



# Headquarters RUSSIA

MAIN PARTNER OF THIS REPORT:

 **ROSCONGRESS**  
Building Trust



RUSSIAN  
INVESTMENT  
FORUM

12-14  
FEBRUARY

An effective platform to discuss Russia's investment and economic potential, highlight the opportunities provided by the Russian regions, and engage in direct dialogue with government officials, business leaders, and the expert community.

[rusinvestforum.org](http://rusinvestforum.org)



# OPEN TO THE WORLD

Russia covers more than 17 million square kilometres and this huge territory is full of opportunities, waiting for new international visitors to enjoy them.

Russia is a large country and has a lot to offer in terms of events. Being quite a new destination, it can offer new experience to the participants of events. Russia is usually associated with its two well-known capitals - Moscow and St. Petersburg - but there is an entire vast country beyond those cities!

Russia as a whole offers the scope and versatility of opportunities for holding meetings and events. The degree of diversity of regional peculiarities within the areas of industries, science

specialization, infrastructural variety and local unique characteristics allows the Russian Convention Bureau to make a tailor-cut offer for any request for holding events.

Furthermore, Russia can be a very interesting destination for visitors. Being a multinational and multicultural country it has a rich Cultural and historical heritage. The country is among the top 10 places in the world by the number of UNESCO World Heritage sites, with 18 cultural sites and 11 natural reserves.

Russia also holds strong positions in various scientific fields, because of the wide industrial profiles of its regions. As the country is composed of 85 regions united administratively and territorially, its destinations can offer a huge range of opportunities for business and cultural events organization.

Besides this, Russia has a considerably long experience as a host country for some mega international events. Among those, there are the Winter Olympic Games in Sochi, G20 Meeting, APEC Summit, BRICS/SCO Summits in Ufa and others. Notably, the previous year, Russia hosted the FIFA World Cup 2018 that took place in 11 cities with the best infrastructure.

# DIVERSITY IS THE KEY



Interview with Alexey Kalachev, CEO of the Russian Convention Bureau.

## What is the place of MICE in Russia and how is the sector implemented?

The event industry is a fast growing segment of Russian economy and it is supported at a governmental level, with a number of measures being taken to support its development. These measures include intensive development of event infrastructure and special visa regime implementation. Launched this year in Russia, e-visa is going to cover all regions in our country by 2021 and it will allow coming here easier. E-visa is free of charge,

issued in 4 calendar days, no documents that confirm the purpose of your journey are required. E-visa is valid for 30 calendar days from the date it was issued, with permitted period of stay of up to eight days starting from the date of entry.

## What does the RCB hope to achieve?

Russia has strong positions in various fields and wide industrial profiles of its regions. So one of the goals of the Russian Convention Bureau is to find relevant events for a particular region, industry or scientific association and help the international organizers to make strong and productive

local connections for their events. In the diversity of regional peculiarities, we aim at key advantages such as industries, science and universities, infrastructure and regional unique characteristics to attract relevant events. Following such regional approach, we can make a custom-made offer for any request for holding events.

## What is your main message to visitors?

Russia is open to the world and welcomes you to explore the hospitality and boundless opportunities of the country. We are open for cooperation! We will be happy to see you in Russia as our guests!

## The New Event Passport of a Region

So as not to get lost in the diversity of regions, their distinguishing features and opportunities for holding events, the RCB has developed a new product called 'Event Passport of a Region' to present the opportunities that are available in Russia's regions. The regional Event Passports help to systematize and summarize significant information about the destination in order to promote it as a venue for business events. The event Passport is expected to serve as a starting point for attracting international events in leading industries to the Russian regions - taking into account the various regions' specialization.





# BEHIND THE **RCB**

The history and the purposes of the Russian Convention Bureau explained.

**T**he Russian Convention Bureau officially started its activity in November 2017. Russia is still in the process of creating its image on the international market as an attractive destination for significant events. Being quite an unexplored meetings destination, Russia can offer a whole new experience to event participants.

The RCB is an association currently involving about 100 members range from PCO and DMC, exhibition organizers, venues and hotels, service companies to regional convention bureaus. This allows them to present the entire market: they represent the leaders of the event industry in Russia and the largest companies are among their members. The RCB has members in many regions of a vast country - from Kaliningrad to Kamchatka.

## **Support for industry associations**

The RCB provide assistance in finding local partners and suppliers. They offer full support of bidding procedures. Upon request, the RCB organize site-inspections. All services are provided free of charge. As a part of the procedures, the RCB organize bid presentations and provide visa support to the participants. As well as, in some cases, the RCB can guarantee special rates from RCB partners for air tickets, hotels and transfer. No need to say that the people at the RCB are also ready to set up full access to information on meeting facilities in Russia.



## International exhibitions and conventions

**1.5** million  
unique  
visitors

**109** trade  
shows

**30** thousand  
exhibitors

**39** multifunctional  
halls for  
congresses

**110** participating  
countries

**165** thousand  
sq m

- Is the largest country in the world
- with an area amounting to **17** million sq km
- that covers **11.5%** of the Earth territory,
- **11** time zones,
- over **1,000** towns and cities,
- including **14** million-plus cities,
- a wide range of environments and landforms,
- **23** World Heritage Sites,
- **40** UNESCO Biosphere reserves,
- **40** National Parks,
- and **101** nature reserves



# RUSSIA

A versatile event infrastructure: in various cities of **85** regions, which comprises about

- **3,500** venues
- and more than **7,500** professional companies

A highly accessible country with accommodation of a high level:

- **100 +** cities with infrastructure allowing to host events,
- **81** international airports throughout the country,
- **69** international airlines with connections worldwide,
- **20,000 +** hotels with over
- **780,000** rooms

RCB won **7** bids to hold international events in the past two years

RCB organised **5** Russia Open to the World exhibits in the past two years

RCB concluded **35** strategic partnership agreements with regional administrations, industry and public organisations in the past two years

# EXPOFORUM CONVENTION AND EXHIBITION CENTRE TO DELIVER EXPERIENCES THAT AFFECT ALL 6 SENSES



ExpoForum has announced details of new infrastructure and facilities that allow the venue to impact all five senses: sight, smell, touch, sound and taste.

The result is a feeling of quality and customer service that the ExpoForum team are considering to be the sixth sense.

The Six senses concept is being used throughout the venue's operations and marketing activity as follows:



**SIGHT** – calming look of the venue, peaceful décor, simple clean architecture and significant amounts of natural daylight



**SMELL** – pleasant scents and aromas, appropriate to individual events circulated through the venue's air filtration system



**TOUCH** – tactile materials used throughout the venue's construction, warm wooden surfaces and comfortable furniture and furnishings



**SOUND** – subtle acoustics that create a pleasing and positive atmosphere as well as classical music in public areas



**TASTE** – high-quality bespoke, inhouse catering options to suit all palettes



As a more in-depth example, Smell has been transformed into the venue's concept of **AROMA MARKETING**. Internal systems allow ExpoForum to infuse the air with scents that are appropriate to events taking place at the venue. This can be centre wide or focused on individual areas. Consequently, on a day when the venue is quiet guest can experience ExpoForum's signature scent (Edelweiss) which has been chosen to match the ExpoForum brand. The use of such scents are not overpowering or invasive, instead they ensure ExpoForum smells comfortable and pleasant.

Sergey  
VORONKOV,  
CEO  
of ExpoForum  
comments:

"As a newly built venue ExpoForum has been constructed using the latest technologies with input and insight from a host of architects, event planners and experts. The result is an environment conducive to exhibitions and congresses that deliver value through learning, networking and a long-term return on event investment.

We recognise that the more comfortable a delegate feels the more positive their experience will be whilst in the venue and therefore the more successful their event experience will be."

RUSSIA | ST. PETERSBURG  
INFO@EXPOFORUM.RU  
EXPOFORUM.RU

# EXPOFORUM





# RCB UPCOMING EVENTS: **THE FULL LIST**

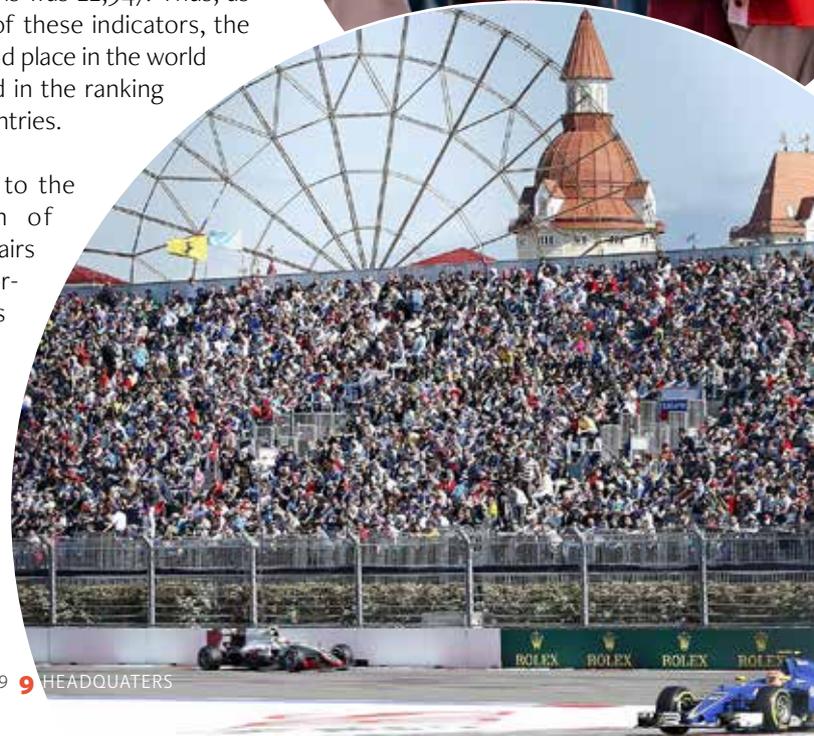
After hosting 83 events last year, Russia will keep on working along these lines.

Russia will host about 6,000 delegates in the next five years in the framework of major international events, which were brought to the country with the support of the Russian Convention Bureau.

Upcoming events include: **IPHS 2020** (International Planning History Society Conference), whose host city is Moscow; the **2nd Anichkov Days Conference on Atherosclerosis** of the International Atherosclerosis Society to be held in Moscow on September 17–19, 2020; the Association of Space Explorers **XXXIV Planetary Congress** which is to be held in St. Petersburg in 2021; the **25th World Energy Congress** that will take place in St. Petersburg in 2022; and the **GSM Mobile 360 Series** that will be held in Moscow, October 8–9 2019. The 62nd Annual General Meeting of the International Institute of Synthetic Rubber Producers will be held in St. Petersburg in 2021.

According to ICCA, in 2018, 83 rotated international events organized by international associations were held in Russia in 2018. The total number of participants in those occasions was 22,947. Thus, as a consequence of these indicators, the country took 42nd place in the world ranking and 22nd in the ranking of European countries.

Also, according to the Russian Union of Exhibitions and Fairs in 2018, 14,593 foreign exhibitors took part in 623 exhibitions.





# MARKET RESEARCH COMPANY



## **ABOUT EVENTS INDUSTRY IN RUSSIA PROFESSIONALLY**

research | consulting | events | editions

[www.rnc-consult.ru](http://www.rnc-consult.ru)

# RUSSIAN REGIONS EVENT POTENTIAL RATING 2018

The R&C Market Research Company conducted its fifth study of the event potential of the Russian regions.

Since the first rating was published in 2014, the event market in Russia has undergone a significant change. According to the International Congress and Convention Association (ICCA), Russia has attracted and held more than 400 international rotating association events.

The three leaders of the rating remained unchanged.

St. Petersburg hit the first place. In 2018, the city hosted a global event market landmark, the 85th UFI Global Congress, which brought together approximately 500 delegates from 54 countries.

Second place went to Ekaterinburg. Despite the fact that the city will not be hosting EXPO 2025, the campaign to promote its application positively impacted both the international event image of Ekaterinburg and its investment attractiveness.

Sochi, a city that successfully combines available convention and tourism opportunities, came in third.

Kazan strengthened its position, rising to fourth place, and Nizhny Novgorod was the newcomer rounding out the top five. The activities of the Convention Bureau of the Republic of Bashkortostan led to Ufa's climbing to the sixth spot in the rating. Kaliningrad and Murmansk joined the top ten for the first time.

It should be noted that all the cities making it into 2018's top 10 occupy an active position in terms of promotion within the foreign and Russian markets. Representatives of regional

administrations, as well as companies from the event and tourism sectors, represent their regions at major specialized international and Russian events. Sophisticated promotion calls for the development of a recognizable territorial brand.

In terms of territorial marketing, the work of the Krasnodar Territory can be singled out along with the Republic of Bashkortostan and the regions of Rostov, Samara and Yaroslavl, which introduced new regional brands in 2018.

As for city rankings between 2014 and 2018, one can see but minor variation among the top five cities. Only in 2018 did Nizhny Novgorod oust Krasnodar from the top five. Kaliningrad experienced the most significant growth, rising from twentieth to eighth place. A key factor here was the 2018 World Cup, as well as the fact that the city has been actively engaged in promoting its potential to Russian and foreign audiences. Vladivostok's position, on the contrary, was weakened due to a smaller number of event sites in comparison to the above-mentioned cities.

The table below shows growth trends for the potential of the Russian regions in the 2018 top 10.

## Methodology:

The experts of R&C Market Research Company evaluated the most important aspects influencing the event industry development and used official data during the analysis. Moscow



is excluded from the research, as a city with a higher level of development of the event industry compared to the average one. Krasnodar Territory is represented by two cities: by Krasnodar, which is the administrative centre of the region, and by Sochi, which can boast a large amount of investment in event infrastructure.

## Top 10 of the Russian Regions Event Potential Rating:

CITY	PLACE IN 2018	PLACE IN 2017	DYNAMICS
St. Petersburg	1	1	
Ekaterinburg	2	2	
Sochi	3	3	
Kazan	4	5	+
Nizhny Novgorod	5	7	+
Ufa	6	8	+
Krasnodar	7	4	-
Kaliningrad	8	16	+
Murmansk	9	12	+
Vladivostok	10	6	-



The Roscongress Foundation is a socially oriented non-financial development institution and a major organizer of international conventions, exhibitions, and public events.

The Roscongress Foundation was founded in 2007 with the aim of facilitating the development of Russia's economic potential, promoting its national interests, and strengthening the country's image. One of the roles of the Foundation is to comprehensively evaluate, analyse, and cover issues on the Russian and global economic agendas.

It also offers administrative services, provides promotional support for business projects and attracting investment, and helps foster social entrepreneurship and charitable initiatives.

Participants from  
**206** countries and territories

### ANNUAL FIGURES

**>100**

 business events from Montevideo to Vladivostok

**>1,600**

 agreements signed worth over

**>15,000**

 media representatives

USD **120** billion



SUMMIT  
ECONOMIC FORUM

23–24 October 2019  
Sochi, Russia

[SUMMITAFRICA.RU](http://SUMMITAFRICA.RU)



FORUM EURASIATICO A VERONA  
ЕВРАЗИЙСКИЙ ФОРУМ В ВЕРОНЕ  
EURASIAN FORUM IN VERONA

24–25 October 2019  
Verona, Italy

[FORUMVERONA.COM](http://FORUMVERONA.COM)



DAVOS  
RUSSIA  
HOUSE

20–24 January 2020  
Davos, Switzerland

[HOUSERUSSIA.COM](http://HOUSERUSSIA.COM)



12 February 2020  
Sochi, Russia

[FORUMHEALTH.RU](http://FORUMHEALTH.RU)



12–14 February 2020  
Sochi, Russia

[RUSINVESTFORUM.ORG](http://RUSINVESTFORUM.ORG)



SPIEF'20  
ST. PETERSBURG  
INTERNATIONAL  
ECONOMIC  
FORUM

3–6 June 2020  
St. Petersburg, Russia

[FORUMSPB.COM](http://FORUMSPB.COM)



June 2020  
Moscow, Russia

[ICC.MOSCOW](http://ICC.MOSCOW)



July 2020  
St. Petersburg, Russia

[IBCONGRESS.COM](http://IBCONGRESS.COM)



21–23 July 2020  
St. Petersburg, Russia

[ROSCONGRESS.ORG](http://ROSCONGRESS.ORG)



September 2020  
Vladivostok, Russia

[FORUMVOSTOK.RU](http://FORUMVOSTOK.RU)



October 2020  
Moscow, Russia

[RUSENERGYWEEK.COM](http://RUSENERGYWEEK.COM)



October 2020  
Sochi, Russia

[FINOPOLIS.RU](http://FINOPOLIS.RU)



**HYATT REGENCY  
EKATERINBURG**

CONGRESS  
HALL  
600 m<sup>2</sup>

11 CONFERENCE  
HALLS 1 800 m<sup>2</sup>

**EKATERINBURG—  
EXPO**

4 EXHIBITION  
HALLS  
50 000 m<sup>2</sup>  
1 HELIPAD

CONGRESS  
CENTRE  
5 000 seats

OUTDOOR  
EXHIBITION AREA  
80 000 m<sup>2</sup>

**BORIS YELTSIN  
PRESIDENTIAL CENTER**

TOTAL  
EXHIBITION AREA  
2 700 m<sup>2</sup>

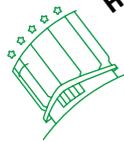
CONFERENCE  
HALL  
270 m<sup>2</sup>



**GASTRONOMY**  
>2 600 BARS  
RESTAURANTS, CAFES

>7 000 KM  
OF RAILROADS

**HOSPITALITY**  
491 HOTELS  
17 000 ROOMS



**LOGISTICS**  
40 INTERNATIONAL  
AND LOCAL AIRLINES

>110  
FLIGHT DESTINATIONS

>33 000 KM  
OF REGIONAL MOTORWAYS



**URAL  
CONGRESS  
BUREAU**

Ekaterinburg, Boris Yeltsin st., 3,  
5th floor, office 517, +7 (343) 311-52-80  
welcome@ai-so.ru

# MEET IN URAL



meet-in-ural.ru

**DIVE INTO  
THE CULTURE**

50 THEATRES  
2 PHILARMONIC

19 CONCERT HALLS  
60 ART GALLERIES  
AND MUSEUMS

**GET UNIQUE  
EMOTIONS**

OBELISK EUROPE - ASIA  
VIEW FROM THE  
SKYSCRAPER  
«VISOTSKIY»

RIVER RAFTING  
CYCLING EXCURSIONS  
SKI RESORTS  
GOLF

**FEEL  
THE VIBES**

URAL MUSIC NIGHT  
FESTIVAL  
PUB CRAWLS

URAL CUISINE  
EXTRAORDINARY PEOPLE



# RCB **FIVE REGIONS** PROFILES

Business Cards of Regions (top five Russian Regions Event Potential Rating)

## 1. Moscow

### > Key industries:

- ~ Finance and management
- ~ Mechanical engineering
- ~ Defense industry
- ~ Optical and radio electronics, aviation and space, high-precision mechanics

> City centre-airport: train 35 mins / car 60 mins.

> **1,718** hotels with a total capacity of **82,940** rooms.

> More than **100** venues, plus the **Expocentre** (165,000 m<sup>2</sup>).

> **Events:** the Russian Internet Week (15,000); the III International Orthodox Youth Forum (12,000); the TB Forum 2018 - international forum "Security Technologies" (11,500).



## 4. Sochi (Krasnodar Region)

### > Key industries:

- ~ Health resort
- ~ Center for active and extreme recreation, winter holiday center
- ~ Agricultural sector

> City centre-airport: car 30 km.

> **1,108** hotels with a total capacity of **200,000** beds.

> Venues include the **Olympic heritage**, which provides necessary infrastructure for large-scale congress and exhibition events, and the Main Media Centre of the Olympic Park (158,000 m<sup>2</sup>).

> **Events:** the annual Russian Investment Forum (6,000 participants); the 2015 International SportAccord Convention (3,000); the 2017 III World War Games (1,000).



## 2. St.Petersburg

### > Key industries:

- ~ Information Technology
- ~ Medical and pharmaceutical industry
- ~ Engine production
- ~ Manufacture of electricals
- ~ Shipbuilding industry

> City centre-airport: car 30 mins.

> **1,036** hotels with a total capacity of **38,000** rooms.

> More than **556** venues, plus the **Expoforum International** (320,000 m<sup>2</sup>).

> **Events:** St.Petersburg International Economic Forum - 17,000 participants from 143 countries; the 85th International Congress of the World Exhibition Industry Association (UFI) (500 participants from 54 countries).



## 3. Ekaterinburg (Sverdlovsk Region)

### > Key industries:

- ~ Metallurgy
- ~ Mechanical engineering
- ~ Chemical industry

> City centre-airport: train 40 mins / car 25 mins.

> **538** hotels with a total capacity of **18,259** rooms.

> More than **40** venues. **EXPO** (50,000 m<sup>2</sup>) and **Congress-Center** (41,500 m<sup>2</sup>)

> **Events:** INNOPROM 2019 + Global Manufacturing and Industrialization Summit (GMIS) 2019 - 43 000 participants + 3000 participants; Russian National Congress Of Cardiologists (5,000).



## 5. Kazan

### > Key industries:

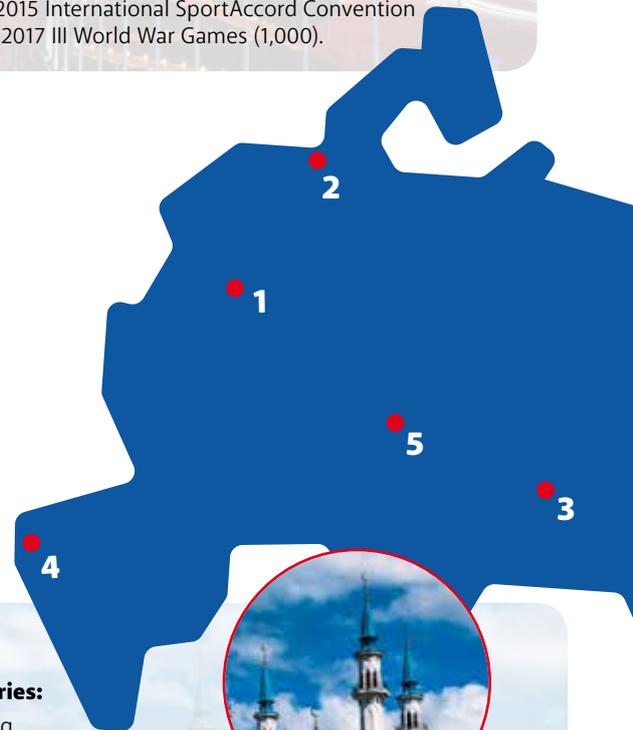
- ~ Oil refining
- ~ Oil production
- ~ Mechanical engineering
- ~ Chemicals and petrochemicals

> City centre-airport: train 30 mins / car 30 mins.

> **196** hotels with a total capacity of **7,728** rooms.

> Venues include the **International Exhibition Center 'Kazan Expo'** (75,400 m<sup>2</sup>); Kazan Arena (73,330 m<sup>2</sup>); Tatneft Arena (14,000 m<sup>2</sup>).

> **Events:** EDU Russia 2019 (5,000 participants); the Kazan Summit 2019 (3,500 participants from 72 countries and 38 Russian regions); World Skills 2019 - 272,345 competition visitors, 1,354 competitors and experts from 63 countries and regions competed.



# RUS SIAS

OPEN TO  
THE WORLD



Russia takes good care of her unique cultural traditions and is happy to share the riches of her natural resources giving joy and beauty to the world.



Convention  
Bureau

This turkey cock is a traditional Russian Dymkovskaya toy, one of the oldest crafts of Russia which emerged in the 15-16<sup>th</sup> centuries.

Russia is the largest producer of diamonds in the world.

[RUSSIACB.COM](http://RUSSIACB.COM) +7 (495) 777 16 45