Russian and foreign companies, as well as government bodies and industries are among the centre's standing partners. Sokolniki ECC provides the full range of services, related to event organization and management, from corporate events to international exhibitions and forums: stand and mobile pavilion build-up, pavilion and conference hall lease, advertizing, photo/video record, catering, etc.

### **UFI Approved and RUEF Logo Granted Events**

hall space – 26,630 sq. m

open air space – 17,000 sq. m

**Address:** 7, bld. 1, 5th Luchevoy prosek, Moscow, 107014, Russia

**Tel./Fax:** +7 (495) 995-05-95 (ext. 446), (916) 353-20-98

**E-mail:** revenko\_pv@sokolniki.com

[www.sokolniki.com](http://www.sokolniki.com)

**Director General:** Pavel Revenko

### **Leading Fairs/ Exhibitions**

CALLIGRAPHY

EQUIROS

WAN EXPO

KIDS FEST

### **Additional Services**

Printing services

Exhibition personnel

Advertising agencies

Catering

Hotel reservations

Railway and airline ticket reservations

### **Priority themes for international partnership and cooperation**

Exhibition halls rent, exhibitions and conferences equipment, exhibition stands design



## **TEXTILEXPO, JSC**

**RUEF Member since 2000**

**UFI Member since 2007**

Joint-Stock Company TEXTILEXPO is a specialized exhibition and consulting company.

The Company's experience includes elaboration and implementation of the Russian Textile & Fashion Weeks, a joint large-scale textile and light industry market-forming Program.

The Company's major exhibition project, the Federal Trade Fair TEXTILLEGPROM, is the largest in Russia both in the number of participants and in the exhibition areas.

For Russian textile and light industry Federal Trade Fair TEXTILLEGPROM is the largest interindustrial business forum, one of the most prominent business events that form and reflect the situation at the domestic consumer market.

TEXTILEXPO is awarded with the distinction of UFI, the Russian Union of Exhibitions and Fairs, and it enjoys the patronage of the Chamber of Commerce and Industry of the Russian Federation, as well as of Moscow Government.

**Address:** 15 Leninskiy Prospect, Moscow, 119071, Russia

**Tel.:** +7 (495) 748-71-35

**Fax:** +7 (495) 748-71-34

**E-mail:** fair@textileexpo.ru

www.textileexpo.ru

**Director General:** Galina Rtischeva

### **UFI Approved and RUEF Logo Granted Events**

APPAREL TEXTILE SALON

HOME TEXTILE SALON

### **RUEF Logo Granted Event**

TEXTILLEGPROM (together with RLP-YARMARKA, LTD)

### **Other Leading Fairs/Exhibitions**

Within the frames of TEXTILLEGPROM:

LINGERIE SALON

CHILDREN'S SALON

GARMENT & ACCESSORIES SALON

KNITWEAR SALON

TECHNICAL TEXTILE & RAW MATERIALS SALON

TEXTILLEGMASH – SALON OF TEXTILE & LIGHT INDUSTRY EQUIPMENT AND TECHNOLOGIES

### **Additional Services**

Exhibition stand design

Exhibitions and conferences equipment

Exhibition personnel

### **Priority themes for international partnership and cooperation**

Participation in the exhibition, organization of seminars, conferences, workshops



## **UZOROCHYE, OOO**

**RUEF Member since 2012**

The company Uzorochye works at the Russian exhibition market since 2001. Uzorochye has a wide experience of conducting big exhibitions all over Russia. Among the main projects of the Uzorochye company are the following: “The World and Clergy” – twice a year in Yaroslavl and Kaluga; The average attendance up to 45 thousand visitors. “The Nizhny Novgorod region – Earth of Seraphim Sarovski” twice a year in Nizhny Novgorod and small cities of the Nizhny Novgorod Region (Vyksa, Gorodets, Kstovo, Semyonov); The average attendance of the exhibition up to 40 thousand visitors “Wide Maslenitsa” – once a year in Nizhny Novgorod; The average attendance of the exhibition up to 37 thousand visitors. International Forum of beekeepers “The honey world” (Yaroslavl); The average attendance of the Forum up to 30 thousand visitors.

**Address:** 1, bld. 2, Kashirskoe Shosse, Moscow, 115230, Russia

**Tel.:** +7 (495) 730-59-66

**Fax:** +7 (495) 730-56-69

**E-mail:** op@vk-uzor.ru

www.vk-uzor.ru

**Director General:** Sergey Alexeev

### **Leading Fairs/ Exhibitions**

NIZHEGORODSKY REGION – THE LAND OF SERAFIM SAROVSKY

MEDOV MIR

MIR I KLIR

### **Additional Services**

Exhibition stands design

Exhibitions and conference equipment

Printing services

Hotel reservations

Railway and airline ticket reservations

### **Priority themes for international partnership and cooperation**

The exhibition company Uzorochye is an expert in organization of thematic, business, social oriented and educational exhibitions and fairs in Russian big and small region cities; we conduct all range entertaining and charitable projects: from exhibitions, festivals and competitions, to concerts and children's programs

## **BELGOROD**

Central City of Belgorod Region

### **General Information**

#### **Geography**

Belgorod is a city in western Russia, just 40 km north from the Ukrainian border. It is the administrative center of Belgorod Region.

Total area – 27.1 thousand sq. km.

#### **Population**

Belgorod Region population is 1,544 thousand people (as of January 1st, 2014). Out of them more than 380 thousand live in Belgorod itself.

Economically active population in the region – 810 thousand people.

#### **Economic Development**

Belgorod Region is a highly developed industrial-agrarian region. Its economy benefits from its mineral resources wealth and the unique black soils.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Belgorod Region GRP amounted to 507.8 bln. RUB (at actual basic prices) in 2011.

The 2012 GRP was 545.55 bln. RUB and 2013 GRP reached 569.4 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 120.4 bln. RUB.

Foreign direct investment – 236 million US dollars.

#### **Foreign Trade**

Foreign trade turnover amounted to 6.5 bln. US dollars in 2014.

Export – 3.2 bln. US dollars. Import – 3.3 bln. US dollars.

The Region has a favorable economic-geographical location near the national border of Russia which helps to enjoy the benefits of economic relations with foreign businesses intensive development.

The Region's principal export partners include China, Turkey, the Netherlands, Egypt, and Ukraine.

Key import partners are Ukraine, Germany, the Netherlands, Austria, and France.

#### **Natural Resources**

Belgorod Region extracts around one third of iron ore reserves of Russia and produces around one third of iron ore pellets. There are also explored in different degrees large deposits of bauxites, apatite, underground mineral waters, as well as a number of construction materials such as chalk, sand, clay deposits, and more.

#### **Industry**

Mining, metals, and agricultural sector are the most developed in Belgorod Region. The region also focuses on the manufacture of food products and beverages, machinery (including electrical machinery), cement, construction materials, and chemicals.

#### **Agroindustry**

Volume of agricultural production in 2014 was 187.1 bln. RUB, agricultural production index – 105.0%.

The Region has rich agro-industrial traditions. It produces grains, sunflowers, beet, pork, beef, poultry, and eggs. The Region is one of the leaders of pork and poultry production of Russia.

#### **Exhibition Activity**

There is 1 exhibition organizer – RUEF member that carries out exhibition activity in Belgorod.

In 2014, this company organized 36 exhibitions with total net space of 24,033 sq. m. 3,167 exhibitors took part in these exhibitions. There were almost 237 thousand visitors to the events.



Belgorod Chamber  
of Commerce and Industry  
«Belexpocentr» Exhibition Complex



## **BELGOROD CCI (BELEXPOCENTER EXHIBITION AND CONGRESS CENTER)**

**RUEF Member since 1997**

Belexpocenter, a department of the Belgorod region Chamber of Commerce and Industry, has been engaged in arranging exhibitions and fairs since 1995. In 1997 Belexpocenter joined the Russian Union of Exhibitions and Fairs. On the whole the Belexpocenter staff has held over 500 fairs with more than 50,000 participants from Russia, CIS countries and from abroad. The most important fairs are held under the auspices of the Chamber of Commerce and Industry of the Russian Federation.

### **Own Exhibition Space:**

hall space – 3,100 sq. m

open air space – 4,000 sq. m

**Address:** 147a Pobedy St., Belgorod, 308015, Russia

**Tel.:** +7 (4722) 26-89-50

**Fax:** +7 (4722) 31-14-51

**E-mail:** belrcci@belgtts.ru

[www.belgorod.tpprf.ru/ru](http://www.belgorod.tpprf.ru/ru)

**President of the Belgorod Chamber of Commerce and Industry:** Valery S. Skrug

### **Leading Fairs/ Exhibitions**

BELEXPOSTROY

ENERGY SAVING

MODERN CITY

BELGORODAGRO

MEDICINE. PHARMACY STOMATOLOGY

BEAUTY AND HEALTH

### **Additional Services**

Leasing of exhibition space

Congress hall leasing

Conference service

Leasing of advertisement space

Design of exhibition booths

Exhibition and conference-related equipment

Printing services

Exhibition personnel

Advertising agencies

Catering

Parking

Hotel reservations

Railway and airline ticket reservations

### **Priority themes for international partnership and cooperation**

Building, power engineering, agriculture, medicine, tourism

## **KURSK**

Central City of Kursk Region

### **General Information**

#### **Geography**

Kursk Region is located in the western part of central Russia. It borders Ukraine in the west, Bryansk Region in the north, Orlov and Lipetsk regions in the east, Voronezh and Belgorod regions in the south.

Total region's area – 30.0 thousand sq. km.

#### **Population**

The Kursk Region's population is 1,119 thousand people (as of January 1st, 2014). Out of them over 431 thousand live in Kursk itself.

Economically active population in the region – 575 thousand people.

### **Economic Development**

Kursk Region is one of Russia's most industrially developed areas. The most advanced industrial sectors are the food, light, chemical and petrochemical, and power industries, ferrous metallurgy, engineering, and metalworking.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Kursk Region GRP amounted to 228.9 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 248.2 bln. RUB and 2013 GRP reached 272.2 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 71.7 bln. RUB.

Foreign direct investment – 66 million US dollars.

#### **Foreign Trade**

Foreign trade turnover amounted to 1.2 bln. US dollars in 2014.

Export – 576 mln. US dollars. Import – 575 mln. US dollars.

Today, Kursk Region's international contacts reach all countries of the CIS and more than 60 other foreign countries. The region is involved in international business partnership with companies in Armenia, Belarus, Hungary, Vietnam, Germany, Gibraltar, Italy, Kazakhstan, Cyprus, Luxembourg, Panama, Poland, Serbia, Ukraine, Finland, and Czech Republic.

#### **Natural Resources**

The Region's mineral resources include the enormous iron ore reserves of the Kursk magnetic anomaly, dolomite, copper-nickel ores, bauxite, and other economic minerals.

#### **Industry**

The most important branches of industry are engineering, electric-power, ferrous metallurgy, metalworking, chemicals, and food processing. More than 80% of the output of most sectors is exported to the rest of Russia, CIS countries, and many other foreign countries.

#### **Agriculture**

Volume of agricultural production in 2014 was 99.1 bln. RUB, agricultural production index – 113.7%. Fertile soils, sufficient moisture, and a long warm period favor the development of both plant cultivation and livestock farming. Specialized sectors include sugar beets, grain, potatoes, vegetables, and horticulture.

### **Exhibition Activity**

There is 1 exhibition organizer – RUEF member that carries out exhibitions in Kursk.

In 2014, this company organized 12 exhibitions with total net space of 14,200 sq. m. 2,334 exhibitors took part in these exhibitions. There were almost 28 thousand visitors to the events.



## **KURSK KORENSKAYA FAIR EXHIBITION CENTER, REGIONAL BUDGET DEPARTMENT**

**RUEF Member since 2011**

Regional State Department "Exhibition center "Kursk Korenskaya Fair" was founded in 2006 by administration of Kursk Region as a structural division of the committee of consumer market, small and average business development and licensing of Kursk Region for the purpose of organization and development of exhibition industry in Kursk Region.

Regional State Department "Exhibition center "Kursk Korenskaya Fair" organizes wholesale fairs, profile exhibitions-sales for the sake of saturation of the consumer market by various goods and promotion of agricultural and commodity producers to the local market and abroad.

In the exhibition center more than 100 exhibitions of regional, interregional and international meaning were held, more than 10 thousands of enterprises and organizations of Russian Federation and foreign countries participated in them.

The largest and most significant event, which has already become an international exhibition-sale, is Interregional universal wholesale-retail "Kursk Korenskaya fair" that gathers more and more participants each year from different regions of Russia, near and far abroad.

### **Own Exhibition Space:**

hall space – 1,570.45 sq. m

open air space – 30,000 sq. m

**Address:** 65 Gorky St., Kursk, 305000, Russia

**Tel.:** +7 (4712) 70-24-88

**Tel./Fax:** +7 (4712) 51-25-42, 51-37-46

**E-mail:** sergei-kkya@yandex.ru, kkya.mitrofanov@yandex.ru

[www.kurskyarmarka.ru](http://www.kurskyarmarka.ru)

### **Leading Fairs/ Exhibitions**

CHRISTENING FAIR

GOODS. TRADE. SERVICES

DAYS OF BYELORUSSIA IN KURSK REGION

SPIRITUAL AND MORAL EDUCATION OF YOUTH IN KURSK REGION

THE DAY OF A BUSINESSMAN OF KURSK REGION

KURSKAYA KORENSKAYA YARMARKA

KURSK HONEY

AUTOCOMPLEX

NEW YEAR'S FAIR

### **Additional Services**

- Exhibition halls rent
- Exhibition stands design
- Exhibitions and conferences equipment
- Printing services
- Exhibition personnel
- Security
- Medical care
- Information center
- Advertising agencies
- Catering
- Hotel reservations
- Railway and airline ticket reservations

### **Priority themes for international partnership and cooperation**

The primary goals of the Department are: promoting products and services to Russian and foreign markets in the interests of economy of Kursk Region; forming economic relations between commodity producers and consumers; broadening foreign economic relations; introducing new methods of running exhibition activity; providing favorable climate for organization of exhibition and fair activity, infrastructure and business tourism.

For reaching its goals the Department works on organization and carrying out regional, interregional and international exhibitions and fairs, during which enterprises and organizations, interested representatives of different branches of economic activity, small business, folk crafts and workmanship get an opportunity of retail trade; organizes wholesale fairs, profile exhibitions-sales for the sake of saturation of the consumer market by various goods and promotion of agricultural and commodity producers to the local market and abroad



## **VORONEZH**

Central City of Voronezh Region

### **General Information**

#### **Geography**

Voronezh is a large city in southwestern Russia, not far from Ukraine. It is located either side of the Voronezh River, twelve kilometers away from where it flows into the Don. Voronezh is the administrative center of Voronezh Region, total area of the region being 52.2 thousand sq. km.

#### **Population**

Voronezh Region population is 2,329 thousand people (as of January 1st, 2014). Out of them more than 1,015 thousand live in Voronezh itself. Economically active population in the region – 1,154 thousand people.

### **Economic Development**

Voronezh Region enjoys favorable geographical location, high level of its socioeconomic development, and political stability which make the region one of the promising territories in terms of investment climate.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Voronezh Region GRP amounted to 475.0 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 564.0 bln. RUB and 2013 GRP reached 606.7 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 143.3 bln. RUB.  
Foreign direct investment – 249 million US dollars.

#### **Foreign Trade**

Foreign trade turnover amounted to 2.6 bln. US dollars in 2014.

Export – 1.5 bln. US dollars. Import – 1.1 bln. US dollars.

The Voronezh Region exports food products, agricultural raw materials, petrochemical production, clothes, shoes, ferrous and non-ferrous metals, and grain.

The Voronezh Region imports food products, petrochemicals, products related to the electric power industry, timber and woodworking, as well as engineering products.

The Region's key foreign trade partners among non-CIS countries include Switzerland, Germany, China, the USA, Latvia, Turkey, Italy, Romania, Serbia, Slovakia, and Egypt. The Region's principal partners in the CIS include Ukraine, Uzbekistan, Armenia, Kyrgyzstan, and Moldova.

#### **Natural Resources**

The Voronezh Region's main natural resources include minerals and raw materials, as well as water and forest. The raw material and mineral resource base is represented by mining chemical feedstock, including fire-resistant clays, moulding sand, chalk, marl, limestone, zeolites, phosphorites, several therapeutic mineral water springs, as well as underground drinking water. Forests occupy 626,000 hectares.

#### **Industry**

Key industries are engineering, metal working, light industry, food industry, chemical and petrochemical industry, electronics industry, woodworking and polygraphy. Excavators, bridge structures, and electronic equipment are produced in regional industry.

#### **Agroindustry**

Volume of agricultural production in 2014 was 146.1 bln. RUB, agricultural production index – 100.5%.

The region's topsoil consists of black soil by three fourths. The leading branches are plant and cattle breeding. The agro-industrial complex is represented by crop production (wheat, rye, barley and corn), industrial crops and oil-bearing plants (sugar beet, sunflower) and fruit growing.

### **Exhibition Activity**

There is 1 exhibition organizer – RUEF member that carries out exhibition activity in Voronezh.

In 2014, this company organized 15 exhibitions with total net space of 5,998 sq. m. 801 exhibitors took part in these exhibitions. There were almost 52 thousand visitors to the events.



### **VETA EXHIBITION CENTER, LTD VORONEZH REGION CCI**

**RUEF Member since 2000**

The primary activity of VETA Exhibition Centre comprises organization and holding of exhibitions, trade shows, conferences, forums, festivals and contests. VETA Exhibition Centre has been engaged in these and similar activities since 1993. Its years of work in this business has made it profoundly experienced in organization of regional, national and international specialized trade shows, congresses and seminars. VETA organized successful participation of collective stands of Voronezh region companies at large-scale national and foreign trade shows.

**Address:** 201 office, 73 Svobody St., Voronezh, 394006, Russia

**Tel./Fax:** +7 (473) 251-20-12, 277-48-36

**E-mail:** prom@veta.ru, energo@veta.ru

www.veta.ru

**Director General:** Ilya Beltyukov

### **Leading Fairs/ Exhibitions**

VORONEZH INDUSTRIAL FORUM  
BUILDING  
HEALTH CARE  
INTERREGIONAL EDUCATIONAL FORUM  
VORONEZH INFOCOMMUNICATION AND DIGITAL FORUM  
FASHION & BEAUTY FESTIVAL

### **Additional Services**

Organization of congresses, exhibitions, forums  
Exhibition stands design  
Exhibitions and conferences equipment  
Printing services  
Exhibition personnel  
Advertising agencies  
Hotel reservations  
Railway and airline ticket reservations

## NORTHWESTERN FEDERAL DISTRICT

### General Information

#### Geography

The district spans an area of 1,687,000 sq. km and consists of the northern part of European Russia. Administrative center is Saint Petersburg.

#### Other than that there are 10 more District's subjects:

• Republic of Karelia • Komi Republic • Arkhangelsk Region • Vologda Region • Kaliningrad Region • Leningrad Region • Murmansk Region • Novgorod Region • Pskov Region • Nenetsky Autonomous District

#### Population

As of January 2015, the total population of the District was 13.8 million people (9.4% of total Russian population), 84.1% – urban residents. As of January 2014, the share of working-age population was 59.9%. In 2013 the economically active population amounted to 6.8 million people. The major urban centers are Saint Petersburg and Leningrad Region, Arkhangelsk, Kaliningrad, Murmansk, Vologda.



### Economic Development

#### Gross Regional Product

According to Federal State Statistics Service data the Northwestern Federal District GRP amounted to 4,785.5 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 5,247.5 bln. RUB and 2013 GRP reached 5,586.6 bln. RUB.

#### Foreign Trade Turnover

Foreign trade turnover amounted to 110.2 bln. US dollars in 2014. Export – 55.7 billion US dollars, import – 54.5 billion US dollars. The Northwestern Federal District foreign trade turnover makes 14.1% of total Russian foreign trade turnover.

#### Investments

In 2014 the amount of fixed investment into the Northwestern Federal District economy was 1,357.9 bln. RUB (10.0% of all investments into Russian economy). Foreign direct investment – 15,854 million US dollars.

#### Industrial Sector

In 2014 industrial production index reached 97.6%, shipment of own production goods, works and services in the district was: for mining and quarrying – 554 bln. rubles, manufacturing – 4,305, electricity, gas and water supply – 500 bln. rubles.

### Branches

- shipbuilding
- radio and electronics
- aerospace industry
- software and computers
- machine building
- machinery and transport
- instrument manufacture
- chemical industry
- pharmaceutical industry
- medical equipment
- publishing industry
- printing industry
- food industry
- light industry
- textile and apparel industries

### Agriculture

Volume of agricultural production in 2014 was 205.3 bln. rubles, agricultural production index – 104.3%.

### Exhibition Activity

There are 10 exhibition organizers – RUEF members that carry out exhibition activity in the Northwestern Federal District, 7 of them are legal entities-residents of the District, 3 have their residence in other Federal Districts.

In 2014, 157 exhibition events were organized in the Northwestern Federal District with total net space of 199,356 sq. m. 15,142 exhibitors from 76 countries took part in these exhibitions. More than 1 million people visited the events.

#### The largest exhibitions' themes (based on net space)

- Agriculture – 9.9%
- Cars, bikes, and motorbikes – 8.8%
- Oil and gas – 8%
- Consumer goods shows and fairs – 7.5%

#### The largest exhibitions' themes (based on number of exhibitors)

- Consumer goods shows and fairs – 14%
- Agriculture – 9.5%
- Medicine, health, hygiene – 6.5%
- Engineering goods fairs – 5.6%

## **SAINT PETERSBURG**

Federal City

### **General Information**

Saint Petersburg is a major industry, culture, research, and tourism center with a diversified economy structure.

#### **Geography**

It is located on the Neva River at the head of the Gulf of Finland on the Baltic Sea.

The total area of the city is 1.4 thousand sq. km.

#### **Population**

Saint Petersburg's population – 5,132 thousand people (as of January 1st, 2014).

Economically active population – 2,849 thousand people.

### **Economic Development**

The advantages of the city are its favorable geographical location, developed transport infrastructure (roads, railroads, sea transport, air transport), and efficient investment policy of the municipal authorities. The city has a great intellectual, scientific and personnel potential which contributes to a comfortable atmosphere for business development.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Saint Petersburg GRP amounted to 2,091.9 bln. RUB (at actual basic prices) in 2011.

The 2012 GRP was 2,280.4 bln. RUB and 2013 GRP reached 2,496.5 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 502.6 bln. RUB.

Foreign direct investment – 7,563 million US dollars.

#### **Foreign Trade**

2014 foreign trade turnover – 53.0 bln. US dollars.

Export – 22.2 bln. US dollars. Import – 30.8 bln. US dollars.

The region's main exports are mineral products, engineering products, ferrous and non-ferrous metals, timber and related products as well as petrochemical products. As for imports the main products are foodstuffs and agricultural raw materials, machines and equipment, and petrochemicals. Major foreign trade partners are China, Germany, the Netherlands, Finland, South Korea, the UK, Japan, Italy, the USA, and Estonia.

#### **Industry**

Primary industries in Saint Petersburg are engineering, energy industry, chemical and petrochemical industry, forestry and woodworking industry, food industry, railway, marine, river, automobile, air transport.

### **Exhibition Activity**

There are 5 exhibition organizers – RUEF members with a permanent seat in Saint Petersburg that carry out exhibition activity in the city. 3 more organizers from other Federal Districts hold their exhibitions there.

In 2014, 122 exhibition events were organized in Saint Petersburg with total net space of 183,963 sq. m. 13,059 exhibitors took part in these exhibitions. More than 824 thousand people visited the events.

# EXPOFORUM

## EXPOFORUM-INTERNATIONAL, JSC

**RUEF Member since 2011**

**UFI Member since 2011**

ExpoForum International is one of the leaders of Russia's convention and exhibition market, with more than 40% of the market in the Northwest region. The company operates two venues – the Lenexpo Exhibition Complex and the ExpoForum Convention and Exhibition Centre. Each year the company organizes about 30 own projects, and welcomes to its venues over 90 guest events. In 2015, ExpoForum International has launched such strategic projects as the Chinese Business Center, the Import Substitution and Localisation center and the Latin American Business Centre.

### **Own Exhibition Space:**

hall space – 50,000 sq. m

open air space – 40,000 sq. m

**Address:** 64/1, lit. A, Peterburgskoye shosse, set. Shushary, St. Petersburg, 196626, Russia

**Tel.:** +7 (812) 240-40-40

**Fax:** +7 (812) 449-03-46

**E-mail:** info@expoforum.ru

www.expoforum.ru

**CEO:** Sergei Voronkov

### **UFI Approved and RUEF Logo Granted Events**

ST. PETERSBURG INTERNATIONAL GAS FORUM

ENERGETIKA & ELECTROTECHNIKA (together with RESTEC EXHIBITION COMPANY)

RUSSIAN INDUSTRIALIST

WELDING ST. PETERSBURG

BALTIC MARINE FESTIVAL

ZOOSPHERE

### **RUEF Logo Granted Events**

AGRORUS

CHILDHOOD PLANET

HIPPOSPHERE

ECOLOGY OF BIG CITY

SENIOR GENERATION

### **Other Leading Fairs/Exhibitions**

ST. PETERSBURG INTERNATIONAL HEALTH FORUM

RUSSIAN INTERNATIONAL ENERGY FORUM

HOUSING AND UTILITIES IN RUSSIA

ADVERTISING. PUBLICITY. INFORMATION. DESIGN

NEVA

ZOOSHOW

### **Additional Services**

Exhibition halls rent  
Conference halls rent  
Lenexpo offices rent  
Business tourism  
Events organisation in Russia and abroad  
Exhibition stands design, engineering and construction  
Exhibitions and conferences equipment  
Marketing services  
Advertising  
Catering  
Hotel reservations  
Railway and airline ticket reservations  
Forwarding services

### **Priority themes for international partnership and cooperation**

Oil and gas, energy, metallurgy, welding, mechanisms, machines, equipment, agriculture, gardening, goods for children, goods for senior generation, medicine, health, hygiene, environmental protection, cleaning, community services, zooworld, goods for pets, veterinary, advertisement and design, cars, bikes, motorbikes, shipbuilding, motor boats and yachts



## **FAREXPO, LTD**

**RUEF Member since 1998**

**UFI Member since 2004**

FAREXPO Exhibition Company (prior to 2002 was known as ORTICON) is one of the leading professional exhibition organizers of the North-West Russia. The largest projects – FASHION INDUSTRY, AUTOWORLD and ROS-GAS-EXPO are acknowledged brands in the exhibition market. Nowadays there are over 15 annual projects in the exhibition package of FAREXPO. The company mission is not the increasing exhibition amounts but high quality and sustainable growth.

**Address:** Peterburgsky SCC, 8 Gagarina Ave., St. Petersburg, 196105, Russia

**Tel./Fax:** +7 (812) 718-35-37

**E-mail:** office@farexpo.ru

www.farexpo.ru

**Director General:** Oleg Shost

### **UFI Approved Event**

BOILERS AND BURNERS

### **UFI Approved and RUEF Logo Granted Events**

AUTO WORLD

EXPOHORECA

FASHION INDUSTRY

ROS-GAS-EXPO

### **RUEF Logo Granted Events**

NEW YEAR'S GIFT

RADIO ELECTRONICS. INSTRUMENTATION. AUTOMATION

SPRING-SUMMER FAIR

### **Additional Services**

Exhibition stands design

Exhibitions and conferences equipment

Printing services

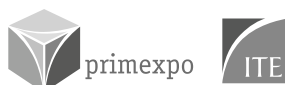
Exhibition personnel

Hotel reservations

### **Priority themes for international partnership and cooperation**

Fashion, automobiles, automation, gas, energetics, electronics, sport





## **PRIMEXPO, LTD**

**RUEF Member since 2004**

**UFI Member since 2007**

The PRIMEXPO company, part of the ITE Group, has been working on the exhibition markets of Moscow, St. Petersburg and other Russian cities since 1996. Today the company's portfolio includes more than 20 annual exhibitions, and this list is constantly growing. High quality and prestige of the exhibitions and conferences organised by PRIMEXPO are confirmed by many awards for successful exhibition activities of the company.

**Address:** 24a Yakubovicha St., St. Petersburg, 190000, Russia

**Tel.:** +7 (812) 380-60-00

**Fax:** +7 (812) 380-60-01

**E-mail:** info@primexpo.ru

www.primexpo.ru

**Director General:** Irina Lubina

### **UFI Approved Events**

INTERFOOD ST. PETERSBURG  
MININGWORLD RUSSIA  
POWER ELECTRONICS  
SFITEX / SECURIKA

### **UFI Approved and RUEF Logo Granted Events**

CLEANEXPO ST. PETERSBURG  
CLEANEXPO MOSCOW  
EXPOELECTRONICA  
NDT RUSSIA

### **Other Leading Fairs/Exhibitions**

AQUA-THERM ST. PETERSBURG  
COUNTRY LIVING  
DENTAL-EXPO ST. PETERSBURG  
DESIGN&DECOR ST. PETERSBURG  
ELECTRONTECHEXPO  
EXPOCOATING MOSCOW  
INTERMED  
INTERSTROYEXPO  
STOMATOLOGY ST. PETERSBURG  
TRANSBALTIC

### **Additional Services**

Exhibition halls rent  
Exhibition stands design  
Exhibitions and conferences equipment  
Exhibition personnel  
Catering

Hotel reservation  
Railway and airline ticket reservations

**Priority themes for international partnership and cooperation**

Building, construction, engineering; agriculture, food-processing; prospecting, extracting and refining natural resources; machine-building, industrial automation; tourism; transport and logistics; the pharmaceutical industry; security; electronic industry



**RESTEC® EXHIBITION COMPANY**

**RUEF Member since 1992**

**UFI Member since 1997**

RESTEC® Exhibition Company, established in 1990, is one of the top 5 leaders in the Russia's exhibition market. Annually it holds more than 120 trade shows and conferences with over 7,800 exhibitors and 680,000 trade visitors from across the globe.

RESTEC® Exhibition Company is a member of the following international unions and associations:

- Russian Union of Exhibitions and Fairs (RUEF) since 1992
- International Tourism Trade Fairs Association (ITTFA) since 1994
- Global Association of the Exhibition Industry (UFI) since 1997
- Chamber of Commerce and Industry of the RF

RESTEC® Exhibition Company is a part of RESTEC® Group that also includes DMC & PCO, Media Company, Venue Management Company and operates in Russia and the CIS countries.

Annually, RESTEC® Group holds over 650 events in Russia and abroad that are being attended by 8,000 exhibitors and 600,000 trade visitors to cover more than 40 industries.

With the best practices of the world's exhibition business in mind, RESTEC® Group develops and inventively applies innovative technologies that allow the exhibitors and industry experts to obtain high-quality services, both increasing the number and the efficiency of business contacts, and facilitating participation in such events.

**Address:** 12 Petrozavodskaya St., St. Petersburg, 197110, Russia

**Tel.:** +7 (812) 320-63-63

**Fax:** +7 (812) 320-80-90

**E-mail:** main@restec.ru

www.restec.ru

**President:** Serguei Trofimov

**Director General:** Igor Kirsanov

**UFI Approved Event**

FIDEXPO

JUNWEX

**UFI Approved and RUEF Logo Granted Events**

RAO / CIS OFFSHORE

ST. PETERSBURG TECHNICAL FAIR

ENERGETIKA & ELECTROTECHNIKA (together with EXPOFORUM-INTERNATIONAL, JSC)

**RUEF Logo Granted Events**

BLECH RUSSIA  
EASTER FESTIVAL  
HOLY RUSSIA (St. Petersburg)  
JUNWEX MOSCOW  
JUNWEX ST. PETERSBURG  
JUNWEX NEW RUSSIAN STYLE  
OIL REFINING AND PETROCHEMICAL INDUSTRY

**Additional Services**

Congresses and special events  
Matchmaking center services  
Exhibition stands design  
Exhibitions and conferences equipment  
Printing and advertising services  
Exhibition personnel  
Catering  
Accommodations and visa support  
Railway and airline ticket reservations

**Priority themes for international partnership and cooperation**

Metalworking and machinery, jewellery, forestry, woodworking, furniture, power and energy, oil and gas, IT, travel and tourism, transport construction, automotive industry, building and construction



## **SIVEL, LLC**

**RUEF Member since 2004**

Congress and exhibition Association SIVEL is one of the leading exhibition operators in St. Petersburg and provides a full range of exhibition services.

SIVEL was founded in 1993 and during the 20 years of its existence became the organizer of exhibitions, forums and more than 60 fairs per year.

The Congress activity of the company started in 1993 and became a co-organizer of International conference "PAP-FOR". Currently annually successfully held exhibitions and forums: Protection of Labour, Ecological Safety, The Golden Age.

The company SIVEL has its own production base for the standard exhibition construction and design of the individual stands more than 60 St. Petersburg and Moscow exhibitions.

### **Own Exhibition Space:**

hall space – 2,750 sq.m

open air space – 1,000 sq.m

**Address:** 13 Captain Voronin St., St. Petersburg, 194100, Russia

**Tel.:** +7 (812) 324-64-16, 596-38-14

**E-mail:** sivel@sivel.spb.ru

www.sivel.spb.ru

www.sivel.ru

**General Director:** Denis Smorodin

### **Leading Fairs/ Exhibitions**

BEAUTY. HEALTH. YOUTH

SOUVENIRS. GIFTS. DECORATION

LANDSCAPE AND FARMSTEAD

### **Additional Services**

Exhibitions halls rent

Exhibition stands design and construction

Exhibition and conference equipment

Printing service

Advertising agencies

Exhibition of staff with partners

Hotel – with partners

Booking with partners

## **KALININGRAD**

Central City of Kaliningrad Region

### **General Information**

#### **Geography**

Kaliningrad Region is the Russia's most extreme western exclave region, borders Poland and Lithuania, and is geographically separated from the rest of Russia.

Total region's area – 15.1 thousand sq. km.

#### **Population**

Kaliningrad Region population is 963 thousand people (as of January 1st, 2014). Out of them 449 thousand live in Kaliningrad itself.

Economically active population in the region – 527 thousand people.

### **Economic Development**

Kaliningrad Region is a dynamically developing region. Its economy benefits from its mineral resources wealth, unique geopolitical location, proximity to sea and European countries as well as developed tourist infrastructure. Regime of a special economic zone on the territory of the region has a positive influence on investments climate.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Kaliningrad Region GRP amounted to 241.0 bln. RUB (at actual basic prices) in 2011.

The 2012 GRP was 265.4 bln. RUB and 2013 GRP reached 277.4 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 58.5 bln. RUB.

Foreign direct investment – 109 million US dollars.

#### **Foreign Trade**

Foreign trade turnover amounted to 19.6 bln. US dollars in 2014.

Export – 3.7 bln. US dollars. Import – 15.9 bln. US dollars.

The main foreign trade partners of the region are Germany, South Korea, China, Slovakia, Poland, and the USA.

#### **Natural Resources**

Kaliningrad Region possesses the world's largest amber deposits. Most of the mined amber is processed outside of the region, in Russia and other countries. There are small oil reservoirs beneath the Baltic Sea not far from Kaliningrad's shore.

#### **Industry**

Economics of the region has a focused industrial character, a significant share of which is occupied by branches, producing high technology products. Basic goods, produced in the region are motor vehicles, TV sets, vacuum sweepers, refrigerators and freezers, microwave ovens.

#### **Agroindustry**

Volume of agricultural production in 2014 was 24.8 bln. RUB, agricultural production index – 109.1%.

Priority branches of the agro-industrial complex are grain, meat, dairy production, animal breeding.

### **Exhibition Activity**

There is 1 exhibition organizer – RUEF member that carries out exhibition activity in Kaliningrad.

In 2014, this company organized 18 exhibitions with total net space of 10,863 sq. m. 1,388 exhibitors took part in these exhibitions. There were more than 94 thousand visitors to the events.



## **BALTIC-EXPO, JSC**

**RUEF Member since 1995**

Baltic-Expo, JSC is the leading exhibition company in Kaliningrad Region. Works in close cooperation with Kaliningrad Chamber of Commerce and Industry, Administration of Kaliningrad region and administration of the city of Kaliningrad.

Baltic-Expo owns an exhibition centre of 5,000 sq. m in the centre of the city. Uses exhibition equipment "Octanorm", employs 32 permanent workers.

Last, but not least – it measures success of the exhibition by success of its participants. The company is happy that more and more companies are considering their exhibitions as very important tools for promotion of their goods and services to different Russian and foreign markets. Welcome to the exhibitions!

### **Own Exhibition Space:**

hall space – 5,000 sq.m

open air space – 3,000 sq.m

**Address:** 3a Oktyabrskaya St., Kaliningrad, 236006, Russia

**Tel./Fax:** +7 (4012) 34-10-95, 34-10-91, 36-10-01

**E-mail:** expo@balticfair.com

www.balticfair.com

**Director General:** Petr P. Gritcenko

### **Leading Fairs/ Exhibitions**

ENERGY-SUPPLIES. INDUSTRY EQUIPMENT

FASAD

BALTIC AMBER

FAIR OF THE REAL ESTATE

MEDICINE AND COSMETOLOGY

ALL FOR THE HOUSE, HOTEL AND RESTAURANT

AGROCOMPLEX

EDUCATION AND CAREER

### **Additional Services**

Exhibition halls rent

Exhibitions and conferences equipment

Printing services

Exhibition personnel

Advertising agencies

Hotel reservations

### **Priority themes for international partnership and cooperation**

Constructions and finishing materials for external and internal decoration. Real estate market. Cosmetic, perfume, hygienic substances. Medical and diagnostic equipment. Education centers and organizations, which offer stuffs and services for educational process and self-education

## **MURMANSK**

Central City of Murmansk Region

### **General Information**

#### **Geography**

Murmansk is a city and seaport in the extreme north-west part of Russia, 12 kilometers from the Barents Sea, not far from Russia's borders with Norway and Finland. Murmansk is the administrative center of the region.

Total region's area – 144.9 thousand sq. km.

#### **Population**

The Murmansk Region population is 771 thousand people (as of January 1st, 2014). Out of them 299 thousand live in Murmansk itself. Economically active population in the region – 468 thousand people.

### **Economic Development**

The Murmansk economy is dominated by the industrial sector. The Region's economy is largely depending on the utilization of the potential of natural resources. The Region is also involved in the Barents Inter-Regional Economic Cooperation Project, together with the northern parts of Finland, Sweden and Norway.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Murmansk Region GRP amounted to 263.8 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 283.8 bln. RUB and 2013 GRP reached 307.5 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 72.3 bln. RUB.  
Foreign direct investment – 162 million US dollars.

#### **Foreign Trade**

Foreign trade turnover amounted to 2.7 bln. US dollars in 2014.

Export – 2.3 bln. US dollars. Import – 0.4 bln. US dollars.

Murmansk is an export-oriented Region. The Region mainly exports non-ferrous metals and related products, apatite concentrate, fish and round timber. The main export partners are the Netherlands, China, Germany, Norway, and Lithuania. Primary imports include metals and precious stones, engineering products, chemical products and foodstuffs. The main import partners are Finland, Norway, Brazil, South African Republic, and Germany.

#### **Natural Resources**

Murmansk Region has rich mineral and raw materials deposits. About 30 types of mineral deposits, primarily phosphorus, titanium, iron, aluminium, copper, nickel and zirconium ores, are mined in the region. The Region has substantial mica, ceramic and construction-materials feedstock, facing-stone, semi-precious and stone-trinket deposits. There are also major gas condensate deposits on the Barents Sea shelf.

#### **Industry**

The primary industries in Murmansk Region are mining and metallurgy, along with fishing and power industries.

#### **Agroindustry**

The agriculture sector is dominated by meat-and-dairy livestock breeding. Reindeer breeding and plant growing (fodder production) are also widespread.

## **Exhibition Activity**

There is 1 exhibition organizer – RUEF member that carries out exhibition activity in Murmansk. In 2014, this company organized 17 exhibitions with total net space of 4,530 sq. m. 695 exhibitors took part in these exhibitions. There were almost 85 thousand visitors to the events.

**MURMANEXPO.RU**

## **MURMANEXPOCENTRE, ANO**

**RUEF Member since 2010**

Exhibition Centre of the Union of Industrialists and Businessmen (Employers) of the Murmansk Region was founded and started working in August, 2001. In 2005 it was transformed to what it is now – MurmanEXPOcentre.

Our main goal is the arrangement and holding of multi-purpose and specialized exhibitions and fairs for presentation of goods and services of the companies from the Murmansk region, active assistance to entrepreneurs to set contacts and make deals with potential customers and partners.

**Address:** 6 Volodarskogo St., Murmansk, 183038, Russia

**Tel./Fax:** +7 (8152) 55-11-33

**E-mail:** murmanexpo@gmail.com

www.murmanexpo.ru

**Director:** Aleksei Savintsev

### **Leading Fairs/Exhibitions**

SEA. RESOURCES. TECHNOLOGIES  
EXPO DOM  
REALTY  
RECREATION FOR NORTHERN CITIZENS  
SEVTEK (Severe Environment Technologies)

### **Additional Services**

Exhibition halls rent  
Hotel reservations



## **SOUTHERN FEDERAL DISTRICT**

### **General Information**

#### **Geography**

The district spans an area of 420.9 thousand sq. km and lies mostly on the Pontic-Caspian steppe. Administrative center is Rostov-on-Don.

#### **There are 6 federal subjects in the Southern Federal District:**

• Republic of Adygea • Astrakhan Region • Volgograd Region • Republic of Kalmykia • Krasnodar Territory • Rostov Region

#### **Population**

As of January 2015, the total population of the District was 14.0 million people (9.6% of the total Russian population), 62.9% – urban residents. As of January 2014, the share of working-age population was 58.4%. In 2013 the economically active population amounted to 6.2 million people. The major urban centers are Rostov-on-Don, Volgograd, Krasnodar, Sochi, Astrakhan.



### **Economic Development**

#### **Gross Regional Product**

According to Federal State Statistics Service data the Southern Federal District GRP amounted to 2,777.8 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 3,185.4 bln. RUB and 2013 GRP reached 3,528.2 bln. RUB.

#### **Foreign Trade Turnover**

2014 was marked with positive trade balance. Export – 20.2 billion US dollars, import – 11.0 billion US dollars. The Southern Federal District trade turnover makes 4% of total Russian foreign trade turnover.

#### **Investments**

In 2014 the amount of fixed investment into the Southern Federal District economy was 1,277.2 bln. RUB (9.4% of all investments into Russian economy). Foreign direct investment – 2,366 million US dollars.

#### **Industrial Sector**

In 2014 industrial production index reached 102.7%, shipment of own production goods, works and services in the district was: for mining and quarrying – 196 bln. rubles, manufacturing – 1,750, electricity, gas and water supply – 307 bln. rubles.

The district's economy is formed by a number of basic industries: heavy industry which is based on the use of rich local raw materials and power resources. Major industrial centers of the district are Taganrog, Volgograd, Krasnodar. Market specialization branches are formed according to requirements of agroindustrial, machine-building and health resort recreational complexes.

### **Branches**

- heavy industry
- extractive industry
- iron and steel industry
- machine-building industry
- chemical industry
- food industry
- light industry
- agriculture

### **Agriculture**

Volume of agricultural production in 2014 was 645.3 bln. rubles, agricultural production index – 106.4%.

### **Exhibition Activity**

There are 5 exhibition organizers – RUEF members that carry out exhibition activity in the Southern Federal District. 3 of them are legal entities-residents of the Federal District, 2 have their residence in other Federal Districts.

In 2014, 57 exhibition events were organized in the Southern Federal District with total net space of 94,158 sq. m. 5,498 exhibitors from 46 countries took part in these exhibitions. Almost 290 thousand people visited the events.

#### **The largest exhibitions' themes (based on net space)**

- Agriculture – 25.6%
- Construction, finishing materials, and procurement – 14.5%
- Wood and wood processing – 9.7%
- Tourism, sports, leisure, and hobby – 7.2%

#### **The largest exhibitions' themes (based on number of exhibitors)**

- Food processing, beverages, tobacco, commercial, refrigeration, and exhibition equipment – 11.1%
- Religion, ceremonial services – 11%
- Agriculture – 10.7%
- Construction, finishing materials, and procurement – 9.7%

## **KRASNODAR**

Central City of Krasnodar Territory

### **General Information**

#### **Geography**

Krasnodar Territory is bordering Rostov Region in the north and the north-east, Stavropol Territory in the east, Georgia and the Karachayevo-Circassian Republic in the south.  
Total region's area – 76 thousand sq. km.

#### **Population**

The Krasnodar Territory population is 5,404 thousand people (as of January 1st, 2014). Out of them over 806 thousand live in Krasnodar.  
Economically active population in the region – 2,620 thousand people.

### **Economic Development**

The Territory's economic development is focused on its agro-industrial, fuel and energy, transport, resort-and-recreation, engineering, forestry, woodworking, furniture and construction-materials sectors. However the Territory's economy is heavily agricultural. And around agricultural production food industry has developed.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Krasnodar Territory GRP amounted to 1,244.7 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 1,459.5 bln. RUB and 2013 GRP reached 1,617.9 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 693.2 bln. RUB.  
Foreign direct investment – 1,114 million US dollars.

#### **Foreign Trade**

Foreign trade turnover amounted to 15.5 bln. US dollars in 2014.

Export – 10.2 bln. US dollars. Import – 5.3 bln. US dollars.

The Territory's principal foreign trade partners include Turkey, Italy, Egypt, China, and France.

Main exports in 2014 were mineral products, bituminous substances, mineral waxes, and cereals.

Main imports included foodstuffs and agricultural raw materials, nuclear reactors, boilers, machinery and parts.

#### **Natural Resources**

Krasnodar Territory contains different types of minerals and fossil fuels, including crude oil, natural gas, marl, iodine-bromine waters, marble, limestone, sandstone, gravel, quartz sand, iron and apatite ores, and rock salt. The Territory has Europe's largest subterranean freshwater basin with substantial amounts of thermal and mineral waters.

#### **Industry**

The following industries are developed in the region: energy industry, engineering, timber and woodworking industry, fuel industry, food industry, transport.

#### **Agriculture**

Volume of agricultural production in 2014 was 278.1 bln. RUB, agricultural production index – 102.7%. One of the most valuable natural assets of the Krasnodar Territory is its fertile black earth lands that provide a basis for the agro-industrial sector. This sector is dominated by crop growing, meat-and-milk livestock breeding, pig breeding and poultry farms and apiaries.

## **Exhibition Activity**

There is 1 exhibition organizer – RUEF member with a permanent seat in Krasnodar that carries out exhibition activity in the city. 1 more organizer from another Federal District holds its exhibitions there. In 2014, these companies organized 24 exhibitions with total net space of 67,978 sq. m. 3,027 exhibitors took part in these exhibitions. There were more than 144 thousand visitors to the events.



KRASNODAREXPO  
Part of the ITE Group

## **KRASNODAREXPO, LTD**

**RUEF Member since 2012**

**UFI Member since 2004**

KrasnodarEXPO is an office of the ITE Group in Krasnodar.

The company organised its first exhibition in Krasnodar in 1996. KrasnodarEXPO has been growing dynamically and now holds more than 20 annual events. Its best-known exhibitions at the South of Russia claim an important role in shaping the development of their sectors – YugAgro (agriculture), YugBuild (architecture and building), UMIDS (woodworking industry and furniture), MOBI (automotive industry), Vinorus.Vinotech (winegrowing and winemaking), Food Industry (food and packaging), Dentima (stomatology), and other.

Every year more than 3,400 exhibitors from 33 countries participate in events held by the ITE office in Krasnodar which are attended by more than 206,000 people.

**Address:** Pavilion 1, 5 Zipovskaya St., Krasnodar, 350010, Russia

**Tel.:** +7 (861) 200-12-34

**E-mail:** info@krasnodarexpo.ru

www.krasnodarexpo.ru, www.ite-russia.ru

**General Director:** Elena Telnova

### **UFI Approved Event**

YUGAGRO

### **Other Leading Fairs / Exhibitions**

YUGBUILD

MOBI

UMIDS

DENTIMA

### **Additional Services**

Exhibition halls rent

Exhibition stands design

Exhibitions and conferences equipment

Exhibition personnel

### **Priority themes for international partnership and cooperation**

Agriculture, food-processing and catering. Construction, engineering, technology for city building and infrastructure projects, and real estate. The Pharmaceutical Industry: equipment, raw materials, and technology. Science, technology and education. Wood processing, pulp and paper, print manufacturing, packaging, furniture

## **SOCHI**

City of Krasnodar Territory

### **General Information**

#### **Geography**

Sochi is a resort city, situated in the Krasnodar Territory, Russia. It sprawls along the shores of the Black Sea and against the background of the Caucasus Mountains.

Total city area – 3.5 thousand sq. km.

#### **Population**

The Sochi population is 395 thousand people (as of January 1st, 2014).

### **Economic Development**

Sochi has a rich heritage as the nation's major Black Sea port city, resort destination and a prominent cultural centre. Sochi is the fastest-growing resort in Russia and the capital of the 2014 Winter Olympic Games. Health and leisure tourism are the city's leading sources of economy.

#### **Investments**

After Sochi had been chosen as a host for 2014 Olympic Winter Games investment opportunities increased. The Federal Target Program (FTP) for the development of Sochi in 2006-2014 provided for the 11.9 billion US dollars direct investment in the region, with 7.3 billion US dollars coming from the Federal and regional budgets and 4.6 billion US dollars from private investments by some of Russia's largest companies. One of the key objectives of the Program was to stimulate long-term economic development of the Krasnodar Region.

### **Exhibition Activity**

There are 2 exhibition organizers – RUEF members that carry out exhibition activity in Sochi.

In 2014, these companies organized 32 exhibitions with total net space of 24,712 sq. m. 2,217 exhibitors took part in these exhibitions. There were more than 117 thousand visitors to the events.



**СОЧИЭКСПО**

## **SOCHI-EXPO OF SOCHI CCI, LTD**

**RUEF Member since 2010**

**Address:** 42 Sovetskaya St., Sochi, 354000, Russia

**Tel./Fax:** +7 (862) 264-87-00, 264-23-33, 264-75-55, (495) 745-77-09

**E-mail:** expo@sochi-expo.ru, yarosh-t@yandex.ru

www.sochi-expo.ru

**Director General:** Taras Yarosh

#### **Leading Fairs/Exhibitions**

INDUSTRY OF HOSPITALITY AND ENTERTAINMENT

FURNITURE AND INTERIOR. WOODWORK

BUILDING INDUSTRY

BEAUTY AND GRACE

THE HEALTH OF RUSSIA. SOCHI  
SPORT INDUSTRY  
VELVET SEASONS IN SOCHI  
AUTOTRANSPORT FORUM  
ORTHODOXY AND THE WORLD  
NEW YEAR'S CASKET

#### **Additional Services**

Exhibition pavilions rent  
Exhibition stands design  
Exhibitions and conferences equipment  
Printing services  
Exhibition personnel  
Advertising services  
Hotel reservations  
Railway and airline ticket reservations

#### **Priority themes for international partnership and cooperation**

Hospitality and restaurant business, building, medicine, auto transport



### **SOUD – SOCHI EXHIBITIONS, JSC**

**RUEF Member since 1994**

**UFI Member since 2005**

SOUD – Sochi Exhibitions company was established in 1991.

At present our company is one of the leading and highly experienced operators for exhibition & congress events in the South of Russian Federation. We are pleased to assist domestic and foreign companies in goods and services promotion, in establishing and developing of long-lasting and advantageous business relations between each other. The company offers the complete cycle of organizational, technical, accommodation and entertaining services to customers, partners, guests and participants of our more than 20 various yearly exhibition & congress events and fairs. Another current service we provide is organization on turnkey basis of your corporate event in the modern city of Sochi.

We believe that “if there were no exhibitions, they should have been invented, since from all the types of marketing incentive activities only the one looks like a holiday!”

**Address:** P.O.B. 204, 1 Komsomolskaya St., Sochi, 354000, Russia

**Tel./Fax:** +7 (862) 262-26-93, 262-25-38, 262-30-15

**E-mail:** inna@soud.ru, sochi@soud.ru, alf@soud.ru

www.soud.ru

**Director General:** Yuri A. Zakharchenko

**UFI Approved and RUEF Logo Granted Event**

BEER

**RUEF Logo Granted Events**

DRINKS  
RESORTS AND TOURISM  
INTERJEWELLER

**Additional Services**

Exhibition stands design  
Rent of exhibition, conference and technical equipment  
Any complexity exposition building  
Event format development according to your aims and goals and its realization on a turnkey basis  
Printing services  
Exhibition personnel  
Advertising, PR and promo services  
Hotel reservations  
Railway and airline tickets booking  
Excursion, cultural and entertainment programs

**Priority themes for international partnership and cooperation**

Tourism and hotel business, HoReCa, jewelry business, real estate, foodstuff and beverages, consumer goods, sport, style and fashion, country specific expositions, etc.

## NORTH CAUCASIAN FEDERAL DISTRICT

### General Information

#### Geography

The district spans an area of 170.4 thousand sq. km and it is located in the extreme southwest of Russia, in the geographical area of the North Caucasus.

#### There are 7 federal subjects in the North Caucasian Federal District:

- Republic of Dagestan • Republic of Ingushetia
- Kabardino-Balkar Republic • Karachay-Cherkess Republic • Republic of North Ossetia-Alania • Stavropol Territory • Chechen Republic

#### Population

As of January 2015, the total population of the District was 9.7 million people (6.6% of the total Russian population), 49.1% – urban residents. As of January 2014, the share of working-age population was 9.8%. In 2013 the economically active population amounted to 3.4 million people. The major urban centers are Stavropol, Grozny, Makhachkala and Vladikavkaz.



### Economic Development

The District's economy is based on a number of factors, among them there are favorable geographic location, good climate, and unique natural resources. Among the branches well developed in the District are the following: chemical industry, fuel industry, electricity supply, machine engineering, and tourism.

#### Gross Regional Product

According to Federal State Statistics Service data the District's GRP amounted to 1,066.3 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 1,209.0 bln. RUB and 2013 GRP reached 1,359.3 bln. RUB.

#### Foreign Trade Turnover

Foreign trade turnover in 2014 amounted to 3.4 bln. US dollars.

Export – 1.3 bln. US dollars.

Import – 2.1 bln. US dollars.

#### Investments

In 2014 the amount of fixed investment into the North Caucasian Federal District economy was 516.9 bln. RUB (3.8% of all investments into Russian economy). Foreign direct investment – 178 million US dollars.



### **Industrial Sector**

In 2014 industrial production index reached 98.9%, shipment of own production goods, works and services in the district was: for mining and quarrying – 21.5 bln. RUB, manufacturing – 296 bln. RUB, electricity, gas and water supply – 116 bln. RUB.

### **Agriculture**

Volume of agricultural production in 2014 was 334.4 bln. RUB, agricultural production index – 105.3%.

### **Exhibition Activity**

There is 1 exhibition organizer – RUEF member that carries out exhibition activity in the North Caucasian Federal District.

In 2014, 7 exhibition events were organized in the North Caucasian Federal District with total net space of 4,750 sq. m. 199 exhibitors took part in these exhibitions. More than 18 thousand people visited the events.

## **STAVROPOL**

Central City of Stavropol Territory

### **General Information**

#### **Geography**

Stavropol is a city located in south-western Russia and is the administrative center of the Stavropol Territory.

Total region's area – 66.2 thousand sq. km.

#### **Population**

The Stavropol Territory population is 2,794 thousand people (as of January 1st, 2014). Out of them 420 thousand live in Stavropol itself.

Economically active population in the region – 1,362 thousand people.

### **Economic Development**

The basis of the regional economy is agriculture, process industry, recreation-tourist and transport sectors.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Stavropol Territory GRP amounted to 396.8 bln. RUB (at actual basic prices) in 2011.

The 2012 GRP was 431.8 bln. RUB and 2013 GRP reached 478.4 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 143.1 bln. RUB.

Foreign direct investment – 133 million US dollars.

#### **Foreign Trade**

Foreign trade turnover amounted to 2 bln. US dollars in 2014.

Export – 1.1 bln. US dollars. Import – 0.9 bln. US dollars.

European countries are the main foreign partners of the Stavropol Territory. The stable partnership is also established with the CIS countries, the Americas, and Asian countries. The region's main export goods are oil, mineral fertiliser, polyethylene, artificial sapphires, wheat, wool, sunflower and rapeseed.

#### **Natural Resources**

The region has reserves of natural gas, oil, rare-earth metals, mineral construction materials, asbestos, mirabilite and halite, and mineral therapeutic muds. The world famous mineral springs of

Narzan, Yessentuki and Slavyanovskaya are located in the Caucasian Mineral Waters (Mineralnye Vody) area.

### **Industry**

The leading branches of the industry in the region are energy industry, chemical and petrochemical industry, engineering, fuel industry, food industry.

### **Agriculture**

Volume of agricultural production in 2014 was 146.0 bln. RUB, agricultural production index – 108.1%. The Territory has rich farmlands, most of which are used to cultivate agricultural raw materials. Grain and sunflower are cultivated. The leading role belongs to cattle breeding and fine-fleece breeding. Gardening, wine production, poultry industry, bee keeping and pig breeding are highly developed in the Territory.

### **Exhibition Activity**

There is 1 exhibition organizer – RUEF member that carries out exhibition activity in Stavropol. In 2014, this company organized 7 exhibitions with total net space of 4,750 sq. m. 199 exhibitors took part in these exhibitions. There were more than 18 thousand visitors to the events.



## **PROGRESS, LTD**

**RUEF Member since 2002**

### **Own Exhibition Space:**

hall space – 3,000 sq. m  
open air space – 1,000 sq. m

**Address:** 37a Kulakov Ave., Stavropol, 355047, Russia

**Tel./Fax:** +7 (8652) 50-01-00, 50-07-00

**E-mail:** reklama@progexpo.ru

[www.progexpo.ru](http://www.progexpo.ru)

**Director:** Tatyana S. Bashmakova

### **Leading Fairs/Exhibitions**

AVTOMIR  
STROYKA / CONSTRUCTION  
WEEK OF MEDICINE IN STAVROPOL  
HOUSING AND COMMUNAL SERVICES  
STYLE. FASHION. BEAUTY  
STOMATOLOGY / DENTAL

### **Priority themes for international partnership and cooperation**

Ready to discuss any cooperation offers

## **VOLGA FEDERAL DISTRICT**

### **General Information**

#### **Geography**

The district spans an area of 1,037.0 thousand sq. km and forms the south-eastern part of European Russia. Administrative center is Nizhny Novgorod.

#### **There are 14 District's subjects:**

- Republic of Bashkortostan • Mari El Republic
- Republic of Mordovia • Republic of Tatarstan
- Udmurt Republic • Chuvash Republic • Perm Territory • Kirov Region • Nizhny Novgorod Region • Orenburg Region • Penza Region • Samara Region • Saratov Region • Ulyanovsk Region

#### **Population**

As of January 2015, the total population of the District was 29.7 million people (20.3% of the total Russian population), 71.5% – urban residents. As of January 2014, the share of working-age population was 58.7%. In 2013 the economically active population amounted to 14.2 million people.

The major urban centers are Nizhny Novgorod, Perm, Samara, Saratov, Ufa, Kazan, Izhevsk.



### **Economic Development**

#### **Gross Regional Product**

According to Federal State Statistics Service data the Volga Federal District GRP amounted to 7,050.7 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 7,864.3 bln. RUB and 2013 GRP reached 8,571.2 bln. RUB.

#### **Foreign Trade Turnover**

2014 was marked with positive trade balance. Export – 63.5 billion US dollars, import – 17.6 billion US dollars. The Volga Federal District foreign trade turnover makes 10.4% of total Russian foreign trade turnover.

#### **Investments**

In 2014 the amount of fixed investment into the Volga Federal District economy was 2,356.0 bln. RUB (17.4% of all investments into Russian economy). Foreign direct investment – 4,740 million US dollars.

## **Industrial Sector**

In 2014 industrial production index reached 102.0%, shipment of own production goods, works and services in the district was: for mining and quarrying – 1,499 bln. RUB, manufacturing – 6,229 bln. RUB, electricity, gas and water supply – 836 bln. RUB.

Highly-developed multibranch machine building and petrochemical industries are the most important in the Volga Federal District's industry. Machine building industry is also well developed: transport – car production, ship building, plane construction; precise and complex instrument making, electrical industry, electronic engineering as well as machine-tool building and tool making industry, the production of hi-tech equipment for petrochemical industry, tractor construction, etc.

## **Branches**

- machine building
- petrochemical industry
- chemical industry
- electrical engineering
- electronic engineering
- instrument manufacture
- fuel industry
- oil and gas industry
- electric power industry
- metallurgy industry
- wood processing
- ship building

## **Agriculture**

Volume of agricultural production in 2014 was 994.1 bln. RUB, agricultural production index – 103.2%.

## **Exhibition Activity**

There are 16 exhibition organizers – RUEF members that carry out exhibition activity in the Volga Federal District, 10 of them are legal entities-residents of the District, 6 have their residence in other Federal Districts but hold some exhibitions in the Volga Federal District.

In 2014, 240 exhibition events were organized in the Volga Federal District with total net space of 271,832 sq. m. 20,426 exhibitors from 54 countries took part in these exhibitions. More than 2 million people visited the events.

### **The largest exhibitions' themes (based on net space)**

- Construction, finishing materials, and procurement – 12.7%
- Textiles, clothes, footwear, and leather – 9.6%
- Consumer goods shows and fairs – 8.5%
- Religion, ceremonial services – 8.2%

### **The largest exhibitions' themes (based on number of exhibitors)**

- Consumer goods shows and fairs – 16.2%
- Religion, ceremonial services – 11.2%
- Construction, finishing materials, and procurement – 11%
- Textiles, clothes, footwear, and leather – 9.1%

## **NIZHNY NOVGOROD**

Central City of Nizhny Novgorod Region

### **General Information**

#### **Geography**

Nizhny Novgorod Region is the economic and cultural center of the vast Volga-Vyatka economic region, administrative center of the Volga Federal District and is located in the central European part of Russia.

Total region's area – 76.9 thousand sq. km.

#### **Population**

The Nizhny Novgorod Region population is 3,281 thousand people (as of January 1st, 2014). Out of them over 1,264 thousand live in Nizhny Novgorod.

Economically active population in the region – 1,778 thousand people.

### **Economic Development**

The Region's advantageous geographical location, well-developed transport infrastructure, important industrial and scientific potential, and highly qualified workforce signify strong economic and social potentials.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Nizhny Novgorod Region GRP amounted to 770.8 bln. RUB (at actual basic prices) in 2011.

The 2012 GRP was 842.2 bln. RUB and 2013 GRP reached 925.8 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 286.6 bln. RUB.

Foreign direct investment – 1,207 million US dollars.

#### **Foreign Trade**

Foreign trade turnover amounted to 8.8 bln. US dollars in 2014.

Export – 5.5 bln. US dollars. Import – 3.3 bln. US dollars.

#### **Natural Resources**

Nizhny Novgorod Region lacks deposits of mineral resources however it has moulding sand deposits, raw clay, raw expanded clay, carbonate strata, dolomite used for white cement production, gypsum and anhydrite. Forests cover almost a half of the region's territory. The region has also chloride, sodium, and bromide brine reserves, peat deposits, small non-ferrous metal deposits (copper, lead, zinc), rare element (molybdenum) and rare-earth element deposits (neodymium, cerium, and ytterbium).

#### **Industry**

Key industries in the Region are automobile building, aircraft building, ship building, transport and logistics, food industry, ferrous metallurgy, scientific complex, chemical and oil-refining industry.

#### **Agriculture**

Volume of agricultural production in 2014 was 64.7 bln. RUB, agricultural production index – 104.2%. The region produces grain, potato, vegetables, livestock and poultry, milk, eggs etc.

#### **International Relations**

Nizhny Novgorod administration focuses on ongoing development of foreign economic contacts. The main foreign trade partner countries are Netherlands, Germany, China, Ukraine, Italy, France, Belgium, the USA, Denmark, and Poland.

In the field of international cooperation there are regular cultural, youth and sport exchanges between Nizhny Novgorod and its sister cities. There are also several foreign honorary consular representations and cultural and educational centres operating in Nizhny Novgorod.

### **Exhibition Activity**

There is 1 exhibition organizer – RUEF member with a permanent seat in Nizhny Novgorod that carries out exhibition activity in the city. 2 more organizers from another Federal District hold their exhibitions there.

In 2014, these companies organized 40 exhibitions with total net space of 59,345 sq. m. 3,955 exhibitors took part in these exhibitions. There were almost 403 thousand visitors to the events.



## **NIZHEGORODSKAYA YARMARKA, ALL-RUSSIA JSC**

**RUEF Member since 1991**

**UFI Member since 2004**

**CN CEPLA Member since 2014**

All-Russia Closed JSC Nizhegorodskaya Yarmarka is one of the biggest exhibition centers in Russia. Every year more than 70 exhibition and 175 symposia, scientific-practical conferences, seminars and roundtables of the All-Russia Closed JSC Nizhegorodskaya Yarmarka become a platform for presentation of innovative projects, new scientific developments, place for discussion of issue being the most topical for various industries, public health and education, information technologies and banking sphere, agriculture, architecture and art, ecology etc.

Nizhegorodskaya Yarmarka enjoys up-to-date infrastructure required for organization and holding of world level exhibitions, congresses and conferences. Its vast operation area (55,000 sq. m) accommodates six exhibition halls with total area of 12,000 sq. m and 23,000 sq. m of outdoor exhibition space. The number of companies participating in Nizhegorodskaya Yarmarka's exhibition events is about 3,500 and the number of visitors reaches 250,000. The subjects of specialized exhibition events are selected based on the main lines of social and economic development of the Russian Federation and in accordance with RF National Projects.

Nizhegorodskaya Yarmarka works efficiently in the field of international exhibition activities. It has held several national exhibitions of the United Kingdom, national expositions of Finland, Bulgaria, India, Italy, Germany, France and some African countries.

In 2015, Nizhegorodskaya Yarmarka, one of the leading exhibition centers of Russia, celebrates its 25th anniversary.

### **Own Exhibition Space:**

hall space – 12,000 sq.m

open air space – 23,000 sq.m

**Address:** 13 Sovnarkomovskaya St., Nizhny Novgorod, 603086, Russia

**Tel.:** +7 (831) 277-53-00

**E-mail:** yarmarka@yarmarka.ru

[www.yarmarka.ru](http://www.yarmarka.ru)

**Director General:** Valery N. Barulin

**UFI Approved and RUEF Granted Logo Event**

GREAT RIVERS / ICEF  
INTERNATIONAL BUSINESS SUMMIT

**RUEF Logo Granted Events**

RUSSIAN ARCHITECTURE AND CONSTRUCTION FORUM

**Other Leading Fairs/Exhibitions**

ITFORUM 2020  
MACHINE BUILDING. MACHINE TOOLS. TOOLS AND INSTRUMENTS  
ALL-RUSSIA BANKING FORUM

**Additional Services**

Exhibition halls rent  
Exhibition stands design  
Exhibitions and conferences equipment  
Printing services  
Exhibition personnel  
Advertising agencies  
Catering  
Hotel reservations  
Railway and airline ticket reservations

**Priority themes for international partnership and cooperation**

Exhibition & convention activity in the fields of architecture, construction, environment, investment, innovation, information technology and systems engineering, industry, education, energy, etc

## **IZHEVSK**

Central City of Udmurt Republic

### **General Information**

#### **Geography**

The Udmurt Republic is located in the Western part of the Middle Urals between the Kama and Vyatka rivers.

Total region's area – 42.1 thousand sq. km.

#### **Population**

The Udmurt Republic population is 1,517 thousand people (as of January 1st, 2014). Out of them over 637 thousand live in Izhevsk itself.

Economically active population in the region – 828 thousand people.

### **Economic Development**

Izhevsk is the most important economic center of the Udmurt Republic, with the majority of financial and industrial activity concentrated in the city. Investment attractiveness of the Republic determines a favorable geographical position, political stability, developed financial infrastructure, availability of highly qualified staff. Military industry remains the backbone of the local economy, with a number of enterprises operating in the city.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Udmurt Republic GRP amounted to 336.0 bln. RUB (at actual basic prices) in 2011.

The 2012 GRP was 372.8 bln. RUB and 2013 GRP reached 404.8 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 89.8 bln. RUB.

Foreign direct investment – 359 million US dollars.

#### **Foreign Trade**

Foreign trade turnover amounted to 2.1 bln. US dollars in 2014.

Export – 1.3 bln. US dollars. Import – 0.8 bln. US dollars.

The Udmurt Republic has more than 80 trading partner countries. The Republic's major exporting partners are: France, Great Britain, Venezuela, Ukraine, the USA, Germany, and Azerbaijan. Main importing partner countries: Ukraine, China, Czech Republic, Germany, and the USA. The main exports are: mineral products and engineering products. Main imports are: chemical products, rubber, and engineering products.

#### **Natural Resources**

The Udmurt Republic has abundant mineral resources, including oil, coal, peat, and building materials. Approximately 7–8 million tons of oil are extracted annually. The Republic is also rich in forest resources.

#### **Industry**

The most important branches of industry are engineering, metalworking, ferrous metallurgy, forestry and woodworking, and the chemical, glass, and light industries.

#### **Agriculture**

Volume of agricultural production in 2014 was 61.2 bln. RUB, agricultural production index – 113.5%. Livestock farming is the principal sphere of agricultural activity in the Udmurt Republic. Grain crops, potatoes, vegetables, fiber flax and fodder crops are the chief crops cultivated in the Republic.



## Exhibition Activity

There is 1 exhibition organizer – RUEF member with a permanent seat in Izhevsk that carries out exhibition activity in the city. 1 more organizer from another Federal District holds their exhibitions there.

In 2014, these companies organized 13 exhibitions with total net space of 9,034 sq. m. 1,045 exhibitors took part in these exhibitions. There were more than 228 thousand visitors to the events.



## UDMURTIA EXHIBITION CENTRE, LLC

**RUEF Member since 2012**

Exhibition Center UDMURTIA is a member of the Russian Union of Exhibitions and Fairs, the only in Udmurtia exhibition operator – since 2006 it has been occupied with arrangement of international and all-Russian exhibitions for diverse subject areas in Izhevsk.

Among the permanent exhibitors: the Government of the Udmurt Republic, federal and republican ministers and agencies, the Administration of Izhevsk City, the Udmurt Chamber of Commerce and Industry. A range of exhibitions are held under the patronage of the Chamber of Commerce and Industry of the RF.

12 international and all-Russian exhibitions in different subject areas were held in Izhevsk in 2014. The total number of participants was: 996 enterprises from 49 regions of Russia and 3 foreign countries. The exhibitions were attended by more than 222 thousand people.

In order to advance investment attractiveness of the region and development of republican enterprises EC UDMURTIA acts every year as the technical operator preparing expositions of the Udmurt Republic at exhibitions and forums in Russia and abroad.

**Address:** 300a Karla Marksa St., Izhevsk, 426008, Russia

**Tel./Fax:** +7 (3412) 73-07-30

**E-mail:** office@vcudm.ru

www.vcudm.ru

**Director General:** Liliya F. Usupova

**Executive Director:** Evgenia V. Trofimova

### Leading Fairs/ Exhibitions

ALL-RUSSIAN FAIR IN SARAPUL  
TOURISM. SPORT. LEISURE  
ALL-RUSSIAN FAIR IN UDMURTIA  
PERVOMAYSKAYA FAIR  
THE CITY OF XXI CENTURY  
SUMMER FAIR  
ALL-RUSSIAN FAIR IN NIZHNEKAMSK  
OIL. GAS. CHEMISTRY  
MACHINE BUILDING. METALLURGY. METAL WORKING  
ENERGY. ENERGY EFFICIENCY

### **Additional Services**

Mobile exhibition pavilion rent  
Exhibition stands design  
Exhibitions and conferences equipment  
Exhibition personnel  
Advertising agencies

### **Priority themes for international partnership and cooperation**

The City of XXI Century, Machine building. Metallurgy. Metal working, Oil. Gas. Chemistry, Energy. Energy efficiency, Housing and communal services. Engineering network, Medical technology, Safety and security technology

## **KAZAN**

Capital of the Republic of Tatarstan

### **General Information**

#### **Geography**

The Republic of Tatarstan is located in the center of the East European Plain. It lies between the Volga River and the Kama River (a tributary of the Volga), and extends east to the Ural mountains. Total region's area – 68.0 thousand sq. km.

#### **Population**

The Republic of Tatarstan population is 3,838 thousand people (as of January 1st, 2014). Out of them over 1,191 thousand live in Kazan. Economically active population in the region – 2,042 thousand people.

### **Economic Development**

Tatarstan is one of the most economically developed regions of Russia. Leading consultancies rank the Republic among Russia's most favourable regions in terms of investment climate and business opportunity. The Republic is highly industrialized. The main source of the Republic's wealth is oil.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Republic of Tatarstan GRP amounted to 1,305.9 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 1,437.0 bln. RUB and 2013 GRP reached 1,547.2 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 542.8 bln. RUB. Foreign direct investment – 537 million US dollars.

#### **Foreign Trade**

Foreign trade turnover amounted to 22.3 bln. US dollars in 2014.

Export – 18.1 bln. US dollars. Import – 4.2 bln. US dollars.

The Republic's major foreign trade partners are Poland, Germany, Italy, the Netherlands, and Latvia.

#### **Natural Resources**

Oil and gas are the Republic's main resources. The Republic also has limestone, dolomites, building sand, brick-making clay, building stone, gypsum, gravel, and peat. There are reserves of petroleum bitumen, black and brown coal, oil shale, zeolites, copper and bauxites.

#### **Industry**

Key industries in the region are oil industry (accounts for almost one third of the republic's industrial output), chemical and petrochemical industry, engineering, transport, metalworking, power engineering, aircraft-building, woodworking, light industry, etc.

#### **Agriculture**

Volume of agricultural production in 2014 was 188.8 bln. RUB, agricultural production index – 102.3%. Farmlands constitute almost 2/3 of all lands in the Republic. Plant cultivation is focused on grain, potatoes, vegetables and sugar beet. The main livestock products are: milk, beef, pork and poultry meat.

### **Exhibition Activity**

There is 1 exhibition organizer – RUEF member with a permanent seat in Kazan that carries out exhibition activity in the city. 3 more organizers from other Federal Districts hold their exhibitions there. In 2014, these companies organized 46 exhibitions with total net space of 48,733 sq. m. 3,875 exhibitors took part in these exhibitions. There were more than 260 thousand visitors to the events.

ВЫСТАВОЧНЫЙ ЦЕНТР



## **KAZANSKAYA YARMARKA, JSC**

**RUEF Member since 1993**

**UFI Member since 2002**

### **Own Exhibition Space:**

hall space – 6,700 sq. m

open air space – 12,000 sq. m

**Address:** 8 Orenburgsky Trakt, Kazan, 420059, Tatarstan, Russia

**Tel./Fax:** +7 (843) 570-51-15

**E-mail:** kazanexpo@telebit.ru, bikanacheva@expokazan.ru

[www.expokazan.ru](http://www.expokazan.ru)

**Director General:** Lev Semenov

### **UFI Approved and RUEF Logo Granted Events**

INTERMEBEL

MECHANICAL ENGINEERING. METALWORKING. KAZAN

OIL, GAS. PETROCHEMISTRY

VOLGASTROYEXPO

### **RUEF Logo Granted Events**

AGROCOMPLEX: INTERAGRO. ANIMED. FARMER OF THE VOLGA REGION

ENERGY. RESOURCE-SAVING

JEWELRYEXPO. KAZAN

ART-GALLERY. KAZAN

DORTRANSEXPO

FASHION & STYLE. KAZAN-AUTUMN

### **Additional Services**

Rent of exhibition and conference halls

Rent of exhibition furniture and equipment

Design and construction of exhibition stands

Organization of conferences

Booking of tickets and accommodation

Catering

Advertising and PR campaigns

Attraction of target audience

Staff for events

### **Priority themes for international partnership and cooperation**

Oil and petrochemicals, agriculture, plastic and rubber, construction, energy and energy efficiency, automotive industry, transport and logistics, medicine, IT and communications, security

## **ORENBURG**

Central City of Orenburg Region

### **General Information**

#### **Geography**

Orenburg is a city on the Ural River. It lies 1,478 km southeast of Moscow, very close to the border with Kazakhstan.

Total region's area – 123.7 thousand sq. km.

#### **Population**

The Orenburg Region population is 2,009 thousand people (as of January 1st, 2014). Out of them over 560 thousand live in Orenburg.

Economically active population in the region – 1,064 thousand people.

### **Economic Development**

Orenburg Region is rich in natural resources and they are the basis of the local economy. The major growing sectors are oil & gas, metals and machine engineering.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Orenburg Region GRP amounted to 553.3 bln. RUB (at actual basic prices) in 2011.

The 2012 GRP was 628.6 bln. RUB and 2013 GRP reached 709.5 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 150.2 bln. RUB.

Foreign direct investment – 140 million US dollars.

#### **Foreign Trade**

Foreign trade turnover amounted to 4.2 bln. US dollars in 2014.

Export – 3.1 bln. US dollars. Import – 1.1 bln. US dollars.

Orenburg Region has partners from over 80 countries. The region's main foreign trade partners are Iran, the Netherlands, the USA, Finland, Italy, Uzbekistan, Kirgizia, Tadzhikistan, and other.

#### **Natural Resources**

The region has over 70 types of commercial minerals, among them natural gas, oil, brown coal, combustible shales, ferrous, non-ferrous and rare earth metals, rock salt, limestone, asphaltites, jasper and marble. There are almost 200 oil and gas deposits. Other resources include potassium salts and white clay and mineral waters similar to those from the Caucasus.

#### **Industry**

The main industries of Orenburg Region are fuel industry, ferrous metallurgy and energy. Engineering and non-ferrous industries are also presented.

#### **Agriculture**

Volume of agricultural production in 2014 was 85.8 bln. RUB, agricultural production index – 101.9%. Orenburg Region also has a strong focus on the development of its agro-industrial sector. The region also engages in strong wheat and sunflower farming. Dairy and meat products, flour and cereals, bakery, confectionary, and pasta products, vegetable oil, soft drinks, beer, spirits and alcoholic beverages, canned vegetables and fruit, and cooking salt are produced.

### **Exhibition Activity**

There is 1 exhibition organizer – RUEF member that carries out exhibition activity in Orenburg.

In 2014, this company organized 10 exhibitions with total net space of 11,546 sq. m. 678 exhibitors took part in these exhibitions. There were almost 39 thousand visitors to the events.



## **URALEXPO, LTD**

**RUEF Member since 2009**

UralExpo, Ltd is the only exhibition organizer – RUEF member that carries out exhibition activity in Orenburg Region since 1996.

Our exhibition projects always have the support of the regional state structures and have the status of official events. The essence of our work is organization and holding of exhibitions, seminars, conferences to promote business development and interregional partnership.

In 2014 our company has organized 20 exhibitions and 115 congresses.

Since 2001 UralExpo, Ltd actively carries out similar activities in the Republic of Kazakhstan (such as the trade-economic missions and large joint Kazakh-Russian exhibitions).

The specialists of UralExpo are highly qualified, enthusiastic and creative. We maintain an individual approach to the clients.

**Address:** 12 Severnaya St., Orenburg, 460040, Russia

**Tel.:** +7 (3532) 67-11-00, 67-11-01

**E-mail:** uralexpo@yandex.ru

www.uralexpo.ru

**Director General:** Larisa Kryuchkova

### **Leading Fairs/ Exhibitions**

OIL, GAS, ENERGY

AGRO

STROYURAL

MENOVY DVOR

EDUCATION & CAREER

PROMENERGY. RECYCLING & ECOLOGY

### **Additional Services**

Exhibition stands design

Exhibitions and conferences equipment

Printing services

Exhibition personnel

Advertising agencies

Catering

Hotel reservations

Railway and airline ticket reservations

### **Priority themes for international partnership and cooperation**

Oil/gas, agriculture, real estate, building, education, ecology, industry

## **PERM**

Central City of the Perm Territory

### **General Information**

#### **Geography**

Perm is situated on the banks of the Kama River, in the European part of Russia near the Ural Mountains.

Total region's area – 160.2 thousand sq. km.

#### **Population**

The Perm Territory population is 2,636 thousand people (as of January 1st, 2014). Out of them over 1,026 thousand live in Perm.

Economically active population in the region – 1,337 thousand people.

### **Economic Development**

The Perm Territory is a region of the Russian Federation which demonstrates a progressive positive economic development, a territory with political stability and investment appeal. The region has an industrial-type economy, which comprises more than 500 major and medium-sized enterprises operating in various industries.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Perm Territory GRP amounted to 840.1 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 860.3 bln. RUB and 2013 GRP is 893.4 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 185.6 bln. RUB.

Foreign direct investment – 1,021 million US dollars.

#### **Foreign Trade Turnover**

Foreign trade turnover amounted to 9.2 bln. US dollars in 2014.

Export – 8 bln. US dollars. Import – 1.2 bln. US dollars.

Today the Perm Territory is an active member of international trade. Its major export partners include China, the USA and the Netherlands. Principal import partners are Germany, China and Italy.

#### **Natural Resources**

The principle wealth of the Perm Territory is its natural reserves. The main natural resources comprise oil, gas, mineral coal, chrome iron ores, gold, rough diamonds, crystalline silica (quartz), citrine quartz, ornamental gypsum, fibrous gypsum, uvarovite, limestone and marble.

#### **Industry**

The Perm Territory's industry is highly diversified, with the leading sectors including engineering, chemistry and petrochemistry, electrical power, the fuel, timber, woodworking and pulp industry.

#### **Agriculture**

Volume of agricultural production in 2014 was 41.4 bln. RUB, agricultural production index – 100.5%. The region has a developed crop production, meat and dairy cattle breeding. Poultry and beekeeping are also extensively developed.

### **Exhibition Activity**

There is 1 exhibition organizer – RUEF member with a permanent seat in Perm that carries out exhibition activity in the city. 1 more organizer from another Federal District holds their exhibitions there.

In 2014, these companies organized 28 exhibitions with total net space of 38,605 sq. m. 3,167 exhibitors took part in these exhibitions. There were almost 333 thousand visitors to the events.



## **PERMSKAYA YARMARKA EXHIBITION CENTRE, LTD (PERM EXPO)**

**RUEF Member since 1995**

**UFI Member since 2011**

Permskaya Yarmarka Exhibition Centre (Perm Expo) is one of regional leaders of exhibition business. In the course of a year it holds about 30 inter-regional specialized exhibitions with many international participants. Permskaya Yarmarka is the owner of an exhibition center which includes three special-purpose exhibition pavilions connected by a capital building. There are all basic elements of a modern exhibition center infrastructure: conference rooms, meeting rooms, a cafe, a restaurant, service department, warehouses. The total area of exhibition center amounts to about 14 thousand square meters. There is also a parking lot, a park zone and an open exposition about ten thousand square meters near the pavilions.

### **Own Exhibition Space:**

hall space – 11,100 sq. m

open air space – 3,000 sq. m

**Address:** 65 Gagarin Blvd., Perm, 614077, Russia

**Tel.:** +7 (342) 262-58-25

**E-mail:** klimov@expoperm.ru

[www.expoperm.ru](http://www.expoperm.ru)

**Director General:** Sergey A. Klimov

### **Leading Fairs/ Exhibitions**

ART PERM

EDUCATION AND CAREER

METAL WORKING. WELDING

BUILDING COMPLEX OF RUSSIAN REGIONS

OIL. GAS. CHEMISTRY

### **Additional Services**

Exhibition halls rent

Exhibition stands design

Exhibitions and conferences equipment

Printing services

Exhibition personnel

Catering

Hotel reservations

Railway and airline ticket reservations

### **Priority themes for international partnership and cooperation**

Art and culture. Education and career. Industry: machinery, equipment, new technologies.

Innovations in industry. Social sphere



## **SAMARA**

Central City of Samara Region

### **General Information**

#### **Geography**

Samara is situated in the southeastern part of European Russia, at the confluence of the Volga and Samara Rivers.

Total region's area – 53.6 thousand sq. km.

#### **Population**

The Samara Region population is 3,211 thousand people (as of January 1st, 2014). Out of them over 1,172 thousand live in Samara.

Economically active population in the region – 1,747 thousand people.

### **Economic Development**

Samara Region is one of the largest industrial centers of the country and has a considerable research and development potential, a developed innovational infrastructure which altogether provide favorable conditions for innovational development.

The Government of Samara Region has developed a strategy of social and economic development till 2020. The strategy divides all leading regional industries into separate clusters (aerospace, logistics and transport, car production, chemical, oil-producing and food-industry).

#### **Gross Regional Product**

According to Federal State Statistics Service data the Samara Region GRP amounted to 834.1 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 937.4 bln. RUB and 2013 GRP reached 1,040.7 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 300.3 bln. RUB.

Foreign direct investment – 544 million US dollars.

#### **Foreign Trade**

Foreign trade turnover amounted to 13.6 bln. US dollars in 2014.

Export – 10.0 bln. US dollars. Import – 3.6 bln. US dollars.

Samara Region has international trade partners in over than 100 countries, the main of them being Germany, China, Italy, Ukraine, and Mongolia.

#### **Natural Resources**

The Region's key mineral resources are hydrocarbon, mineral, construction, mining and chemical reserves, as well as stratal waters. The region's primary natural resources are oil, coal and casing head gas. The most important activities for the regional economy are new deposits development, oil extracting and oil processing.

#### **Industry**

Regional leading industries are mechanical engineering, power engineering and export resources extraction (oil industry); nonferrous metallurgy, chemical industry; food industry, constructional materials production.

#### **Agriculture**

Volume of agricultural production in 2014 was 73.1 bln. RUB, agricultural production index – 102.7%. The cultivated lands cover 3/4 of all the region's lands. Grain production and cattle breeding are the key activities. Industrial or non-food crops contribute as a large volume of cultivated crops. As for cattle breeding, it is dominated by dairy and beef cattle. Besides beekeeping is well developed in the region.

## **Exhibition Activity**

There is 1 exhibition organizer – RUEF member that carries out exhibition activity in Samara. In 2014, this company organized 20 exhibitions with total net space of 25,317 sq. m. 1,976 exhibitors took part in these exhibitions. There were almost 164 thousand visitors to the events.



## **EXPO-VOLGA, LTD**

**RUEF Member since 1995**

Expo-Volga is a modern and rapidly developing exhibition center. The company was founded in 1986 and since has been the largest exhibition services provider in Samara Region with rich experience in holding regional and specialized international trade shows, congresses, symposiums and conferences.

The range of Expo-Volga exhibition topics covers the strongest and the most competitive of region's clusters – automotive, oil processing, chemical, aerospace; the most prospective subjects in the innovations, transport and logistics, medical and civil engineering technologies.

Cooperation with leading local universities allows the company to arrange seminars, round tables and conferences and cover the most vital issues of various sectors of different industries.

The experts of Expo-Volga are highly qualified, creative and maintain an individual approach to every customer.

### **Own Exhibition Space:**

hall space – 5,024 sq. m

open air space – 10,360 sq. m

**Address:** 23a Michurina St., Samara, 443110, Russia

**Tel.:** +7 (846) 207-11-22

**E-mail:** [ev@expo-volga.ru](mailto:ev@expo-volga.ru)

[www.expo-volga.ru](http://www.expo-volga.ru)

**Director General:** Andrey Levitan

### **RUEF Logo Granted Events**

BUILDING VOLGA WEEK

INDUSTRIAL SHOW

POWER ENGINEERING

### **Other Leading Fairs/ Exhibitions**

OIL: PRODUCTION AND CHEMISTRY

INTERIORROOM

COMAUTOTRANS

DENTAL-EXPO. SAMARA

CHARM PROFI

YOUR COTTAGE

FISHING, HUNTING AND OUTDOOR ACTIVITY ON THE VOLGA

CHARM  
WEDDING OF YOUR DREAM  
EDUCATION. SCIENCE. BUSINESS  
SAMARA PEARL  
BLESSED SAMARA

**Additional Services**

Exhibition halls rent  
Exhibition stands design  
Exhibitions and conferences equipment  
Printing services  
Exhibition personnel  
Advertising agencies  
Catering  
Hotel reservations  
Railway and airline ticket reservations

**Priority themes for international partnership and cooperation**

Power Engineering, Industrial Show, Oil: Production and Chemistry, Building Volga Week, Interioroom, Comautotrans, Dental-Expo. Samara, Charm Profi, Samara Pearl

## **SARANSK**

Capital of the Republic of Mordovia

### **General Information**

#### **Geography**

Saransk is a city in central European Russia, located in the Volga basin at the confluence of the Saranka and Insar Rivers.

Total region's area – 26.1 thousand sq. km.

#### **Population**

The Republic of Mordovia population is 812 thousand people (as of January 1st, 2014). Out of them over 299 thousand live in Saransk.

Economically active population in the region – 457 thousand people.

### **Economic Development**

Today the Republic of Mordovia is a region with developed industry as well as agriculture. The Republic supports machine engineering, food and beverages production, and processing enterprises, meanwhile the production and technical potential of the agricultural sector are improving, too.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Republic of Mordovia GRP amounted to 120.0 bln. RUB (at actual basic prices) in 2011.

The 2012 GRP was 134.3 bln. RUB and 2013 GRP reached 149.3 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 55.3 bln. RUB.

Foreign direct investment – 1 million US dollars.

#### **Foreign Trade**

Foreign trade turnover amounted to 342.6 mln. US dollars in 2014.

Export – 227.7 mln. US dollars. Import – 114.9 mln. US dollars.

The region's companies export their products to 60 countries around the world. The republic's main export partners are Belarus, Italy, Germany, Kazakhstan, and Ukraine, import partners - Germany, Argentina, Denmark, Austria, Belgium.

#### **Natural Resources**

The Republic's main natural resources are mineral and forest reserves. Important for the region's economy are raw construction materials because the major deposits of marl and cretaceous minerals and gaize that the Republic of Mordovia has are used in production of high-quality cement. Besides this territory also holds a wide variety of clay deposits, and a large deposit of diatomite.

#### **Industry**

The key branches are railway engineering, food processing industry, production of machines and equipment, building materials industry, electronic and optomechanical industry.

#### **Agriculture**

Volume of agricultural production in 2014 was 45.5 bln. RUB, agricultural production index – 107.4%. Agriculture is one of the main economy sectors. Cultivated lands account for over 1/2 of the region's territory. Crop specialization: barley, spring and winter wheat, winter rye, potatoes, and feed crops. Cattle breeding totals to approximately half of the agricultural gross production. The most developed sectors are dairy and beef breeding, poultry.

## **Exhibition Activity**

There is 1 exhibition organizer – RUEF member with a permanent seat in Saransk that carries out exhibition activity in the city. 1 more organizer from another Federal District holds their exhibitions there.

In 2014, these companies organized 32 exhibitions with total net space of 28,436 sq. m. 1,999 exhibitors took part in these exhibitions. There were more than 264 thousand visitors to the events.



## **MORDOVEXPOCENTRE, LTD**

**RUEF Member since 2006**

Mordovexpocentre, Ltd is one of the leading enterprises in organizing and holding exhibitions and congress fairs in the Republic of Mordovia and in the Volga Federal District, founded by the Chamber of Commerce and Industry of the Republic of Mordovia. The enterprise has four exhibition pavilions with total covered area of 4,100 sq. m and 4,000 sq. m of open area.

Mordovexpocentre has been working for more than 35 years. The enterprise has the modern exhibition equipment, allowing the construction of stands of different configurations, two conference rooms for 70 and 40 seats, Wi-Fi, mini printing-office, radio node, guarded parking for 100 cars, café for 80 seats and VIP-hall. It is possible to organize conference rooms for 400 seats and one-to-one venues in the exhibition pavilions.

Thanks to the complete reconstruction of the fairgrounds in 2004, the exhibition and congress projects of the district (Volga Federal District) and the federal level are realized successfully today.

Mordovexpocentre is the organizer of expositions of the enterprises of the Republic of Mordovia at exhibitions in regions of Russia and abroad.

### **Own Exhibition Space:**

hall space – 4,100 sq. m

open air space – 4,000 sq. m

**Address:** 24 Rossiyskaya St., Yalga, Saransk, 430904, Russia

**Tel./Fax:** +7 (8342) 25-38-98, 25-38-93

**E-mail:** mordovexpo2004@mail.ru

[www.mordovexpo.ru](http://www.mordovexpo.ru)

**Director General:** Konstantin Pakshin

### **Leading Fairs/ Exhibitions**

AGROFORUM

BUILDERS OF RUSSIA ON THE WAY TOWARD FIFA WORLD CUP 2018™

ENERGY- AND RESOURCE SAVING

ORTHODOX EXHIBITION

HOSPITABLE MORDOVIA

ART-SALON

HEALTH AND BEAUTY

EVERYTHING FOR TOURISM AND VACATION

HOLIDAY INDUSTRY

**Additional Services**

Exhibition halls rent  
Exhibition stands design  
Exhibitions and conferences equipment  
Printing services  
Exhibition personnel  
Advertising services  
Catering  
Hotel reservations  
Railway and airline ticket reservations  
Visa processing  
Excursions and concert programs

**Priority themes for international partnership and cooperation**

Agricultural industry, energy- and resource saving, building industry, tourism, consumer goods

## **SARATOV**

Central City of Saratov Region

### **General Information**

#### **Geography**

Saratov is a major city in southern Russia. It is the administrative center of Saratov Region and a major port on the Volga River.

Total region's area – 101.2 thousand sq. km.

#### **Population**

The Saratov Region population is 2,497 thousand people (as of January 1st, 2014). Out of them over 841 thousand live in Saratov.

Economically active population in the region – 1,259 thousand people.

### **Economic Development**

Saratov Region enjoys stable industrial growth, improvement of the financial standing of multiple economy sectors, continued favorable external economic situation, as well as improvement of the life standards of the people.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Saratov Region GRP amounted to 431.0 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 478.3 bln. RUB and 2013 GRP reached 528.7 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 132.8 bln. RUB.

Foreign direct investment – 154 million US dollars.

#### **Foreign Trade**

Foreign trade turnover amounted to 2.1 bln. US dollars in 2014.

Export – 1.4 bln. US dollars. Import – 0.7 bln. US dollars.

Among the Saratov Region's main export partners there are Spain, Singapore, the USA, Italy, and Turkey. Major import suppliers are China, Germany, Ukraine, Italy, and Indonesia. Main exports are mineral products, chemical products, and rubber. Main imports are engineering products, foodstuffs and raw materials for their production, chemical products, and rubber.

#### **Natural Resources**

The region's main natural resources include natural gas, oil, construction materials and oil shales. The region has rock phosphate, brick clay, expanded clay, sand-gravel aggregate, chalk stone, cement crude material, building stone, limestone, sandstone, mineral colour, gaize, rotten-stone, mineral salt, zeolite, glauconite and peloid deposits.

#### **Industry**

Leading branches of Saratov Region are fuel, energy, machine engineering, chemicals and petrochemicals, food and beverages.

#### **Agriculture**

Volume of agricultural production in 2014 was 106.7 bln. RUB, agricultural production index – 100.1%. Cultivated lands cover almost 85% of the region's overall territory. The main sectors in agriculture are meat and dairy cattle breeding and meat sheep raising. Besides poultry breeding is developed. The region's specialization: corn, sunflower, and fruit and berry crop production.

## **Exhibition Activity**

There is 1 exhibition organizer – RUEF member with a permanent seat in Saratov that carries out exhibition activity in the city. 1 more organizer from another Federal District holds their exhibitions there.

In 2014, these companies organized 16 exhibitions with total net space of 18,028 sq. m. 1,236 exhibitors took part in these exhibitions. There were almost 103 thousand visitors to the events.



## **SOFIT-EXPO, JSC**

**RUEF Member since 2001**

Sofit-Expo Exhibition Center has been working on the market of exhibitions and fairs since 1997. For 17 years Sofit-Expo has remained the unique exhibition organizer in Saratov.

Sofit-Expo organizes 15 events a year. These are specialized exhibitions designed with a view of the regional economy development priority directions. Trade fairs and show events are also organized.

**Address:** P.O.B. 3545, Saratov, 410031, Russia

**Tel./Fax:** +7 (8452) 20-54-70, 20-58-39

**E-mail:** office@expo.sofit.ru

www.expo.sofit.ru

**Director General:** Anatoly Burlachuk

### **Leading Fairs/ Exhibitions**

CONSTRUCTION. FINISHING. DESIGN

OIL. GAS. CHEMISTRY

ENERGY. POWER EFFICIENCY

SARATOV-AGRO. FIELDS DAY

### **Additional Services**

Exhibition stands design

Exhibitions and conferences equipment

Printing services

Advertising agencies

Hotel reservations

Railway and airline ticket reservations

### **Priority themes for international partnership and cooperation**

Power-building, energy production, agriculture complex, transport and logistics infrastructure



## **UFA**

Capital of the Republic of Bashkortostan

### **General Information**

#### **Geography**

Ufa is the capital of the Republic of Bashkortostan which is situated in eastern European part of Russia near its land boundary with Asia, at the confluence of the Belaya and the Ufa rivers, on low hills to the west of southern Urals.

Total region's area – 142.9 thousand sq. km.

#### **Population**

The Republic of Bashkortostan population is 4,070 thousand people (as of January 1st, 2014). Out of them over 1,104 thousand live in Ufa.

Economically active population in the region – 1,988 thousand people.

### **Economic Development**

The Republic of Bashkortostan belongs to stable and dynamically developing regions of the Russian Federation. Bashkortostan steadily ranks among top regions in terms of key economic development indicators. There are all grounds in the Republic for the dynamic development of international relations: political and economic stability, rich natural and production potential, deserved business authority and effective support of international cooperation by the heads of the region, high investment rating.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Republic of Bashkortostan GRP amounted to 941.0 bln. RUB (at actual basic prices) in 2011.

The 2012 GRP was 1,149.4 bln. RUB and 2013 GRP reached 1,267.0 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 285.5 bln. RUB.

Foreign direct investment – 392 million US dollars.

#### **Foreign Trade**

Foreign trade turnover amounted to 14.9 bln. US dollars in 2014.

Export – 13.7 bln. US dollars. Import – 1.2 bln. US dollars.

Bashkortostan exports more than 30% of its locally produced industrial products, with key exports including products of fuel and petrochemical industries, engineering and metals. The Republic's principal foreign trade partners include Poland, Germany, Belarus, Latvia, the Netherlands, China, Hungary, Czech Republic, Ukraine, Kazakhstan, and Lithuania.

#### **Natural Resources**

The Republic's main natural resources include oil, gas, complex ores, non-ferrous and ferrous metal ores (copper, zinc, iron), straight coal and mining chemical feedstock. Bashkortostan also possesses vast forest resources.

#### **Industry**

Dominating industries of Bashkortostan are oil and gas extraction and petrochemical complexes, hi-tech mechanical engineering as well as building, food and medical industries.

#### **Agriculture**

Volume of agricultural production in 2014 was 135.5 bln. RUB, agricultural production index – 101.1%. Cultivated lands make up a half of the Republic's overall lands. Bashkortostan specialization: corn growing and industrial crops, potato growing, beekeeping, poultry and horse breeding with high share of meat and dairy cattle breeding, and sheep breeding.

## Exhibition Activity

There are 2 exhibition organizers – RUEF members with a permanent seat in Ufa that carry out exhibition activity in the city. 2 more organizers from another Federal District hold their exhibitions there.

In 2014, these companies organized 34 exhibitions with total net space of 32,316 sq. m. 2,436 exhibitors took part in these exhibitions. There more than 188 thousand visitors to the events.



## BASHKIR EXHIBITION COMPANY, LTD

**RUEF Member since 2010**

**UFI Member since 2014**

Among the largest specialized exhibitions organized by the company are the following: “Gas. Oil. Technology”, “AgroKomplex”, “Power Industry of BRICS and SCO”, Forum “Uralstroyindustry”.

The company develops expo-projects in different branches: energy and building, auto industry, education, restaurant and hotel business, beauty industry, high technologies and others.

**Address:** 158 Mendeleev St., Ufa, 450080, Russia

**Tel./Fax:** +7 (347) 253-38-00, 253-14-34

**E-mail:** expo@bvkexpo.ru

www.bvkexpo.ru

**Director General:** Albina Kildigulova

### UFI Approved and RUEF Logo Granted Event

GAS. OIL. TECHNOLOGY

### Leading Fairs/Exhibitions

AGROKOMPLEX

POWER INDUSTRY OF BRICS AND SCO

URALSTROYINDUSTRY

### Additional Services

Exhibitions and conferences equipment

Exhibition personnel

Hotel reservations

## URAL FEDERAL DISTRICT

### General Information

#### Geography

The district spans an area of 1,818.5 thousand sq. km. It is in the heart of the Eurasian continent on border of the European and Asian territorial units. Administrative center is Ekaterinburg.

#### There are 6 District's subjects:

• Kurgan Region • Sverdlovsk Region • Tyumen Region • Chelyabinsk Region • Khanty-Mansiysky Autonomous District – Yugra • Yamalo-Nenetsky Autonomous District

#### Population

As of January 2015, the total population of the District was 12.3 million people (8.4% of the total Russian population), 80.9% – urban residents. As of January 2014, the share of working-age population was 59.7%. In 2013 the economically active population amounted to 6.1 million people. The major urban centers are Ekaterinburg, Tyumen, Chelyabinsk, Surgut, Khanty-Mansiisk.



### Economic Development

#### Gross Regional Product

According to Federal State Statistics Service data the Ural Federal District GRP amounted to 6,314.3 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 7,098.4 bln. RUB and 2013 GRP reached 7,648.6 bln. RUB.

#### Foreign Trade Turnover

2014 was marked with positive trade balance. Export – 37.7 billion US dollars, import – 8.6 billion US dollars. The Ural Federal District foreign trade turnover makes 5.9% of total Russian foreign trade turnover.

#### Investments

In 2014 the amount of fixed investment into the Ural Federal District economy was 2,322.6 bln. RUB (17.2% of all investments into Russian economy). Foreign direct investment – 16,694 million US dollars.

#### Industrial Sector

In 2014 industrial production index reached 100.1%, shipment of own production goods, works and services in the district was: for mining and quarrying – 3,766 bln. RUB, manufacturing – 3,414 bln. RUB, electricity, gas and water supply – 576 bln. RUB.

There are large forest resources in the Ural Federal District, they estimate about 10% of the all-Russian stocks of wood. The District also has the major centers of timber, woodworking and paper. The Urals industrial area is a major Russia metallurgical region. It is also the center of Russia's oil production, and has important mineral and mining resources. It is also the center of Russia's railway manufacturing industry.

### **Branches**

- fuel industry
- energy industry
- metallurgy
- raw material extraction
- machine building
- hi-tech production
- nuclear industry
- military production
- agriculture
- transport
- railway manufacturing industry
- woodworking
- paper industry

### **Agriculture**

Volume of agricultural production in 2014 was 254.4 bln. RUB, agricultural production index – 100.5%.

### **Exhibition Activities**

There are 8 exhibition organizers – RUEF members that carry out exhibition activity in the Ural Federal District, 4 of them are legal entities-residents of the District, 4 have their residence in other Federal Districts but hold some exhibitions in the Ural Federal District.

In 2014, 53 exhibition events were organized in the Ural Federal District with total net space of 33,012 sq. m. 3,355 exhibitors from 22 countries took part in these exhibitions. More than 280 thousand people visited the events.

#### **The largest exhibitions' themes (based on net space)**

- Oil and gas – 17.3%
- Construction, finishing materials, and procurement – 15.3%
- Jewelry and watches – 11.8%
- Transport, shipment, warehouse, and logistics – 8.8%

#### **The largest exhibitions' themes (based on number of exhibitors)**

- Construction, finishing materials, and procurement – 15.3%
- Gardening, landscaping and flowers – 12.7%
- Oil and gas – 9%
- Jewelry and watches – 7.9%

## **EKATERINBURG**

Central City of Sverdlovsk Region

### **General Information**

#### **Geography**

Ekaterinburg is a major city in the central part of Russia. It is situated on the eastern side of the Ural mountain range.

Total region's area – 194.3 thousand sq. km.

#### **Population**

The Sverdlovsk Region population is 4,321 thousand people (as of January 1st, 2014). Out of them over 1,412 thousand live in Ekaterinburg. Economically active population in the region – 2,309 thousand people.

### **Economic Development**

The Sverdlovsk Region is one of the main industrial and cultural centers of the Ural Federal District. The main areas of the region's industry are machinery, metal processing, and ferrous and non-ferrous metallurgy.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Sverdlovsk Region GRP amounted to 1,291.0 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 1,484.9 bln. RUB and 2013 GRP reached 1,586.2 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 370.4 bln. RUB.  
Foreign direct investment – 1,262 million US dollars.

#### **Foreign Trade**

Foreign trade turnover amounted to 12.2 bln. US dollars in 2014.

Export – 8.5 bln. US dollars. Import – 3.7 bln. US dollars.

The Region's key foreign trade partners are the USA, China, Germany, the Netherlands, and Italy.

#### **Natural Resources**

The region's major natural resources are iron and copper ores, coal, turf, gold, platinum, silver, manganese, nickel, titanium, vanadium, asbestos, bauxites, precious stones, and rare earth metals.

#### **Industry**

The leading industrial sectors are ferrous and non-ferrous metallurgy, heavy, power, and transport engineering. There are large chemical and petrochemical industry enterprises, local companies manufacturing hi-tech equipment used by Russia's major metallurgical, petrochemical, and engineering plants. Major food industry sectors are winemaking, brewing, milling and grain producing, and dairy and meat manufacturing.

#### **Agriculture**

Volume of agricultural production in 2014 was 65.9 bln. RUB, agricultural production index – 100.3%. The key branches of the Sverdlovsk Region's agriculture sector are cattle and poultry breeding. About half of the cultivated lands are covered by feed crops (perennial grasses, silage corn, and root vegetables). The remaining lands are used for cultivating grain crops such as wheat, barley, and oats.

### **Exhibition Activity**

There is 1 exhibition organizer – RUEF member with a permanent seat in Ekaterinburg that carries out exhibition activity in the city. 3 more organizers from other Federal Districts hold their exhibitions there. In 2014, these companies organized 7 exhibitions with total net space of 7,953 sq. m. 639 exhibitors took part in these exhibitions. There were more than 18 thousand visitors to the events.



## **URALEXPOCENTER – EUROASIAN EXHIBITION HOLDING, LTD**

**RUEF Member since 1997**

**Address:** 38-305 Kuibysheva St., Ekaterinburg, 620026, Russia

**Tel./Fax:** +7 (343) 286-11-63 (53)

**E-mail:** expoeventural@gmail.com

[www.uralex.ru](http://www.uralex.ru)

**President:** Alexandr Baranov

### **Leading Fairs/ Exhibitions**

DENTAL EXPO EKATERINBURG  
RITUALNYE USLUGI (FUNERALS)  
TOURISM & SPORT. EXTREME RECREATION  
HEALTHY LIFESTYLE  
INDUSTRY OF ENTERTAINMENT

### **Additional Services**

Exhibition halls rent  
Exhibition stands design  
Exhibitions and conferences equipment  
Printing services  
Exhibition personnel  
Advertising agencies  
Catering  
Hotel reservations  
Railway and airline ticket reservations

## **CHELYABINSK**

Central City of Chelyabinsk Region

### **General Information**

#### **Geography**

Chelyabinsk is a city in Russia, located just to the east of the Ural Mountains, on Miass River. It is the administrative center of Chelyabinsk Region. Total region's area – 88.5 thousand sq. km.

#### **Population**

The Chelyabinsk Region population is 3,490 thousand people (as of January 1st, 2014). Out of them over 1,169 thousand live in Chelyabinsk. Economically active population in the region – 1,877 thousand people.

### **Economic Development**

The Chelyabinsk Region is one of the main industrial and cultural centers of the Ural Federal District. Balanced economic patterns are the main advantage of the Chelyabinsk Region. The Region has production and scientific potential, and favorable geographical location. The iron and steel industry is the most important sector of the economy.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Chelyabinsk Region GRP amounted to 774.4 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 842.0 bln. RUB and 2013 GRP reached 879.3 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 229.1 bln. RUB. Foreign direct investment – 1,446 million US dollars.

#### **Foreign Trade**

Foreign trade turnover amounted to 7.9 bln. US dollars in 2014.

Export – 5.2 bln. US dollars. Import – 2.7 bln. US dollars.

The region's main exports include metallurgical and machine-building products. The main imports are transport machinery, mineral fertilizers, and consumer goods.

The share of non-CIS countries in the foreign trade turnover was more than 50% in 2014.

#### **Natural Resources**

The Chelyabinsk Region has huge reserves of natural resources: over 300 mineral deposits, primarily iron ore and copper-zinc ore deposits, as well as gold, refractory material, talcum, graphite and quartz deposits. Over 150 companies develop local mineral deposits and process raw materials.

#### **Industry**

The region's key industries are ferrous and non-ferrous metallurgy, machine-building, metal processing, electric power industry, and construction materials industry.

#### **Agriculture**

Volume of agricultural production in 2014 was 88.4 bln. RUB, agricultural production index – 104.0%. Agricultural production accounts for about 8% of the GRP. The region's specialization: growing grain and pulse, breeding pigs, and producing dairy and meat products, including poultry.

### **Exhibition Activity**

There is 1 exhibition organizer – RUEF member that carries out exhibition activity in Chelyabinsk.

In 2014, this company organized 4 exhibitions with total net space of 1,949 sq. m. 175 exhibitors took part in these exhibitions. There were more than 3 thousand visitors to the events.



## **YUZHURALEXPO, LLC**

**RUEF Member since 1997**

### **Exhibition Space:**

hall space – 2,100 sq. m

open air space – 1,000 sq. m

Exhibition Space of WTC Chelyabinsk is used

**Address:** 327 office, 35 Lenina Prospekt, Chelyabinsk, 454090, Russia

**Tel./Fax:** +7 (351) 239-45-65, 239-46-37

**E-mail:** info@wtc-chel.ru

www.expoural.ru

**Director General:** Tatiana Stepanova

### **RUEF Logo Granted Event**

URAL INDUSTRIAL AND ECONOMIC WEEK

### **Other Leading Fairs/ Exhibitions**

RECONSTRUCTION OF INDUSTRIAL ENTERPRISES – BREAKTHROUGH

TECHNOLOGIES IN METALLURGY AND MECHANICAL ENGINEERING

URALS CONSTRUCTION WEEK

BUSINESS IN MOTION

CLIMATE CHANGE AND INDUSTRIAL CITY ECOLOGY

### **Additional Services**

Exhibition halls rent

Exhibition stands design

Exhibitions and conferences equipment

Printing services

Exhibition personnel

Advertising agencies

Catering

Hotel reservations

Railway and airline ticket reservations

Business services

Search for business partners

### **Priority themes for international partnership and cooperation**

Metallurgy, mechanical engineering, metal-working, tools, construction, industrial ecology,  
power engineering, transport and logistics, food and beverages



## **SURGUT**

City of Khanty-Mansyisk Autonomous Area

### **General Information**

#### **Geography**

Surgut is a city in Russia, on the Ob River near its junction with the Irtysh River, the largest in Khanty-Mansyisk Autonomous Area and second largest in Tyumen Region.

Khanty-Mansyisk Autonomous Area total area - 534.8 thousand sq. km.

#### **Population**

The Khanty-Mansyisk Autonomous Area population is 1,597 thousand people (as of January 1st, 2014). Out of them over 332 thousand live in Surgut.

Economically active population in the region – 899 thousand people.

### **Economic Development**

The Khanty-Mansyisk Autonomous Area is Russia's main producer of oil and gas, one of the world's largest. It is also one of Russia's donor regions and a leader in industrial output. The region's economy is based on its natural resources' wealth.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Khanty-Mansyisk Autonomous Area GRP amounted to 2,440.4 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 2,703.6 bln. RUB and 2013 GRP is 2,789.7 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 709.4 bln. RUB.  
Foreign direct investment – 681 million US dollars.

#### **Foreign Trade**

Foreign trade turnover amounted to 21.8 bln. US dollars in 2014.  
Export – 20.5 bln. US dollars. Import – 1.3 bln. US dollars.

#### **Natural Resources**

The Area's main natural resources are oil and gas. Brown coal and bituminous coal deposits, iron ores, copper, zinc, lead, niobium, tantalum, and bauxites have been discovered in the Area.

#### **Industry**

The Area's key industries are the fuel, energy, forest, and timber-processing industries.

#### **Agriculture**

Most agricultural and food products are imported from other regions. Dairy and meat cattle breeding, pig breeding, poultry, fur farming, and reindeer breeding are extensively developed.

#### **International Relations**

The Khanty-Mansyisk Autonomous Area is a territory of active international cooperation. Every year a great number of international events take place in the area. There is a stable partnership with companies from countries all over the world. The Khanty-Mansyisk Autonomous Area possesses everything necessary for an investor: advanced legislation and infrastructure to support the business, industrial parks, a sustained fiscal system, and a low level of credit load.

## **Exhibition Activity**

There is 1 exhibition organizer – RUEF member in the Khanty-Mansyisk Autonomous Area that carries out exhibition activity in the region.

In 2014, this company organized 13 exhibitions with total net space of 8,927 sq. m. 770 exhibitors took part in these exhibitions. There were almost 54 thousand visitors to the events.



## **YUGORSKIYE KONTRAKTY REGIONAL EXBN. CENTER, JSC**

**RUEF Member since 2001**

### **Own Exhibition Space:**

hall space – 4,238 sq.m

open air space – 12,610 sq. m

**Address:** 21 Profsoyuzov St., Surgut, 626418, Russia;

**Congress-Exhibition Centre “Yugra-Expo”:**

19 Studencheskaya St., Khanty-Mansiysk, 628000, Russia

**Tel./Fax:** +7 (3462) 32-34-51, 52-00-40, (3467) 35-95-96, 35-95-98

**E-mail:** expo@wsmail.ru, expo\_expo@mail.ru

www.yugcont.ru

**Director General:** Alfia A. Pavkina

### **RUEF Logo Granted Events**

PRODUCTS OF UGRA LAND

SURGUT. OIL AND GAS

### **Other Leading Fairs/Exhibitions**

YUGRA-TOUR

### **Additional Services**

Exhibition stands design

Exhibitions and conferences equipment

Exhibition personnel

Catering

Hotel reservations

### **Priority themes for international partnership and cooperation**

Promotion of services and goods of foreign companies to the region's market. Exchange of progressive ideas. Business cooperation. Positioning of the region's industry potential on domestic and international markets

## **TYUMEN**

Central City of Tyumen Region

### **General Information**

#### **Geography**

Tyumen is located on the Tura River 2,144 kilometers east of Moscow. It is the administrative center and the largest city of Tyumen Region. Total region's area – 1,464.2 thousand sq. km.

#### **Population**

The Tyumen Region population is 3,546 thousand people (as of January 1st, 2014). Out of them over 680 thousand live in Tyumen. Economically active population in the region – 1,918 thousand people.

### **Economic Development**

The ground of the region's economy is the oil and gas complex. The Tyumen Region holds most of Russia's oil and gas reserves. Many large oil and gas companies have their representative offices in Tyumen. There are also numerous factories, engineering companies, other oil servicing companies.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Tyumen Region GRP amounted to 4,112.6 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 4,625.5 bln. RUB and 2013 GRP reached 5,017.9 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 1,690.3 bln. RUB. Foreign direct investment – 13,982 million US dollars.

#### **Foreign Trade Turnover**

Foreign trade turnover amounted to 25.7 bln. US dollars in 2014.

Export – 23.6 bln. US dollars. Import – 2.1 bln. US dollars.

The Region's main exports (excluding autonomous areas) include oil and oil derivatives, organic chemicals, wool yarn and fabrics, accumulators, machines, wood and wooden goods. The main imports are industrial equipment, vehicles, and agricultural machinery.

#### **Natural Resources**

Tyumen Region has huge hydrocarbon resources. A big part of Russia's oil and gas reserves are concentrated in the region. In addition to oil and gas, the region produces peat, sapropel, quartz sand, brick and ceramic clays, limestone, and building stone. Nearly 400 deposits of raw stock for manufacturing building materials have been identified and explored to different extents.

#### **Industry**

The basic industries in Tyumen Region are energy industry, engineering, wood and timber-processing industry, fuel industry, chemical and petrochemical industry.

#### **Agriculture**

Volume of agricultural production in 2014 was 66.7 bln. RUB, agricultural production index – 100.0%. 90% of Tyumen Region territory is located in the Far North. It surely influences the agro-industry. Farmlands account for only 3%. In the south of the Region it is possible to cultivate grain, potatoes, vegetables. Farmers breed cattle, pigs, sheep, goats, horses, and poultry.

### **Exhibition Activity**

There is 1 exhibition organizer – RUEF member that carries out exhibition activity in Tyumen.

In 2014, this company organized 28 exhibitions with total net space of 12,033 sq. m. 1,728 exhibitors took part in these exhibitions. There were almost 194 thousand visitors to the events.



## **TYUMEN FAIR, JSC**

**RUEF Full Member since 2006**

The Tyumen Fair exhibition company ranks among the five most powerful Expo Centers of the Ural-Siberian region. The company was registered on August 31, 1993 according to the decision of Intergovernmental Oil and Gas Council of the CIS-countries.

More than 500 exhibitions have been held since 1993. Over 40 thousand companies from Russia and other countries like Finland, the USA, China, Japan, Germany participated in these exhibitions. At present the exhibition projects of the Tyumen Fair embrace practically all issues which are of high priority for Tyumen Region. They are production and processing of fuel, power engineering, housing and community amenities, construction, wood – and metalworking, medicine, IT, agriculture, transports, light industry, etc.

### **Own Exhibition Space:**

hall space – 2,700 sq. m  
open air space – 2,100 sq. m

**Address:** 12 Sevastopolskaya St., Tyumen, 625013, Russia

**Tel./Fax:** +7 (3452) 48-53-53, 48-55-56

**E-mail:** tyumfair@gmail.com, expo072@gmail.com

www.expo72.ru

**Director General:** Eduard Bakiev

### **Leading Fairs/ Exhibitions**

CONSTRUCTION & ARCHITECTURE  
ENERGY. GASIFICATION. CITY SERVICES  
AGROINDUSTRIAL COMPLEX  
PUBLIC HEALTH SERVICES  
BEAUTY INDUSTRY  
ROAD CONSTRUCTION  
OIL & GAS. FUEL AND ENERGY COMPLEX

### **Additional Services**

Exhibition halls rent  
Exhibitions and conferences equipment  
Advertising  
Hotel reservations

### **Priority themes for international partnership and cooperation**

Engineering, oil and gas, power industry, timber and lumber, woodworking, agriculture, tourism

## **SIBERIAN FEDERAL DISTRICT**

### **General Information**

#### **Geography**

The district spans an area of 5,145.0 thousand sq. km (30% of the total Russian area). Administrative center is Novosibirsk.

#### **There are 12 District's subjects:**

• Altai Republic • Altai Territory • Republic of Buryatia • Zabaykalsky Territory • Irkutsk Region • Kemerovo Region • Krasnoyarsk Territory • Novosibirsk Region • Omsk Region • Tomsk Region • Republic of Tyva • Republic of Khakassia

#### **Population**

As of January 2015, the total population of the District was 19.3 million people (13.2% of the total Russian population), 72.7% – urban residents. As of January 2014, the share of working-age population was 59.2%. In 2013 the economically active population amounted to 9.1 million people.

The major urban centers are Novosibirsk, Omsk, Kemerovo, Barnaul, Tomsk, Krasnoyarsk, Chita



### **Economic Development**

#### **Gross Regional Product**

According to Federal State Statistics Service data the Siberian Federal District GRP amounted to 4,802.9 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 5,186.8 bln. RUB and 2013 GRP reached 5,535.4 bln. RUB.

#### **Foreign Trade Turnover**

2014 was marked with positive trade balance. Export – 35.2 billion US dollars, import – 8.0 billion US dollars. The Siberian Federal District foreign trade turnover makes 5.5% of total Russian foreign trade turnover.

#### **Investments**

In 2014 the amount of fixed investment into the Siberian Federal District economy was 1,441.0 bln. RUB (10.7% of all investments into Russian economy). Foreign direct investment – 3,292 million US dollars.

#### **Industrial Sector**

In 2014 industrial production index reached 101.8%, shipment of own production goods, works and services in the district was: for mining and quarrying – 1,294 bln. RUB, manufacturing – 3,059 bln. RUB, electricity, gas and water supply – 565 bln. RUB.

The base of economic complex is its unique natural resources potential. In the Siberian Federal District 85% of all-Russia reserves of lead and platinum, 80% of coal and molybdenum, 71% of nickel, 69% of copper, 44% of silver, 40% of gold are concentrated. Siberia is the main energy and raw material resources base. Industry plays a key role in economy of the district. Natural resources potential of the Siberian Federal District determines its branch specialization.

### **Branches**

- |  |                                |
|--|--------------------------------|
| • ferrous and non-ferrous metal industry | • woodwork and timber industry |
| • light industry                         | • fur-trade                    |
| • chemical and petrochemical industry    | • food-processing industry     |
| • electrical energy industry             | • flour-milling industry       |
| • construction material production       | • woodworking                  |
| • metal-fabricating industries           | • paper industry               |
| • fuel industry                          |                                |

### **Agriculture**

Volume of agricultural production in 2014 was 526.0 bln. RUB, agricultural production index – 96.7%.

### **Exhibition Activity**

There are 10 exhibition organizers – RUEF members that carry out exhibition activity in the Siberian Federal District. 5 of them are legal entities-residents of the District, 5 have their residence in other Federal Districts.

In 2014, 120 exhibition events were organized in the Siberian Federal District with total net space of 157,462 sq. m. 11,139 exhibitors from 52 countries took part in these exhibitions. More than 860 thousand people visited the events.

#### **The largest exhibitions' themes (based on net space)**

- Construction, finishing materials, and procurement – 12.3%
- Cars, bikes, and motorbikes – 11.5%
- Natural resources. mining – 9%
- Religion, ceremonial services – 6.4%

#### **The largest exhibitions' themes (based on number of exhibitors)**

- Construction, finishing materials, and procurement – 16.5%
- Gardening, landscaping and flowers – 8.6%
- Religion, ceremonial services – 7.6%
- Tourism, sports, leisure, and hobby – 6.8%

## **NOVOSIBIRSK**

Central City of Novosibirsk Region

### **General Information**

#### **Geography**

Novosibirsk is the largest city of Siberia. The city is located in the south-western part of the federal district and occupies an area of 505.6 square kilometers. The whole Novosibirsk area occupies 177.8 thousand sq. km.

#### **Population**

The Novosibirsk Region population is 2,731 thousand people (as of January 1st, 2014). Out of them over 1,548 thousand live in Novosibirsk. Economically active population in the region – 1,434 thousand people.

### **Economic Development**

Novosibirsk Region is advantageously located next to the largest industrial territories in Siberia, Kemerovo and Omsk regions, as well as Altai Territory. Novosibirsk is a large industrial center.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Novosibirsk Region GRP amounted to 598.6 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 728.2 bln. RUB and 2013 GRP reached 821.4 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 180.0 bln. RUB.  
Foreign direct investment – 773 million US dollars.

#### **Foreign Trade**

Foreign trade turnover amounted to around 3.8 bln. US dollars in 2014.

Export – 1.9 bln. US dollars. Import – 1.9 bln. US dollars.

Novosibirsk Region is a territory of active international cooperation. The Region's government puts effort to build up foreign partnership. There is a stable partnership with companies from countries all over the world. In 2014 main exports were machinery, equipment and transport means, and mineral products. Main imports were machinery, equipment and transport means, chemical products, and textiles, textile articles and footwear.

#### **Natural Resources**

The region has limited reserves of mineral resources – only 20 kinds available, some of which cannot be used for commercial production. The most common mineral resources are construction materials: stone, gravel, sand, limestone, marble, and clay slate. In the region's northern areas there are deposits of peat, oil, gas, and coal, including anthracite coal.

#### **Industry**

The Region's key industry is engineering and metalworking, including manufacturing electrical and metallurgical equipment and tool engineering. Besides there are developed energy industry, ferrous and non-ferrous metallurgy, chemical and petrochemical industry, and food and construction materials industries.

#### **Agriculture**

Volume of agricultural production in 2014 was 71.1 bln. RUB, agricultural production index – 97.8%. The Region's agricultural sector includes cultivation of grains, potatoes, vegetables, and flax, dairy and meat cattle breeding, procurement of wool, and pig, sheep, and poultry breeding.

## **Exhibition Activity**

There is 1 exhibition organizer – RUEF member with a permanent seat in Novosibirsk that carries out exhibition activity in the city. 3 more organizers from other Federal Districts hold their exhibitions there.

In 2014, these companies organized 34 exhibitions with total net space of 60,776 sq. m. 2,870 exhibitors took part in these exhibitions. There were almost 120 thousand visitors to the events.



## **ITE SIBERIA, LLC**

**RUEF Member since 2009**

**UFI Member since 1996**

ITE Siberia is the Siberian office of ITE Group.

ITE Siberia's events calendar now contains over 30 exhibition events, including SibBuild, SITT (tourism), Medima (Medsib). The majority of ITE Siberia's specialized international exhibitions are organized with the support of sector ministries of the Russian Federation, the Plenipotentiary Representation of the Government of the Russian Federation in the Siberian Federal District, the Novosibirsk Regional Administration, the Novosibirsk Mayor's Office.

**Address:** 104 Stancionnaya St., Krivodanovka, Novosibirsk Region, 633102, Russia

**Tel.:** +7 (383) 363-00-63

**E-mail:** info@sibfair.ru

www.ite-siberia.ru

www.ite-russia.ru

**General Director:** Andrey Stetsovsky

### **UFI Approved Events**

MEDIMA SIBERIA

SIBBUILD

SITT

### **Other Leading Fairs/ Exhibitions**

AGROSIB

MASHEX SIBERIA

INTERFOOD SIBERIA

HOREX SIBERIA

SIBJEWELLERY

COUNTRY&HOUSE EXPO

SIPS / SECURIKA (SIBSECURITY)



**Additional Services**

Exhibition halls rent  
Exhibition stands design  
Exhibitions and conferences equipment  
Exhibition personnel

**Priority themes for international partnership and cooperation**

Agriculture, food-processing; machine-building, industrial automation; construction, engineering, technology for city building and infrastructure project, and real estate; medicine; science, technology and education; tourism and leisure; wood processing, pulp and paper, packaging, furniture

## **IRKUTSK**

Central City of Irkutsk Region

### **General Information**

#### **Geography**

Irkutsk is one of the largest cities in Siberia and the administrative center of Irkutsk Region. The whole Irkutsk Region occupies 774.8 thousand sq. km.

#### **Population**

The Irkutsk Region population is 2,418 thousand people (as of January 1st, 2014). Out of them over 613 thousand live in Irkutsk.

Economically active population in the region – 1,261 thousand people.

### **Economic Development**

Irkutsk Region has a highly developed industry and possesses a considerable share of Russia's natural resources which defines the key branches of the Region.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Irkutsk Region GRP amounted to 634.6 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 738.0 bln. RUB and 2013 GRP reached 796.6 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 192.5 bln. RUB.

Foreign direct investment – 465 million US dollars.

#### **Foreign Trade**

Foreign trade turnover amounted to 8.8 bln. US dollars in 2014.

Export – 7.2 bln. US dollars. Import – 1.6 bln. US dollars.

#### **Natural Resources**

Strategic resources of Irkutsk Region are coal, iron ore, gold, oil, gas, tantalum, niobium, caesium, mica, potassium and rock salt, magnesite, diamonds, hydro-power and timber resources.

#### **Industry**

The key branches of the Region are the following: energy industry, coal mining, non-ferrous and ferrous industry, chemical and petrochemical industry, engineering, timber processing, construction-materials manufacturing.

#### **Agriculture**

Volume of agricultural production in 2014 was 54.5 bln. RUB, agricultural production index – 103.0%. Agriculture activities in the region depend on the areas. In the southern areas grains and feed crop raising, dairy, meat cattle breeding, sheep breeding, poultry raising are dominating. In the northern areas the major are deer breeding, fur animals hunting and fur farming.

#### **International Relations**

The regional enterprises are engaged in foreign economic activity with more than 90 countries from all over the world. Due to the Region's geographical location external economic activity is mainly oriented on the countries of the Asian-Pacific region. At the same time the region's government has set it as priorities to establish and develop existing contacts with the EU-countries and other countries of the world.

### **Exhibition Activity**

There is 1 exhibition organizer - RUEF member with a permanent seat in Irkutsk that carries out exhibition activity in the city. 1 more organizer from another Federal District holds its exhibitions there.

In 2014, these companies organized 20 exhibitions with total net space of 22,477 sq. m. 1,969 exhibitors took part in these exhibitions. There were almost 272 thousand visitors to the events.



**СибЭкспоЦентр**  
**SIBEXPOCENTRE, OJSC**  
**RUEF Member since 1992**

**Own Exhibition Space:**

hall space – 4,500 sq. m  
open air space – 3,400 sq. m

**Address:** 253a Baikalskaya St., Irkutsk, 664050, Russia

**Tel./Fax:** +7 (3952) 35-29-00

**E-mail:** info@sibexpo.ru

www.sibexpo.ru/eng

**Director General:** Andrei Shapovalov

**Leading Fairs/ Exhibitions**

KNOWLEDGE. PROFESSION. CAREER  
BAIKALTOUR  
SIBERIAN FOOD PRODUCTS  
TRANSPORT AND ROADS OF SIBERIA  
INDUSTRY OF BEAUTY  
BAIKAL CONSTRUCTION WEEK  
HUNTING. FISHING. RECREATION  
WOOD PROCESSING INDUSTRY OF SIBERIA. WOODEN HOUSE CONSTRUCTION INDUSTRY  
SIBERIAN HEALTHCARE. DENTISTRY  
ENERGY. GASIFICATION

**Additional Services**

Exhibition halls rent  
Exhibition stands design  
Exhibitions and conferences equipment  
Printing services  
Exhibition personnel  
Advertising agencies  
Catering  
Hotel reservations  
Railway and airline ticket reservations

**Priority themes for international partnership and cooperation**

Tourism services, timber industry, building industry, energy sector, transport, medicine.  
Forms of cooperation: participation of foreign exhibitors in specialized exhibitions, representative office services

## **KRASNOYARSK**

Central City of Krasnoyarsk Territory

### **General Information**

#### **Geography**

Krasnoyarsk is the third largest city in Siberia, located on Yenisei river. The whole Krasnoyarsk Territory occupies 2,366.8 thousand sq. km.

#### **Population**

The Krasnoyarsk Territory population is 2,853 thousand people (as of January 1st, 2014). Out of them over 1,036 thousand live in Krasnoyarsk. Economically active population in the region – 1,516 thousand people.

### **Economic Development**

Industrial production is the basis of the Krasnoyarsk Territory's economy. The material production is dominated by industry, agriculture and construction.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Krasnoyarsk Territory GRP amounted to 1,170.8 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 1,183.2 bln. RUB and 2013 GRP reached 1,256.7 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 344.5 bln. RUB.  
Foreign direct investment – 1,037 million US dollars.

#### **Foreign Trade**

Foreign trade turnover amounted to 9.3 bln. US dollars in 2014.

Export – 7.8 bln. US dollars. Import – 1.5 bln. US dollars.

The Krasnoyarsk Territory is a Russian and international markets active participant. In 2014 main exports were metals and articles thereof, wood, pulp-and-paper products and chemical products. Main imports were machinery, equipment and transport means, and chemical products.

#### **Natural Resources**

It tops the Russian list of timber reserves, comes the second in hydro-power resources, and the third in reserves of mineral fuel (mostly brown coal and oil reserves). There are ferrous and non-ferrous metal deposits, as well as gold, natural stones and non-metallic building materials.

#### **Industry**

The region's main industries are non-ferrous metallurgy, energy, fuel, timber, woodworking, engineering, metalworking, chemical industry, light industry, food industry.

#### **Agriculture**

Volume of agricultural production in 2014 was 76.0 bln. RUB, agricultural production index – 97.7%. Agriculture is mostly developed in the southern regions. The agricultural sector includes production of grain, potato and vegetables, meat-and-dairy cattle breeding, sheep raising, poultry farming, etc.

### **Exhibition Activity**

There is 1 exhibition organizer – RUEF member with a permanent seat in Krasnoyarsk that carries out exhibition activity in the city.

In 2014, this company organized 34 exhibitions with total net space of 41,016 sq. m. 4,454 exhibitors took part in these exhibitions. There were more than 334 thousand visitors to the events.



## **KRASNOYARSK FAIR EXHIBITION COMPANY, JSC**

**RUEF Member since 1993**

Founded in 1992, Krasnoyarsk Fair Exhibition Company quickly gained the status of one of the major exhibition companies in Siberia and the Far East. For 22 years the company has received over 2 mln visitors and over 70,000 exhibiting companies.

Since 2007 all the events are held on the specialized exhibition ground of the SIBERIA International Exhibition and Business Center. SIBERIA is a modern exhibition business complex with technical capabilities and equipment providing all the range of exhibition and business services up to the high world standards. The total area of the centre is 52,000 sq. m, which includes exhibition pavilions, open exhibition grounds, conference halls and meeting rooms, a hotel, a restaurant and cafes, bank branches, air ticket offices and underground parking.

In 2014 SIBERIA International Exhibition and Business Center was added by a new facility – Grand Hall Siberia. This is an exclusive congress and concert hall beyond the Urals and Far East Region that includes Gala Hall (Ground floor), 6 Conference Halls, and a big concert and congress hall with 1716 seats.

In 2014 Krasnoyarsk Fair Exhibition Company signed a partnership agreement for 10 years with Deutsche Messe AG and its Russian subsidiary Deutsche Messe RUS.

### **Own Exhibition Space:**

hall space – 11,000 sq. m

open air space – 7,000 sq. m

**Address:** P.O.B. 25226, Krasnoyarsk, 660049, Russia

**Tel./Fax:** +7 (391) 228-85-58

**E-mail:** referent@krasfair.ru

[www.krasfair.ru](http://www.krasfair.ru)

**Director General:** Sergey Sobolev

### **Leading Fairs/ Exhibitions**

CONSTRUCTION AND ARCHITECTURE

METALWORK AND WELDING

YENISEY MEDICA AND SIBERIAN DENTAL FORUM

FOOD INDUSTRY AND MODERN BREADMAKING

SIBERIAN JEWELLERY SALON

YENISEY TOURISM AND OUTDOOR INDUSTRY SHOW

CLIMATAQUATEX

MODERN SECURITY SYSTEMS

MOTOREXPOSHOW

EXPODREV RUSSIA

### **Additional Services**

- Exhibition halls rent
- Exhibition stands design and construction
- Exhibition and conference equipment
- Printing services
- Exhibition personnel
- Advertising agencies
- Catering
- Hotel accommodation
- Transfer
- Translation and interpreting
- Call-center services

### **Priority themes for international partnership and cooperation**

Industry, construction, woodworking, energy, oil and gas, medical care.  
Forms of cooperation: participation of foreign exhibitors in specialized trade shows;  
reception of business and trade delegations and organization of participation in the events  
abroad; representative office services

## **NOVOKUZNETSK**

City of Kemerovo Region

### **General Information**

#### **Geography**

Novokuznetsk is a major industrial centre of Kemerovo region. The whole Kemerovo Region (also known as Kuzbass) occupies 95.7 thousand sq. km.

#### **Population**

The Kemerovo Region population is 2,734 thousand people (as of January 1st, 2014). Out of them over 550 thousand live in Novokuznetsk. Economically active population in the region – 1,424 thousand people.

### **Economic Development**

Kemerovo Region is one of the most dynamically developing regions of Russia. It has about a third of the major manufacturing facilities in western Siberia. Today Kemerovo Region is known not only as one of the strongest industrial centers of Russia, but also as a region with highly developed agriculture and significant achievements in construction, science, health, culture, and tourism.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Kemerovo Region GRP amounted to 751.2 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 718.3 bln. RUB and 2013 GRP reached 668.3 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 239.7 bln. RUB.  
Foreign direct investment – 477 million US dollars.

#### **Foreign Trade**

Foreign trade turnover amounted to 19.5 bln. US dollars in 2014.

Export – 12.7 bln. US dollars. Import – 6.8 bln. US dollars.

The Region is export-oriented, almost 70% of its industrial products are brought to the external market. The Kemerovo Region exports products to over 90 countries.

#### **Natural Resources**

Kemerovo Region has some of Russia's largest deposits of coal, the territory's main natural resource; it makes the region the biggest supplier of coal feedstock for the national industries. Kemerovo Region also has reserves of gold, silver, iron, aluminum, manganese, zinc, lead, copper, titanium, chrome, mercury, uranium, and thorium.

#### **Industry**

The key industry branches are coal and steel industry, energy, engineering, construction, a developed scientific and educational complex, information technology, medicine, trade and small businesses.

#### **Agriculture**

Volume of agricultural production in 2014 was 49.2 bln. RUB, agricultural production index – 103.4%. The main agricultural activities in the region are potato and vegetable cultivating, dairy and meat cattle breeding. Cattle and pig breeding, beekeeping, fur farming. In the northern areas of the region wheat, barley and oats are cultivated.

### **Exhibition Activity**

There is 1 exhibition organizer – RUEF member with a permanent seat in Novokuznetsk that carries out exhibition activity in the city. 1 more organizer from another Federal District holds their exhibitions there.

In 2014, these companies organized 20 exhibitions with total net space of 19,845 sq. m. 1,429 exhibitors took part in these exhibitions. There were more than 67 thousand visitors to the events.



## **KUZBASS FAIR, JSC**

**RUEF Member since 1995**

**UFI Member since 2003**

Kuzbass Fair, CJSC since 1992 has been holding exhibitions in more than 40 topics, covering almost all spheres of the economy: mining, metallurgy, chemical industry, mechanical engineering, light and food industry, medicine, printing etc. Other than being a member of RUEF and UFI, Kuzbass Fair, CJSC is also a member of the Kuzbass Chamber of Commerce and Industry since 1994. Kuzbass is the coal mining region, the basis of its economy are mining companies. That is why the main event for the Kuzbass Fair is the international specialized exhibition of mining technologies “Ugol Rossii and Mining”, which has great influence on the development of mining companies, not only in Kuzbass but also in Russia, as well as on the foreign trade expansion. The exhibition is held under the patronage of the Chamber of Commerce and Industry of the RF, it has been awarded RUEF Logo and is UFI approved.

**Address:** 51 Avtotransportnaya St., Novokuznetsk, 654038, Kemerovo Region, Russia

**Tel./Fax:** +7 (3843) 32-11-95

**E-mail:** office@kuzbass-fair.ru

www.kuzbass-fair.ru

**Director General:** Vladimir Tabachnikov

### **UFI Approved and RUEF Logo Granted Event**

UGOL ROSSII AND MINING

### **Other Leading Fairs/ Exhibitions**

SIBERIAN BUILDING FORUM

SIBDACHA-VESNA

### **Additional Services**

- Mobile pavilion rent
- Exhibition stands design
- Exhibitions and conferences equipment
- Printing services
- Exhibition personnel
- Advertising agencies
- Catering
- Hotel reservations
- Railway and airline ticket reservations
- Business trips organization

### **Priority themes for international partnership and cooperation**

Metallurgy, mining, building, security, safety & life protection



## **OMSK**

Central City of Omsk Region

### **General Information**

#### **Geography**

The Omsk Region borders on the Tyumen Region in the northwest, Tomsk and Novosibirsk Regions in the east, and Kazakhstan in the southwest. The whole Omsk Region occupies 141.1 thousand sq. km.

#### **Population**

The Omsk Region population is 1,974 thousand people (as of January 1st, 2014). Out of them over 1,173 thousand live in Omsk. Economically active population in the region – 1,057 thousand people.

### **Economic Development**

The economy of Omsk Region is heavily industrial, with well developed, and growing, service and financial sectors. Agriculture represents a smaller, but still significant, portion of the economy. A legal framework supporting investors has been already implemented in the Region. The instruments for developing investment activity are put in place — e.g. the Omsk Region Development Corporation.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Omsk Region GRP amounted to 451.4 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 491.5 bln. RUB and 2013 GRP reached 553.2 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 105.8 bln. RUB. Foreign direct investment – 48 million US dollars.

#### **Foreign Trade**

Foreign trade turnover amounted to around 1.2 bln. US dollars in 2014.

Export – 0.8 bln. US dollars. Import – 0.4 bln. US dollars.

Foreign economic activity plays an important role in social and economic development of the Omsk Region. For the last few years the volume of foreign trade turnover has increased significantly as the authorities created favorable conditions for cooperation with foreign investors.

#### **Natural Resources**

There are numerous loam and haydite clay, sands, peat, sapropel, bentonite, lime, mineral salts and peloids, and thermal and mineral water deposits. Oil and gas fields and zircon-titanium ores deposits have been discovered in the northern part of the region.

#### **Industry**

The Region's key industrial sectors are aerospace, military-industrial complex, food processing industry, chemical and petrochemical industry, and electric power.

#### **Agriculture**

Volume of agricultural production in 2014 was 82.8 bln. RUB, agricultural production index – 94.5%. Agricultural production is concentrated in the Islil'kul'skii District and produces wheat, barley, flax, sunflower, potato, various fruits and vegetables as well as meat, poultry and dairy products.

### **Exhibition Activity**

There is 1 exhibition organizer – RUEF member with a permanent seat in Omsk that carries out exhibition activity in the city.

In 2014, this company organized 12 exhibitions with total net space of 18,808 sq. m. 1,207 exhibitors took part in these exhibitions. There were almost 422 thousand visitors to the events.



**АГЕНТСТВО**  
Рекламно-выставочной деятельности

## **AGENCY FOR ADVERTISING AND EXHIBITION ACTIVITIES, JSC**

**RUEF Member since 2015**

“Agency for advertising and exhibition activities” was formed in 2008 by the Government of the Omsk Region and carries out professional activity in the field of organization any kind of exhibitions and congress actions, actively interacts with federal and regional structures of the government and professional organizers of business actions.

Main activities:

- Organization of own exhibitions in Omsk based in regional Expocentre
- Organization of business actions in the Congress hall of regional Expocentre
- Placement of guest exhibition and congress actions
- Organization of regional displays at the exhibition in Russia and foreign countries

Every year on exhibition and congress platforms passes about 200 actions.

Expocentre – 7,000 sq.m. It is a modern exhibition platform equipped with the equipment answering to recent trends of the exhibition industry.

### **Own Exhibition Space:**

hall space – 7,000 sq.m

open air space – 10,000 sq.m

**Address:** 25/2 70 Let Oktyabrya St., Omsk, 644074, Russia

**Tel.** +7 (3812) 40-80-17

**Fax:** +7 (3812) 40-80-09

**E-mail:** expo@arvd.ru

www.arvd.ru

**CEO:** Valery Ilyushenko

### **Leading Fairs/ Exhibitions**

SIBERIAN BUILDING INDUSTRY

MODERN HOUSE

HOUSING AND COMMUNAL SERVICES. ENERGY SAVING

SPORT. YOUTH. HEALTH

AGRO-OMSK

FOR YOU, YOUNG!

FASHION FESTIVAL

VTTA

SIBERIAN AGRO-INDUSTRIAL WEEK

### **Additional Services**

Exhibition halls rent

Exhibition stands design

Exhibitions and conferences equipment

Printing services

Exhibition personnel

Advertising agencies

Catering

Hotel reservations

Railway and airline ticket reservations

**Priority themes for international partnership and cooperation**

Any topic

## **FAR EASTERN FEDERAL DISTRICT**

### **General Information**

#### **Geography**

The district spans an area of 6,169.3 thousand sq. km (36% of the total Russian area). Administrative center is Khabarovsk.

#### **There are 9 District's subjects:**

• Amur Region • Jewish Autonomous Region  
• Kamchatka Territory • Magadan Region •  
Primorsky Territory • Sakha Republic • Sakhalin  
Region • Khabarovsk Territory • Chukotsky  
Autonomous District

#### **Population**

As of January 2015, the total population of the District was 6.2 million people (4.2% of the total Russian population), 75.4% – urban residents. As of January 2014, the share of working-age population was 61.0%. In 2013 the economically active population amounted to 3.3 million people. The major urban centers are Khabarovsk, Vladivostok, Magadan, Yakutsk.



### **Economic Development**

#### **Gross Regional Product**

According to Federal State Statistics Service data the Siberian Federal District GRP amounted to 2,532.6 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 2,702.3 bln. RUB and 2013 GRP reached 2,808.4 bln. RUB.

#### **Foreign Trade Turnover**

2014 was marked with positive trade balance. Export – 28.7 billion US dollars, import – 10.7 billion US dollars. The Far Eastern Federal District foreign trade turnover makes 5.0% of total Russian foreign trade turnover.

#### **Investments**

In 2014 the amount of fixed investment into the Far Eastern Federal District economy was 820.1 bln. RUB (6.1% of all investments into Russian economy). Foreign direct investment – 8,015 million US dollars.

#### **Economic Activity**

The economic development of the Far Eastern Federal District is based on the availability of different kinds of natural resources (nonferrous and rare metal ore, coal, diamonds, wood, hydro-resources, ocean bio-resources), as well as a favorable geographical position for transportation of goods because of the direct access to the Asian-Pacific region.

### **Industrial Sector**

In 2014 industrial production index reached 105.3%, shipment of own production goods, works and services in the district was: for mining and quarrying – 1,353 bln. RUB, manufacturing – 484 bln. RUB, electricity, gas and water supply – 255 bln. RUB.

### **Branches**

- fishing industry
- timber industry
- wood processing industry
- fur industry
- mining industry
- woodwork and timber industry

### **Agriculture**

Volume of agricultural production in 2014 was 145.9 bln. RUB, agricultural production index – 118.7%.

### **Exhibition Activity**

There are 4 exhibition organizers – RUEF members that carry out exhibition activity in the Far Eastern Federal District, 2 of them are legal entities-residents of the District, and the other 2 have their residence in another Federal District but hold some of their exhibitions in the Far Eastern Federal District.

In 2014, 8 exhibition events were organized in the Far Eastern Federal District by the RUEF members with total net space of 8,348 sq. m. 623 exhibitors from 17 countries took part in these exhibitions. More than 68 thousand people visited the events.

## **VLADIVOSTOK**

Central City of Primorsky Territory

### **General Information**

#### **Geography**

Vladivostok is the largest Russian port city on the Pacific Ocean and the administrative center of the Primorsky Territory. The whole Primorsky Territory occupies 164.7 thousand sq. km.

#### **Population**

The Primorsky Territory population is 1,938 thousand people (as of January 1st, 2014). Out of them over 603 thousand live in Vladivostok. Economically active population in the region – 1,069 thousand people.

### **Economic Development**

The Primorsky Territory is one of the most dynamically developing regions of Russia. Russian federal program for integrated development of Russia's Far East, the program for Vladivostok's development into a center of international cooperation in Pacific Asia and Asia Pacific Economic Cooperation (APEC) Summit which was held in Vladivostok in 2012 enhanced economic growth and development opportunities for the entire region. It all provided significant opportunities and strong impetus for development of Vladivostok and Primorsky Territory as a logistic hub, educational and medical center and a bustling business area.

#### **Gross Regional Product**

According to Federal State Statistics Service data the Primorsky Territory GRP amounted to 549.7 bln. RUB (at actual basic prices) in 2011. The 2012 GRP was 557.5 bln. RUB and 2013 GRP was 575.6 bln. RUB.

#### **Investments**

Fixed investment in 2014 – 134.7 bln. RUB.  
Foreign direct investment – 717 million US dollars.

#### **Foreign Trade**

Foreign trade turnover amounted to 11.6 bln. US dollars in 2014.

Export – 4.0 bln. US dollars. Import – 7.6 bln. US dollars.

The territory's main foreign economic partners are Japan, China, and South Korea. Economic ties with the United States, Taiwan, Thailand, and Singapore are also well developed. The territory exports mostly raw materials, the majority being fish, sea products, and canned goods. Imports include mostly consumer goods, including food products.

#### **Natural Resources**

The Primorsky Territory is rich in various natural resources, it has deposits of coal, tin, gold, boron, fluorite, lithium, beryllium, tantalum and niobium, construction materials (limestone, clay, freestone, sand and gravel and expanded clay).

#### **Industry**

The Primorsky Territory's main economic sectors are industry, agriculture, construction, transport sector, fishery, trade, and services.

#### **Agriculture**

Volume of agricultural production in 2014 was 39.6 bln. RUB, agricultural production index – 113.0%. Cultivated lands cover almost 10% of the region's territory. The Primorsky Territory has diversified farming, with rice, buckwheat, soybeans, wheat, barley and oats, potato being cultivated. Dairy and meat cattle breeding, fur farming, deer breeding and beekeeping are also developed.

## **Exhibition Activity**

There is 1 exhibition organizer – RUEF member with a permanent seat in Vladivostok that carries out exhibition activity in the city. 1 more organizer from another Federal District holds their exhibitions there.

In 2014, these companies organized 3 exhibitions with total net space of 2,176 sq. m. 274 exhibitors took part in these exhibitions. There were almost 15 thousand visitors to the events.



## **DALEXPOCENTER, LTD**

**RUEF Member since 2003**

A prominent player at Russia's Far East tradeshow market since 1994, Dalexpo center is an exhibition and convention organizer based in Vladivostok, a regional center of Primorsky Territory, one of Russia's most thriving and dynamic areas.

Dalexpo center is a member of the Russian Union of Exhibitions and Fairs, Primorsky Chamber of Commerce and Industry, and Public Council of Primorsky Territory Businessmen.

In 2012 Vladivostok hosted the Asia-Pacific Economic Cooperation Summit. The Summit included an investment showcase featuring a Far Eastern Federal District Pavilion. Dalexpo center project managed the whole process of exhibiting, from the pavilion design concept to custom stand manufacturing and quality construction.

Our tradeshow are an effective way to promote your business to a booming local market; they aim to strengthen international trade cooperation in Pacific Asia.

We have great experience in event management and production, tradeshow, business missions and conventions abroad.

**Address:** P.O.B. 255, Vladivostok, 690090, Russia

**Tel./Fax:** +7 (423) 230-04-18, 230-05-18

**E-mail:** inter@dalexpo.vl.ru, dalexpo@vlad.ru

[www.en.dalexpo.vl.ru](http://www.en.dalexpo.vl.ru)

**Director General:** Vera S. Ermilova

### **Leading Fairs/ Exhibitions**

CITY EXPO

DALAGRO • FOOD PRODUCTS

CONSTRUCTION EXPO

PITE – PACIFIC INTERNATIONAL TOURISM EXPO

### **Additional Services**

Exhibition and display equipment rent

Exhibits installation and dismantling service

Custom stand design and build

Organizer of conferences, forums, seminars, business negotiations, B2B events, and more

Organizer of company and product presentations

Printing services

Exhibition personnel

Advertising agencies  
Catering  
Hotel reservation  
Railway and airline ticket reservation  
Transportation service  
Visa support  
Translation service  
Customs clearance of exhibits  
Cultural and sightseeing activities

**Priority themes for international partnership and cooperation**

International and regional tradeshow in Vladivostok. Congress events and conventions (forums, conferences, seminars). Presentations of Russian companies and associations abroad. Russian expositions at tradeshow abroad. Business missions to tradeshow and conventions abroad



## **MOLDOVA**

The Republic of Moldova lies in the central part of Europe in the northwestern Balkans. Moldova occupies an area of 33,843 sq. m. Population of Moldova is 3.55 mln people.

The capital of Moldova is Chisinau. On the North, East and South Moldova is surrounded by Ukraine, and on the West it is separated from Romania by the Prut River.

There is a number of good reasons for making an investment in Moldova. Moldova has a number of distinct advantages that include:

- Strategic location – the beneficial geographic position of the country between east and west – the neighboring country with European Union, being a bridge between West and East
- Extensive natural resources, particularly in agro-food sector where Moldova is a traditional supplier of quality produce to whole region
- Favourable climatic conditions for the development of a wide variety of agricultural products
- Free trade agreements

Since 2001 the Republic of Moldova is a full-right member of the WTO. This allowed for an increase in the external trade of the country and the implementation of international standards in the production processes. Moldova has signed free trade agreements with 43 countries and also has the benefit of several preferential trade agreements. The Republic of Moldova has a liberal trade regime. Wherever you want to go to market your products, West or East – you can do it tax free.

EU and Moldova

On 27 June 2014, the two partners signed an Association Agreement.

The Agreement introduces a preferential trade regime – the Deep and Comprehensive Free Trade Area (DCFTA).

- Extensive bilateral agreements on the protection of investments
- Taxes – Moldova also has the lowest tax burden in the region. The corporate tax is 12% and the cumulated social taxes' rates, paid by the employer on the gross salaries, amount to 27%.
- ICT – Moldova is in top 20 countries in the world for average Internet connection speed. 3G and 4G mobile networks cover over 96% of the populated territories.
- Skills – Moldova is ranked 1st in the group of countries of low-to-middle income bracket for creation of knowledge and education. Moldova ranked 45 of 142 countries in the Global Innovation Index ranking. Most specialists know at least three languages

The Government of Moldova is firmly committed to improving the investment environment and is active in reducing the legislative and regulatory barriers for foreign investors.



## **MOLDEXPO INTERNATIONAL EXHIBITION CENTRE, JSC**

**RUEF Member since 1994**

**UFI Member since 2007**

IEC MOLDEXPO is the leading organizer of international specialized exhibitions and fairs in the Republic of Moldova.

MOLDEXPO is:

- A full member of the Global Association of the Exhibition Industry (UFI)
- A full member of the Central European Fair Alliance (CEFA)
- A member of the Russian Union of Exhibitions and Fairs (RUEF)

IEC MOLDEXPO is the only exhibition complex in the Republic of Moldova owning exhibition venues:

- 5,000 sq. m indoor area (3 pavilions)
- 10,000 sq. m outdoor area
- total area – 24.2 ha
- developed infrastructure
- technical facilities
- conference halls

Annually as much as 50 exhibitions, fairs, cultural and entertaining events are held at MOLDEXPO. Out of them, more than 20 exhibition events are organized by MOLDEXPO, reflecting the priorities and development trends of the national economy and supported by state authorities and professional associations.

Every year circa 2,000 companies from 25 countries take part in the trade fairs of MOLDEXPO. More than 170,000 visitors attend annually the exhibitions of the Centre.

In the nearest future, in accordance with the Plan of Territory Development, on the fairgrounds of MOLDEXPO will be built: an Exhibitions & Conventions Centre, a Regional School of Business, a 4\* hotel, an aqua park, a recreational area, an Eco Office etc.

### **Own Exhibition Space:**

hall space – 5,000 sq. m

open air space – 10,000 sq. m

**Address:** 1 Ghiocailor St., MD-2008, Chisinau, Moldova

**Tel.:** +373 (22) 81-04-62

**Fax:** +373 (22) 74-74-20

**E-mail:** andronic@moldexpo.md

[www.moldexpo.md](http://www.moldexpo.md)

**Director General:** Arcadie Andronic

### **UFI Approved Event**

MOLDAGROTECH (spring and autumn editions)

**Other Leading Fairs/ Exhibitions**

MOLDCONSTRUCT  
MOLDENERGY  
MOLDMEDIZIN & MOIDENT  
FOOD & DRINKS  
FOOD TECHNOLOGY  
PACKAGING. DEPOT  
BEAUTY  
FARMER  
TOURISM. LEISURE. HOTELS  
FURNITURE

**Additional Services**

Exhibition halls rent  
Exhibition stands design  
Exhibitions and conferences equipment  
Exhibition personnel  
Parking facilities  
Advertising  
Catering  
Hotel booking  
Railway and airline tickets booking

**Priority themes for international partnership and cooperation**

Attracting exhibitors and visitors to take part in the exhibition events



## Exhibition & Convention Venues





## **CONGRESS CENTER WORLD TRADE CENTER MOSCOW**

**RUEF Member since 1995**

12 Krasnopresnenskaya Nab., Moscow, 123610, Russia

World Trade Center Moscow is proud to be awarded as Russia's the foremost business center. Being a part of the global network of World Trade Centers, it provides comprehensive quality business services associated with global trade, including 5-star hotel Crowne Plaza with total inventory of 724 rooms including bespoke executive club rooms with panoramic view, three office-towers, more than 15 restaurants and one of the largest in Russia congress-center.

The WTC Congress Center, a purpose-built world class venue is located in downtown of Moscow, just 4 km from the Kremlin and in vicinity of Moscow City, a major business district and international exhibition complex Expocentre.

Clearly designed as a multi-purpose facility to suit your individual needs – large scale functions, product launches, shows, corporate seminars, board meetings, exclusive banquets, promotional events or special occasions – whatever your requirements are, Congress Center can welcome up to 4,600 participants.

Featuring 4 dedicated floors, the WTC Congress Center offers 30 conference halls and meeting rooms, including the multi-functional transformable Congress Hall with capacity seating up to 1,500.

With nearly 3,000 square meters of exhibition space our Congress Center is ideally designed for any kind of exhibition.

Innovative technologies, the latest audio visual equipment, IT and technical professional support and an experienced and attentive team are guarantees of your successful event.

Conference organizers may be assured in uncompromising catering for their delegates.

We would be proud to comfortably accommodate the guests at our Crowne Plaza Hotel, the part of World Trade Center Moscow including the pearl for our valuable and very important guests – Club rooms.

WTC Moscow is a member of World Trade Centers Association (WTCA), International Congress & Convention Association (ICCA), Association Internationale des Palais de Congrès (AIPC), and the Russian Union of Exhibitions and Fairs.

### **Contacts:**

**Natalia Kamanina**

Director of Sales and Marketing

Tel.: +7 (495) 258-12-08

E-mail: [NLKamanina@wtcmoscow.ru](mailto:NLKamanina@wtcmoscow.ru)

[www.wtcmoscow.ru](http://www.wtcmoscow.ru)



## **EKATERINBURG-EXPO IEC (URAL EXHIBITION CENTER, OJSC)**

**RUEF Member since 2013**

2 EXPO Blvd., Ekaterinburg, Sverdlovsk Region, 620060, Russia

The International exhibition center Ekaterinburg-Expo being built under the patronage of the Sverdlovsk region Government. It is not only the largest exhibition center in the Ural region, but also one of the biggest and most up-to-date exhibition centers in Russia. It is advantageously situated in 5 minutes drive from the international airport "Koltsovo" and in 20 minutes drive from the city center.

Ekaterinburg-Expo is a multipurpose platform for various international, Russian and regional events. There are exhibition areas of various sizes from minimum to 40,000 sq. m indoor areas and to 40,000 sq. m outdoor areas. It's an ideal ground for large-scale exhibitions, even for heavy equipment demonstration. The pavilions are built with the use of unique architectural solution. An advantageous structure of indoor exhibition pavilions without any pillars and over 12 meters high ceilings of the pavilion create a unique visual effect of space and make it possible to organize events of any type.

There are 8 comfortable conference-rooms (from 100 to 1,500 seats) and 7 meeting rooms with all necessary audio and video equipment. Conferences and seminars can take place in several conference-rooms simultaneously.

Parking area – 60,000 sq. m allows to perform various car shows: rallies, racing, test-drives and presentations, extreme driving, competitions all the year round.

All areas at Ekaterinburg-EXPO can be easily transformed for various entertainments, sport events, concerts, corporate events, fashion shows, art exhibitions.

Exhibition center also includes large restaurant for the visitors, VIP restaurant, press-center, offices, spacious entrance hall, a parking lot of 4000 slots.

Apart from exhibition space rental we offer a wide range of services aimed to help you organize an event of any type and scale. Services of Ekaterinburg-Expo include:

- Exhibition space rental and conference-halls rental
- Standard and exclusive stand construction
- Advertising (placement of advertising on the facades of the pavilions, inside the buildings, on the exhibition centre website)
- Events organization services (design, floral design, security, clearing, promo-personnel)
- Rental of audio-, video-, projection devices and presentational equipment
- Catering
- Transport services
- Hotel accommodation.

### **Contacts:**

**Vitaliy Vladimirovich Shumskih**

CEO

Tel.: +7 (343) 215-79-98

E-mail: [uvc@ekaterinburgexpo.ru](mailto:uvc@ekaterinburgexpo.ru)

[www.ekaterinburgexpo.ru](http://www.ekaterinburgexpo.ru)





## **KRASNODAREXPO EXHIBITION CENTRE, LTD (KUBAN EXPOCENTRE)**

**RUEF Member since 1998**

**UFI Member since 2004**

5 Zipovskaya St., Krasnodar, 350010, Russia

Exhibition Center KrasnodarEXPO Ltd. has been operating in exhibition business since December, 1995.

Exhibition Center KubanEXPOCENTRE – the largest regional exhibition center of Russia. Its general exhibition area is 37,350 sq. m, including 18,250 sq. m – closed exhibition area, 19,100 sq. m – open exhibition area.

Number of halls – 3

Number of Conference Rooms – 5

### **Technical Facilities**

Power Supply

Water Supply

Air conditioning

Sprinklers

### **Equipment**

Communications

Internet Access

Audio-visual equipment

### **Parking**

400 parking places

### **Catering**

Restaurant – 1

Cafe – 3

Bars – 3

### **Contacts:**

**Kocharova Natalia**

Tel./Fax: +7 (861) 299-74-90

E-mail: [kocharova@ykmv.ru](mailto:kocharova@ykmv.ru)

[www.kubanexpocentr.ru](http://www.kubanexpocentr.ru)

## **NOVOSIBIRSK EXPO CENTRE**

### **NOVOSIBIRSK EXPO CENTRE (SIBIR EXPOCENTR, LTD)**

**RUEF Member since 2012**

**UFI Member since 2012**

104 Stantsionnaya St., Novosibirsk, 633102, Russia

The Novosibirsk Expo Centre is the largest exhibition centre in the Asian part of Russia.

It is a unique platform for the implementation of various projects. The opportunities provided by the complex and its potential in the use of various technological solutions allow adapting the centre to the requirements of any events, be they exhibitions, conferences, presentations, concerts, shows, banquets, or even sports activities.

Since its opening the Novosibirsk Expo Centre has become the place for the largest domestic and international exhibitions in Siberia and the Far East of Russia. Two exhibition halls of the centre cover a total area of 14,400 sq. m, and its exposition area equals 12,600 sq. m. The conference rooms of the centre allow conducting congresses, conventions, and business events at the highest level.

A series of different events can be held at the Novosibirsk Expo Centre at the same time.

The complex is able to accommodate over 12,000 people, provide them with very comfortable working conditions, as well as excellent communications and rest areas.

The Novosibirsk Expo Centre meets the highest international standards required for exhibition, congress, and business events. All suggestions expressed by major International exhibition organizers were taken into account during its construction.

#### **Contacts:**

**Alexander Obolenskiy**

Commercial Director

Tel.: 8-800-555-18-81

E-mail: [info@novosibexpo.ru](mailto:info@novosibexpo.ru)

[www.novosibexpo.ru](http://www.novosibexpo.ru)

Trade Show  
Related Companies





## **A-TENT, LTD**

**RUEF Member since 2012**

33, bld. 1, 1st Brestskaya St., Moscow, 125047, Russia

A-TENT is one of the leading companies in the Russian market of lease of prefabricated tent systems. A-TENT owns the Russia's largest stock of tent systems. The company has a positive experience in implementing projects all over the country – from Murmansk to Nakhodka, – in any climatic conditions and temperature regimes. Our corporate portfolio includes more than 3,000 successful projects.

The company has been operating in the market since 2003. Over this period, A-TENT team has been reinforced with the best specialists in this field and has become the strongest team in its market segment, with more than a half of its staff having more than 5 years of work experience in this field, which guarantees the highest service quality and reliability.

A-TENT is the official representative of RODER HTS HOCKER, the global leader in manufacture of prefabricated tent systems, in Russia. Ordering a tent system installation in our company, you can be sure that this tent system was manufactured in Germany. Manufacturer's quality management system is certified to comply with ISO 9001:2008 international standard.

The range of tent systems offered by A-TENT is distinguished with a variety of shapes and sizes. It has systems with an unsupported span of 4 to 60 meters wide with different types of walls, roofs and floors, as well as one-level and two-level structures. Walls can be up to 8 meters high. In our company, you can choose systems enabling you to implement project of any scope and complexity.

**Comfort and safety of our customers are the most important things for us.**

**We endeavor to make your work with us as simple and pleasant as possible.**

### **Contacts:**

**Dmitry Demin**

Director General

Tel.: +7 (495) 502-99-00

E-mail: [tent@tent.ru](mailto:tent@tent.ru)

[www.tent.ru](http://www.tent.ru)



## **BESTLY (EXHIBITION MATERIALS COMPANY, LLC)**

**RUEF Member since 2010**

11 Likhoborskaya Nab., Moscow, 125438, Russia

### **Your reliable partner in Exhibition business!**

The BESTLY company was established in Moscow in 2002. We cooperate with more than 400 companies in Russia involved in construction of exhibition stands and advertising. The market changes and our company quickly responds to it. Today our company is ready to offer the whole group of the goods from a warehouse: carpets of EXPO class, floor covering for events, PVC films for decorating exhibition stands and manufacture of external and internal advertising, wide assortment of plastic sheets. Also our company has the big assortment of adhesive tapes, including carpet tapes and foam tapes, packing materials and a lot of others.

BESTLY has an office and a warehouse in St. Petersburg.

BESTLY is the unique developer and supplier to the Russian market of Exporadu, Expomo collection of the needle felt carpets and Salsa collection floor covering for show, produced by the leading European manufacturers!

BESTLY is providing all construction materials required for the exhibit stands, fairs, congress, seminars, events... and presentations.

BESTLY is a long-term reliable partner for the key exhibit areas in Russia more than 10 years!

### **Contacts:**

**Dmitriy Moiseev**

Director General

Tel.: +7 (495) 995-07-90

Fax: +7 (499) 917-03-90

E-mail: [info@bestly.ru](mailto:info@bestly.ru)

[www.bestly.ru](http://www.bestly.ru)



## **BTG EXHIBITION LOGISTICS, 000**

**RUEF Member since 2013**

Room 1-484C, bld. 1, 8 Presnenskaya Nab., Moscow, 123317, Russia

BTG Expo GmbH is a team of specialists dedicated to managing and conducting exhibitions and events in the countries of the CIS, the Baltic and Eastern Europe. As one of the largest international exhibition logistics providers in the region, we are the partner of choice for a large number of national and international exhibition organizers.

For years we have been working with our clients from all over the world to support them in their projects in these challenging markets; from transport to customs clearance to professional local handling. Our Russian subsidiary 000 BTG Exhibition Logistics, founded in 2010, complements our services with the necessary know-how – and experienced personnel – on site and also helps Russian companies make a success of their national and international exhibitions and events on all 5 continents.

We are a part of the BTG Group, international freight forwarding experts with over 40 years of experience in transportation and logistics as well as in global trade fair and event logistics.

### **Services**

- International freight forwarding
- Customs clearance
- Warehousing
- On-site handling
- Packaging
- Reloading operations
- Project logistics
- Logistics consulting

### **Benefits at a glance**

- Taken together, our team has over 500 years of experience in exhibition & event logistics.
- Our various branches and affiliates offer a unique infrastructure including their own (bonded) warehouses and all the technical equipment associated with trade fairs.
- We maintain offices at all four major exhibition venues in Moscow.
- We are a licensed customs carrier in all Eurasian Economic Union member states and thus in a position to conduct customs clearance for exhibition goods in your stead.
- We possess a large network of specialized agents around the world, enabling you to go wherever your business takes you.
- We maintain first-class relationships with exhibition & event organizers, venues and customs authorities.

### **Contacts:**

**Andrey Belyaev**

Managing Director

Tel.: +7 (495) 234-50-66

Cell: +7 (499) 795-28-88

Fax: +7 (499) 795-25-39

E-mail: [andrew\\_belyaev@btgexpo.ru](mailto:andrew_belyaev@btgexpo.ru)

[www.btgexpo.ru](http://www.btgexpo.ru)



## **EXPOCONSTA, OOO**

**RUEF Member since 1997**

**UFI Member since 2003**

1, bld. 7, 1st Krasnogvardejskij Proezd, Moscow, 123100, Russia

- Member of the Global Association of the Exhibition Industry (UFI)
- Member of the International Federation of Exhibition Services (IFES)
- Member of the Russian Union of Industrialists and Entrepreneurs (RSPP)
- Member of the Russian Union of Exhibitions and Fairs (RUEF)
- Member of the Guild of exhibition organizations of Moscow CCI
- Prize winner of the Russian CCI's "GOLD MERCURY"

**EXPOCONSTA** is one of the largest building, fitting, assembly & installation companies specializing in creating display structures for national, international and multi-national exhibitions and fairs. Our company carries out design and construction of the turn-key exclusive and standard booths, including the full-service package, offered at EXPOCENTRE Fairgrounds.

**EXPOCONSTA** was founded on the initiative of CEC EXPOCENTRE fairgrounds more than 40 years ago as a specialized company for the construction of the Soviet and foreign expositions in the USSR and became the first firm in the Soviet Union, specializing in exhibition services.

**EXPOCONSTA** has the official status of the GENERAL EXHIBITION BUILDING CONTRACTOR of CEC EXPOCENTRE. Each year the company builds up more than 250,000 sq. m of exhibition space by the orders of Russian and foreign exhibitors in Moscow, the CIS countries and abroad. EXPOCONSTA is able to construct and provide with equipment about 20,000 sq. m of standard exposure at once. Among our partners are such exhibition organizers as Messe Duesseldorf, Messe Frankfurt, ICE (Italian Trade Promotion Agency), ITE group.

**EXPOCONSTA** is interested in making your exposition one of the most attractive at any exhibition, held in Russia. If you want to get high quality services, please contact EXPOCONSTA, because

### **OUR SERVICES IS YOUR SUCCESS!**

#### **Contacts:**

**Nariman M. Eldarov**

General Director

Tel.: +7 (499) 244-08-27, 795-39-57

Fax: +7 (499) 244-08-34, 244-07-31

E-mail: [sales@expoconsta.ru](mailto:sales@expoconsta.ru)

[www.expoconsta.ru](http://www.expoconsta.ru)





## **EXPOPROFI, LTD**

**RUEF Member since 2012**

10a, bld. 27, Luzhnitskaya Nab., Moscow, 111123, Russia

- EXPOPROFI offers a complex of the exhibition services including development of the design project and construction of exhibition stands on all large exhibition platforms of Moscow, in regions of Russia and abroad.
- The company works at each exhibition in Moscow more than 10 years.
- EXPOPROFI specializes on the organization of displays at the exhibition and construction of exhibition stands of any complexity: standard stands, non-standard stands on the basis of standard designs, exclusive stands.
- Our firm has an arsenal of the two-storeyed stands, rotating volume designs, German, Swedish, and American equipment.
- EXPOPROFI completes and equips the international expositions in Expocentre, Crocus Expo, World Trade Center, the Central House of the Artist, the Cultural and exhibition center "Sokolniki", VDNH, hotels, such, as "Redisson-Slavyansky", "Marriott", "Space", etc.
- The building volume on the area isn't limited, orders are carried out in short terms (from 2 days) depending on complexity of object. Exhibition services are provided in full. Construction of the stand is made "on a turn-key basis".
- EXPOPROFI makes the equipment for shops and banks, offices and the business centers, constantly operating salons and fairs. Mutually advantageous conditions of cooperation and an individual approach to the customer allow company EXPOPROFI to have long partnership with clients.

### **Contacts:**

**Oleg Uvarov**

Director General

Tel.: +7 (499) 255-96-59, (495) 600-46-11

E-mail: [expoprofi@mail.ru](mailto:expoprofi@mail.ru)

[www.expoprofi.com](http://www.expoprofi.com)



## **EXPOWESTRANS, LLC**

**RUEF Member since 2002**

14 Krasnopresnenskaya Nab., Moscow, 123100, Russia

Expowestrans acts as a general forwarder and customs representative of Expocentre Ltd and official forwarder of the MAKS International Aviation and Space Salon (Zhukovsky).

Every year we provide more than 100 exhibitions and fairs with our services at Expocentre Fairgrounds, in Moscow, in Russia, abroad.

We provide a full package of services in forwarding of exhibition cargo delivered by all types of transportation, including information support, logistics services, customs procedures, loading and unloading, delivery to the exhibition booth and moving, package handling, storage, installation of exhibits, airfreight, customs transit, cargo insurance and other relative services.

Expowestrans is a member of RUEF (Russian Union of Exhibitions and Fairs), IELA (International Exhibition Logistics Associates), Moscow Chamber of Commerce and Industry.

### **Contacts:**

Tel.: +7 (495) 605-66-50, 605-74-21

Fax: +7 (495) 605-34-31

E-mail: [ewt@ewt.ru](mailto:ewt@ewt.ru)

[www.ewt.ru](http://www.ewt.ru)



## **HANSA-MESSE-SPEED GMBH, LLC**

**RUEF Member since 2012**

**IELA Member since 2008**

13, bld. 9, 1st Krasnogvardejsky proezd, Moscow, 123100, Russia

The company Hansa-Messe-Speed GmbH was founded in 1981 and has been operating on all six continents ever since.

In 1992, Hansa-Messe-Speed became the official forwarder of many exhibition events in Russia and the CIS countries, and over the years the company has established an extensive network of partnerships, e.g. at the exhibition centres in Moscow and at the regional fairgrounds in Kaliningrad, Rostov-on-Don, Kazan, Nizhny Novgorod, Ufa, Yekaterinburg, Novokuznetsk, Krasnoyarsk and many other cities.

In December 2008, the company joined the International Exhibition Logistics Association (IELA), and since December 2012 it has been a member of the Russian Union of Exhibitions and Fairs (RUEF).

Hansa-Messe-Speed GmbH applies high standards of quality management and is DIN ISO 9001 certified.

In addition to exhibition logistics Hansa-Messe-Speed GmbH offers conventional freight services. Thanks to a steadily growing network of partnerships we are in a position to handle a wide range of goods almost everywhere in Europe, Russia and the CIS. Handling groupage shipments, LTL and FTL is part of our day-to-day business routine as are the management of contract logistics and the carriage of heavy or oversized goods.

In July 2012, a branch office of LLC Hansa-Messe-Speed GmbH (Germany) was registered in Moscow.

### **Contacts:**

#### **The Branch Office**

LLC Hansa-Messe-Speed GmbH (Germany) in Moscow

Tel.: +7 (906) 037-06-77

E-mail: [Moscow@hansa-messe-speed.ru](mailto:Moscow@hansa-messe-speed.ru)

[www.hansa-messe-speed.com](http://www.hansa-messe-speed.com)

#### **Mr. Zbigniew Pluta**

Director

Tel.: +49 (171) 328-12-97, +7 (903) 971-72-69

E-mail: [zbigniew.pluta@hansa-messe-speed.de](mailto:zbigniew.pluta@hansa-messe-speed.de), [zbigniew.pluta@hansa-messe-speed.ru](mailto:zbigniew.pluta@hansa-messe-speed.ru)



**ИнформЭКСПО**

## **INFORMEXPO AGENCY**

**RUEF Member since 2003**

17 office, 7/1 Partizanskaya St., Moscow, 121351, Russia

Agency "InformExpo" works in the field of information support of exhibition activity.

Publications since 1994:

- "UDACHA-EXPO", all Russian exhibition newspaper
- "EXPO VEDOMOSTI", magazine of the Russian CCI
- "MOSCOW EXHIBITIONS", the reference book

### **Contacts:**

**Svetlana Ivanova**

Director General

Tel.: +7 (495) 721-80-68

E-mail: [info@informexpo.ru](mailto:info@informexpo.ru)

[www.informexpo.ru](http://www.informexpo.ru)

## **NEGUS EXPO**

EXHIBITIONS IN RUSSIA AND ABROAD

### **NEGUS EXPO INTERNATIONAL, LLC**

**RUEF Member since 2011**

**UFI Member since 2012**

4301 office, 14, bld. 4, Spartakovskaya sq., Moscow, 105082, Russia

NEGUS EXPO International is one of the leading Russian full-service exhibition companies, operating since 1992. In our work we combine traditions, innovations and state-of-the-art exhibition and information technologies.

#### **Reasons to choose NEGUS EXPO:**

- Knowledge and experience: we accumulate our 23 years of experience and the industry knowledge and are willing to share it with our clients
- Faultless aesthetics: one of the main assets of our company is a well established team of talented designers
- Client oriented management: individual approach, solicitous attitude to brand values and attention to detail are the basis of confidential and smooth relations between our clients and us

#### **Our services in Russia and abroad**

- Design and construction of custom designed stands of various level of complexity
- Organization of business events (forums, conferences, presentations, etc.)
- Multimedia solutions for exhibition stands and conferences
- Consulting assistance in broadening of company footprint and entering new markets

#### **Contacts:**

**Ms. Elena Tsarkova**

E-mail: [pr@expoclub.ru](mailto:pr@expoclub.ru)

Telefax: +7 (495) 258-51-81/82

[www.negusexpo.ru](http://www.negusexpo.ru)



## **OCTANORM RUS, 000**

**RUEF Member since 2012**

5, bld. 5, Letnaya St., Dolgoprudny, Moscow Region, 141707, Russia

**“Octanorm RUS”. The official representative and exclusive supplier  
of exhibition equipment of OCTANORM brand (Germany).**

The company “Octanorm RUS” is the only one in Russia a guarantee of high quality of the supplied original equipment OCTANORM.

The main products lines:

- Exhibition systems
- Presentation systems
- “Clean room” systems
- Interior design systems
- Software
- Protective packaging solutions

### **Octanorm RUS – is:**

- The largest world brand, the undisputed leader in the field of exhibition technologies;
- The invariable and highest quality of original products OCTANORM;
- The breadth and complexity of the product range, advanced engineering design, constant access to all the new technologies;
- The ability to supply goods from a warehouse in Moscow for one day (over 1,000 commodity items constantly in stock);
- Design of stands, technical support projects supply of specialized software for the design of the exhibition building;
- Strong service and support partners - to provide professional advice, free education at the training center in Moscow and Germany, a wide range of promotional and technical materials;
- Access to international orders granted under the OCTANORM SERVICE PARTNER INTERNATIONAL.

Welcome to the world of original systems of OCTANORM!

### **Contacts:**

**Anastasia Krugova**

Head of Sales Department

Tel.: +7 (495) 565-79-20

Fax: +7 (495) 565-79-24

E-mail: [info@octanorm.ru](mailto:info@octanorm.ru)

[www.octanorm.ru](http://www.octanorm.ru)



## **RÖDER, 000**

**RUEF Member since 2010**

5a Shodnenskoe Sh, v. Chernaya Gryaz, Solnechnogorskiy Area, Moscow Region, 141580, Russia

Roder Company is one of the Russian market leaders in the tent industry, including manufacture, rent and sales of tent structures and pavilions. RÖDER 000 has the largest leasing park in Russia – more than 50,000 square meters. Representing German company “Röder Zelt und Veranstaltungsservice GmbH” in Russia since 2006 with every new project our company has developed and gained priceless expertise. Over this period of time Roder 000 has successfully organized more than 3,000 events in tent structures.

Following the constantly changing trends on the tent market Roder Company renews the park of tent structures and additional options. We offer state-of-the-art and high quality equipment and innovative decisions on the Russian market of tent structures.

Only the best materials are used for the manufacture of Roder tent structures. Roder Company is the only company on the Russian market that provides all essential quality certificates and technical documents.

Moreover, we guarantee observation of all building norms and regulations, consequently - your security!

The tent structures rent and sales sphere is complicated and specific. You can be sure that Roder staff is a team of highly qualified specialists who have undergone special training programs and have many years' experience in the tent industry. Over the years of working on the market Roder Company has been chosen as a supplier for absolutely different events during all seasons - in summer and in winter.

### **Contacts:**

**Alexey Laukart**

General Director

Tel.: +7 (495) 785-81-57

E-mail: [event@roder.ru](mailto:event@roder.ru)

[www.roder.ru](http://www.roder.ru)



## **RUSSCOM IT SYSTEMS, LLC**

**RUEF Member since 2010**

**UFI Member since 2006**

8 Aviamotornaya St., Moscow, 111024, Russia

RussCom IT Systems renders the following range of services:

- **Audit of statistical data of exhibitions.** Evaluation, check and confirmation of statistical data of exhibition events, including exhibition space net (domestic / foreign), number of exhibitors, number of visitors / visits.
- **Market researches and related events.** Evaluation of market capacity, marketing researches, evaluation of buyer's potential and buyer's possibilities of exhibitions. Qualitative researches aimed at analysis and prognostication of upcoming or held exhibition event potential.
- **Internet-services.** For a more effective organization of events RussCom IT Systems offers the following software for Internet-sites of exhibition and congress organizers:
  - 1) Module "Personal cabinet, order and payment of services"
  - 2) Module "Automated management system for Databases, e-message and e-ticket distribution, for visitors and exhibitors"
  - 3) Module "Matchmaking" (System for making business appointments)
  - 4) Module for Online registration of visitors with an option of invitation ticket with a bar-code
  - 5) Module "Interactive surveys for visitors and exhibitors"
  - 6) Module "Online training courses for exhibitors and / or visitors of exhibitions"
- **Plastic cards.** The Company offers ALL existing technologies for production of plastic cards – we produce plastic cards of any complexity, as well as bands, transparent packets, etc.
- **Temporary personnel.** For many years we render such service as temporary personnel recruitment for different advertising and marketing events. We offer models, stand assistants, hostesses, promoters, translators, translators with model appearance, simultaneous and consecutive translators, interviewers, actors, participants of show-programs.

### **Contacts:**

**Andrei Zhukovsky**

Director General

Tel./Fax: +7 (495) 925-04-32, 925-04-33

E-mail: [info@it-systems.ru](mailto:info@it-systems.ru)

[www.it-systems.ru](http://www.it-systems.ru), [www.auditexpo.ru](http://www.auditexpo.ru)





## **EXPOFORMA-SERVICE, LTD**

**RUEF Member since 2000**

Hall 5, Lenexpo Exhibition Centre, 103 Bolshoy Prospect, V.O., Saint Petersburg, 199106, Russia

### **Exhibition stands design and construction on “turnkey” basis in Russia and abroad**

- modular exhibition stands
- “custom-design” exhibition stands
- two-storied stands
- interior decoration of various actions and presentations
- museum expositions

### **Exhibition and convention consulting**

#### **Contacts:**

Tel./Fax: +7 (812) 321-26-95

E-mail: [secretary@expoforma.ru](mailto:secretary@expoforma.ru)

[www.expoforma.ru](http://www.expoforma.ru)



## **EXPOFORUM-DESIGN, LLC**

**RUEF Member since 2012**

Pavilion #5 (EC Lenexpo), 103 Bolshoi Pr. VO, Saint Petersburg, 199106, Russia

Limited Liability Company “ExpoForum-Design” (LLC “EF-Design”) is a general builder of the exhibition complex “Lenexpo” and of the exhibition complex CEC “ExpoForum”.

The main focus of our activity is elaboration and construction of exhibition booths and expositions in Saint Petersburg, Moscow, Russia and abroad.

LLC “EF-Design” is a young, dynamic company. The professional team of our staff (numbering 135 persons) will do all their best in order to provide a success and effective participation of our exponents in any kind of congress-exhibition events.

We offer the full services complex in congress and exhibition events’ sphere:

- designing, elaboration of concepts and corporate design (own design bureau and construction department with 12 people of staff)
- standard modular buildings made of origin German constructive elements “Octanorm” (OCTANORM Service Partner)
- exclusive exhibition booths’ and expositions’ construction (double-decked also)
- own manufacturing facilities and equipment for full digital printing on material of any kind, CNC milling equipment, professionally format cutting and edge banding machines, own equipment for suspension works (aluminium trusses ATC, electric winch Chain Master), etc.
- building and equipment of temporary premises for symposiums’, conferences’ and business events’ holding on any exhibition venue
- the full spectrum of related services including a wide range of multimedia equipment, catering services, cleaning, ventilation systems’ and air-conditioning installation, floristics, production of souvenirs, professional video and manufacture of advertising films, etc.

Possessing the own storage and manufacturing areas on the territory of the exhibition complex “Lenexpo” and at “ExpoForum”, own auto fleet, we can offer our customers reasonable and motivated costs, promptness and guarantee of high quality of the services rendered.

### **Contacts:**

**Igor Leonidovich Zhdanov**

Chief Executive Officer

Tel.: +7 (812) 321-26-95, 321-26-94

Cell: +7-931-351-22-01

E-mail: i.zhdanov@ef-design.ru, info@ef-design.ru

www.expoforum-design.ru



## **MULTIEXPO, LLC**

**RUEF Member since 2014**

247 office, 1, liter A, Morskoy Slavy Sq., Saint Petersburg, 199106, Russia

The company MULTIEXPO provides a full range of services in construction of exhibition stands and support of exhibition events.

Our services include:

- build-up of custom-made exhibition stands
- build-up of collective stands
- build-up of forums and conference events
- build-up of speedily constructed conference rooms and outdoor structures
- provision of audio and video technical supplies
- integrated support of exhibition events in Russia and abroad

We use the latest innovations in the sphere of exhibition equipment manufactured by the company OCTANORM and in-house unique technologies which allows us to achieve top quality within a sensible budget.

We employ permanent staff in Moscow and Saint Petersburg. We also build stands in Ekaterinburg, Kazan, Ulyanovsk, Vologda and other major cities throughout Russia and abroad.

The company is a member of the international exhibition builders network OSPI.

Our work principles:

- customer-oriented approach
- high quality of the service provided irrespective of the stand size
- effective project execution

Are you taking part in an exhibition? We know how.

### **Contacts:**

#### **Office in Moscow**

14, bld. 1, Namyetkina St.

Natalya Mikheeva

Tel.: +7 (926) 010-31-47, (495) 332-06-62

E-mail: msk@multiexpo.ru

#### **Office in Saint Petersburg**

13 Uralskaya St.

Aleksey Nikitin

Tel.: +7 (911) 186-60-06, (812) 715-74-99

E-mail: spb@multiexpo.ru

# PAN-BALTService®

## PAN-BALTSERVICE, LTD

**RUEF Member since 2000**

103 Bolshoy Prospect, Vasilievskiy Island, Saint Petersburg, 199106, Russia

Since our founding in 1991, PAN-BALTSERVICE has developed a complete range of services to respond to all our customers' logistics and transportation needs, including:

- Exhibition freight forwarding all over the world
- Official forwarding agent on site at Saint Petersburg
- On-site services and supervision for exhibitions in Saint Petersburg
- The Total Logistics service, Transport, Customs clearance, manpower, lifting, storage and warehousing. Arrange necessary labor and equipment (forklifts, cranes, etc.) for installation and dismantling
- Route material on international carriers
- Monitor all shipments on route
- Supervise customs clearance and temporary import bonds in the host country
- Delivery and shipment of the consignments carried by all modes of transportation (airfreight, road and sea-freight) with complete customs handling, including warehousing, package processing, communication services
- Customs clearance, warehousing and handling of Diplomatic shipments

### **Contacts:**

**Andrey Andreev**

Director General

Tel.: +7 (812) 322-60-38

Fax: +7 (812) 322-60-98

E-mail: [info@pan-baltservice.spb.ru](mailto:info@pan-baltservice.spb.ru), [info@pbs.spb.ru](mailto:info@pbs.spb.ru)

[www.pan-baltservice.spb.ru](http://www.pan-baltservice.spb.ru)



## **PETRALUM, LTD**

**RUEF Member since 2001**

7a, liter D, Yakornaya St., Saint Petersburg, 195027, Russia

Petralum Ltd is a leading producer and supplier of exhibition and shop equipment as well as of interior aluminum systems. Our company was established in 1994.

### **We offer complex delivery of equipment and accessories for exhibitions and exhibition activity:**

- Exhibition equipment systems Exponorm, Maxiline, Standart
- 2-side Medium Density Fiberboard 3–6 mm (melamine, PVC)
- Shelves, show-cases, folding tables
- Electro technical equipment

### **We provide:**

- Own manufacture
- High quality of production
- Delivery
- Technical support
- Design and producing of accessories made to order
- Delivery throughout of Russia

### **Contacts:**

**Alexander Morozov**

Sales Director

Tel./Fax: +7 (812) 325-00-11, 325-00-77

E-mail: [sales@petralum.ru](mailto:sales@petralum.ru)

[www.petralum.ru](http://www.petralum.ru)



**RATE NORTH WESTERN®**

## **RATE NORTH WESTERN, LLC**

**RUEF Member since 2000**

12 Petrozavodskaya St., Saint Petersburg, 197110, Russia

### **Expodesign:**

Original stands and exhibition equipment – design, construction, rent

### **Opportunities:**

- individual exhibition stands at customer choice with wide range of options for special design;
- stylish and stable constructions can be created for shops, offices, museums. We offer flexible and attractive design of aluminum constructions;
- individual approach to each customer

### **Technical base:**

Extensive “program” of display equipment made of aluminum profile with various options for design and construction

### **Experience:**

Successful work in the sphere of exhibition services in Saint Petersburg and Moscow

### **Contacts:**

**Kira Chernova**

Director General

Tel./Fax: +7 (812) 335-89-03

E-mail: [ratenw@restec.ru](mailto:ratenw@restec.ru)



## **R & C MARKET RESEARCH COMPANY**

**RUEF Member since 2005**

12 Petrozavodskaya St., Saint Petersburg, 197110, Russia

R&C Market Research Company is a research-driven marketing consulting company specialising in the event industry, which has been operating in the Russian market for nearly 20 years now. R&C does detailed research into the event industry, including data collection and analysis and identification of industry trends, develops concepts for any type of event and helps guide projects from the initial concept through to completion.

### **SERVICES:**

#### **Market Research**

- measurement of the meetings industry market (by segment, by industry, by region)
- regional and industry market analysis
- competitors analysis (by segment, industries, regions)
- market forecast
- target audience research
- market monitoring

by data collection, desk research, qualitative research, quantitative research, data analysis

#### **Consulting**

- development of long-term programs and concepts, aimed at the development of the meetings industry in Russia
- concepts for strategic business development
- concepts for exhibition and congress centers development
- concepts for business process optimization, development and implementation of quality management system
- events concepts development

#### **Branch-wise events and education**

- organising and holding events for meeting industry professionals
- individual education
- group education
- corporate programs
- field seminars
- on-line education

#### **Regional marketing**

- research
- branding & marketing
- events organization
- public affairs
- investor relations

#### **Venue management**

- marketing research
- consulting
- design and construction
- venue management

### **Contacts:**

Tel.: +7 (812) 320-63-63

Fax: +7 (812) 320-80-90

E-mail: [info@rnc-consult.ru](mailto:info@rnc-consult.ru)

[www.en.rnc-consult.ru](http://www.en.rnc-consult.ru)



## **NATIONAL RESEARCH MORDOVIAN STATE UNIVERSITY NAMED AFTER N. P. OGAREV (INSTITUTE OF NATIONAL CULTURE)**

**RUEF Member since 2009**

68 Bolshevistskaya St., Saransk, 430005, Russia

1. Organization and conduct of national, interregional scientific and practical conferences and seminars.
2. Organization of theatrical performances and concerts.
3. Manufacture folk art (souvenirs).
4. The owner of the exhibition space (museum-exhibition complex "Syulma", 405.6 sq. ft).

### **Contacts:**

E-mail: [ink.mgu@mail.ru](mailto:ink.mgu@mail.ru)

[www.mrsu.ru](http://www.mrsu.ru)





## **RUEF: WE WELCOME YOUR COOPERATION**

**Editor and Publisher:** Russian Union of Exhibitions and Fairs  
221 office, 13 Sovnarkomovskaya St., GSP-1080  
Nizhny Novgorod, 603950, Russia  
Tel./Fax: +7 (831) 277-56-95, 246-00-79  
e-mail: [info@ruef.ru](mailto:info@ruef.ru)  
<http://www.ruef.ru>

Status of information presented: August 1, 2015

Not for sale

All rights reserved, no part of this publication may be produced without written permission

© Russian Union of Exhibitions and Fairs, 2015