

Joint IFES - EXPOCENTRE Project - 2012

In the context of “5pEXPO-2012”, the 6th International Forum of Exhibition Industry



Organizer:



EXPOCENTRE
MOSCOW

Under the auspices of:



With support from:



RUSSIAN UNION OF
EXHIBITIONS AND FAIRS

5p EXPO

INTERNATIONAL
FORUM OF EXHIBITION
INDUSTRY

Expocentre Fairgrounds
Moscow, Russia

Russia – a Country of Vast Potential

- ✓ Area total: 17,075,400 km² = 1/8th of the global land
- ✓ Population: 142 million
- ✓ More than 100 ethnicities
- ✓ Largest reserves of crude oil and natural gas in the world
- ✓ Largest reserves of fresh water and timber
- ✓ 6 time belts
- ✓ Capital: Moscow
- ✓ Government: Presidential-Parliamentary Republic
- ✓ Head of Government:
 - President Mr. Dmitriy Medvedev
 - Prime Minister Mr. Vladimir Putin

Economy

- ✓ GDP 2.146 billion USD (2010)
- ✓ GDP real growth rate: 4.5 % (2010)
- ✓ GDP composition by sector (2010):

The largest Import partners are (2009):

- Germany with EU 51.85 billion Euro, 45.5%
- China 16.3 billion Euro, 14.3%
- USA 6.15 billion Euro, 5.4%

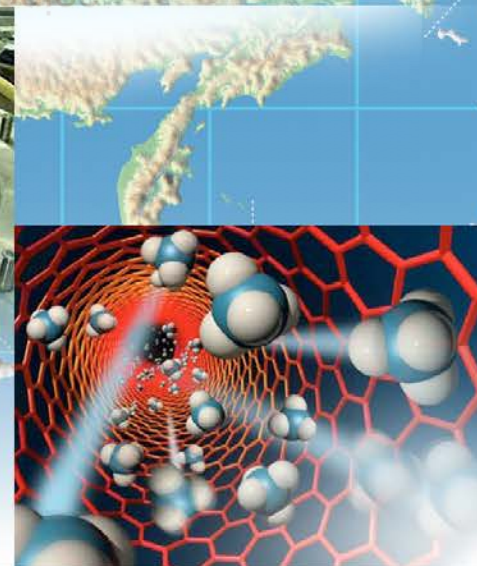
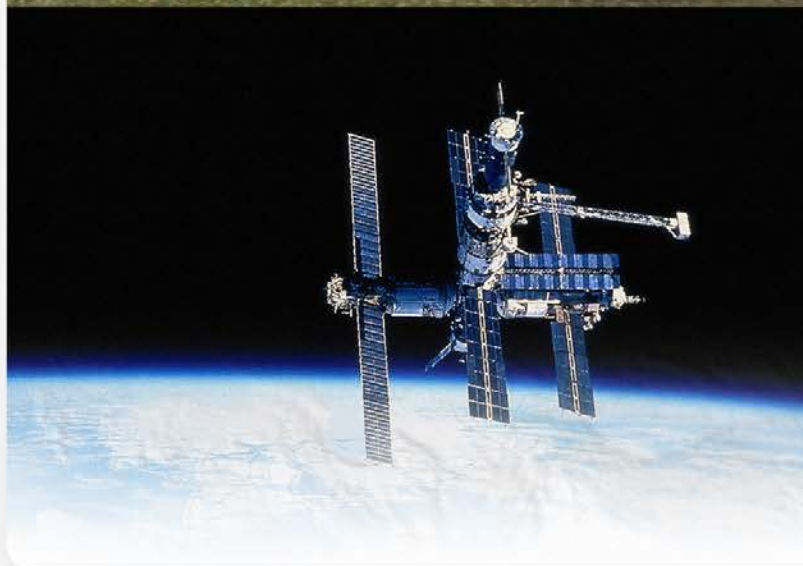
The largest Export partners are (2009)

- Germany with EU 93.28 billion Euro, 46.1%
- China 11.5 billion Euro, 5.7%
- Turkey 7.3 billion Euro, 3.6%

Russia is Competitive in:



- ✓ Space equipment and technologies
- ✓ New materials
- ✓ Aircraft manufacture
- ✓ Biotechnology
- ✓ Internet technologies



Priority National Goals

- ✓ Technology upgrade throughout producing economic sectors
- ✓ Better integration of academy and production
- ✓ Innovation throughout economy and social sector

Good Environment for Growth



- ✓ Vast natural reserves
- ✓ High intellectual potential
- ✓ Developed industrial & scientific basis
- ✓ President's support to priority national projects

projects

✓ President's support to priority national

Cooperation and Partnership with the Outside World – a National Priority

International exhibition/convention events – a key communication tool in business and effective promoting innovations



MOSCOW

- ✓ A powerful dynamic city with **20** million inhabitants including suburbs
- ✓ Great public transport structure
- ✓ The new Moscow International Business Centre and the World Trade Center, next to the Moscow Expocentre Fairgrounds, will be completed until next year; investment about **200** bill. USD
- ✓ **400,000 m²** gross exhibition ground including various hotel capacities



EXPOCENTRE Fairgrounds – Best-in-town Prime Location for Exhibition/Convention Events



- ✓ A few minutes drive from the Kremlin
- ✓ Governmental Building – the seat of the Russian Government is in the walking distance
- ✓ Neighboring on the International Moscow Business Centre and World Trade Centre
- ✓ Five- and Four-star European Standard Hotels are within 900 meters

EXPOCENTRE - a Member of Major Professional Associations



✓ **22** exhibitions registered with the Global Association for Exhibition Industry (UFI)



✓ 28 exhibitions have a sign of the Russian Union of Exhibitions and Fairs



✓ EXPOCENTRE – a member of **ICCA** and **AIPC**



EXPOCENTRE - a Member of Major Professional Associations



✓ “EXPOCENTRE – TERRITORY OF INNOVATIONS”. Over 20% of trade shows are about innovations

✓ Top Government Officials are frequent guests

Prime Venue for Business



- ✓ Over **100** events in international trade show portfolio
- ✓ Over **600** congresses, symposia, conferences and presentations
- ✓ **30,000** exhibitors from over **100** countries annually
- ✓ Over **2 mln** business visitors per year
- ✓ **MatchMaking** business appointment planner, Buyer's Programs and On-line Visitors' Registration System

Exhibition Hardware



- ✓ **150,000** sq. m of first-class exhibition space available for rent in downtown Moscow
- ✓ **9** spacious pavilions fully equipped for versatile use
- ✓ **20** modern facilities for congresses, symposia, conferences and presentations
- ✓ Multitude of exhibition products and services for participants and visitors



Great Transport/Logistics Support



- ✓ Proximity to main city transport links (quick access to the Third Ring Road system)
- ✓ Direct access for heavy load trucks to the premises
- ✓ High throughput for speedy build-up and tear down
- ✓ High-level equipment availability
- ✓ Quality technical assistance to exhibitors
- ✓ Exhibits shown in action



Modern IT-Technologies for PR and Promotion Campaigns

- ✓ Internet resources
- ✓ Event multimedia presentations
- ✓ Printed media
- ✓ Direct mail and e-mail campaigns
- ✓ Printed product/display materials
- ✓ TV ads (national/regional channels)
- ✓ Radio ads & advertorials
- ✓ Outdoor ads
- ✓ Press-release mailing
- ✓ Press-conferences and other events for the media





5p EXPO

June 6–8
2012

- A MEETING PLACE FOR EXHIBITION PROFESSIONALS AND END USERS OF EXHIBITION / CONVENTION SERVICES
- A VENUE FOR NETWORKING EXPERTS

6th INTERNATIONAL FORUM OF EXHIBITION INDUSTRY

Expocentre Fairgrounds
Moscow, Russia

www.5p-expo.com

Organizers:



CCI of RF



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«5pEXPO». What does it stand for? 5p – a Classical Marketing Mix, the Right Choice of:

- Place
- Product
- Price
- Promotion
- +
- Partnership



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Organizers of «5pEXPO»:



CCI of RF



Chamber of Commerce and Industry of the Russian Federation
EXPOCENTRE



Support and Participation:

The Global Association of the Exhibition Industry (UFI)
International Federation of Exhibition and Event Services (IFES)
Russian Union of Exhibitions and Fairs (RUEF)



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INTERNATIONAL FORUM OF EXHIBITION INDUSTRY



International Forum of Exhibition Industry «5pEXPO-2011»: FACTS & FIGURES

- ✓ A prominent feature in Exhibition Portfolio of EXPOCENTRE for 5 years
- ✓ RUEF recognition sign since 2009
- ✓ Participants – over **120** companies from **5** countries
- ✓ Exhibition Area – about **2,000 sq. m**
- ✓ Professional visitors – **1,500 +** exhibitors of associated exhibitions
- ✓ Specialized display sections: Exhibition and Congress Centers, Stand-Builders, Event Technologies, Security of Exhibition/Convention Events
- ✓ Business Programs: conferences, seminars, round table discussions and presentations



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Participants of the «5pEXPO» Forum

- ✓ Exhibition complexes and convention centers
- ✓ Exhibition/convention operators
- ✓ Companies providing full range of exhibition/convention services
- ✓ Exhibition and industry associations, unions, and groups of manufacturers and exporters
- ✓ Russian regional and international chambers of commerce
- ✓ Finance and banking



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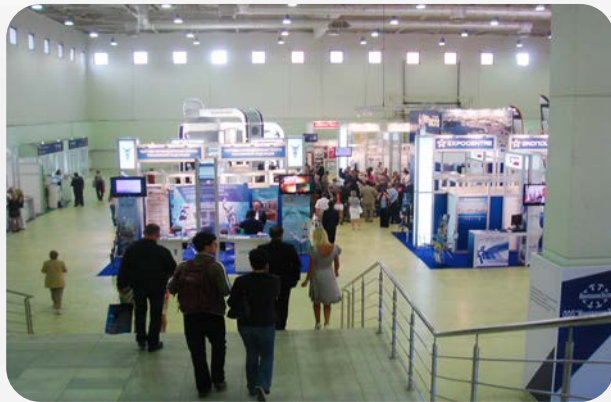
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«5pEXPO» Forum Goals

- ✓ Knowledge exchange
- ✓ Presenting programs of leading exhibition/convention operators
- ✓ Promotion of new exhibition technologies
- ✓ Demonstration of advanced equipment and exhibiting hardware as well as stand-construction materials
- ✓ Seeking clients and partners



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Congress Programme

INTERNATIONAL CONGRESS «EAST MEETS WEST»

***IV ALL-RUSSIAN CONFERENCE ON THE EXHIBITION,
FAIR AND CONGRESS ACTIVITY IN RUSSIA***

IFES Annual General Meeting in MOSCOW



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«5pEXPO-2012» –

Prospects for Development

- ✓ Display of over 5,000 sq m in area
- ✓ Specialized display sections: Event Technologies, IT Technologies for Exhibition Activities, Security of Running Exhibition / Convention Events (support hardware), etc.
- ✓ Consulting centre for technical and industrial property issues
- ✓ International congresses, conferences, seminars and presentations on current issues of modern exhibition/ convention activities



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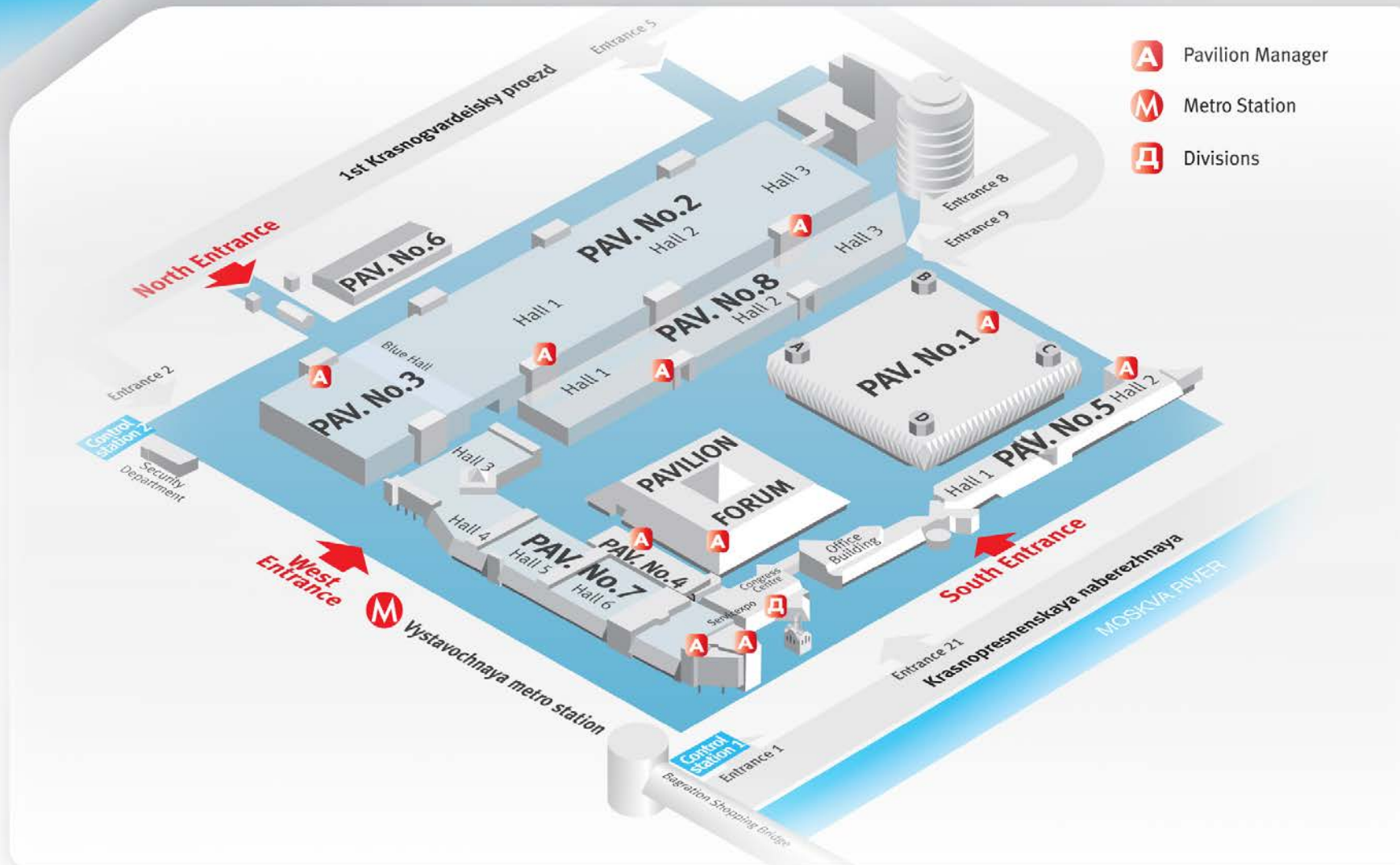
- ✓ Event of the year for Russian and world exhibition communities
- ✓ Potential economic development recognition
- ✓ Emphasis on Russian market importance for the world exhibition community
- ✓ A synergy of international and domestic track record of professionalism enhanced by local color of the rich Russian Culture
- ✓ Credit to importance of Moscow as business capital – a friendly gesture from IFES

EXPOCENTRE Experience in Running Large-Scale International Events

- ✓ 72nd Congress of Global Association of Exhibition Industry (UFI) in 2005 in Moscow – 425 representatives from 54 countries
- ✓ International forums on nanotechnologies – RosNanoTech (annually)
- ✓ International Forum: Humans & Timber Resources
- ✓ Russian Oil and Gas Congress
- ✓ International Summit “Management Top Leaders in Moscow”
- ✓ Moscow International Congress for Furniture Industry (MIFIC)
- ✓ International Forum on Intellectual Property – «EXPOPRIORITY»

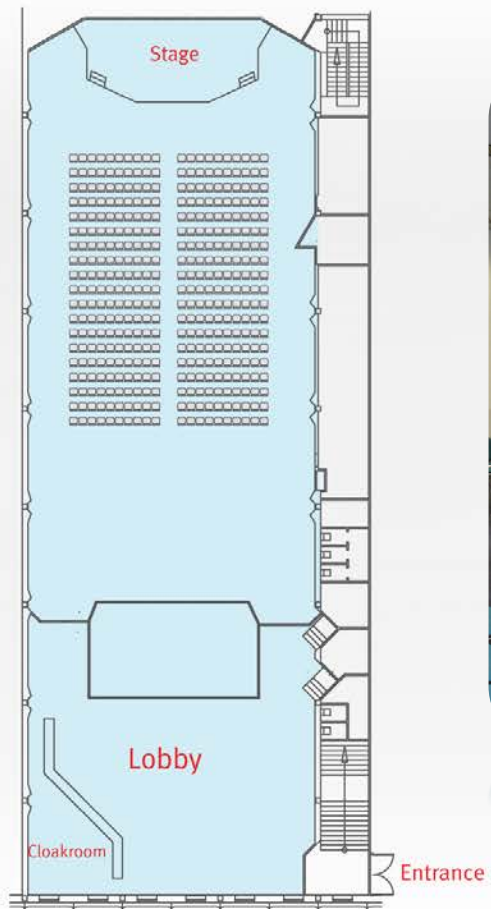


FAIRGROUNDS LAYOUT



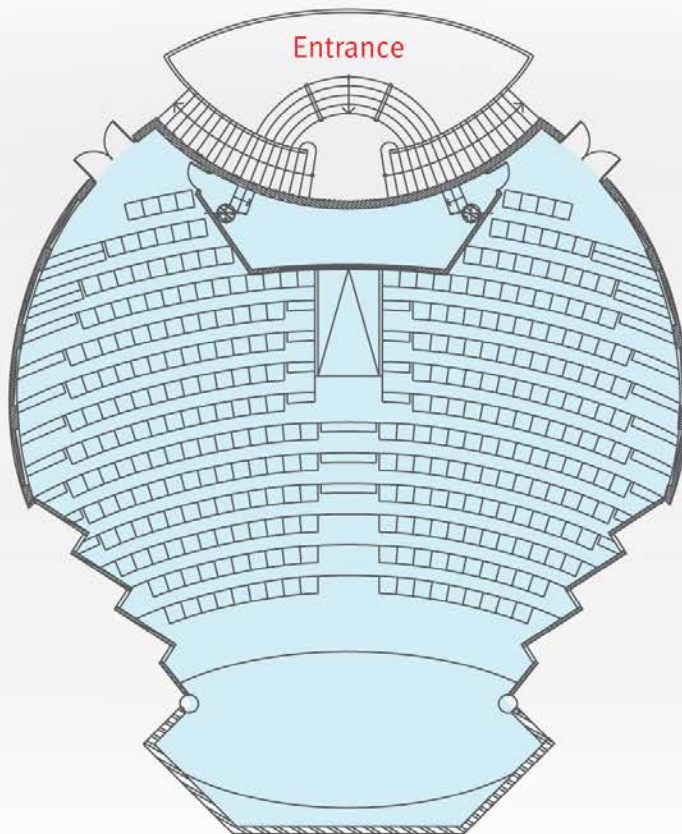
Blue Hall (with Lobby), Pavilion No.2

Blue Hall (with Lobby)

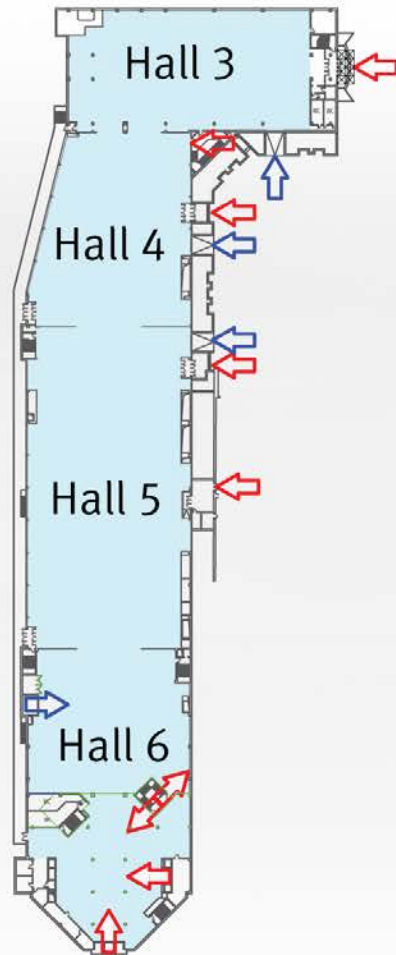


Conference Hall, Pavilion No.7

Conference Hall



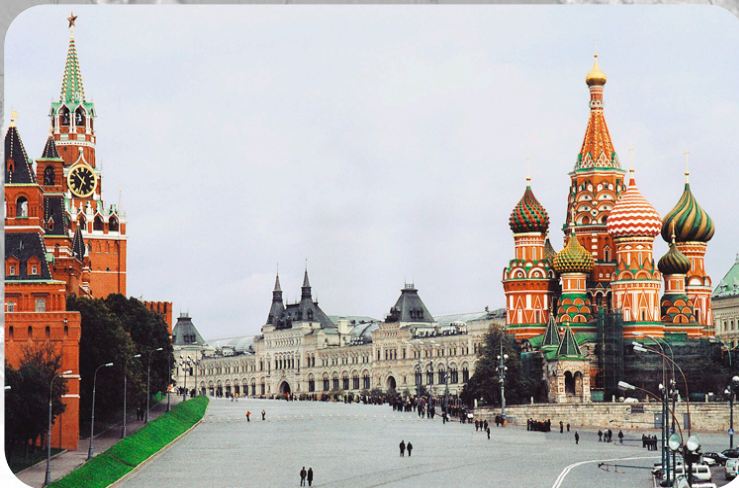
Pavilion No.7



Russia – Fascinating Tourist Destination

- ✓ Moscow – the capital of Russia
- ✓ Moscow – a European centre for cultural, historic treasures and rich heritage sites, museums, art galleries and theatres

МОСКВА



Guests Will be Offered an Interesting Sightseeing Programs:



- ✓ The Kremlin tour
- ✓ General tour of the City of Moscow
- ✓ Popular panorama tourist lookouts
- ✓ Christ the Savior Cathedral
- ✓ World renowned theatres and museums
- ✓ Boat trip on Moskva River, etc.



- ✓ Art-lovers have a rare opportunity to enjoy a unique display of paintings in one of the ExpoCentre halls. The collection was donated by the General Director Vladislav L. Malkevitch and is characterized by outstanding cordiality and lyricism.
- ✓ There are more than 200 pictures in oil, water-colors and graphics by outstanding Russian landscape painters of the late 19th – early 20th centuries. There are paintings by Soviet artists as well as our contemporaries.



Russian National Show “KOSTROMA”

- ✓ Over 2,000 of shows in 25 countries of the world in 20 years of performance
- ✓ Over 2 mln spectators
- ✓ The Russian National Show of Russia “KOSTROMA” – a visiting card for hospitable Russia





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**Welcome to the
6th International Forum of Exhibition
Industry “5pEXPO-2012”
from 6 to 8 June 2012!**

Forum Website: www.5p-expo.com

Welcome to Moscow!