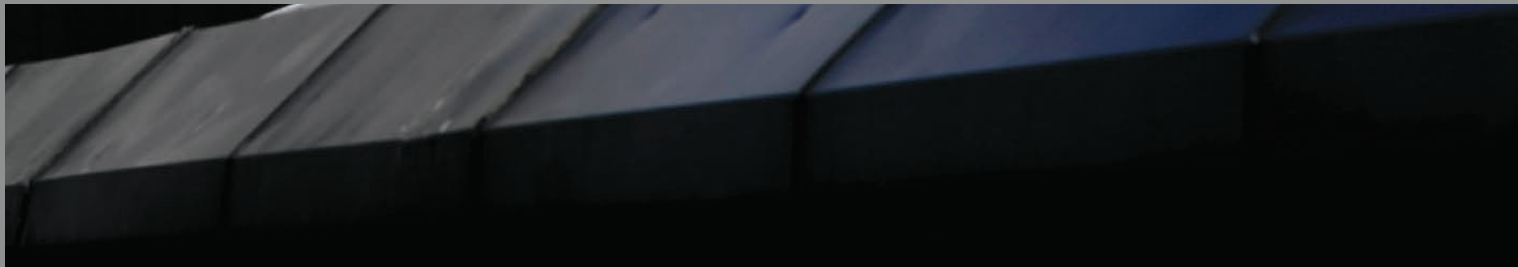




EXPOCENTRE:
YOUR STRATEGIC PARTNER







EXPOCENTRE IS 55!

Cooperation between companies and authorities, science and industry, culture and civil society altogether create the image of the modern world. Trade fairs, being a key tool of economic infrastructure, clearly demonstrate its steady progress and play an important role in strengthening international economic partnership and in the development and implementation of advanced technologies and innovations.

Expocentre Fairgrounds has always been a demonstration site for showing success of the world community in the development of all areas of international business and the results achieved in the key industries of our country.

Having adopted all specific features of the exhibition and convention activity of the USSR Chamber of Commerce and Industry, Expocentre today is a modern Russian company with an extensive experience on the highly competitive and growing market of exhibition and convention services.

An extensive and long-term practice in organizing and holding international trade fairs in Russia, joint and national expositions at World exhibitions and international shows, conventions, conferences and other accompanying events, has formed a practical resource valuable not only for our company, but the entire exhibition and convention sector of the Russian business.

Dear partners, trade show participants, organizers of visiting events, businessmen, heads of federal and regional ministries and authorities who have consistently supported Expocentre's projects! All these years together with you we have been writing the history of the exhibition business. All our activity, formerly and now, has been aimed at making your participation in the events an efficient, prestigious and valuable experience.

You are always welcome guests at Expocentre Fairgrounds!

We are positive of our further productive and mutually beneficial collaboration with you.

Sergey Bednov
General Director
Expocentre ZAO



YOU
ARE A
BUSINESSMAN

CREATE
PROMOTE
EXHIBIT

YOUR MISSION IS TO CREATE ideas, products, and services

YOUR TASK IS TO PROMOTE your products to global markets

YOUR PRIVILEGE IS TO EXHIBIT your business achievements in the most efficient way



- » According to experts, by 2020 the Russian consumer market may become the largest in Europe and the fourth largest in the world.

(Les Echos newspaper, France)

- » Over the past 10 years, 80% of economic growth in Russia has been a contribution of consumption and not oil and gas income. The middle class constitutes 55% of the population. That is a bigger percentage than in China or India. Russians are becoming more confident in their future: 44% expect to become wealthier, 42% are going to buy a new car soon, and 50% are going to move into a new flat.

(Andy Smith, Head of Equity Research, Managing Director of Sberbank Investment Research)

- » According to the research carried out by Sberbank, household consumption accounts for two-thirds of Russia's GDP. By 2025 the consumer market size is expected to double, growing up to 3 billion US dollars, which will make it the largest one in Europe and the fourth largest in the world. It means growth of such sectors as e-commerce, tourism, and advertising. Under these conditions it is easy to forecast a rapid growth in the trade show business and event industry as well as their efficiency growth.

MARKET ANALYSIS

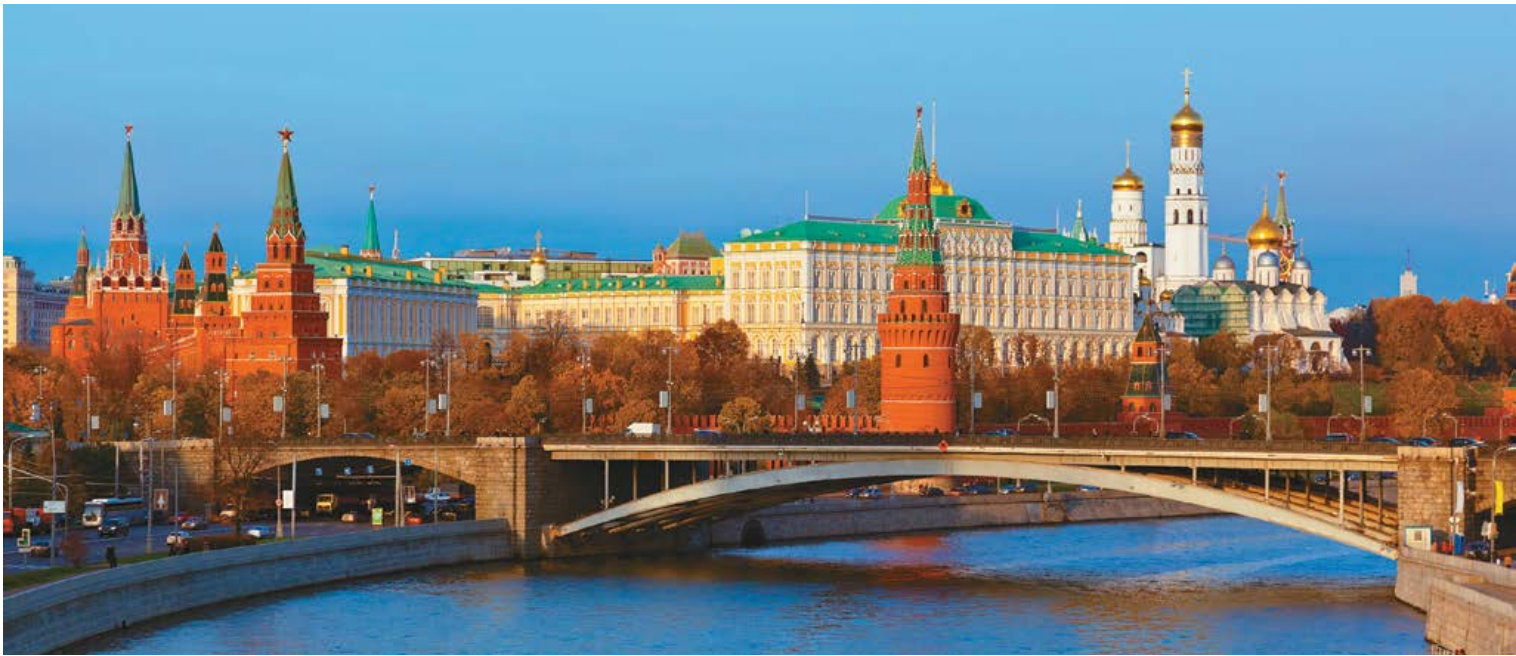
Russian Federation

The Russian market still remains one of the most attractive markets in the world for investing, promoting goods, services, technologies despite the impact of the global financial and economic crisis and current political issues.

Leading financial centres around the world actively invest into the Russian economy. More than half of the largest globe investors plan to expand their activities in the country.

In global trade, the Russian Federation, a new WTO member, remains one of the most attractive markets of the world. Russian consumers improve their well-being year by year, seeking to purchase the best, modern, and advanced goods and services.

The formation of the common economic space together with the Republic of Belarus and the Republic of Kazakhstan and the establishment of the Eurasian Economic Union increase attractiveness of the "Russian direction" in terms of financial flows, and movement of goods and services to the giant Eurasian market.



» ...Moscow has proved itself as one of the major European investment platforms.

(Sergey Sobyenin, Mayor of Moscow)

» Investments in Moscow's economy amounted to \$35 billion in 2013 (62% of all investments in the country).

Moscow

Moscow is the capital of a great country, a city with a population of 20 million people including visitors. It is the largest industrial, intellectual, business and educational center, housing the offices of the world's major companies. Moscow generates 20% of the country's GDP and serves as a platform for important political and economic decisions. It is a dynamically developing metropolis sharing borders with Europe and Asia and is a gateway to the Russian market.

Every year we can see increase in the number of major trade shows, conventions, professional service providers, hotel capacities as well as solutions to transportation and navigation problems in Moscow.

MOSCOW IS



Russia's economic centre, the major supplier and consumer of goods and services, human resources, research and innovative developments and advanced technologies;



Russia's financial centre;



a global industrial and economic center, a city with widely diversified economy;



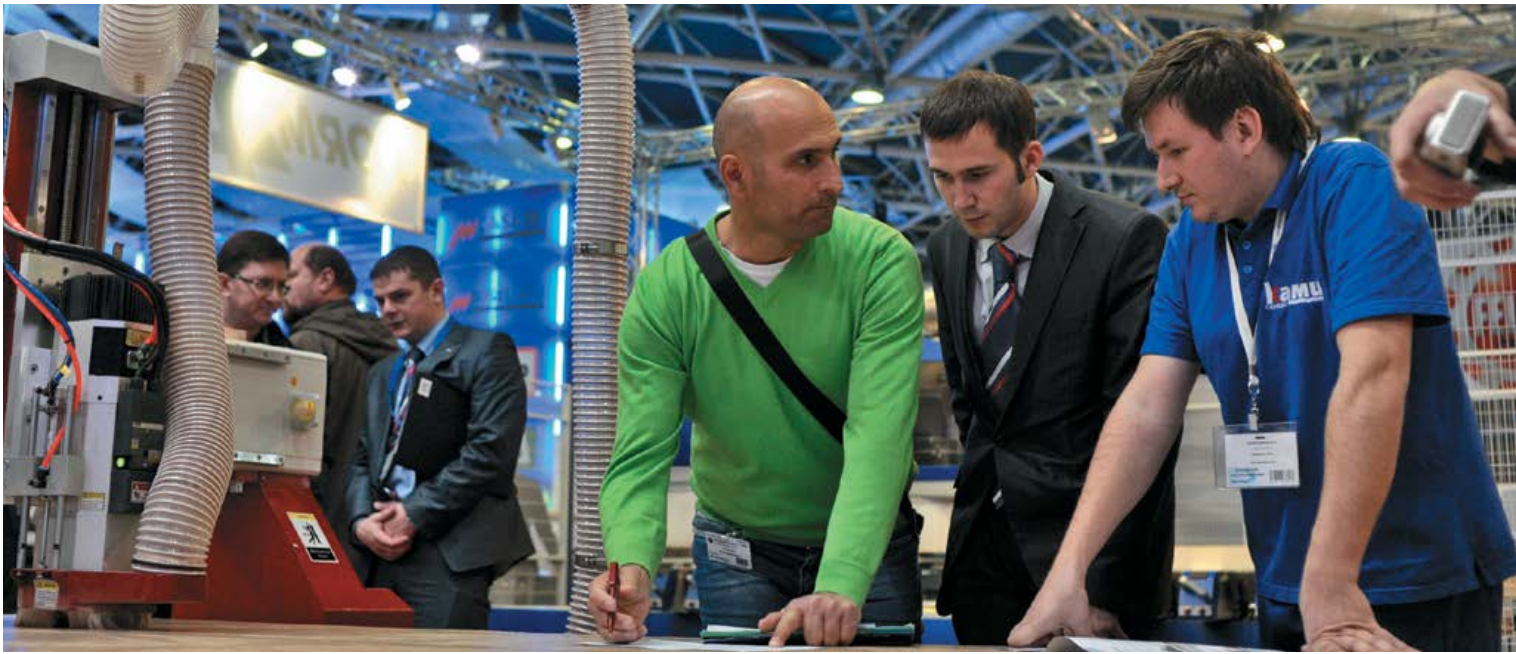
the largest cultural and tourist centre of the world possessing a unique cultural and historical heritage as well as a modern travelling infrastructure;



Russia's largest transportation hub located on strategically important intersection of major international transport corridors passing through the territory of our country.



» In Moscow there is a concentration of more than 80% of the country's financial flows, more than half of Russia's banking capital, over 90% of the whole Russian stock exchange market, 90% of head offices of foreign banks and financial institutions operating in Russia.



ANNUALLY IN RUSSIA

- » over 1,700 trade shows;
- » over 2 million sq m of exhibition space;
- » about 140,000 Russian exhibitors;
- » over 20,000 foreign exhibitors.

IN THE EXHIBITION MARKET

- » over 270 exhibition operators;
- » over 9 million visitors annually.

KEY MARKETING TOOL

Each trade fair is an important infrastructural element of the economy forming the business environment of the country as well as development strategy of all industries. Annually about 140,000 Russian exhibitors and nearly 20,000 foreign companies participate in trade shows in Russian cities and towns.

Statistically, Moscow ranks the first with approximately 62% of the total exhibition space, St. Petersburg ranks the second with 11%, while other Russian regions occupy 27%.

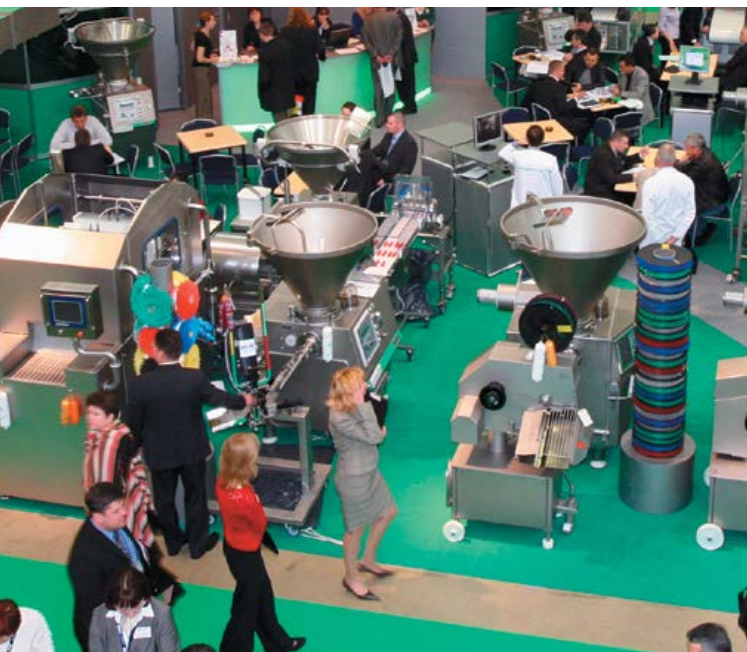
Expocentre Fairgrounds, having at its disposal 165,000 sq m of modern exhibition area which amounts to 62% of all exhibition area in Moscow and 20.6% in Russia respectively, is an outstanding leader in the tradeshow industry. It is also important to note high quality of this venue, its convenient and modern infrastructure, a prestigious location and well known fairgrounds at Krasnaya Presnya.

» The annual turnover of the exhibition market in Russia is 900 million US dollars.

(AMR International)

» Accompanying economic impact (an increase in the turnover of enterprises associated with servicing exhibitors and visitors such as hotels, transport, catering, etc.) is from 3 up to 4 billion US dollars annually.

» The number of the companies organizing trade exhibitions is 254, including 141 companies located in Moscow.





EXPOCENTRE FAIRGROUNDS TODAY

- › has 9 pavilions with modern engineering and technical facilities amounting to a total area of 105,000 sq m;
- › has outdoor area of 60,000 sq m;
- › has 32 convenient halls for holding conventions, symposia, seminars, and presentations;
- › provides world-class exhibition services;
- › provides cutting-edge technology and high-quality exhibition products.



EXPOCENTRE IS A STRATEGIC PARTNER IN PROMOTING PRODUCTS AND SERVICES

ExpoCentre is the leading Russian exhibition operator, an organizer of the largest trade shows and congresses in Russia, the CIS countries and Eastern Europe. Every year businessmen from over 100 countries meet at ExpoCentre Fairgrounds to showcase their best products, expand business partnerships,

make beneficial contracts, and find potential investors. ExpoCentre's 24 exhibitions were approved by the Global Association of the Exhibition Industry (UFI) and 25 exhibitions were certified by the Russian Union of Exhibitions and Fairs (RUEF).



Expocentre is a reliable and long-standing partner of Russian and international business nearly in all sectors of economy.

Expocentre is conveniently located in the heart of Moscow next to the Kremlin, the Russian Government and the Moscow Mayor's office. Expocentre Fairgrounds, the Moscow-City International Business Center and the World Trade Center of Moscow (WTC) form the so so-called 'business triangle', a unique centre of business life in the capital.

Participation in Expocentre's trade shows is considered to be prestigious. According to surveys, 40% of exhibitors, including foreign ones, said that the main reason for their participation in Expocentre's trade shows was not only its high efficiency, but also a special status value it holds in the eyes of Russian consumers. Expocentre's involvement as a strategic partner in promoting products and services ensures a long-term success of your company in the Russian market as well as in the markets of the CIS countries, Baltic States and Eastern Europe.



YOU
ARE A
GOVERNMENT
EMPLOYEE

SERVE
STRENGTHEN
CONTRIBUTE

YOUR RESPONSIBILITY IS TO SERVE the interests of the state and the society

YOUR TASK IS TO STRENGTHEN Russia's position in the domestic and world markets

OUR PRIORITY IS TO CONTRIBUTE to the implementation of social and economic national policy



» You have good convention facilities for holding international trade shows, presentations and business forums. It is essential to make greater use of them for the development of economic collaboration. Economic cooperation and interaction will only enhance the competitive position of the national economies of the CIS countries and strengthen their position in the global markets. These are our natural advantages and they should be used effectively.

(President of Russia Vladimir Putin at the meeting with the members of the Board Presidium of the Chamber of Commerce and Industry of the Russian Federation)



EXPOCENTRE IS A PARTNER OF THE STATE

Expocentre represented by its highly professional and close-knit team is fully aware of its place within the general structure of the Russian economy and the high responsibility to the state and the society. Subjects of the most important Expocentre's trade fairs correspond with the most important national pro-

grammes and are directly related to the priorities of the Russian economic policy. The majority of the trade shows is carried out in cooperation with central authorities, relevant ministries, institutions, and state corporations.



EXPOCENTRE'S FLAGSHIP TRADE SHOWS

- » are supported by state authorities of the Russian Federation and carried out in line with the national policy of modernization of the main sectors of economy, priority areas of science and technology, key aspects of the social sphere;
- » are considered to be landmark events in the Russian and world economy;
- » are organized in close cooperation with the leading industry unions and associations and other civil institutions;
- » are supported by federal ministries and the Moscow City Government, run under the auspices of the Russian Chamber of Commerce and Industry.

PARTICIPATION EXPERIENCE IN IMPLEMENTING NATIONAL POLICY

Expocentre's programme of accompanying events traditionally pays particular attention to strategic sectors of the economy, which contribute to the development of Russian companies, effective building up of their supply chains, and enhancement of their interregional and international relations.

The country's top officials pay special attention to Expocentre's projects thus confirming their great importance for the country. President of the Russian Federation Vladimir Putin, Prime Minister of the Russian Federation Dmitry Medvedev are frequent visitors to Expocentre's trade shows and conventions.



EXPOCENTRE'S TRADE SHOWS ARE SUPPORTED BY

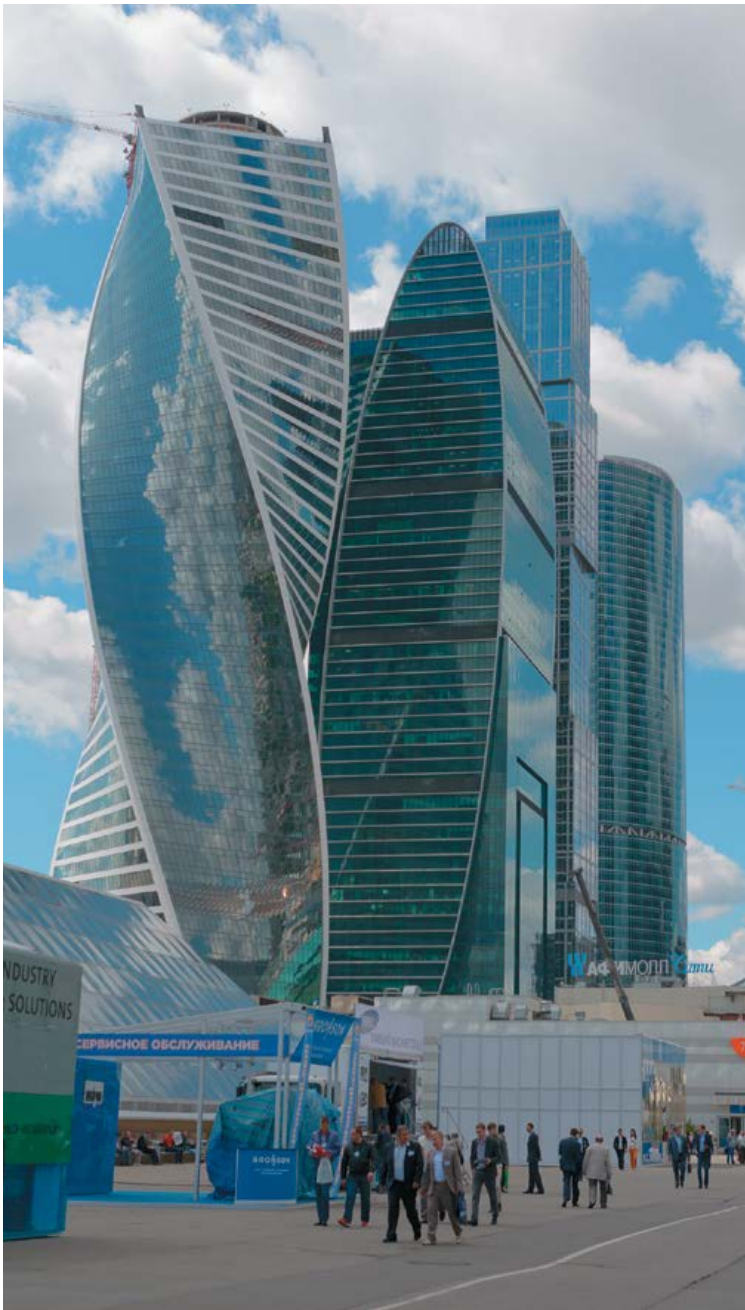
- » Ministry of Industry and Trade of the Russian Federation;
- » Ministry of Economic Development of the Russian Federation;
- » Ministry of Communications and Mass Media of the Russian Federation;
- » Ministry of Energy of the Russian Federation;
- » Ministry of Agriculture of the Russian Federation;
- » Ministry of Labour and Social Protection of the Russian Federation;
- » Ministry of Health Care of the Russian Federation;
- » Ministry of Sport of the Russian Federation;
- » Federal Communications Agency (Rossvyaz);
- » Federal Forestry Agency (Rosleskhoz);
- » Federal Medical and Biological Agency (FMBA of Russia);
- » Federal Service for Surveillance on Consumer Rights Protection and Human Wellbeing (Rospotrebnadzor)
- » Federal Service for Surveillance in Health Care (Roszdravnadzor).

FEDERAL SUPPORT

The majority of exhibitions and accompanying events of Expo-centre are organized with official support of relevant ministries and institutions and held with the participation of their representatives.

Interest in Expo-centre's trade shows and their support on the part of the government are well grounded: it is the place where

businessmen from across the world meet, multibillion deals are made, investment flows are generated, advanced technologies are showcased, and consumer demand is build. It is the place where economic strategy for this country's development is formed.



EXPOCENTRE IS A PARTNER OF THE MOSCOW CITY GOVERNMENT

The Moscow City Government considers the exhibition and congress activities a priority for the development of the capital. The President of Russia proclaimed an ambitious goal that is to transform the capital into the world's largest financial center. The goal implies extensive and diverse congress and exhibition activity that is tightly associated with Expocentre.

For the Russian capital city Expocentre at Krasnaya Presnya is one of the largest investors and taxpayers. The results of the

partnership between city authorities and Expocentre have been appreciated and evaluated by the residents and guests of the city: transportation infrastructure is developed (a good example is the construction of Vystavochnaya and Delovoy Tsentr metro stations), business activity is growing (case in point: the new ultra-modern international complex Moscow-City was constructed near Expocentre), hotel services are improved.

Expocentre, with a half-century experience in organization and holding the largest international trade shows and congresses, as “an elder brother” is ready to provide assistance to colleagues in the Russian regions and the former Soviet Republics in design, construction and operation of exhibition complexes, consulting them on certification matters as well as holding educational and training workshops for personnel and exhibitors if the necessity arises.

(Sergey Bednov, General Director of Expocentre ZAO)





REGIONS: PRACTICE OF INTERACTION

Today, only 45% of the Russian regions have specialized exhibition areas, though not all of them meet the modern standards and international specifications.

Over the past seven years, the number of regional exhibition centres has doubled, but they are still not enough, and the available exhibition venues in the regions do not meet the needs of domestic and foreign companies.

In total, there are 38 exhibition venues in Russia with an indoor exhibition area amounting to approximately 800,000 sq m.

For comparison: in Germany, for the purpose of holding specialized trade shows, 22 venues with total area of 2.75 million sq m are used. In Italy, the total area used by the exhibition centres amounts to more than 2 million sq m and in China – more than 6 million sq m.

The prospects for the economic development of Russian regions are closely connected with the need to construct specialized and modern exhibition and convention venues. Russia's entry into the WTO will obviously promote the integration of Russian fairgrounds into the existing global exhibition and congress system.



Cooperation of Expocentre, the Committee on Exhibition and Fair Activity Supporting Producers and Exporters of the Russian Chamber of Commerce and Industry, and the Russian Union of Exhibitions and Fairs has provided necessary conditions for an 'exhibition breakthrough' in the regions. With the participation of Expocentre for the past 5 years, there have been put into operation such exhibition centres as Belexpocenter (the Belgorod region), Mordovexpocenter (the Republic of Mordovia) and exhibition complexes in the Republic of Komi, in the Kirov and Irkutsk regions.

Expocentre, being the leading Russian exhibition company and the founder of the Russian exhibition business, actively and effectively shares its experience and know-how with their colleagues in the Russian regions.

With participation of Expocentre there was prepared and submitted to public authorities a draft of the Concept of formation of exhibition, fair and congress infrastructure in the subjects of the Russian Federation based on principles of public and private partnership. The Concept was approved by the Russian Government. Many of the Concept items are implemented by Expocentre in its daily activities.



YOU

ARE A SCIENTIST,
AN INNOVATOR,
AN IPR OWNER

DEVELOP
IMPLEMENT
PROTECT

YOUR MISSION IS TO DEVELOP scientific and technological potential of the country

YOUR GOAL IS TO IMPLEMENT innovative hi-tech solutions

OUR EXCLUSIVE MISSION IS TO PROTECT the copyright and related rights of scientists and innovators



» According to the number of companies with innovative potential, Russia occupies the 7th place (among 110 countries). Patent-activity wise – the 9th place. Level of investment out of the country's GDP in the sphere of innovative development – the 33rd place.

» In the rating of the world's largest innovative centers Moscow takes the 11th place.

(Innovative rating compiled by Bloomberg)



TRADE SHOWS FOR INNOVATIONS...

Expocentre's exhibition and events programme is composed of its own exhibitions and visiting shows which are organized on the territory of Expocentre Fairgrounds at Krasnaya Presnya by other Russian and foreign exhibition operators. When compiling a programme of accompanying events, Expocentre takes into account the most important directions in the development of science and technology.

In Expocentre's events programme, there are over 20% of exhibitions of innovative nature. This is an absolute record among the exhibition organizers of Russia. The list of Expocentre's innovative exhibitions includes Navitech, Sviaz-Expocomm, Photonics. World of Lasers and Optics, Metallo-obrabotka, Lesdrevmash, Neftegaz, Exporiority, and Elektro.

Year by year Expocentre's exhibitions contribute to the launch in the Russian market new technologies, advanced research developments, create perfect conditions for experts to get acquainted with the latest research and technology achievements, advanced developments produced by the largest R&D institutions and innovation centres.

It is here at Expocentre Fairgrounds that major research and technology companies from over 100 countries meet each other.

During Soviet times, within a five-year plan Expocentre held about 15–20 trade shows, whose exhibits were studied by the leading R&D institutes, the best scientists and manufacturers for years.



Expocentre's industrial, scientific and technological exhibitions are the key elements of its programme. There are world known business companies, whose effectiveness is proved through their long history of participation in Expocentre's

trade shows in the largest core industries of the global economy. It is here at Russia's main business platform that business leaders meet representatives of the key Russian ministries, researchers and experts from different countries.



... AND INNOVATIONS OF THE TRADE SHOW BUSINESS

Expocentre Fairgrounds is Russia's leader of innovations in the field of exhibition services. Expocentre's pavilions are equipped with 3G and 4G mobile telecommunication technology. High speed data transfer in 3G and 4G – up to 100 Mb per second – allows users in Expocentre's pavilions to have not only a stable mobile communication, but also a high-speed access to the Internet at any time.

Expocentre's whole area is covered with Wi-Fi network.

Expocentre uses an innovative approach to the organization of communication between professional visitors and exhibitors, known as Online MatchMaking System. It offers an interactive meeting place that allows visitors and exhibitors long before the event starts to get acquainted with the available list of registered exhibitors and visitors and make an appointment online with the companies and organizations of interest, having agreed upon the matter of negotiation and effectively planned their work.



SERVICES PROVIDED WITHIN THE PROJECT 'EXPOCENTRE FOR COUNTERFEIT-FREE EXHIBITIONS':

- » Providing consultancy to exhibitors on a wide range of issues involving intellectual property rights (IPR);
- » Clarification on special aspects related to applications for obtaining copyright protection;
- » Clarification on what steps to follow in case of IPR infringement;
- » Issuance of a certificate of demonstration at the exhibition of a product and a trademark;
- » Issuance of a certificate on a product demonstrated at the exhibition under a registered trademark.

PRIORITY: COPYRIGHT PROTECTION

Expocentre, always striving to provide maximum convenience for all exhibitors, carries out the Expocentre for Counterfeit-Free Exhibitions project. First presented at the Prodexpo'2013 exhibition, it established itself as a logical continuation of the International Forum on Intellectual Property – Expopriority.

For the first time in Russia at Expocentre Fairgrounds, this project allowed to implement the recommendations of the Global Association of the Exhibition Industry (UFI) which encourage exhibition operators to provide full assistance to the exhibitors in the field of protection and regulation of IP rights.

At a specially equipped stand placed at every Expocentre's exhibition, immediate consultations on copyright and IP rights issues are provided to those who are interested. Our consultants, experts in this field, work at the stand all the time. The participants may seek clarification on matters of interest during the whole exhibition period.

Expocentre also issues special certificates to exhibitors demonstrating their products and trademarks at the exhibition which may further assist in obtaining protection documents related to intellectual property, such as patents and trademarks.



SPECIAL BENEFIT OF THE EXPOCENTRE FOR COUNTERFEIT-FREE EXHIBITIONS PROJECT: receiving legal advice during the exhibition without addressing a consulting company.

Expocentre issues exhibitors certificates on a product demonstrated at the exhibition under a registered trademark. This certificate assists the right owners in proving the legal use of the trademark on the territory of the Russian Federation in case of a dispute over the early termination of the legal protection of the given trademark.

All the documents are issued free of charge; you just have to fill in an application form on the first day of the exhibition.

The implementation of the Expocentre for Counterfeit-Free Exhibitions project enables the exhibitors to build up a conscious attitude to others' exclusive rights and provide additional means of protection of their own rights.



YOU
ARE AN
EXHIBITION
OPERATOR

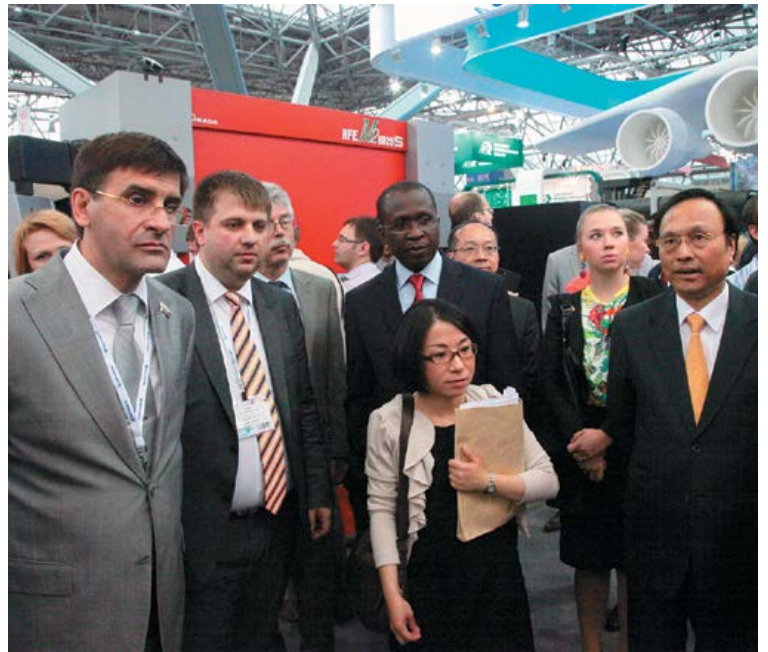
ATTRACT
PROVIDE
COOPERATE

YOUR GOAL IS TO ATTRACT the largest exhibitors from all over the world

YOUR TASK IS TO PROVIDE participants with comfortable and favourable conditions

OUR POSITION IS to effectively **COOPERATE** with Russian and international exhibition operators

» In 2013 Expocentre signed / prolonged 13 agency agreements with co-organizers from Russia, Ukraine, Turkey, Spain, the USA, Canada, Latvia, Australia, Poland, India, Bulgaria, and China.



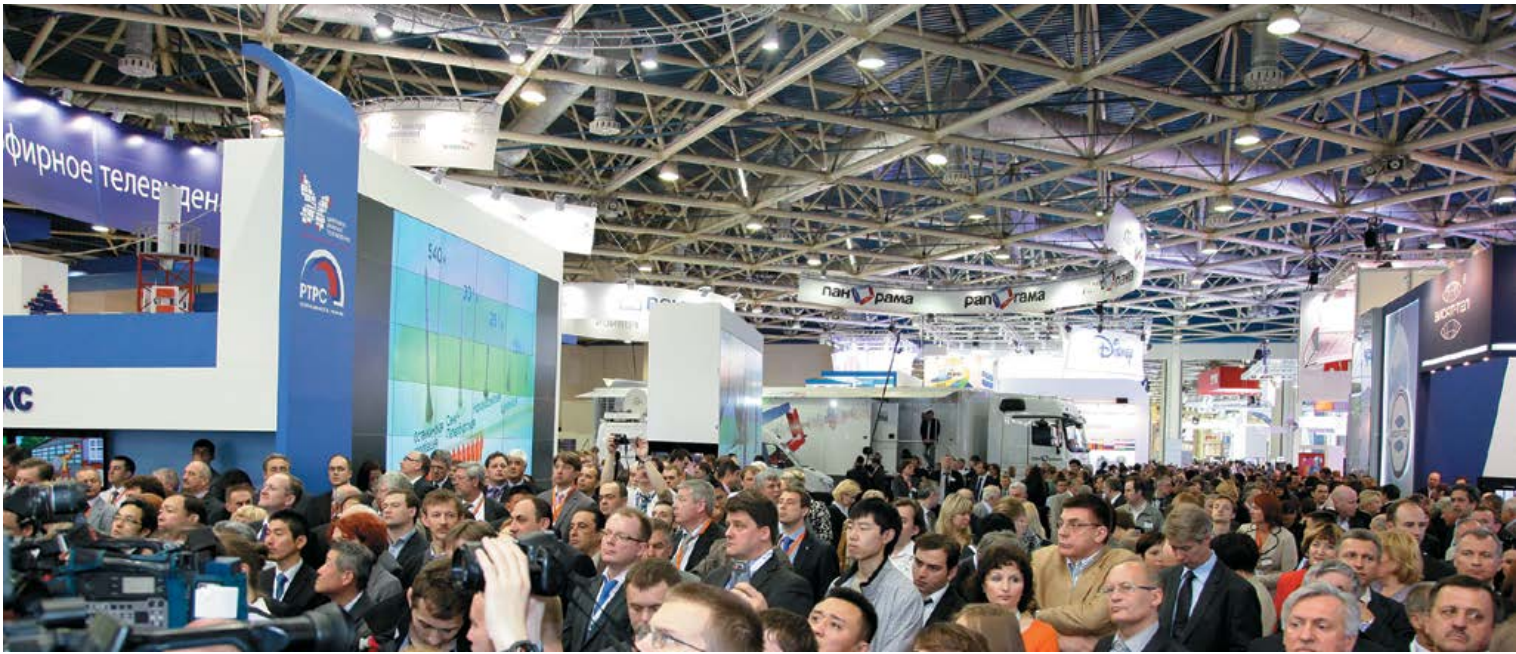
EXPOCENTRE'S PARTNERS

- ITE OOO (Russia)
- Messe Düsseldorf Moscow OOO (Russia)
- Messe Frankfurt RUS OOO (Russia)
- OWP-RUS OOO (Russia)
- Euroexpo Exhibition Company (Russia)
- Metall-Expo ZAO (Russia)
- AZS-Expo OOO (Russia)
- Restec Event Management Technology OOO (Russia)
- Russian Handicraft and Art Association (Russia)
- E.M.T.G. OOO (Russia)
- Mall Events OOO (Russia)
- Chip EXPO ZAO (Russia)
- Midexpo OOO (Russia)
- Expotronika OOO (Russia)
- ITE Group Plc. (Great Britain)
- Messe Düsseldorf GmbH (Germany)
- Igedo Company GmbH & Co.KG (Germany)
- Ost-West-Partner GmbH (Germany)
- PennWell Co. (USA, Great Britain)
- Turkel Fair Org. (Turkey)

5 REASONS

WHY THE LEADING EXHIBITION COMPANIES IN RUSSIA AND WORLDWIDE CHOOSE EXPOCENTRE

1. Expocentre Fairgrounds is a large exhibition venue that includes 9 state-of-the-art pavilions with total indoor area of 105,000 sq m and outdoor area of 60,000 sq m.
2. Expocentre's pavilions provide you with an optimal combination of comfort and the most advanced technologies.
3. Expocentre Fairgrounds is the most famous and widely promoted venue for large-scale trade shows in Russia and Eastern Europe.
4. Expocentre has a unique opportunity for an influx of visitors due to its location in the heart of the Russian capital, next to the most important transportation hubs.
5. Expocentre provides a full range of world-class services related to delivery, customs clearance, construction, assembly, catering, visitor registration, arrangement of accompanying events.



EXPOCENTRE IS AN EMBASSADOR OF THE EXHIBITING RUSSIA

During 1975–1991 Expocentre was the only representative of the Soviet Union in the most recognized exhibition organization in the world – the Global Association of the Exhibition Industry (UFI). Expocentre retained an exclusive right to represent new Russia in UFI until 2004, when the second Russian representative – All-Russian JSC 'Nizhegorodskaya Yarmarka' appeared in UFI.



TO BE IN A GLOBAL TREND IS A GUARANTEE OF COOPERATION

In 2013 Expocentre Fairgrounds hosted 64 specialized exhibitions, practically all of them showed an increase in space rented, volume of provided services and financial growth. Expocentre appreciates a long-term partnership with Russian and foreign exhibition operators and seeks to maintain the tradition of high-level organization of visiting forums and customer services, using one-stop shop system.

For the operators of each visiting forum to receive the highest commercial returns from holding their events, Expocentre provides a full range of services related to delivery, customs clearance, construction, assembly, catering, visitor registration, arrangement of accompanying events on a turnkey basis.



sharing knowledge
global network
international collaboration



Exhibitions and Events Mean Business
www.iaee.com



CCI of RF



MEMBER
OF THE RUSSIAN
UNION OF EXHIBITIONS
AND FAIRS



EXPOCENTRE AS A MEMBER OF PROFESSIONAL ASSOCIATIONS

- » Global Association of the Exhibition Industry (UFI)
- » European Major Exhibition Centres Association (EMECA)
- » International Congress and Convention Association (ICCA)
- » International Association of Convention Centres (AIPC)
- » International Federation of Exhibition and Event Services (IFES)
- » International Association of Exhibitions and Events (IAEE)
- » Russian Union of Exhibitions and Fairs (RUEF)
- » Guild of Exhibition Organizations of the Moscow Chamber of Commerce and Industry





UNION OF MAJOR PLAYERS OF THE EXHIBITION MARKET

In 1991 seven Russian exhibition companies following the initiative of Expocentre established the Union of Exhibitions and Fairs (since 2002 the International Union of Exhibitions and Fairs), nowadays the Russian Union of Exhibitions and Fairs (RUEF) headquartered in Nizhny Novgorod.

Today RUEF consists of 93 members including 88 full members and 5 associates. Over the past decade exhibition companies,

RUEF members, have organized over 700 industrial and multi-industrial exhibitions.

Expocentre's representatives actively participate in the activities of the Russian Union of Exhibitions and Fairs, including the development and adoption of its resolutions and decisions. General Director of Expocentre ZAO Sergey Bednov is RUEF Vice President.



MAJOR DIRECTIONS OF RUEF ACTIVITY

- » Assistance to national enterprises in promoting their products and services to the domestic and foreign markets;
- » Coordination of exhibition and fair activities;
- » Legislative initiatives in the field of exhibition and fair activities;
- » Auditing exhibition events;
- » International relations;
- » Workshops and seminars;
- » Exhibition industry data base.

The logo of the Russian Union of Exhibitions and Fairs testifies to a special value of the exhibition for the Russian economy.



YOU

ARE A CONVENTION
ORGANIZER, AN
EVENT OPERATOR

STUDY
CREATE
PROVIDE

You want **TO STUDY** the market, strengthen business contacts, search for partners

TO CREATE an image is your goal

It is within our capabilities **TO PROVIDE** you with an efficient business platform



- » About 40 mln of congresses and conventions are held annually with the total number of participants amounting to about 2 bln people.
- » The total annual market revenue amounts to more than 800 bln Euro.

(According to ICCA as of 2010)

- » The industry of business events brings large cities four times more benefit than organization of other public events.
- » Russia's share in the global market of international congresses and conventions makes up less than 1%.
- » The top five countries in hosting conventions and conferences on their territories are the USA, Germany, Spain, Italy, and the UK. Among the leading cities there are Vienna, Barcelona, Paris, and Berlin. In this list Moscow ranks only 100th, Saint-Petersburg – 119th.

(According to ICCA, Statistics Report)

EACH TRADE SHOW FEATURES A BUSINESS-RELATED PROGRAMME

A modern trade show is inconceivable without a rich business-related programme. It enables exhibitors to solve key issues on business development: to study the market, strengthen business contacts, find partners, create an image. It provides experts with an opportunity to inform their colleagues on their achievements and future plans and find out firsthand about major events in relevant sectors of economy and science.

The industry of business events is a successfully developing market, annually showing a 30% growth in Russia. In this highly competitive sector of economy Expocentre occupies one of

the leading positions, as every year, within the framework of the business-related programmes and visiting events at Expocentre, there are held over 800 forums, conventions, conferences, and round table discussions.

Expocentre offers the organizers of conventions, press conferences, seminars, and other events 32 halls, as well as renting possibilities of its nine modern exhibition pavilions.



- » Due to increasing scope of activity and its position in the event business Expocentre has become a member of the International Association of Convention Centres (AIPC) and the International Congress and Convention Association (ICCA).
- » During exhibitions and conventions Expocentre provides customers with services of the highest possible quality, which made it possible for Expocentre to become a member of the International Federation of Exhibition and Event Services (IFES).



STAND ALONE EVENTS

Expocentre offers its space for a wide variety of concerts and entertainment events. Nine exhibition pavilions with a total indoor area of 105,000 sq m and 60,000 sq m of outdoor area, serve as a perfect venue for holding concerts, corporate events, banquets, fashion shows, and festivals.

Expocentre's pavilions and conference halls allow hosting any events: from chamber concerts for 300 spectators to large-scale entertainment shows for an audience of up to 5,000 people.

Expocentre is in a position to provide a complete package of services for organizing any kind of event. We are ready to take on construction, hall decoration, setting the stage, lighting and sound equipment, catering, security, cleaning, ticketing, accreditation, and other services.



55 YEARS OF OUR COMMON HISTORY



Expocentre's 55th anniversary is an important milestone not only for our company but for the entire convention and exhibition industry.

In 1959 Expocentre (back then it was the Exhibition Department of the All-Union Chamber of Commerce) started its activities in Sokolniki Park in Moscow.

Twenty-four foreign exhibitions in different cities of the USSR such as Moscow, Tashkent, Alma-Ata, Kiev, Leningrad, Riga and other cities; soviet national exhibitions in Colombo, Helsinki and Mexico City; colorful Soviet stands at international fairs, and trade shows in 14 different countries. Such were the achievements of the newly created Department of the All-Union Chamber of Commerce in 1959. That year was a turning-point for establishing exhibition business in our country.

But the most exciting events of the year were the Soviet Exhibition of Science, Technology and Culture held in the New York Coliseum and the American National Exhibit held in Sokolniki Park.

The Soviet Exhibition of Science, Technology and Culture lasted 40 days and it was attended by more than one million Americans.

For the American National Exhibit in Sokolniki Park, there was constructed a special exhibition town which included among others a single storey living house of a 'typical American', where famous 'kitchen debate' between Soviet leader Nikita Khrushchev and Vice President of the USA Richard Nixon took place.



There were a lot of memorable events in the subsequent history of Expocentre. Among them, the first in our country international trade show Stroidormash (1964) and the Khimia Exhibition (1965) that impressed the whole world. Construction of a modern exhibition complex on the bank of the Moskva River (1970–2000s) was a product of unique (at the time) international cooperation; organization of national expositions at the World exhibitions and other major foreign shows...

Much in the history of Expocentre was accompanied by the words 'for the first time'. Expocentre was the first to pave the way for the national exhibition industry to the international exhibition community, having become a full member of the Global Association of the Exhibition Industry (UFI) in 1975. It was also one of the initiators and founders of the Russian Union of Exhibitions and Fairs in 1991.

Today, there are over 270 companies in the Russian market of exhibition and convention services. But Expocentre still retains its position as one of the leading exhibition companies in Europe.

This anniversary year Expocentre as usual invites you to plunge into the festive atmosphere of exhibitions at Krasnaya Presnya, take part in business events, each of them is bound to leave its unique mark in history.



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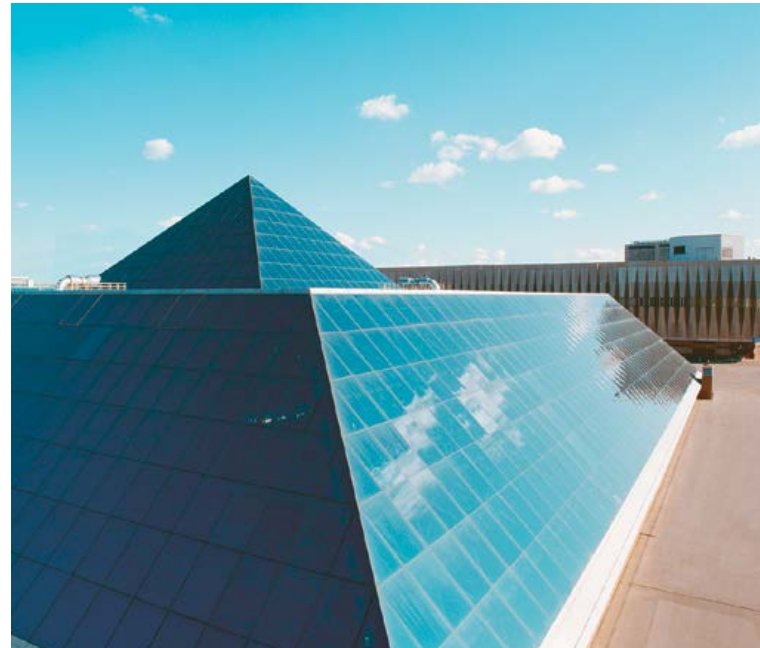
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See our exhibition and
convention programme and
the list of services provided by
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We are always glad to see you at
trade shows and conventions held at
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