

## **MIBEXPO Russia: An emerging sector of tourism in Russia**

First of all, the team of Euroexpo – the organizing company – would like to thank all the business partners from all over the world who supported the show and made it therefore as successful as it was!

The 4<sup>th</sup> edition of the International Meeting Industry and Business Travel Exhibition and Conference “**MIBEXPO Russia**” took place from September 23 - 25, 2008 at the International Exhibition Center “Crocus Expo” in Moscow. It was held parallel to the biggest International Autumn Trade Fair for Tourism “**Otdykh LEISURE**” and the International Trade Fair for Exclusive Tourism “**LUXURY Leisure**”. Additionally two conferences were organized: SPA & Health Moscow and MIBEXPO Conference. This three international trade fairs and the included conferences are conducted under the brand “**MATIW - Moscow Autumn Travel Industry Week**”.



MIBEXPO Russia again proved its worth as the most important trade fair for the meeting industry and business travel in Russia and the Commonwealth of Independent Countries. The aim of the event is to reunite **corporate buyers from mainly Russia and the Commonwealth of Independent Countries** with **international and Russian key players** of the MICE - industry. MIBEXPO Russia offers a comprehensive platform for new business opportunities, exchange of know-how and professional education. The exhibition has been a meeting venue for international and Russian professionals as well as key market players.

The Meetings, Incentives, Conferences and Events business in Russia emerged during the last few years and has been a rapidly expanding section of the tourism industry. As it happens more often in Russia, it is not following the traditional mechanism but has developed in its own form.

### **Exhibitors**

The organizing team of Euroexpo is delighted to announce that there were 148 participating companies from 24 countries including: Belgium, Brasil, Bulgaria, Croatia, Dominican Republic, Egypt, Germany, Great Britain, Greece, India, Italy, Jamaica, Mauritius, Mexico, Montenegro, Norway, Portugal, Spain, Thailand, Tunisia, Turkey, Ukraine, United States and Uzbekistan.



Among the exhibitors of the 4<sup>th</sup> edition there were companies from different fields of MICE and Business Travel from all over the world like Hotels & Spa Resorts, Conference Hotels, Hotel Chains, Tour Operators, Business Travel Agencies, Business Travel Magazines, Conference Centers, Convention and Visitor Bureaus and Congress Centers.

## Visitors



The highly specialised event attracted approximately 8.500 trade and corporate visitors. Among them were tour operators and travel agencies which are specialised in the organisation of meetings, incentives, special events and business travel as well as invited **Corporate Buyers**. The majority of visitors came from the Russian Federation and the Commonwealth of Independent Countries.

Corporate Buyers and trade visitors at MIBEXPO Russia are either

- **Travel Agencies**

Including incentive, business and conference travel agencies, conference organisers, sales and promotion agencies, marketing, PR and advertising agencies.

- **Associations**

From international or Russian institutes, governmental organisations or associations who organize congresses, conventions and meetings internationally.

- **Corporate Buyers**

Executives within companies involved with meetings, conferences and incentive travel programmes mainly from Russia and the Commonwealth of Independent Countries.

The Russian MICE sector is growing continuously and is becoming more structured. Tour operators and agencies do implement MICE departments which only take care about this special business. Furthermore, the number of specialized Incentive and Event Management companies is increasing. This emerging branch is working with Western style promotion and attitudes, which allows an improving way of collaboration between Russian and international companies. Small Russian agencies still remain responsible for a significant percentage of the total MICE business due to their great and stable relationships with long standing clients.

## Unique online appointment system

Since the implementation of the **pre-arranged appointment system**, which is **unique** for trade fairs in Russia, it is an important part of the show. It offers the great opportunity for participants to meet exactly the right target group. Exhibitors had again the chance to arrange meetings with Russian corporate buyers from the exclusive travel industry. Not only exhibitors but also trade visitors have the possibility to organize their meetings via Internet. As such a system is rather new in Russia. Euroexpo recognizes from the experience of former shows that many Russian trade visitors do not make appointments because they prefer to arrange meetings once they arrive. However, the number of users is increasing – slowly but steadily.

## **MIBEXPO Conference within MIBEXPO Russia**



**MIBEXPO Conference** took place as a two-day International Conference for the fourth time in 2008 which was held from September 23 - 24. Its concept is to provide professional education to Russian MICE and Business Travel specialists. Well-known international and Russian speakers presented a series of dynamic and interactive sessions on the industry's hot topics. Master classes, round tables and trainings were included in the programme.

In 2008 the conference was supported in an excellent way by a record number of international associations like ACTE, IAPCO, DMAI, MPI and SITE. As partner of the conference the organizing team is proud to mention the Business Travel Agencies Association of Russia (BTAA).

The already well-known conference – a perfect platform for professional education – was undoubtedly the highlight of the parallel programme.

The team of **MIBEXPO Conference** would like to thank all professional speakers for their effort which made the event as successful as it was!



## **Exhibitor feedback**

*“Thank you very much for the invitation to visit MIBEXPO Russia and also for the collaboration and the possibility to spread the clientele for our company. We look forward to receiving the invitation for next year's show.”* (Olga Sokolova, Event Manager, Hewlett Packard Russia, Corporate Buyer)

*“MIBEXPO 2008 was excellent and provided us with a wonderful B2B platform to meet buyers from all the Russian regions. MIBEXPO is very important for us, it is truly international, well organized and the best place for MICE business in Moscow.”* (Fabio E.E. Stecca, Eastern Europe & Asia Incoming Manager, Sheraton Padova Hotel, Exhibitor)



*“...MIBEXPO Russia is one of those events that continuously strives and achieves levels of excellence. Since the 1<sup>st</sup> MIBEXPO in 2005, the event has continued to grow, confirming the enormous public interest and potential for further development of the meetings industry in Russia.”* (Patrizia Semprebene Buongiorno, President, International Association of Professional Congress Organizers IAPCO, Conference Partner)

*“It was a great time which we spent at the trade fair and the conference. I collected a lot of helpful and useful information. After visiting of MIBEXPO we are just before signing contracts for cooperation with some suppliers.”* (Yulia Zakharova, Head of Business Travel Department Eurokommerz Bank, Corporate Buyer)

## Visitor feedback

To find out how satisfied trade visitors were and how their opinion is about the show an independent survey among the trade visitors of MIBEXPO Russia was implemented. The survey was conducted during the official opening hours at each day of the show. 246 trade visitors were interviewed. The majority of visitors visited the trade fair due to professional interest. 61.4 % were interested in general, 58.9 % were searching for new business partners and the aim of 13.4 % was looking for a partner to organize a corporate event. 41.1 % of probands were follow-up visitors as they attended the show in 2007. Many visitors learned about the trade fair through printed material (12.2 %), internet (38.6 %), newsletter (19.1 %) and invitations (31.3 %).

The origin of the respondents is segmented as follows:

- 52.0 % Moscow and surrounding area
- 42.3 % Regions of the Russian Federation
- 5.7 % foreign countries.

The result of the survey shows that 34.6 % of the trade visitors were very satisfied with the organisation of MIBEXPO Russia 2008, 46.3 % were satisfied and 17.1 % were adequately satisfied. The adjustment of the trade fair was very satisfying for 29.3 % and 58.1 % declared they were satisfied.

The satisfaction of trade visitors regarding the result of visiting the trade fair is also quite high: 27.6 % were very satisfied, 55.7 % were satisfied and only 9.3 % of the respondents were adequately satisfied. The latter stated they could not find all their partners and companies that they wanted and expected to meet.

Concluding the survey the respondents were asked if they plan to visit the show in 2009 – 87.5 % are going to visit next MIBEXPO Russia.

## Facts & Figures MIBEXPO Russia 2008

Exhibition space	2,000 sqm
Exhibitors	148
Countries	24
Visitors	8,500



### **MIBEXPO Conference 2009**

Date September 23, 2009

### **MIBEXPO Russia 2009**

Date September 22 – 24, 2009

Venue International Exhibition Centre “Crocus Expo”  
Krasnogorsk,  
p/o «Krasnogorsk-4»,  
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