



MIBEXPO
RUSSIA

MaTlW
Moscow Autumn Travel Industry Week

6th International Meeting Industry and Business Travel Exhibition and Conference

21 - 23 September 2010, International Exhibition Center "Crocus Expo", Moscow

Russia's leading event for the meeting and business travel industry was held successfully from 21st to 23rd September 2010 at IEC Crocus Expo in Moscow. The show took place within the framework of **MaTlW – Moscow Autumn Travel Industry Week**.

Being organized by Euroexpo (Russia), a member of the International Congress & Convention Association (ICCA) and Euroexpo Exhibitions and Congress Development GmbH (Austria), **MIBEXPO Russia 2010** was supported by the following associations: Russian Business Travel Agencies Association (BTAA), Meeting Professionals International (MPI) and International Congress & Convention Association (ICCA).

In general **MaTlW** savors the support of the Ministry of Sport, Tourism and Youth Policy of the Russian Federation, the Federal Agency for Tourism of the Russian Federation (Rostourism), the Association of Tour Operators of Russia and the Russian Union of Tourism Industry.



During the three days of the exhibition, **MIBEXPO Russia 2010** offered its professional visitors from Moscow, Russian regions and CIS countries a wide range of services and provided contacts with professional conference organizers, event management companies, destination management companies, incentive and business travel companies and hotel chains, as well as national and regional convention bureaus.

At **MIBEXPO Russia 89 companies** from **15 countries** took part in the exhibition: Austria, Bulgaria, Israel, India, Italia, Latvia, Malaysia, Spain, Turkey etc. Exhibition participants were international and Russian companies specialized in holding business events, incentive programs and promotional trips, trainings, congresses and conferences, the largest associations of the meetings industry, congress centers, hotels and hotel networks, business travel operators, national and regional travel offices and many others. Among the exhibiting companies were Academservice DMC (Russia), Asia Adventure (Usbekistan), Austrian Incentive Service (Austria), INLT (Lithuania), MICE in Asia (Malaysia), MICE Central and Eastern Europe (Czech Republic), Montenegro Stars Travel (Montenegro), The National Congress Palace in St. Petersburg (Russia), Premium Club (Russia), SOL – Vip Travel (Italy), Soteras Hotel Group (Spain), Tour and Travel World (India), Transaero Tours (Russia) and many more.

Among exhibiting companies visitors could find all spheres of the meeting industry: business travel, conference facilities, congress organizers, incentive programmes and DMCs. Talking about corporate events **Mardan Palace Hotel (Turkey)** presented their exclusive services for different types of events. **Air Charter Service (Russia)** offered information about their business aviation, transport and booking systems.





The organizing team was delighted to welcome some newcomers in the exhibition like **Dubman Tours (Canada)** presenting Vancouver and Canada and the **Sicilian Convention Bureau (Italy)**.

The aim of **MIBEXPO Russia** exhibition is creating a business platform where professionals communicate and exchange their know-how. Furthermore, participants have the chance to intensify their business relationships and to get acquainted with future partners.

To achieve this aim a new project "*Special exposition of Russian experts and leading companies in the meeting industry*" was implemented. For the first time the following well-known companies took part as exhibitors: **Demlink, Unifest, FCM Travel Solutions and the Russian Travel Management Company** presented their services as well as **MaxiMICE** and **Nicko Travel Group**.

Exhibitors mentioned the professionalism of visitors as a result of improving the corporate visitors programme. More short seminars, presentations at the booth and individual meetings were arranged. Moreover, the Moscow office from Singapore Tourism together with Euroexpo organized a cocktail where corporate visitors received information about MICE in Singapore.

It was a pleasure to welcome representatives of the following companies as part of the **Corporate Visitor Programme**: AstraZeneca Russia, Bayer Health Care, British American Tobacco, EPSON, NCC – National Computer Corporation, Global Energy Award Community, Russtat, McKinsey and Company Moscow, RFC – Russian Financial Communication and others.

The conference on the subject "*Meetings Industry and Business Travel: Practice, Solutions, Prospects*" took place on September 22 within the framework of **MIBEXPO Russia** business program. The seminar was devoted to trends, new markets, strategies and innovative projects for the future shape of the meetings industry. It was supported by the Russian Business Travel Agency Association (**BTAA**) and the conference sponsor 2010 was **Czech Tourism**.

The possibility to arrange meetings beforehand through the "Online Appointment System" was offered to optimize the work of participants and visitors. This program allows visitors to guarantee meetings with companies of interest, and also to use the time spent at the exhibition in the most optimal way.

6th International Conference "Meetings Industry and Business Travel: Practice, Solutions, Prospects"

The International Conference occupied a significant part of the **MIBEXPO Russia** forum. The conference theme confirmed fully to main market trends: Future shape and trends, media strategies, new markets, innovations, impacts of international events and practical optimizing mechanisms in the sphere of business travel and MICE in a period of economic instability were at the delegates' center of attention.



Leading experts and practitioners from well-known foreign and Russian companies and industry associations took part in the conference. The moderator Yuri Sarapkin, Executive Director of the Russian Business Travel Agencies Association (BTAA) as well as MPI and ACTE member, welcomed speakers and delegates in his opening speech.

It was a pleasure to welcome the following international speakers:

- Ruud Janssen, Managing Director TNOC, Director on the International Board of Directors of Meeting Professionals International (MPI), The Netherlands
- Eran Ketter, Director E. Ketter Consulting, author of the book "*Media Strategies for Marketing Places in Crisis*", Israel

- Monika Linhartova, Head of CzechTourism representative office in Moscow, Czech Republic
- Brian Donnelly, General Manager – EMEA, FCm Travel Solutions, Great Britain
- Zanine Adams, Head of Event Solutions and UK Sales, Visit London, Great Britain

This year more than 100 participants from Moscow, Russian Regions, CIS Countries and Europe took part in the conference.

The organizing team of Euroexpo invites professionals in the MICE and Business Travel Industry to take part in the 7th International Exhibition and Conference 2011!

meet your business @ MIBEXPO Russia 2011

**7th International Meeting Industry and Business Travel
Exhibition and Conference
at IEC Crocus Expo, Moscow**

21 – 23 September 2011

www.mibexpo.com

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