

# Schedule of the 8th Russian Conference on Exhibition, Fair and Congress Activities and the 11th International Forum of the Exhibition Industry – 5pEXPO 2021\*

18–20 October 2021, EXPOCENTRE Fairgrounds, Moscow, Russia

## Organisers

- The Russian Chamber of Commerce and Industry,
- EXPOCENTRE AO

## Venue

Pavilion No.2, Hall 3, The 5pEXPO City

## Partners of the forum and the conference programme

- The Russian Union of Exhibitions and Fairs (RUEF)
- The Roscongress Foundation
- The Russian Convention Bureau
- NAOM (the National Association of Event Organisers)
- World Trade Center PAO
- Expomap.ru

## 18 October, 2021

10:00 **Registration of participants in the 8th Russian Conference on Exhibition, Fair and Congress Activities and the 11th International Forum of the Exhibition Industry – 5pEXPO 2021**

*North Entrance, South Entrance, Western Entrance*

10:30—11:30 **The 5pEXPO Presentation Area**  
**New technology, equipment, design solutions for exhibition stands and business events**  
**Presentations of the 5pEXPO exhibitors**

*Pavilion No.2, Hall 3, The Intersection of Interests*

12:00—13:00 **Opening ceremony of the 11th International Forum of the Exhibition Industry – 5pEXPO 2021, and the 8th Russian Conference on Exhibition, Fair and Congress Activities**

**A joint event of the Russian Chamber of Commerce and Industry, EXPOCENTRE AO and the Russian Union of Exhibitions and Fairs**  
**Plenary Meeting Uniform rules or flexibility and communication?**

**Moderated by** Sergey Voronkov, President at the Russian Union of Exhibitions and Fairs, Director General at ExpoForum-International  
Opening speech by President of the Russian Chamber of Commerce and Industry Sergey Katyrin  
*Pavilion No.2, Hall 3, The Dialogue Territory, Stage*

13:00—13:30 **Break**

13:30—14:30 **Plenary Meeting Uniform rules or flexibility and communication? (case studies)**

**Moderated by** Sergey Selivanov, First Deputy Director General at EXPOCENTRE AO  
*Pavilion No.2, Hall 3, The Dialogue Territory, Stage*

15:00—16:30 **Expert Session**  
**Views from the leaders of the exhibition and congress industry. Jumping the shark: new challenges for event organisers**

**Moderated by** Evgeniya Manukovskaya, CEO & Founder at Expomap.ru  
*Pavilion No.2, Hall 3, The Dialogue Territory, Stage*

15:00—16:30 **Practice Marathon**  
**Business in the moment: from sorrow to joy**  
**Moderated by** Aleksandra Yurkova, Head at the Joint Editorial Board of the Exhibition Research Centre R&C

*Pavilion No.2, Hall 3, The House of Counsel*

15:00—16:30 **Strategic Session**  
**ZOOMing. Digital communications in the exhibition industry**

**Moderated by** Pavel Dolgov, Vice President at the Association of Exporters and Importers, Co-founder at the Digital Exhibition Center  
*Pavilion No.2, Hall 3, The Library of Meanings*

16:30—17:30 **The 5pEXPO Presentation Area**  
**New technology, equipment, design solutions for exhibition stands and business events**

Presentations of the 5pEXPO exhibitors  
*Pavilion No.2, Hall 3, The Intersection of Interests*

## 19 October, 2021

11:00—12:00 **Workshop for congress and exhibition organisers**  
**Welcome, or No Trespassing! Event management technology in the new realities**

*Pavilion No.2, Hall 3, The Library of Meanings*

12:00—13:30 **Exhibitions, conventions and event tourism as a tool to promote territories**

**The Session of the Russian Chamber of Commerce and Industry**  
**Moderated by** Darya Ostrovskaya, General Director at the Exhibition Research Centre R&C

*Pavilion No.2, Hall 3, The House of Counsel*

13:30—15:00 **Session Personal expertise. Craft or business**  
**The Session of NAOM** (the National Association of Event Organisers)

**Moderated by** Artem Baltadzhiev, Managing Partner at MAY Group, Head at a NAOM regional office  
*Pavilion No.2, Hall 3, The Library of Meanings*

13:30—15:00 **Expert Session**  
**What about ... building a stand?!**

**Moderated by** Sergey Selivanov, First Deputy Director General at EXPOCENTRE AO  
*Pavilion No.2, Hall 3, The Dialogue Territory, Stage*

15:00—16:30 **The 5pEXPO Presentation Area**  
**New technology, equipment, design solutions for exhibition stands and business events**  
Presentations of the 5pEXPO exhibitors  
*Pavilion No.2, Hall 3, The Intersection of Interests*

\* Subject to alteration